



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: June 17, 2026

Originating Department: CRA

Agenda Title: Presentation, Discussion & Direction – Proposed Downtown Lake Park Branding Concepts – Lake Park Community Redevelopment Agency (CRA) – Redevelopment Management Associates (RMA)

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

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

Old Business

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

Account Number: _____ **Finance Signature:** _____

Advertised:

Date: _____ **Newspaper:** _____

Attachments: Branding Presentation, Downtown Lake Park Brand Survey, Flyer

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) Board approved a professional services agreement with Redevelopment Management Associates (RMA) in the amount of \$45,000 for the development of a Strategic Marketing Plan for the Lake Park CRA. The scope of services included stakeholder engagement, market research, business outreach, situation analysis, and the creation of a comprehensive marketing and communications strategy aligned with the goals of the CRA Master Plan.

As part of the approved scope, RMA was tasked with evaluating existing branding efforts and developing recommendations to establish a cohesive identity for the Downtown area within the CRA and its various

districts. Branding services included the development of brand positioning, messaging, logos, visual identity elements, and brand guidelines intended to better reflect the mission, character, and future vision of Downtown Lake Park.

The initial branding concepts were initially (and briefly) presented to the CRA Board (no direction and/or input was provided) as part of an update on the various, on-going CRA activities during the Board's Meeting on March 25, 2025. Thus, the CRA Board is requested to consider, discuss and provide direction/input on the proposed branding proposals provided by RMA.

The proposed branding options that have been developed by RMA for the Board's consideration include:

- Two (2) Downtown Lake Park Brand Promise options (brand messaging that is expected to be delivered)
- Campaign strategy concepts:
 - "Create. Connect. Cultivate. Your Downtown Lake Park Experience"
 - "Create. Connect. Cultivate. Vintage Soul. Modern Beat. Downtown Lake Park"
- Messaging concepts highlighting:
 - Authentic Urban Charm
 - Creative Pulse
 - Inclusive Energy
 - Momentum for Growth
- Three (3) preliminary logo concepts
- A public survey designed to gather community and stakeholder feedback regarding the proposed branding direction [expect to solicit (entire) community input immediately following direction by the CRA Board]

The proposed branding concepts are intended to establish a distinctive identity for Downtown Lake Park that celebrates its artistic character, historic charm, local businesses, community connections, and future economic development opportunities.

Unfortunately, a representative from RMA will not be in attendance; however, the Town's new CRA's Marketing and Project Coordinator will be available to discuss the proposed branding options.

Recommended Motion:

The Lake Park CRA to consider, discuss and provide input/direction on the proposed Downtown Lake Park branding concepts and provide feedback and direction regarding preferred branding elements and public engagement efforts.