

Town of Lake Park
Community Redevelopment Agency



**CLEAN & SAFE ECONOMIC
ACTIVATION INITIATIVE**

Clean & Safe Economic Activation Initiative

About the Program

The Lake Park Community Redevelopment Agency (CRA) is committed to fostering economic redevelopment by supporting activities that increase commercial activity, attract visitors, encourage private investment, and strengthen existing businesses within the CRA District.

The **Clean & Safe Economic Activation Initiative** is designed to remove barriers that may prevent businesses and organizations from hosting public activations that contribute to the economic vitality of the Town of Lake Park CRA area. Rather than providing financial assistance for programming or entertainment, the initiative focuses on funding the essential public safety, sanitation, and operational infrastructure necessary to create welcoming, well-managed public spaces that encourage commerce.

The program recognizes that successful economic activations require an environment that is safe, clean, accessible, and attractive to residents and visitors alike.

The initiative is intended to:

- Increase customer traffic to businesses located within the CRA District.
- Encourage commercial activity and private investment.
- Support business recruitment, retention, and expansion.
- Activate public spaces in a manner that promotes commerce and economic growth.
- Improve the visitor experience by ensuring activations are clean, safe, and professionally managed.
- Strengthen the Town of Lake Park CRA area as a destination for shopping, dining, and entertainment.

Funding under the Clean & Safe Economic Activation Initiative is subject to the availability of appropriated CRA funds and is not guaranteed. All requests are subject to review by CRA staff and final administrative approval by the CRA Executive Director.

Applications will be accepted and reviewed on a first-come, first-served basis during each fiscal year, beginning October 1, and will continue until all allocated program funds have been committed. Submission of an application does not guarantee funding or approval.

The CRA reserves the right to approve, deny, or modify funding requests based on program eligibility, available funding, anticipated economic impact, consistency with the Lake Park CRA Redevelopment Plan, and the overall public benefit of the proposed activation.

The Clean & Safe Economic Activation Initiative is an investment in Town of Lake Park CRA's area economic future. By assisting with the public infrastructure and safety services necessary to support commercial activations, the CRA helps create an environment where businesses can thrive, visitors are encouraged to spend more time downtown, and private investment is supported.

This initiative complements the CRA's broader economic development strategy by encouraging business collaboration, increasing commercial visibility, and reinforcing the Town of Lake Park as a vibrant destination for commerce, dining, and community engagement.

Eligibility Requirements

Eligible businesses may receive assistance through the Clean & Safe Economic Activation Initiative in an amount not to exceed \$2,500 per eligible applicant per fiscal year (October 1 through September 30). Applications meeting the established program guidelines may be reviewed by CRA staff and approved administratively by the CRA Executive Director, without requiring individual CRA Board approval, subject to the authority delegated by the CRA Board, available funding, and applicable Town policies and procedures.

Businesses may submit multiple applications during the fiscal year, provided the cumulative amount of CRA assistance approved for that business does not exceed the \$2,500 annual maximum.

Funding may be considered for public activations that demonstrate a measurable economic benefit to businesses located within the CRA District, including but not limited to:

- Business district promotions
- Retail and restaurant activations
- Small business collaborative promotions
- Downtown marketing initiatives
- Seasonal commercial activations
- Community events designed to increase patronage of local businesses
- Other public initiatives that encourage visitation and economic activity

Preference will be given to initiatives that involve multiple businesses and demonstrate the potential to increase spending within the CRA District. Applicants must submit a marketing and promotional plan demonstrating how the proposed activation will attract visitors, increase customer traffic, and encourage economic activity within the CRA District.

Applicants must 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.

Applicants shall provide quarterly progress updates during the approved activation period, as applicable, and a final report following completion of the activation. Reports shall document promotional efforts, participating businesses, estimated attendance, downtown activation activities, and the anticipated or demonstrated economic benefits to businesses within the CRA District.

Subject to available funding and CRA approval, the CRA may provide assistance for infrastructure and operational services that directly support a clean, safe, and accessible environment, including:

- Road closure coordination and traffic control barricades

- Portable restroom facilities
- Janitorial services before, during, and after the activation
- Security services
- Temporary lighting necessary for public safety
- Promotional assistance through CRA communication platforms, including social media, newsletters, website, and other marketing channels

Assistance may be provided directly by the CRA.

Applications will be evaluated based on their ability to:

- Increase customer visits to Lake Park CRA businesses.
- Generate measurable economic activity.
- Promote multiple CRA businesses.
- Attract visitors from outside the immediate area.
- Enhance the image and marketability of the CRA District.
- Encourage repeat visitation and long-term business growth.
- Align with the applicable Redevelopment Goals and Program Initiatives identified in the Lake Park CRA Master Plan.

Decisions will also consider available program funding, project readiness, anticipated return on investment, and overall community benefit.

Recipients shall be responsible for:

- Obtaining all required permits and approvals.
- Maintaining appropriate insurance coverage.
- Coordinating with Town departments.
- Managing all operational aspects of the activation.
- Complying with all applicable local, state, and federal regulations.
- Demonstrating how the activation supports economic activity within the CRA District.

