Exhibit B

Make
A Stronger Lake Park.

A real project, program or site gives a message purpose.

- REAL PROGRESS
- GREATER AWARENESS
- MORE INVESTMENT
- STRONGER COMMUNITY



03

Real Projects. *Real Investment.*

STRATEGIC INVESTMENTS.
LOCAL JOBS.
A STRONGER DISTRICT.



CULINARY CROSSROADS

1301 10TH STREET



Culinary Crossroads at 1301 10th Street is transforming Downtown Lake Park. Home to Oceana Coffee, the Culinary Studio, and the Florida Canning Company, this **$11 million investment**— including **$1 million from the Lake Park CRA**— is creating jobs, attracting new investment, and generating more than **$100,000** annually in tax increment revenue.

PROJECT IMPACT

INVESTMENT AND OPPORTUNITY

$11 MILLION
TOTAL INVESTMENT

$1 MILLION
FROM THE LAKE PARK CRA

JOBS
CREATING NEW OPPORTUNITIES

>$100,000
ANNUAL TAX INCREMENT REVENUE

3 BUSINESSES
OCEANA COFFEE, THE CULINARY STUDIO, AND THE FLORIDA CANNING COMPANY

151 LIKES | **19** COMMENTS | **11** SHARES

Strategic partnerships create lasting community impact.

6 Months of Momentum.

Our communications highlight real projects, real businesses and real progress in the Lake Park CRA.

- MORE AWARENESS
- MORE CONNECTIONS
- MORE OPPORTUNITIES
- STRONGER BUSINESS DISTRICT



From Likes to *Lasting Impact.*

DIFFERENT METRICS.
A STRONGER DISTRICT.

THE OLD SCOREBOARD
ENGAGEMENT METRICS



- **Likes**
- **Reach**
- **Followers**
- **Attendance**

THE REDEVELOPMENT SCOREBOARD
ACTIONS AND IMPACT

- **Inquiries**
  People reaching out about opportunities
- **Site visits**
  Prospects coming to see the district
- **Grant applications**
  Property and business owners taking action
- **Broker contacts**
  Sharing available properties and opportunities
- **Business openings**
  New and expanded businesses in the district
- **Private investment**
  Increased confidence and continued growth

Engagement tells us whether people saw it. | *Action* tells us whether it *mattered.*

REAL RESULTS. *A Stronger Lake Park.*

MORE AWARENESS.
MORE CONNECTIONS.
MORE OPPORTUNITIES.

SOCIAL MEDIA PERFORMANCE

YEAR TO DATE

VIEWS

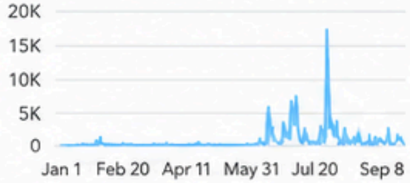
264.8K

↑ 1.1K%



REACH / VIEWERS

72.7K



CONTENT INTERACTIONS

4.4K

↑ 704%



LINK CLICKS

520 ↑ 575.3%



WEBSITE VISITS

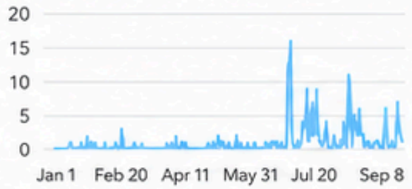
4.6K

↑ 215.9%



FOLLOWS

240 ↑ 220%



REAL-WORLD IMPACT

GRANT APPLICATIONS

100% increase

in grant applications compared to the previous 6 months.

More property and business owners are learning about CRA programs and taking action to improve their properties.

BUSINESS OWNER ENGAGEMENT

Increased inquiries and collaboration

Business owners are reaching out to learn about incentive programs, discuss potential projects and partner with the CRA.



BROKER INTEREST

Increased outreach about property availability

Brokers are contacting the CRA for information on available properties and development opportunities in the district.



STRONGER DISTRICT VISIBILITY

Our content is showcasing CRA investment, highlighting local businesses and telling the redevelopment story — driving more interest, opportunities and activity in Lake Park.

A MORE VIBRANT DOWNTOWN. A STRONGER TOMORROW.

Engagement tells us whether people saw it. | *Action* tells us whether it *mattered.*

04

Real Support. *Real Results.*

BUSINESS SUPPORT.
PROPERTY IMPROVEMENTS.
A STRONGER DOWNTOWN.

25+
GRANT INQUIRIES

Local property and business owners are reaching out to learn more about CRA programs and available opportunities.

12
COMPLETE GRANT APPLICATIONS

12 complete applications received for CRA incentive programs, representing strong interest and continued investment in our downtown.



BUSINESS GROWTH | **PROPERTY IMPROVEMENTS** | **STRONGER DOWNTOWN** | **INCREASED INVESTMENT**

Strategic partnerships create lasting community impact.

LAKE PARK CRA / SIX-MONTH UPDATE

Businesses make *the district.*

Downtown Activation and Outreach

Business spotlights and grand openings
Highlighting local businesses and celebrating new and expanding businesses.

CRA meetups and SCORE mentoring
Connecting entrepreneurs with resources and support.

Rust Market and community activation
Bringing the community together through local vendors, events and programs.



LAKE PARK CRA / SIX-MONTH UPDATE

What comes next *for Lake Park?*

Near-Term CRA Priorities

- Advance downtown gateway signs and branding
- Continue grant and property review outreach
- Support active projects, public spaces and businesses



SOCIAL MEDIA IS THE TOOL.

Redevelopment is the purpose.

1 START WITH THE PLAN.



Every communication should have a purpose.

2 SHOW THE INVESTMENT.



Make progress visible.

3 CREATE THE NEXT ACTION.



Give people somewhere to go.

Don't just promote your district.

Help people understand why they should invest in it.