



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: 8/19/2026

Originating Department: CRA
Resolution 62-08-26 - Professional Services Agreement (#2 Amendment)
- Public Relations & Marketing Services - Redevelopment Management
Associates (RMA) – 1-Year Extension (Retroactive to July 17, 2026)

Agenda Title:

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

Approved by Town Manager: **Date:**

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

Account Number: **Finance Signature:**

Advertised:

Date: **Newspaper:**

Attachments: Letter from RMA requesting continuation of Professional Services Agreement
Professional Services Agreement approved - CRA Resolution No. 47-07-24
Amended Professional Services Agreement approved - CRA Resolution No. 09-
03-25

Please initial one:

Yes I have notified everyone

Not applicable in this case

Summary Explanation/Background:

On July 17, 2024, the Lake Park Community Redevelopment Agency (CRA) entered into a Professional Services Agreement with Redevelopment Management Associates (RMA) for Public Relations and Marketing Services and later an amendment to complete Task 2 (Downtown Lake Park logo and brand standards guide). The original two (2) year agreement and Amendment, authorized by CRA Resolution No. 47-07-24 and CRA Resolution No. 09-03-25 (respectively), has expired on July 17, 2026 and the proposed one-year renewal would be retroactive back to July 17, 2026 and extend to July 17, 2027, with no additional cost to the CRA.

The original two (2) year Agreement provided the CRA with professional marketing, branding, and communications services to support redevelopment initiatives, enhance public awareness of CRA programs and projects and establish a cohesive identity for Downtown Lake Park.

To date, RMA has provided the CRA with the following, in accordance with the current Agreement:

- CRA Overall Marketing Plan
RMA completed a comprehensive marketing plan establishing strategic recommendations for communication, stakeholder engagement, promotional efforts, and consistent messaging to support the CRA's redevelopment goals. The Marketing Plan was presented to the CRA Board on January 15, 2025.
- Agency Branding Initiative
RMA assisted the CRA in developing a cohesive agency brand identity, including evaluation of existing branding, development of branding concepts, visual direction, and recommendations to create consistency across CRA communications and marketing materials.
- Downtown Lake Park Branding Strategy
RMA has developed a Downtown Lake Park Branding Strategy focused on creating a recognizable and unified identity for the Downtown District. The strategy includes logo development, brand messaging, visual identity recommendations, and implementation guidance for future marketing efforts.

At this time, RMA has completed approximately a majority of the tasks as required within the Agreement with the CRA. However, the remaining work consists of final logo selection, refinement of the approved branding direction and completion of the final Brand Standards Guide and related branding materials.

Note: RMA has indicated that they will be prepared to request the Lake Park CRA Board to consider and provide direction on a final Downtown Lake Park logo and provide branding direction during the Board's Meeting scheduled for September 2, 2026. Following Board direction, RMA will complete the remaining branding deliverables.

If approved, the CRA Board would provide a one (1) year renewal with no additional options to extend and continue to accept the original pricing, including all terms, conditions and pricing therein. The Town will not expend more than the amount within the approved budget as it may be adopted/amended each year for these goods and services over the term of this contract.

Funding to support this service is available within the current FY 2026 Budget – CRA.

The proposed 2nd Amendment was prepared by the CRA Administrator and reviewed by the Town's proposed vendor, Redevelopment Management Associates (RMA), the CRA Project/Marketing Coordinator, the Finance Director and the Town Attorney.

The Town has worked with RMA on a number of projects and they have provided a good product and excellent customer service.

Recommended Motion:

I move to approve Resolution 62-08-26 and the 2nd Amendment to the Professional Services Agreement with Redevelopment Management Associates (RMA), retroactively effective from July 17, 2026 for one (1) additional year, with no cost increase; and authorize the CRA Chair to execute the proposed 2nd Amendment.