



It's About Place, LLC ("Consultant")
Allison Justice, Owner

TO: Town of Lake Park ("Client")
Richard Reade, Town Manager

April 1, 2026

It's About Place, LLC ("Consultant/Allison Justice") is pleased to provide the following scope of services for Project Management support for the Town of Lake Park CRA Implementation. The following proposal will outline tasks already progress or anticipated to be moving forward within the next several months. These tasks would be completed remotely solely by Allison Justice ("Consultant") with monthly meeting attendance as outlined at no additional fee. I look forward to continuing work with the Town of Lake Park and supporting the CRA goals.

A. Scope of Work

The Consultant's scope of work will include:

1.0 Ongoing CRA Administrator Duties: Month to Month: not to exceed six (6) months. Allison Justice will continue to be the main point of contact for the Lake Park CRA and be involved in day-to-day operations remotely. This includes, but not limited to:

- 1.1 Ongoing email correspondence
- 1.2 Contracts, Resolutions, Agenda Request forms
- 1.3 Coordination with Community Development Department on: Code, Building and Site Plan discussions
- 1.4 Property owner communications
- 1.5 Other duties as assigned by the Executive Director

2.0 Incentive Implementation: The following are incentives that have been discussed with potential grantees. These have not been approved by the CRA Board, but are in various stages of discussion. Consultant will continue to move the grants through the process by working with the property/business owners, CRA Attorney and CRA Board.

3.0 Training/Oversight – Project/Marketing Coordinator: Continue the role of CRA Administrator by providing training and oversight to the project/marketing coordinator for the CRA. The Coordinator will continue to report to and obtain approvals through the Consultant.

4.0 CRA Oversight/Compliance: CRAs have reporting requirements throughout the year that will be facilitated by the consultant.

- 4.1 Goals and Objectives: Preparation and Reporting for Special District (December)
- 4.2 Weekly manager update coordination with Project/Marketing Coordinator



5.0 Budget Management/Bond Issuance:

- 5.1 Manage the approved CRA Budget to ensure any spending by the CRA is budgeted and follows the Town's Procurement rules.
- 5.2 Assist in preparation of the FY27 Budget and Capital Improvement Plan
- 5.3 Assist Town in securing a Bond in order to complete Capital Projects within the Five Year Capital Plan by working with the Town Finance Department and selecting a financial consultant to assist with Bond issuance.

6.0 Project Management/Capital Projects: The following projects are scheduled within the FY2026 budget. If requested, the Consultant will assume the role of CRA Project Manager to help oversee and complete the following Capital Projects along with the Capital Project Manager. Although the CRA will not be the lead project manager, since the CRA is the funding arm of many of these projects, CRA participation is critical for their success.

- 6.1 10th Street South: Project meetings and CRA participation
- 6.2 Bert Bostrom: CRA Oversight of Phase 1, participation and negotiation for Phase 2
- 6.3 800 Park Avenue: Disposal management
- 6.4 New CRA Space: assist with lease or purchase of a new CRA office
- 6.5 Septic to Sewer – If requested

7.0 CRA Meetings and Sr. Staff Meetings: Consultant will attend a maximum of **six (6)** in person meetings within the contract timeframe. These will include CRA Meetings (Special or Regular) as well as Director Meetings on Thursday's following the CRA Meetings. Consultant will attend other Director Meetings virtually. It is anticipated that the Consultant will be in person for 2-3 days each month (Nov-April). The Consultant will also attend for the Holiday Event on December 5.

8.0 CRA Administrator Search and Training: Continue interviews and selection of CRA Administrator.

- 8.1 Interviews and selection assistance
- 8.2 Training

B. Compensation/Timeline: **\$ 5,833/mo** **(not to exceed \$34,998)**

Invoices will be billed monthly at a **rate of \$5,833 per month.**
Timeline will begin on May 1, 2026 and continue month to month until services are no longer required. Extension will automatically expire on October 31, 2026.

Additional services/meetings provided upon request at a reduced hourly rate:
Discounted Hourly Rate: \$125/HR



Signed:

Allison Justice, Owner
It's About Place, LLC

Roger Michaud, Board Chair
Lake Park CRA