

Downtown Lake Park Brand Promise Option 1

“Downtown Lake Park promises an authentic experience where creativity, community, and connection thrive. We bring together art, culture, and vintage small-town warmth to offer a vibrant destination that celebrates local spirit and invites everyone to feel at home.”

Downtown Lake Park Brand Promise Option 2

“Downtown Lake Park promises a place where authentic character meets creative energy. Anchored in vintage charm and a proud artistic spirit, our downtown invites makers, dreamers, and doers to connect, create, cultivate opportunity, and thrive. We celebrate our originality and offer a walkable urban district alive with art, music, local flavor, and a welcoming sense of belonging.”

Campaign Strategy (multiple audiences)

Create. Connect. Cultivate. *Your Downtown Lake Park Experience*

OR

Create Connect Cultivate. *Vintage Soul. Modern Beat. Downtown Lake Park*

For Consumers: “Create your moment. Connect with the vibe. Cultivate new memories.”

For Businesses & Investors: “Create opportunity. Connect with momentum. Cultivate growth.”

Messaging Concepts (for Brand Strategy Booklet)

1. **Authentic Urban Charm** – images of walkable streets, historic architecture, and one-of-a-kind local businesses.
2. **Creative Pulse** – Images of a thriving arts and culture scene that inspires expression and innovation.
3. **Inclusive Energy** – Images of a place where everyone — artists, entrepreneurs, visitors, families belong.
4. **Momentum for Growth** – images of strategic investment opportunities /medium rise buildings in the background of activated streets
5. **Other Imagery:** Artists at work, open-air markets, neon signage, small business owners, live music, vintage storefronts.