



August 4, 2026

Mr. Richard Reade, Executive Director
Town of Lake Park Community Redevelopment Agency
535 Park Avenue
Lake Park, Florida 33403

Attn: Leanna Collazo, CRA Administrator and Renee Rosario, CRA Marketing Manager

RE: Extension of Professional Services Agreement for Public Relations & Marketing Services
(CRA Resolution No. 47-07-24 Original Agreement and CRA Resolution No. 09-03-25
Amended Agreement)

Dear Mr. Reade:

Redevelopment Management Associates (“RMA”) and the Town of Lake Park Community Redevelopment Agency (the “CRA”) entered into a Professional Services Agreement for Public Relations & Marketing Services executed July 17, 2024, and approved by the CRA Board pursuant to Resolution No. 47-07-24 (the “Agreement”). Section 7.0 (Term) of the Agreement provides that the initial two (2) calendar-year term runs from the date of execution and that the Agreement may be renewed upon the written approval of the CRA. The initial term expired on July 17, 2026.

RMA and the Town of Lake Park CRA staff have discussed this extension provision, and this letter confirms that RMA agrees to extend, and requests that the CRA Board approve extending, the Agreement for one (1) additional year under the same rates, terms, and conditions as the original Agreement. To ensure continuity of services without interruption, the parties intend the renewal term to be effective as of July 17, 2026 and to continue through July 17, 2027.

All provisions of the original Agreement and the Amended Agreement, including the Scope of Services (Exhibit A), the compensation structure, and the hourly rate schedule set forth in Exhibit A, remain unchanged.

Status of Services

Task 1 — Marketing Plan Development: Complete. The Strategic Marketing Plan has been delivered and presented to the CRA Board on January 15, 2025.

Task 2 — Agency Branding: In progress and approximately 75% complete; 50% billed to date. The CRA Board is anticipated to select the final logo for the brand strategy at its meeting of September 2, 2026. Upon the Board's approval of the final logo, RMA will complete and deliver the brand guide to CRA Staff as specified in the Scope of Services and invoice for the balance.

Task 3 — Marketing/Communications Implementation Support: To be provided on an as-needed basis upon staff request, at the hourly rates previously approved under Exhibit A of the Agreement.

RMA values its partnership with the Town of Lake Park CRA and looks forward to continuing this work. Please let us know if you need any additional information to place this matter before the Board.

Sincerely,

Kim Briesemeister
Principal