

Make *A Stronger Lake Park.*

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



REAL
PROGRESS



GREATER
AWARENESS



MORE
INVESTMENT



STRONGER
COMMUNITY



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

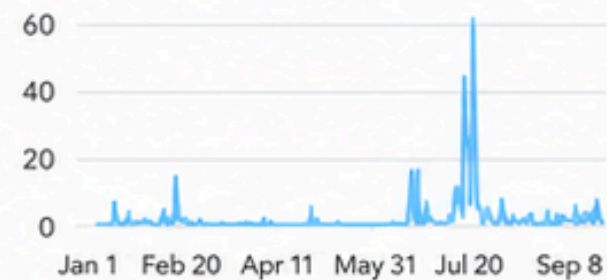
4.4K

↑ 704%



LINK CLICKS

520 ↑ 575.3%



WEBSITE VISITS

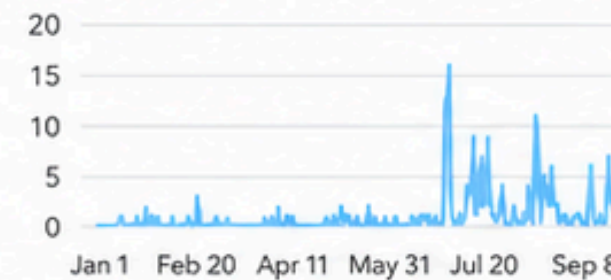
4.6K

↑ 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.



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.

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.

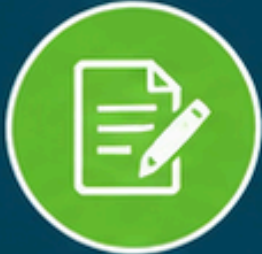


What comes next for *Lake Park*?

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.