

Town of Lake Park
Community Redevelopment Agency



**KELSEY CITY KASH
PROGRAM**

Kelsey City Kash Program

About the Program

The Lake Park Community Redevelopment Agency (CRA) is committed to supporting local businesses, increasing customer traffic, and encouraging spending within the Lake Park CRA District.

The Kelsey City Kash Program is designed to encourage residents, visitors, and event attendees to visit and patronize participating businesses through promotional vouchers and special offers.

The initiative is intended to:

- Increase customer traffic to businesses within the CRA District.
- Encourage local spending.
- Promote participating businesses.
- Support CRA-sponsored events and community activities.
- Increase exposure and potential sales for local businesses.
- Strengthen the economic vitality of the Lake Park CRA District.

Participation in the Kelsey City Kash Program is subject to available funding, program eligibility, and final administrative approval by the CRA Executive Director following review and recommendation by CRA staff.

Eligibility Requirements

To be eligible to participate, a business must:

- Be located within the Lake Park CRA District.
- Maintain an active Business Tax Receipt (BTR) issued by the Town of Lake Park.
- Be in good standing with the Town of Lake Park and applicable licensing requirements.
- Meet any additional campaign-specific requirements established by the CRA.
- Submit all required program application materials by the established deadline.
- Submit a brief marketing plan outlining how the business will promote its participation in the Kelsey City Kash Program, including proposed advertising methods, target customers, promotional activities, and strategies to encourage voucher redemption and customer visits.
- Demonstrate a willingness to support and participate in efforts to activate and promote downtown Lake Park, including Town- and CRA-sponsored events, business promotions, community activities, and other initiatives intended to increase visitation, encourage local spending, and strengthen economic activity within the CRA District, as opportunities arise.
- Agree to provide quarterly progress updates during the approved program participation period, as applicable, and a final report upon completion of participation. Reports shall summarize promotional activities, participation in downtown activation efforts, customer engagement, voucher redemptions, and other relevant outcomes.

For event-specific campaigns, priority may be given to businesses participating in or located near the associated CRA-sponsored event.

Promotional Campaigns

Kelsey City Kash campaigns may be offered in conjunction with CRA-sponsored promotions and community activities.

Attendees may receive vouchers redeemable at participating businesses during the event or within a designated redemption period established by the CRA.

Participating businesses may receive promotional materials or signage identifying them as Kelsey City Kash participants.

Promotional Offers

CRA staff will work with participating businesses on a case-by-case basis to establish an appropriate promotional offer and reimbursement amount prior to each campaign.

Each participating business may receive up to \$1,500 in total reimbursement per campaign, subject to available funding.

A limited number of vouchers will be issued for each campaign. Voucher quantities and promotional amounts will be determined based on the approved campaign budget.

Voucher Distribution

Kelsey City Kash vouchers may be distributed by the CRA during applicable activations or promotional campaigns from a designated information booth, promotional area, or other approved location.

Vouchers:

- Are subject to availability.
- May only be redeemed during the designated redemption period.
- May not be reproduced or duplicated.
- May not be exchanged for cash.

Voucher Redemption

Step 1 – Customer

The customer must complete the required information on the voucher, including:

- ZIP Code.
- How the customer heard about the participating business.

Businesses should only accept vouchers containing all required customer information.

Step 2 – Business

At the time of redemption, the business must document the transaction by either:

Option 1: Attach a copy of the receipt to the redeemed voucher.

OR

Option 2: Complete the required information on the voucher, including:

- Date redeemed.
- Amount spent by the customer.

The business must retain the original voucher for reimbursement.

Reimbursement

Following the applicable campaign, participating businesses must submit all redeemed vouchers to the Lake Park CRA for reimbursement.

Each business may receive up to \$1,500 in total reimbursement per campaign.

Reimbursement is subject to:

- Submission of the original redeemed voucher.
- Complete and legible documentation.
- Proof of the qualifying transaction.
- Available program funding.
- Compliance with all program requirements.

The CRA will not reimburse vouchers without the original redeemed voucher. Requests exceeding the \$1,500 maximum will not be honored.

Businesses are responsible for ensuring all required documentation is complete before submission.

Feedback Survey

Participating businesses must complete the Kelsey City Kash Feedback Survey before reimbursement is issued.

The survey may request information regarding:

- Customer participation.
- Voucher redemptions.
- Sales activity.
- Overall campaign effectiveness.

Feedback will be used by the CRA to evaluate the program and determine whether future campaigns should be offered.

The required Feedback Survey may serve as the final program report, provided it includes the information required by CRA staff regarding promotional activities, voucher redemptions, customer engagement, downtown activation participation, and overall campaign outcomes.

Program Administration

The Lake Park CRA reserves the right to establish campaign-specific eligibility requirements, promotional offers, voucher quantities, redemption periods, and other program requirements based on available funding and campaign goals.

Participation does not guarantee reimbursement. All reimbursements are subject to program compliance, required documentation, available funding, and CRA approval.

The Lake Park CRA reserves the right to approve, deny, modify, suspend, or discontinue the Kelsey City Kash program at any time.

