



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: March 19, 2025

Originating Department: CRA

Agenda Title: CRA Administrator – Allison Justice

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

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

Cost of Item: \$14,435 **Funding Source:** 110-55-552-520-34000

Account Number: _____ **Finance Signature:** 

Advertised:

Date: _____ **Newspaper:** _____

Attachments: Contract; Resolution; Amendment

Please initial one:

_____ Yes I have notified everyone

_____ Not applicable in this case

Summary Explanation/Background:

On April 7, 2024, the CRA issued a Request for Qualifications (RFQ 108-2024) for PR and Marketing Services for the Lake Park CRA and the Town. A selection committee was formed and on July 17, 2024, the CRA entered into a contract with Redevelopment Management Associates (RMA). The contract details are as follows:

TASK 1:
Marketing Plan Development: COMPLETED JANUARY 2025

TASK 2:
Agency/District Branding: CURRENT REQUEST

- Evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA.
- Work with CRA Staff to develop and execute a cohesive branding strategy for the individual CRA districts and the CRA itself.
- Each branding strategy should create an identity for the assigned District that both embraces the past and future of the community or organization.
- Develop any necessary branding elements such as logos, branding colors, slogans, etc.
- Develop branding guidelines to ensure consistency across all communications and materials.

TASK 3:

Marketing Plan Implementation: ONGOING: Hourly

1. Community Engagement Strategy and Communications
2. Graphic Design
3. Public and Media Relations
4. Social Media
5. Digital Marketing
6. Website Production and Management

Compensation: Compensation Each task will be negotiated with an amendment to the original contract. Task 1 and Task 3 are contemplated in the initial agreement.

Task 1: \$45,000 (Marketing Plan) - *COMPLETE

Task 2: TBD (FY2025)

Task 3: As needed services, Not to Exceed at Hourly Rates attached *ONGOING

FIRST AMENDMENT

With the completion of the marketing plan, the amendment will address Task 2 of the agreement.

Task 2: District Branding

Compensation: \$14,435

Timeline: Approximately 12 Weeks

Recommended Motion:

I move to approve Resolution _____.