



Lake Park Town Commission, Florida
CRA Stakeholder
(Business Owners and Property Owners)
WORKSHOP Minutes

Monday, May 22, 2023 at 6:00 PM

Commission Chamber, Town Hall, 535 Park Avenue, Lake Park, FL 33403

SPECIAL PRESENTATION/REPORT:

1. CRA Grant Program Guidelines and Applications by Grant Writer/Chief Public Information Officer Merrell Angstreich. Grant Writer/Chief Public Information Officer Angstreich went over the CRA residential grant application purpose and process. She provided details of the grant which is for a total of \$250,000 and will be available on a first come first serve basis. She explained that funding caps are in place and she described the qualifications and terms of the grant (Exhibit A).

A resident asked if the grant funds could be used to address a code violation. Grant Writer/Chief Public Information Officer Angstreich advised the resident that yes, it could be used for that purpose but that if there was a code violation on a property, the grant funds would need to be used to address the violation before any beautification projects could be approved under the grant.

Commissioner Mary Beth Taylor asked if the income guidelines would apply to a property owner or to a renter and she was told that the renter's income would be used to calculate the income for grant purposes but that the question presents a potential amendment to the application. Commissioner John Linden asked about a projected date of approval of applications for residents. Grant Writer/Chief Public Information Officer Angstreich advised that once the Board approves the grant application at their next meeting on June 7, 2023, it could be from 10 days to 2 weeks for applications to be approved. Residents were encouraged to follow the CRA on Facebook for updates on the grant and applications. Grant Writer/Chief Public Information Officer Angstreich went over the CRA business grant application purpose and process. She stated that they will be offering a business plan guide

along with the grant for those businesses that wanted it. She explained that the total amount of the grant is for \$500,000 and will be available on a first come first serve basis. She provided a summary of the purpose and terms of the grant. (Exhibit B).

A business owner asked if the application would only be open to store-front types of businesses and Grant Writer/Chief Public Information Officer Angstreich stated that no, it is not limited to those types of businesses.

Lo-kal Gastropub business owner stated a concern about the language as written regarding business loss qualifications and that it does not encompass businesses that have been disadvantaged by the CRA. Town Manager John D'Agostino explained that the residential units that will be coming into the CRA that could increase business within the CRA were still two to three years down the road and encouraged the business owner to work on a business plan that would sustain the business. He stated that initiatives would need to come from the CRA and from the businesses within the CRA in a combined effort. The business owner restated his concern. Town Manager D'Agostino assured the business owner that the grant would apply to him.

A restaurant owner stated concerns over having to move his business but that there are no suitable locations available within the CRA. Town Manager D'Agostino offered assistance with finding a location and directed the business owner to another possible grant scenario that could assist with re-developing a site to suit their needs.

A member of the attendees asked if there was a cap on the residential grant. Grant Writer/Chief Public Information Officer Angstreich stated that a cap was not notated but that it could be potential language they could add to the application to establish a cap.

Commissioner Judith Thomas asked why the grant was not available to homestead properties. Grant Writer/Chief Public Information Officer Angstreich advised that making the grant available to homestead properties is something that could potentially be included in the application. Commissioner Thomas also had a question about ad valorem taxes and stated that the residents also have the PACE program available to them.

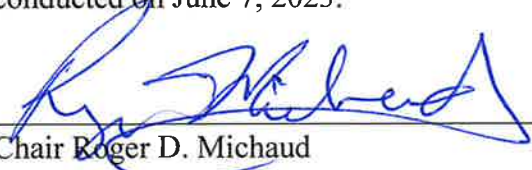
An attendee asked if the funds used to correct code violations could be granted on a separate basis. Grant Writer/Chief Public Information Officer Angstreich advised that it could be considered.

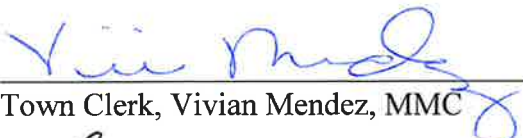
Grant Writer/Chief Public Information Officer Angstreich encouraged potential applicants to start putting together their supporting documentation so that when the application is finalized, they are already prepared.


