

Priority Recommendations and Activities	Timeframe	Estimated Budget (hard cost)	Actual Budget (hard cost)	Department Responsible	Notes
1. Establish the Downtown and CRA Brands/Identities					CRA staff includes support by Consultants and future CRA Project Coordinator
CRA Goals:					
#1 Economic Development					
#3 Public Improvements and Infrastructure					
Objective: Develop a recognizable identity for Downtown Lake Park & the CRA					
Develop a brand for Downtown Lake Park as a sub-brand of the Town and the LPCRA, with accompanying brand standards guide	2nd-3rd Qtr 2025	TBD		CRA Staff / Comm Staff / Board	
Host business and property owner brand development meetings on a recurring basis	2nd-3rd Qtr 2025	0		CRA Staff	
Present brand to CRA Board for adoption	3rd -4th Qtr 2025	0		CRA Staff	
Host a brand launch event in collaboration with business and property owners (may be in coordination with the Rust Market and/or with Town Event Team)	4th Qtr 2025-1st Qtr 2026	\$10,000		CRA Staff	
Incorporate the new logo and brand standards guide into internal and external communications tools	Upon Adoption	0		CRA Staff / Comm Staff	
Create co-branded templates (Downtown and CRA) for print and electronic collateral (e-newsletters, social media sites, letterheads, maps, envelopes, etc.)	Upon Adoption	TBD with Brand Development		CRA Staff	
Consider producing branded merchandise for prize giveaways or for sale in collaboration with businesses and/or business organization (e.g. T-shirts/high-end tote bags)	Upon Adoption	\$2,500		CRA Staff	
Communicate the adoption of the brand and marketing plan to County and State tourism organizations (see also Goal 4)	Upon Adoption	0		CRA Staff	
Coordinate media announcements and public relations strategy with Town Public Information Officer	Upon Adoption	0		CRA Staff / Comm Staff	
Create CRA collateral to promote the incentives and opportunities within the CRA, including brochures, leasing packages, presentation booth backdrop, scrim banners, etc.	Upon Adoption	\$5,000		CRA Staff / Comm Staff	CRA Brochure with incentives and downtown businesses is produced - additional materials TBD
Design and install light pole banners on Park Avenue, 10th Street and US-1 (if permitted by all presiding agencies). Ensure pole banners and future wayfinding systems are coordinated	4th Qtr 2025-1st Qtr 2026	\$10,000 - \$15,000		CRA Staff / Comm Staff / Public Works	
2. Increase Business & Community Engagement					
CRA Goals					
#1 Economic Development					
#2 Housing and Residential Life					
#4 Transportation, Transit, and Parking					
Objectives:					
Improve Social Media Engagement & E-Communications					
Launch Comprehensive Local Events/Assets Marketing Strategy					
Repurpose the CRA social media pages to focus on the Agency incentive programs, business success, and opportunities to invest and discover Lake Park. Consider the development of new Downtown Lake Park social media pages as the new brand is launched	1st to 2nd Qtr 2025	0		CRA Staff	Determine if CRA can control and manage pages due to heavy content strategy
Initially, change CRA profile pictures to a branded image and include the new Downtown logo as appropriate, fitting properly within guidelines of outlet and linking back to CRA pages on the main website	Upon Completion of Brand	0		CRA Staff	
Conduct engagement analysis every 3 to 6 months	ongoing	0		CRA Staff	

Initiate an advertising plan within the first 30 days of the new social media strategy: 60% for local market, 20% to grow fans of the CRA and Downtown, and 20% to reach surrounding areas	TBD	\$300-\$600/month		CRA Staff	
Segment social media content to provide a variety of information and brand content, and adjust every 3 to 6 months	ongoing	0		CRA Staff	
Use hashtags: #TurnOnPark #Park&10th #TownofLakePark #LakeParkCRA Campaign Developed During Branding. Additional hashtags to be included for digital consistency and alert to specific programs/activities when appropriate: #LPCRAEvents #LakeParkArts #LakeParkBusiness #LakeParkCulture #LakeParkTips Use hashtags: #TurnOnPark #Park&10th #TownofLakePark #LakeParkCRA Campaign Developed During Branding. Additional hashtags to be included for digital consistency and alert to specific programs/activities when appropriate: #LPCRAEvents #LakeParkArts #LakeParkBusiness #LakeParkCulture #LakeParkTips	ongoing	0		CRA Staff	
Develop 2-year social media plan & analyze monthly reports to review the success of follower growth, likes, and engagement	ongoing	0		CRA Staff	
FB: Focus on featuring businesses, downtown events, incentive programs, and available spaces. Develop a schedule and a plan for weekdays	ongoing	0 (see ad budget above)		CRA Staff	
IG: Focus on real-time images around town, with the intent to make the page a photo gallery	ongoing	0		CRA Staff	
X: If unique content is developed, allocate 70% to news, 20% to the brand, and 10% to events & programs. Use platform as a news-based channel only (no engagement) that specifically provides links to press releases, important information, upcoming events	ongoing	0		CRA Staff	
LI: Launch a Lake Park CRA LinkedIn page focusing primarily on development and investor/business attraction	1st to 2nd Qtr 2025	0		CRA Staff	
YT: Use the Town of Lake Park YouTube channel to create a CRA channel. Create a premier video to highlight Downtown Lake Park and the LPCRA and business promotional videos supporting business attraction. Post on the YouTube channel, website and CRA pages	2nd to 3rd Qtr 2025	\$8,000 to \$12,000		CRA Staff	First video in production - utilizing Making Waves Video Productions - a local vendor
E-Newsletter: Launch a monthly CRA business e-newsletter and collaborate with the Town to include a CRA Corner in the townwide e-newsletter if available. Collect email addresses at community events, CRA meetings, town halls, and other meetings to sign up for periodic news and information from the CRA	1st to 2nd Qtr 2025	0		CRA Staff ' / Comm Staff	
Subscribe to Google Alerts or other third-party outlets to monitor positive stories about Lake Park. Feature relevant stories in the newsletter CRA Corner and in social media posts with links to the original stories		0		CRA Staff	
Invite interested and engaged citizens to become “neighborhood ambassadors.” Host Neighborhood Ambassador “socials” or “meetups” monthly or quarterly (Utilize Neighborhood Ambassadors to extend communications strategies (reaching their spheres of influence – also referred to as influencer marketing or digital ambassadors - to know the news and share the news about all things Downtown Lake Park), as volunteers and as champions for the Downtown brand and the CRA	1st to 2nd Qtr 2025	\$500-\$1000 per month or quarter		CRA Staff	
Participate in existing business and community events to disseminate information about CRA projects and programs. This activity may include setting up and manning a branded booth space (for example at City events Downtown or in Kelsey Park) or be a coordinated strategy with private business owners producing events	ongoing	0		CRA Staff	
3. Attract Private Investment & Recruit Target Industry Business					
CRA Goal					
#1 Economic Development					

