

Presented by Town of Lake Park & Town of Lake Park CRA

# DOWNTOWN LAKE PARK



# DOWNTOWN EVENTS



## Activate Town Green and Park Avenue

- Purchase or Lease of 801 Park Avenue Green Space
- Partner with Local Non Profits and Businesses
- Support from Town and CRA



# DOWNTOWN EVENTS



## Activities Could Include:

- Downtown Movie Night – Quarterly/Monthly
- Art Installations
- Interactive Installations
- Farmers Market/Night Market
- Sporting Events/Yoga or Fitness
- Trending new sports
- Sunset Celebrations
- Seasonal Pop-Up Activities



# RUST MARKET

September – April: Every Third Saturday of the month  
from 9:00 am to 2:00 pm

- Attracts both residents and visitors, reinforcing Downtown Lake Park as an **active destination**
- CRA enhances the experience through free live music, food trucks, and public amenities and shares information about CRA initiatives
- Supports broader goals of economic vitality, small business growth, and long-term community revitalization.



# DOWNTOWN MOVIE NIGHT

**Purpose:** A free, family-friendly event that activates the Town Green after hours, builds community pride and turns visitors into repeat downtown customers

**When:** Quarterly on the 3<sup>rd</sup> Friday of the month

**How:** CRA and Town support

## **Why:**

- Activates downtown at night
- Supports small businesses directly during the event
- Encourages repeat visits to the Downtown
- Builds a recurring community tradition



# FARMERS MARKET

- Establish weekly Downtown Farmers Market within CRA District
- Structured as catalytic redevelopment investment

## Why a Downtown Farmers Market?

- Directly supports economic revitalization of Park Avenue
- Encourages small business and entrepreneurial activity
- Activates public space and improves pedestrian vibrancy
- Enhances corridor perception and private investment confidence



# FARMERS MARKET RECOMMENDED OPERATING MODEL



Contract professional Market Manager – CRA to issue RFP for this service

## Market Manager Provides:

1. Market Operations
2. Vendor Recruitment and Management
3. Marketing and Promotion
4. Programming and Events
5. Financial Management
6. Reporting



# FARMERS MARKET RECOMMENDED OPERATING MODEL



Contract professional Market Manager – CRA to issue RFP for this

## CRA Provides:

1. Financial Support/Subsidy
  - Market Manager Fee
  - Marketing and Branding Support
  - Special Events and Programming
2. Economic Development Support
  - Promote Market for Downtown Revitalization
  - Disseminate information about CRA programs and initiatives
3. Performance Oversight



## Town/CRA Provides:

1. Public Works Support
  - Road closures, barricades, trash and cleaning
2. Permitting/Regulatory
3. Event Coordination with other Town Events
4. Utility access

# FARMERS MARKET FINANCIAL OVERVIEW



Income Example: \$38,000 – \$90,000

\*Increases with additional Vendors

- Vendor Fees: \$40-\$50 per week
- Conservative: 20 Vendors=  
\$800/week
- 48 Weeks= \$38,400

Expenses: \$65,000 – \$100,000 Annually

- Market Manager
- Marketing
- Road Closures/Regulatory
- Programming

Decreasing Subsidy as  
Market Grows

# GATEWAY SIGNAGE



# DOWNTOWN BRANDING

*Branding is the intentional creation of a clear identity and story that helps people recognize, trust, and connect with a place, product, or organization.*

# DOWNTOWN LAKE PARK BRANDING INITIATIVE – PROJECT OVERVIEW



## 1. Purpose

- Support economic development
- Strengthen identity
- Position Downtown as a recognizable destination

## 2. Why Branding Matters

- A strong brand helps shape perception
- Ensure that when people think of Downtown Lake Park, they immediately associate it with a **vibrant, artistic, vintage/historic destination.**

## 3. Strategic Foundation

- Implementation action from the **2024 Lake Park CRA Strategic Marketing Plan (Adopted January 2025)**
- Supports the **CRA Master Plan goals** for economic development, placemaking, and business attraction.



# DOWNTOWN BRANDING

## PROJECT SCOPE:

- A Downtown Lake Park logo
- A brand positioning strategy
- A visual identity system (colors, typography, design elements)
- A **Brand Standards Guide** for consistent use across marketing, signage, events, and communications

## Where We Are in the Process:

- Brand research and market analysis completed Three logo concepts developed
- Business/property owners and CRA Board members will help **narrow the selection to two concepts**



# DOWNTOWN BRANDING

## My Selection

Please note: For the purpose of this poll at this stage in the development process, the logo options are only shown in black and white. The top 2 logos will be presented in full color (utilizing the City and CRA color palette) for final adoption of one logo by the CRA Board.

Please rank each logo in your order of preference using number 1 for your favorite, and number 3 for your least favorite.

## NEXT STEPS

- Refine the top two logo concepts
- Select final logo (CRA Board)
- Develop full brand guidelines

## Anticipated Outcome

Adoption to:

- Increase awareness of Downtown Lake Park
- Support local businesses and events
- Strengthen marketing and positioning efforts
- Create a consistent visual identity for signage, banners, digital media, and promotions



Number:

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Number:

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Number:

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Thank you for participating in shaping the visual identity of Downtown Lake Park. Your input directly supports the implementation of the 2024 Strategic Marketing Plan and the continued economic growth and vibrancy of our historic downtown. Together, we are defining the next chapter of Downtown Lake Park.