2. Discover the Palm Beaches Marketing Co-Op Presentation by Heather Andrews from Discover the Palm Beaches. Ms. Andrews provided a presentation on how to support business owners within the Town of Lake Park. (Exhibit C). Ms. Andrews provided a list of upcoming business networking opportunities.

Grant Writer/Chief Public Information Officer Angstreich thanked the attendees and stated she is available for any and all questions they may have.

FUTURE MEETING DATE: The next scheduled Community Redevelopment Agency Meeting will be conducted on June 7, 2023.


Chair Roger D. Michaud


Town Clerk, Vivian Mendez, MMC


Deputy Town Clerk, Laura Weidgans



Approved on this 5 of July, 2023



**TOWN OF LAKE PARK
COMMUNITY REDEVELOPMENT AGENCY (CRA)
Guidelines And Procedures
For
Residential CRA Grant Program**

Please note than an application must be approved by the CRA BEFORE work begins.

The applicant assumes all financial liabilities related to work that is completed prior to a ruling.

The applicant will receive an official written correspondence from the CRA Grant Program Committee following a review of the application.

Purpose

The primary objective of this grant program is to encourage redevelopment and revitalization of residential structures and properties by offering limited financial and technical assistance. The overall objective is to stimulate reinvestment in the CRA districts and to preserve or revitalize the homes that create the unique character of the community.

Residential property owners may qualify for this matching grant program which provides full payment for low-income homeowner-occupied properties and 50% reimbursement for residential rental properties occupied by low-income tenants of the total project cost, to pay for the design and/or implementation of eligible improvements to existing residential structures within the CRA. Grants requested *solely* for the purpose of beautification will also only be funded at 50%, regardless of applicant status. It is not the intent of this grant program to provide for continuing or ongoing maintenance. All disbursements of grant funds are made following the completion and final inspection of the improvement project; payments for residential property owners will be paid directly to contractors upon approval by the homeowner. Funds are appropriated annually in the CRA budget for each district and are available on a first-come, first-served basis. The program is subject to the availability of allocated funds in the CRA budget. Low-income describes an individual or family that is at or below 80% of the area median income. Proof of income must be provided.

Applicants are reminded that grant awards are discretionary and should not be considered an entitlement. All grant criteria contained herein are guidelines, not guarantees for awards and successful applicants may receive any amount up to the maximum award. Should an applicant

meet all grant criteria, a grant may or may not be awarded due to funding limitations, competing applications, and/or competing priorities. Program details are subject to change.

Program Rules

The following rules are intended to inform a potential grant applicant of the extent and scope of the program. The desired result will halt deterioration, stabilize property values, improve and upgrade the appearance of the area, and facilitate and encourage redevelopment activity in the CRA. This program shall not serve to pay for delinquent or recurring operational utility or similar invoices.

1. The program is for residential properties only, to include residentially zoned properties not homesteaded or occupied by the property owner (i.e. residential rental properties). The property owner must be the applicant. Applications for properties delinquent in payment of property taxes will not be accepted.
2. The program is available only for property located within the CRA.
3. The property to be improved by the grant cannot have Town of Lake Park liens against it, unpaid bills, and/or open Town of Lake Park code violations. If these issues exist, they must be addressed prior to any beautification work is undertaken.
4. Improvements must be consistent with applicable design guidelines and policies as outlined by the CRA Plan and all other applicable codes.
5. Eligible improvements for this program include:
 - Painting/cleaning/siding
 - Roof repair/replacement
 - Porch repair/replacement
 - Exterior doors/windows
 - Landscaping (to include hardscapes)
 - Irrigation
 - Driveway/parking creation/improvement
 - Exterior lighting and electrical
 - ADA improvements
 - Fencing
 - Demolition of structures deemed unfit and unsafe for use
 - Permit fees associated with proposed improvements
 - Rectifying code violations
 - Other structural or façade improvements as determined to qualify by the CRA Executive Director
6. All work must be done in compliance with applicable Town of Lake Park codes and regulations. All professional work must be performed by a licensed contractor in good standing with the Town of Lake Park. Improvements to properties that do not or cannot meet building and safety codes are ineligible.