Objectives: Increase Awareness of and Market Available Opportunities for New Development and Redevelopment to Target Audiences Increase Communications with County, Regional, and State Economic Development Organizations Increase Communications with Local Commercial Real Estate Community Launch Strategic Marketing Campaign to Target Industries					
Partner with the Northern Palm Beaches Chamber of Commerce, local property owners and business owners to host an annual Banker-Broker-Developer Meet-and-Greet event to introduce and promote development and redevelopment opportunities in Lake Park	FY 2025	\$10,000-\$15,000		CRA Staff	
Ensure new development projects, available privately owned sites, and government-owned sites are promoted and/or announced via communications platforms	ongoing	0		CRA Staff / Comm Staff	
Determine the feasibility of creating a Redevelopment/Investment Tourism committee with the local business owners and property owners	FY2025/26	0		CRA Staff	
Initiate a fence banner or window cling program in Downtown Lake Park to promote vacant commercial spaces on-site	1st to 2nd Qtr 2025	TBD		CRA Staff / Comm Staff	
Promote vacant commercial spaces of Downtown Lake Park and the CRA through online platforms	ongoing	0		CRA Staff	
Promote the recently adopted available incentive programs (social sites and collateral)	ongoing	0		CRA Staff / Comm Staff	Incentives Brochure produced
Consider the development of an independent and/or more comprehensive redevelopment website (see DelrayCRA.org and NorthMiamiCRA.org)	FY2025/LaunchFY2026	\$10,000-\$25,000		CRA Staff / Comm Staff	
Utilize public relations and marketing contracted consultants to develop the newsworthy storylines to garner articles in newspapers and magazines and/or for internal publishing via newsletters and CRA website	ongoing	\$100 to \$500+per release, plus additional sponsored advertorials as needed		CRA Staff / Comm Staff	
4. Attract New Consumer Base (aka Local, Regional Visitors/Tourism)					
CRA Goals					
#1 Economic Development					
#2 Housing and Residential Life					
Objectives: Leverage tourism to promote opportunities to live, work, and invest in Lake Park (Investment Tourism) Develop and/or support Neighborhood Ambassador / Visitor tours (Experience Downtown Lake Park "Like a Local")					
Meet with Discover the Palm Beaches, develop key contacts, consider partnership options and participate in marketing co-op opportunities. Determine feasibility base on customized package and potential business participation for co-op	1st to 2nd Qtr 2025	0		CRA Staff	
Capitalize on Discover the Palm Beaches existing website listing: https://www.thepalmbeaches.com/explore-cities/lake-park . Ensure the content is updated to reflect Lake Park information	1st Qtr 2025	0		CRA Staff	
Develop visitor "packages" featuring authentic experiences to encourage cross-promotion of businesses in Downtown Lake Park, i.e. "Enjoy a morning in Downtown Lake Park: Breakfast at (name location), Vintage Shopping Excursion at (name location), Lunch at (name location), and Afternoon Art Class at (name location)"	FY2025	\$1,000		CRA Staff	Budget is allocated for printing materials if necessary. Ideally, packages and promotions will be online and digital ads would be included in the monthly social media budget above.
Extend Neighborhood Ambassador Program to include guided tours and/or partner with a local "Food Tour" operator to feature the Downtown Lake Park experience	FY2026	0		CRA Staff / Volunteers / Partners	

Create the appropriate message points to reach the potential investor (Investment Tourism), such as "Love Lake Park? Own a slice of our bohemian, historic destination," "Turn on Park...Be on Park," or other advertising message that supports the adopted brand	Upon completion of Brand	0		CRA Staff / Comm Staff	
Consistently push Investment Tourism by including targeted messages to every communication piece to promote and "plant the seed" in the minds of the visiting consumer (which encompasses every visitor that does not currently live in Lake Park). Collateral may include: Brochures/Pole banners/Website/Social media/Travel and tourism ads/Co-op advertising pieces/In-room video for hotels	ongoing	TBD		CRA Staff / Comm Staff	
Consider partnership with the Northern Palm Beaches Chamber of Commerce to establish an Investment Tourism Committee (see also Goal 3) to develop ongoing strategies to increase awareness of existing businesses in the Lake Park CRA and opportunities to open a business in the area	FY2025	0		CRA Staff	
Add all the information to the website	ongoing	0		CRA Staff	