

Exhibit A

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 3rd 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:



Number:



Number:

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.