7. Historically designated buildings shall meet the historic preservation guidelines and requirements.
8. Grant funds will be reimbursed exclusively for approved work, approved change orders and only for work that has been performed after being notified of grant approval by the CRA. Any work completed prior to receiving grant approval is ineligible for reimbursement.
9. Only one (1) Residential Improvement Grant application will be accepted per property, per annual grant cycle. A grant agreement that includes consecutive years of funding may be approved and is contingent on the CRA Board's acceptance of this type of grant agreement. The Residential Improvement Grant Program is only available to applicants who have not received previous grant funding for the same property in the three (3) years prior to the date of grant approval by the CRA Board.

Application Process

1. An applicant seeking a Residential Improvement Grant may apply online at **TBD**. A checklist of required documents and forms can be found and uploaded within the online grant application.
2. Applications will be accepted on a rolling basis and the associated fiscal year CRA funds will be applied.
3. The CRA Grant Program Committee undertakes the initial review of the application and determines if the application is complete. If the application is determined to be incomplete, it will be returned to the applicant and the applicant will have the opportunity to resubmit. Once complete, the application will be date-stamped as received. Acceptance of a completed application packet is not a guarantee of funding.
4. Applicants may not have any outstanding Town of Lake Park violations or liens against their property. CRA grants will not be awarded until the complete satisfaction of any Town of Lake Park violations or liens.
5. Within two (2) weeks, or 10 business days, of receipt of the completed application, the CRA Grant Program Committee will conduct a full review to ensure compliance with the CRA Grant Program criteria. The CRA Grant Program Committee will forward a recommendation to the CRA Executive Director. Once approved by the CRA Executive Director, the application will be provided to the CRA Board for final approval, along with a grant agreement and associated promissory note, as well as a resolution for approval, denial or approval with conditions.
6. All grant funding decisions are final.
7. By accepting the CRA grant award, applicant understands and agrees to:
 - Maintain the improvements made in accordance with this agreement for a period of three (3) years.
 - Not alter, modify, or remove the improvements made in accordance with the agreement for a period of three (3) years without CRA approval.

- Maintain ownership of the property in accordance with the agreement for a period of three (3) years unless written approval from the CRA Grant Program Committee is received. Receipt of grant funding to improve property for sale is prohibited. Sale of subject property prior to completion of improvements will result in the revocation of award approval.
- Commit to allowing all tenants in residence at the time of grant award to remain in residence for three years, if the tenant so desires, or rent the property to a tenant with comparable financial status at a comparable rent (if the property is not owner-occupied).

Failure to comply may result in:

- Legal action.
- Repayment of all CRA funds received by applicant for the subject property.

Project Implementation and Reimbursement Process

1. Projects receiving funding must apply for any necessary permits immediately (if applicable) and begin work within 90 days from receipt of grant approval notification and must be completed within one (1) year, unless a written agreement stipulates otherwise or a written request for time extension is received and approved by the CRA at least 30 days prior to project expiration. Non-compliance with these time frames may result in retraction of grant approval, and a new application would be required for consideration.
2. By accepting the grant, applicant agrees to comply with monthly updates conducted by the CRA Grant Program Committee. These updates may be obtained via email, phone or site visits. Reporting may include, but is not limited to, work schedules, reporting forms, and projected completion dates.
3. CRA staff will conduct a site visit before grant payment is made in order to verify that work has been completed; additional inspections will be performed if a permit is required for the work. Staff may also conduct unannounced site visits periodically in order to ensure compliance with the terms of the grant agreement.
4. Grant funds will be dispersed after the improvements are completed and inspected (unless a grant agreement stipulates otherwise). In the case of residential rental properties, it is the responsibility of the applicant to maintain proper documentation of funds expended in the course of completing the project. Release of funds is subject to submission of this documentation to the CRA Grant Program Committee by the applicant. The project must be completed essentially as presented to the CRA Grant Program Committee and approved by the CRA Director in order to receive payment/reimbursement.
5. Award reimbursement shall be made upon completion of the improvements as approved. A final inspection and approval by the Town are required. Submission of the following documentation is required for reimbursement of awarded project costs:
 - Photos of completed project and all work funded by the CRA grant.
 - Proof of payment in full for all work included in project as approved. Detailed invoices and paid receipts showing the name, address and phone number of licensed contractor or professional service used is required.
 - Copies of all required permits and final inspections.
 - Signed and completed W-9, as required by law, for the contractor(s) providing services.
6. Requests for reimbursement of project costs not included in either the approved renovation

plan or an approved change order shall not be considered for reimbursement.

