



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026

Originating Department: Community Redevelopment Agency

Agenda Title: Resolution 105-11-26 - Lake Park CRA Economic Development Incentive Programs – Kelsey City Kash Program, Vacant Storefront Window Wrap Program & Clean & Safe Economic Activation Initiative

Agenda Category: New Business

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

Cost of Item: \$90,000.00 **Funding Source:** Lake Park Community Redevelopment Agency Trust Fund

Account Number: 110-552-520-48102 **Finance Signature:** _____

(\$30,000)

110-552-520-82118

(\$60,000)

Advertised:

Date: _____ **Newspaper:** _____

Attachments: Clean & Safe Economic Activation Initiative Program Guidelines, Vacant Storefront Window Wrap Program Guidelines, Kelsey City Kash Program Guidelines, CRA Master Plan, CRA Strategic Marketing Plan, Marketing Implementation Matrix, CRA Initiatives Presentation

Please initial one:

x Yes I have notified everyone

____ Not applicable in this case

Summary Explanation/Background:

The Lake Park Community Redevelopment Agency (CRA) has identified a need for additional economic development tools to encourage activation of our downtown core and to promote customer spending at local businesses, improve the appearance and marketability of vacant commercial properties, and reduce

barriers to business-focused activities within the CRA District.

As a result, staff is requesting the CRA Board to consideration and approval of three (3) proposed programs to complement the CRA's existing property improvement and redevelopment incentives:

Kelsey City Kash Program

This proposed program would promote shopping and dining at participating CRA businesses through campaign-specific promotional vouchers, called Kelsey City Kash (in honor of the founder of Kelsey City and Lake Park), that will be distributed by the CRA during various promotions and community activities.

Eligible businesses must be located in the CRA District, maintain an active Town Business Tax Receipt and meet program requirements (i.e., maintaining a marketing plan to promote their business and the CRA District, willingness to participate in activating the downtown area, etc.). CRA staff would coordinate offers and redemption periods with participating businesses.

Each participating business be eligible to receive up to \$1,500 in reimbursement per campaign and subject to available funds and documented qualifying transactions. Original redeemed vouchers and a feedback survey would be required to support reimbursement and program evaluation.

Vacant Storefront Window Wrap Program

This proposed program would improve the appearance of vacant storefronts and promote leasing opportunities through professionally designed perforated-vinyl graphics featuring CRA branding, public art, historic imagery or approved recruitment and leasing information.

Eligible commercial, mixed-use and industrial properties must meet location, visibility, zoning and code requirements.

Each participating business/property would be eligible to receive up to 100% of eligible design, production and installation expenses, subject to window area and zoning limits:

- Up to \$3,500 for commercial/mixed-use properties
- Up to \$1,500 for industrial properties.
- Separately approved removal reimbursement may be provided when a new tenant occupies the space.

To qualify, CRA approval and required agreements must precede all work to be undertaken/completed.

Clean & Safe Economic Activation Initiative

This proposed initiative would help businesses and organizations conduct public activities that generate measurable commercial benefits within the CRA District by addressing eligible safety, sanitation and related infrastructure needs. Potential assistance includes, but is not limited to, traffic-control barricades and road-closure coordination, portable restrooms, janitorial services, security, temporary safety lighting and CRA promotional support.

Priority may be given to activities involving multiple CRA businesses.

The initiative (and in accordance with state law) would not be able to fund entertainment, food or beverages, decorations, merchandise, general administrative costs or private business operating expenses. Each request would be subject to staff review, available funding and CRA Board approval.

Funding to support the proposed economic incentive programs (\$90,000) has been approved within the FY 2027 CRA Budget.

Collectively, each of the three (3) proposed programs, if approved, would advance the approved CRA Redevelopment Plan objectives related to business activity, small business assistance, business recruitment and retention, district marketing, place making, public safety and improvements to the visual character of commercial areas. The proposed program guidelines identify the specific applicable plan initiatives for each program.

The proposed Incentive Programs were prepared by Project/ Marketing Coordinator and reviewed by CRA Administrator, the Finance Director, the Community Development Director, the Special Events Director, and Town Attorney.

Recommended Motion:

I move to approve Resolution 105-11-26 and establish three (3) new Lake Park CRA Economic Development Incentive Programs (i.e., Kelsey City Kash Program, Vacant Storefront Window Wrap Program, and Clean & Safe Economic Activation Initiative).