Ineligible Costs

The program is not intended to subsidize the operational costs of an event or business. The following are ineligible:

- Entertainment or performer fees
- Food, beverages, or alcohol
- Decorations
- Merchandise
- Administrative expenses
- Equipment purchased for permanent ownership by the applicant
- Private business operating expenses

CRA Redevelopment Program Initiatives

The Clean & Safe Economic Activation Initiative directly supports the following Redevelopment Program Initiatives identified in the Lake Park CRA Master Plan:

- **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.D – Economic Development:** Utilize Code Enforcement and Community Policing to reduce signs of disorder and continue to address real and perceived safety issues within the CRA.
- **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.
- **3.B – Public Improvements and Infrastructure:** Improve walkability and safety perceptions through targeted lighting enhancements.
- **3.C – Public Improvements and Infrastructure:** Improve aesthetics throughout the CRA.
- **4.C.6 – Transportation, Transit, and Parking:** Encourage tactical urbanism and placemaking strategies, including pop-up retail, pop-up parks, pop-up cafés, pavement-to-plaza initiatives, and Open Streets activities.
- **5.D.4 – Redevelopment Support:** Provide funding and support for programs and activities that encourage safety through Crime Prevention through Environmental Design (CPTED).

CLEAN & SAFE ECONOMIC ACTIVATION INITIATIVE APPLICATION

Date of Application: _____

Name of Activation/Event: _____

Date of Activation: _____ **Time:** _____

Location: _____

Name of Applicant/Organization: _____

Address of Applicant/Organization: _____

Phone: _____

Email: _____

Primary Contact: _____

ACTIVATION INFORMATION

Marketing and Promotional Plan: Describe how the proposed activation will be marketed to residents, visitors, and potential customers. Identify the marketing channels to be utilized, and strategies intended to encourage attendees to visit and patronize businesses within the CRA District.

Participating CRA District Businesses:

Estimated Attendance: _____

Estimated Number of CRA Businesses Benefiting: _____

CLEAN & SAFE ASSISTANCE REQUESTED

Please check all that apply:

- ☐ Road Closure Coordination / Traffic Control Barricades
- ☐ Portable Restrooms
- ☐ Janitorial Services
- ☐ Security Services
- ☐ Temporary Lighting
- ☐ CRA Promotional Assistance
- ☐ Other:

Describe the requested assistance:

Total Estimated Activation Cost: \$ _____

Total Funding/Service Request: \$ _____

Applicant Contribution: \$ _____

I understand that the maximum assistance available under this program is \$2,500 per eligible applicant per fiscal year, subject to available funding and final administrative approval by the CRA Executive Director.

REQUIRED DOCUMENTATION

- Completed and signed Eligibility and Application Requirements Form.
- Site plan or activation layout, if applicable.
- List of participating CRA District businesses.
- Marketing/promotional plan identifying target audiences, advertising methods, and strategies for generating measurable economic activity.
- Required permits and approvals.
- Proof of required insurance, if applicable.

APPLICANT CERTIFICATION

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this application does not guarantee funding or approval.

I understand that CRA assistance is limited to eligible Clean & Safe services and promotional assistance and may not be used for entertainment, food or beverages, decorations, merchandise, administrative expenses, permanent equipment, or private business operating expenses.

Applicant Signature: _____

Print Name: _____

Title: _____

Date: _____

EXHIBIT A

**COMMUNITY REDEVELOPMENT AGENCY (CRA)
CLEAN AND SAFE ECONOMIC ACTIVATION INITIATIVE
ELIGIBILITY AND APPLICATION REQUIREMENTS FORM**

Please read and initial beside each application requirement once complete.

STEP 1: APPLICATION REQUIREMENTS

_____ Meet with CRA Staff, if required, to determine if the proposed activation is eligible for the program.

_____ Complete the application and review the checklist to ensure all required information has been provided. Incomplete applications may not be accepted.

_____ Provide a site plan or activation layout and a list of participating CRA District businesses, as applicable.

_____ Submit a marketing and promotional plan outlining how the activation will attract visitors, promote participating businesses, and encourage spending within the CRA District.

_____ Obtain required permits, approvals, insurance, required for activation if applicable.

_____ Confirm that the business owner is in compliance with applicable Town codes and regulations.

_____ Submit the completed Eligibility and Application Requirements Form, initialed and signed.

_____ I agree to support downtown activation efforts, including participation in or promotion of Town- and CRA-sponsored events and activities that encourage visitation and economic activity within the CRA District, as opportunities arise.

_____ I agree to submit quarterly progress updates during the approved activation period, as applicable, and a final report following completion of the activation, documenting promotional activities, participating businesses, attendance, and economic benefits to the CRA District..

STEP 2: CRA REVIEW & APPROVAL

_____ I understand that applications are reviewed on a first-come, first-served basis, subject to available program funding.

_____ I understand that the maximum CRA assistance available through the Clean & Safe Economic Activation Initiative is \$2,500 per eligible applicant per fiscal year.

_____ I understand that submission of an application does not guarantee funding or approval.

_____ I understand that the CRA reserves the right to approve, deny, or modify funding requests based on eligibility, available funding, project readiness, and consistency with CRA redevelopment objectives.

_____ 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.

ACKNOWLEDGMENT

I have read and completely understand the program, including the Eligibility and Application Requirements.

Applicant Signature: _____

Print Applicant Name: _____

Date: _____