7. The CRA reserves the right to verify any and all costs associated with design or renovation work for which reimbursement is requested.
8. The Town of Lake Park's Finance Department (which also manages the CRA budget) shall keep all financial records associated the CRA annual budget and CRA grants.

DRAFT



TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY (CRA) Guidelines And Procedures For Commercial And Industrial CRA Grant Program

Please note that an application must be approved by the CRA BEFORE work begins.

The applicant assumes all financial liabilities related to work that is completed prior to a ruling.

The applicant will receive an official written correspondence from the CRA Grant Program Committee following a review of the application.

Purpose

The purpose of the CRA Commercial And Industrial Improvement Grant Program, which includes the **facility improvement grant** and the **operational sustainability grant**, is to assist commercial property and business owners in the CRA with maintaining their businesses and/or properties during times of financial distress and encouraging them to invest in their operations through interior or exterior improvements. The objective is to stimulate reinvestment in the CRA districts and to preserve or renew the traditional business areas and establish them as centers for community-oriented activities.

Commercial property owners may apply for the **facility improvement grant**, which is a matching grant program that provides **up to** 50% reimbursement of the total project cost, **up to** a \$75,000 grant, to pay for the design and implementation of eligible improvements to existing commercial structures within the CRA.

Owners of businesses located in the Lake Park CRA that have experienced a documented downturn in their business may apply for an **operational sustainability grant** of **up to** \$25,000 for six months or **up to** \$50,000 for one year, based on prior income and expenses.

Funds for both grants are appropriated annually in the CRA budget and are available on a first-come, first-served basis. The program is subject to the availability of allocated funds in the CRA budget.

Applicants are reminded that grant awards are discretionary and should not be considered an entitlement. All grant criteria contained herein are guidelines, not guarantees for awards, and successful applicants may receive any amount up to the maximum award. Should an applicant meet all grant criteria, a grant may or may not be awarded due to funding limitations, competing applications, and/or competing priorities. Program details are subject to change.

Program Rules

The following rules are intended to inform a potential grant applicants of the extent and scope of the program. The desired result will halt deterioration, stabilize property values, improve and upgrade the appearance of the area, enhance business operation, and facilitate and encourage redevelopment activity in the CRA districts. This program shall not serve to pay for delinquent or recurring operational utility or similar invoices.

1. The program is for commercial properties and businesses (including industrial). The business owner must be the applicant for the **operational sustainability grant** and the property owner must be the applicant for the **facility improvement grant**. Applications for properties delinquent in payment of property taxes will not be accepted.
2. The program is available only for property located within the CRA.
3. Improvements made through the **facility improvement grant** must be consistent with applicable design guidelines and policies as outlined by the CRA Plan and all other applicable codes.
4. Eligible improvements for the facility improvement program include:
 - Painting
 - Roof repair/replacement
 - Awnings/canopies
 - Exterior doors/windows
 - Landscaping (to include hardscapes)
 - Irrigation
 - Parking lot repaving, resealing, restriping
 - Exterior lighting and electrical
 - Exterior security features (access to security cameras for law enforcement required)
 - ADA improvements
 - Fencing
 - Demolition of structures deemed unfit and unsafe for use.
 - Permit Fees associated with proposed improvements
 - Other fee-related, structural or façade improvements as determined to qualify by the CRA Executive Director
5. All work funded by the **facility improvement grant** must be performed in compliance with applicable Town of Lake Park codes and regulations. All professional work must be performed by a licensed contractor in good standing with the State, County and the Town of Lake Park. Improvements to properties that do not or cannot meet building and safety codes are ineligible.

