



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: March 25, 2026

Originating Department: CRA

Agenda Title: Presentation - Update on Downtown Lake Park Planned Marketing, Activities & Programs

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

Agenda Category (i.e., Consent, New Business, etc.): _____

Cost of Item: \$0.00 **Funding Source:** _____

Account Number: _____ **Finance Signature:** _____

Advertised:

Date: _____ **Newspaper:** _____

Attachments: _____

Please initial one:

_____ Yes I have notified everyone

AJ Not applicable in this case

Summary Explanation/Background:

The Lake Park CRA staff will provide the CRA Chair and Board with an update on proposed/planned marketing, activities & programs to be held in Downtown Lake Park in an effort to align with the CRA Plan Goals to bring new business and visitors to Downtown Lake Park and activate Park Avenue, including, but not limited to, the following:

1. Update on Town Green: Lease has expired and a fee is being requesting to utilize this property – potential opportunity to purchase or continue to lease with proposed fee
2. Future Activities on Park Avenue/Town Green: The CRA and Town are currently exploring options for activities downtown that may include, but not limited to, a Farmers Market, Downtown

Movie Night, continued support of the Rust Market and other activities on Park Avenue/Town Green (i.e., art installations, art festivals, interactive temporary installations, sports, pop-up events, etc.)

3. Downtown Sunset Celebrations: The 1st Sunset Celebration will be held in the Downtown during April 2026
4. Rust Market: The CRA will continue to support this important opportunity for our Downtown area
5. Downtown Movie Night: The CRA will partner with the Town to support this new opportunity (either quarterly or monthly)
6. Farmers Market: The CRA is proposing a weekly market in Downtown Lake Park and is working to develop a competitive solicitation to select a market manager to run this event. Potential days that are being considered to host the market include, but not limited to, the following: Saturdays (coinciding with the Rust Market) or a Night Market
7. CRA District Gateway Signage: The CRA is currently researching companies and pricing on adding signage to be located at major intersections within Lake Park (i.e., Northlake Boulevard area, Congress Avenue area, Silver Beach Road area and Federal Highway – outside of the CRA – would be funded by the Town). Proposed LED message boards to bring visitors to Downtown
8. CRA Branding: The CRA is continuing to work with a consultant to develop branding for Downtown Lake Park

Recommended Motion:

N/A