



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026

Originating Department: CRA

Agenda Title: Presentation - Lake Park Community Redevelopment Agency (CRA) - Six (6) Month Update

Agenda Category: Special Presentation/Report

Approved by Town Manager: _____ **Date:** _____

Cost of Item: \$0.00 **Funding Source:** _____

Account Number: _____ **Finance Signature:** _____

Advertised: _____

Date: _____ **Newspaper:** _____

Attachments: Lake Park CRA Six-Month Update Presentation

Please initial one:

_____ Yes I have notified everyone

_____ Not applicable in this case

Summary Explanation/Background:

The Lake Park Community Redevelopment Agency (CRA) has recently undergone a transition in leadership and has worked extremely aggressively over the past six (6) months to promote the district and to advance its mission of encouraging economic development, supporting local businesses, stimulating private investment and improving the overall appearance and vitality of the CRA District. As a result, the CRA staff will provide the CRA Board with a presentation on how the CRA has increased its

communications, outreach and redevelopment efforts to increase awareness, generate opportunities, encourage private investment, and support the long-term revitalization of the CRA District.

Over the past several months, CRA staff have focused on strengthening community engagement, increasing awareness of available incentive programs, promoting redevelopment projects, and expanding outreach to business and property owners throughout the district.

As part of these efforts, the CRA has implemented a more strategic communications approach designed to highlight redevelopment activity, showcase local businesses, promote investment opportunities, and connect residents, entrepreneurs, and property owners with available resources.

Communications and Community Engagement

The CRA has experienced significant growth in its digital communications and social media engagement. Year-to-date performance highlights include:

- More than 264,800 social media views
- Approximately 72,700 accounts reached/viewers
- More than 4,400 content interactions
- 520 link clicks
- Approximately 4,600 website visits
- 240 new follows

These efforts have helped increase the visibility of CRA projects, programs, local businesses, and redevelopment opportunities throughout the community.

Business and Property Owner Outreach

CRA staff continue to actively engage local business and property owners regarding available incentive programs and redevelopment opportunities. Recent outreach efforts have generated more than 25 grant inquiries and 12 complete grant applications - pending staff and CRA Board review, demonstrating continued interest in property improvements and private investment within the CRA District.

Redevelopment and Investment

The CRA continues to strategically promote ongoing redevelopment projects, public improvements, and private investment throughout the district. By highlighting tangible progress and showcasing the positive changes taking place in Lake Park, these efforts aim to build confidence among prospective investors, developers, business owners, and property owners.

Through consistent communication and increased visibility of redevelopment activity, the CRA seeks to strengthen the district's reputation as an attractive location for investment, encourage continued private-sector participation, and generate momentum for future economic growth.

Downtown Activation and Business Promotion

The CRA has expanded its efforts to promote existing businesses, celebrate grand openings, and encourage activity throughout Downtown Lake Park. Initiatives include business spotlights, ribbon-cutting ceremonies, CRA business meetups, SCORE mentoring opportunities, and promotion of the Rust Market and other community activities.

These efforts are intended to strengthen relationships with local businesses, encourage entrepreneurship, and position the Lake Park CRA District as a vibrant destination for residents, visitors, and prospective

investors.

Upcoming CRA Priorities

Looking ahead, CRA staff will continue advancing key redevelopment initiatives, including downtown gateway signage and branding, ongoing grant and property owner outreach, support for active redevelopment projects, public space improvements, and continued business engagement.

Recommended Motion:

I move to accept the Lake Park Community Redevelopment Agency (CRA) - Six (6) Month Update.