6. **Facility improvement grant** funds will be reimbursed exclusively for approved work, approved change orders, and only for work that has been performed after being notified of grant approval by the CRA. Any work completed prior to receiving grant approval is ineligible for reimbursement.
7. **Operational sustainability grant** applicants must be able to prove income loss and provide documentation of business income and expenses for the two years prior to the application for funding (or for as long as the business has been in existence, if that period is less than two years; businesses must be in operation for a minimum of one year in order to qualify for the **operational sustainability grant**).
8. Only one (1) grant application in each category (operational sustainability or facility improvement) will be accepted per property, per annual grant cycle. A grant agreement that includes consecutive years of funding may be approved and is contingent on the CRA Board's acceptance of this type of grant agreement. A **facility improvement grant** is only available to applicants that have not received previous grant funding through this program for the same property and for the same work, in the three (3) years prior to the date of grant approval by the CRA Board.

Application Process

1. An applicant seeking either an **operational sustainability grant** or a **facility improvement grant** may apply online at **TBD**. A checklist of required documents and forms can be found and uploaded within the online grant application.
2. Applications will be accepted on a rolling basis and the associated fiscal year CRA funds will be applied.
3. The CRA Grant Program Committee undertakes the initial review of the application and determines if the application is complete. If the application is determined to be incomplete, the application will be returned to the applicant and the applicant will have the opportunity to resubmit. Once a completed application is submitted, it will be date-stamped as received. Acceptance of a completed application packet is not a guarantee of funding.
4. Applicants may not have any outstanding Town of Lake Park violations or liens against their property. CRA grants will not be awarded until the complete satisfaction of any Town of Lake Park violations or liens.
5. Within two (2) weeks, or 10 business days, of receipt of the completed application, the CRA Grant Program Committee will conduct a full review to ensure compliance with the CRA grant program criteria. The CRA Grant Program Committee will forward a recommendation to the CRA Executive Director. Once approved by the CRA Executive Director, the application will be provided to the CRA Board for final approval.
6. All grant funding decisions provided are final.

7. By accepting a **facility improvement grant** award, applicant understands and agrees to:
 - Maintain the improvements made in accordance with this agreement for a period of three (3) years.
 - Not alter, modify, or remove the improvements made in accordance with the agreement for a period of three (3) years without CRA approval.
 - Maintain ownership of the property in accordance with the agreement for a period of three (3) years. Receipt of grant funding to improve property for sale is prohibited. Sale of subject property prior to completion of improvements will result in the revocation of award approval.

Failure to comply may result in:

 - Legal action.
 - Repayment of all CRA funds received by applicant for the subject property.
8. By accepting an **operational sustainability grant** award, the applicant understands and agrees to
 - Maintain ongoing business operations in an unchanged manner and for an unchanged purpose for the duration of the grant period
 - Sustain (or increase) existing business operating hours

Project Implementation and Reimbursement Process

1. Projects receiving funding under the **facility improvement grant** must begin work within 90 days from receipt of grant approval notification, and work must be completed within one (1) year, unless a written agreement stipulates otherwise or a written request for time extension is received and approved by the CRA at least 30 days prior to project expiration. Projects receiving funding must apply for any necessary permits immediately (if applicable) in order to adhere to the timeframes stated above. Non-compliance with these time frames may result in retraction of grant approval, and a new application would be required for consideration.

Projects receiving funding under the **operational sustainability grant** must continue operations for a minimum of the period covered by the funding provided (six months or one year)
2. By accepting the grant, applicant agrees to comply with monthly updates conducted by the CRA Grant Program Committee. These updates may be obtained via email, phone or site visits. Reporting may include, but is not limited to, work schedules, reporting forms, and projected completion dates for the **facility improvement grant** and operating logs and financial statements for the **operational sustainability grant**.
3. CRA staff will conduct a site visit before grant payment is made in order to verify that the business is in operation. Staff may also conduct unannounced site visits periodically in order to ensure compliance with the terms of the grant agreement. Additional inspections will be performed if a permit is required for the work.
4. **Facility improvement grant** awardees will receive grant funding after the improvements are completed, inspected and all associated costs have been paid (unless a grant

agreement stipulates otherwise). It is the responsibility of the applicant to maintain proper documentation of funds expended in the course of completing the project. Release of funds is subject to submission of this documentation to the CRA Program Committee by the applicant. The project must be completed essentially as presented in the approved application in order to receive payment/reimbursement.