CRA Redevelopment Program Initiatives

The Kelsey City Kash Program directly supports the following Redevelopment Program Initiatives identified in the Lake Park CRA Master Plan:

- **1.A.1 – Economic Development:** Establish the Lake Park CRA as the “Lake Park Creators District,” a place that celebrates entrepreneurs and creators and is targeted to millennials, start-up businesses, nonprofits, and those seeking satellite office space.
- **1.A.2 – Economic Development:** Create a thriving Main Street through public-private partnerships to encourage a quality retail, restaurant, cultural, and business environment serving Lake Park residents and visitors.
- **1.B – Economic Development:** Retain and expand targeted anchor industries.
- **1.E – Economic Development:** Continue supporting small businesses and establish Lake Park as a hub for entrepreneurship.
- **1.E.1 – Economic Development:** Establish business assistance programs such as small business lending, shared marketing, entrepreneurship training, trade expansion programs, and data and research sharing.
- **1.F – Economic Development:** Expand marketing and promotion efforts to grow awareness of Lake Park.

KELSEY CITY KASH PROGRAM APPLICATION**Date of Application:** _____**BUSINESS INFORMATION****Business Name:** _____**Business Address:** _____

Business Owner/Authorized Representative: _____**Phone:** _____**Email:** _____**Business Tax Receipt (BTR) No.:** _____**CAMPAIGN INFORMATION**

Proposed Voucher Amount per Transaction: \$ _____**Requested Maximum Reimbursement:** \$ _____

Maximum reimbursement is \$1,500 per business per campaign, subject to available funding and CRA approval.

Proposed Redemption Period: _____**BUSINESS PARTICIPATION**

Briefly describe how your business will participate in the Kelsey City Kash campaign and how the promotion will encourage customers to visit your business:

MARKETING PLAN

Describe how your business intends to promote its participation in the Kelsey City Kash Program. Include the marketing channels to be utilized, such as social media, email, in-store signage, website promotions, or other outreach efforts, and how these activities will encourage customers to visit and redeem vouchers.

REQUIRED DOCUMENTATION

- Completed application.
- Active Town of Lake Park Business Tax Receipt.
- Description of proposed promotional offer.
- Any additional information requested by CRA Staff.
- Marketing Plan

BUSINESS ACKNOWLEDGMENT

I understand that participation in the Kelsey City Kash Program is subject to CRA approval, available funding, and compliance with all program requirements.

I understand that reimbursement requires submission of the original redeemed vouchers and complete documentation of each qualifying transaction. I understand that vouchers must include the required customer information and that the business must document each redemption as required by the program.

I understand that the maximum reimbursement is \$1,500 per business per campaign and that requests exceeding this amount will not be reimbursed.

I agree to retain original redeemed vouchers and submit them to the CRA following the applicable campaign. I also agree to complete the required Kelsey City Kash Feedback Survey before reimbursement is issued.

Authorized Representative Signature: _____

Print Name: _____

Title: _____

Date: _____

EXHIBIT
COMMUNITY REDEVELOPMENT AGENCY (CRA)
KELSEY CITY KASH PROGRAM
ELIGIBILITY AND APPLICATION REQUIREMENTS FORM

Please read and initial beside each requirement once complete.

STEP 1: APPLICATION REQUIREMENTS

_____ Confirm that the business is located within the Lake Park CRA District.

_____ Provide an active Business Tax Receipt (BTR) issued by the Town of Lake Park.

_____ Confirm that the business is in good standing with the Town of Lake Park and applicable licensing requirements.

_____ Complete the Kelsey City Kash Program Application.

_____ Provide the proposed promotional offer and requested reimbursement amount.

_____ Submit a marketing plan outlining how the business will promote its participation in the Kelsey City Kash campaign and encourage customer visits and voucher redemption.

_____ I agree to support downtown activation efforts by participating in or promoting Town- and CRA-sponsored events, business promotions, and community activities, as opportunities arise.

_____ I agree to provide quarterly progress updates during my participation in the program, as applicable, and a final report upon completion, documenting promotional activities, customer engagement, voucher redemptions, and participation in downtown activation efforts.

STEP 2: CAMPAIGN REQUIREMENTS

_____ I understand that the CRA will establish the campaign-specific voucher quantity, promotional amount, and redemption period based on available funding and campaign goals.

_____ I understand that participation does not guarantee reimbursement.

_____ I understand that each business may receive up to \$1,500 in total reimbursement per campaign, subject to available funding and CRA approval.

_____ I agree to honor the approved promotional offer during the designated redemption period.

STEP 3: VOUCHER REDEMPTION & REIMBURSEMENT

_____ I understand that customers must complete the required information on each voucher, including ZIP code and how they heard about the participating business.

_____ I agree to accept only vouchers containing all required customer information.

_____ I will document each qualifying transaction by attaching a copy of the receipt to the voucher OR completing the required transaction information on the voucher.

_____ I will retain the original redeemed vouchers and submit them to the CRA for reimbursement.

_____ I understand that reimbursement requires complete and legible documentation and proof of the qualifying transaction.

_____ I understand that the CRA will not reimburse vouchers without the original redeemed voucher.

_____ I agree to complete the required Kelsey City Kash Feedback Survey before reimbursement is issued.

ACKNOWLEDGMENT

_____ I understand that participation is subject to available funding, program eligibility, CRA approval, and compliance with all program requirements.

_____ I understand that the CRA reserves the right to approve, deny, modify, suspend, or discontinue the program or individual campaigns.

_____ Applications shall be reviewed by CRA staff for eligibility, completeness, compliance with program requirements, and available funding. The CRA Executive Director shall have final administrative approval authority for eligible applications within the established program funding limits. Individual applications meeting these requirements shall not require separate CRA Board approval.

I have read and completely understand the Kelsey City Kash Program, including the eligibility, participation, voucher redemption, reimbursement, and feedback requirements.

Authorized Representative Signature: _____

Print Name: _____

Title: _____

Date: _____