Operational sustainability grant awardees will receive grant funding on a month-by-month basis.

5. Facility improvement award reimbursement under the **facility improvement grant** shall be made upon completion of the improvements as approved. A final inspection and approval by the Town are required. Submission of the following documentation is required for reimbursement of awarded project costs:
 - Photos of completed project and all work funded by the CRA grant.
 - Proof of payment in full for all work included in project as approved. Detailed invoices and paid receipts showing the name, address and phone number of licensed contractor or professional service used is required.
 - Copies of all required permits and final inspections.
 - Signed and completed W-9, as required by law, for the recipient of grant funds.
6. Requests for reimbursement of project costs under the **facility improvement grant** not included in either the approved renovation plan or an approved change order shall not be considered for reimbursement.
7. The CRA reserves the right to verify any and all costs associated with design or renovation work for which reimbursement is requested under the **facility improvement grant** and any and all operational costs requested under the **operational sustainability grant**.
8. The Town of Lake Park's Finance Department (which also manages the CRA budget) shall keep all financial records associated the CRA annual budget and all CRA grants.

Business Plan Consulting Services

As part of its efforts to support local businesses in the CRA, the Lake Park CRA will contract with a consultant (or consultants, as necessary) who will be made available to provide business plan guidance at no cost to the applicants. All interested commercial/industrial grant applicants will have the opportunity to request and receive this service. Requesting or declining such services will have no impact on the outcome of an applicant's grant request.

The Palm Beaches

LAKE PARK

Partners in Tourism





OVERVIEW





WHO WE ARE



Discover The Palm Beaches

- **Official Tourism Marketing Corporation** contracted by Palm Beach County's Board of County Commissioners
- Private, **not-for-profit** organization accredited by Destination International
- Reports to 25 **Member Board** / 7 appointed by Palm Beach County Board of County Commissioners
- A **Tourism Development Council** organization that collaborates with sister agencies

- **MISSION:** Grow the Tourism Economy
- **VISION:** Position The Palm Beaches as Florida's Premier Tourism Destination



TOURISM PROMOTION FOR **PALM BEACH COUNTY**



DESTINATION **TEAM**



6% NIGHTLY TAX
ON STAYS IN
ACCOMMODATIONS

BED TAX INVESTMENT/GROWING THE TOURISM ECONOMY



ALLOCATION

- 30%** Discover The Palm Beaches
- 33%** Tourism Infrastructure
- 13%** Cultural Council
- 12%** ERM
- 5%** Sports Commission
- 3%** Film & TV Commission
- 3%** TDC / Special Projects
- 1%** Tax Collector

TOURISM PROVIDES BUSINESSES AND PEOPLE WITH OPPORTUNITIES

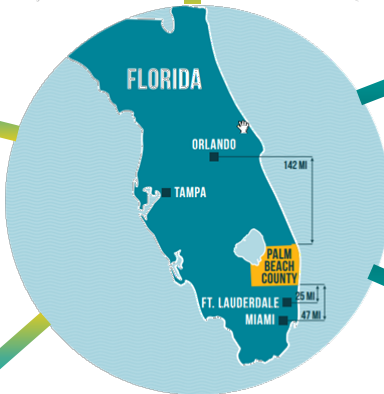
\$10B Total Economic
I M P A C T
12% of Palm Beach
County's economy


VISITORS GENERATE
\$6.9B
in direct spending


4 in 10
restaurants

1 in 10
retailers

60,000
households
ALL RELY ON TRAVEL




Supports the
livelihoods of
85,000
hardworking people




Tourists Generates
\$242
MILLION
in local taxes and fees

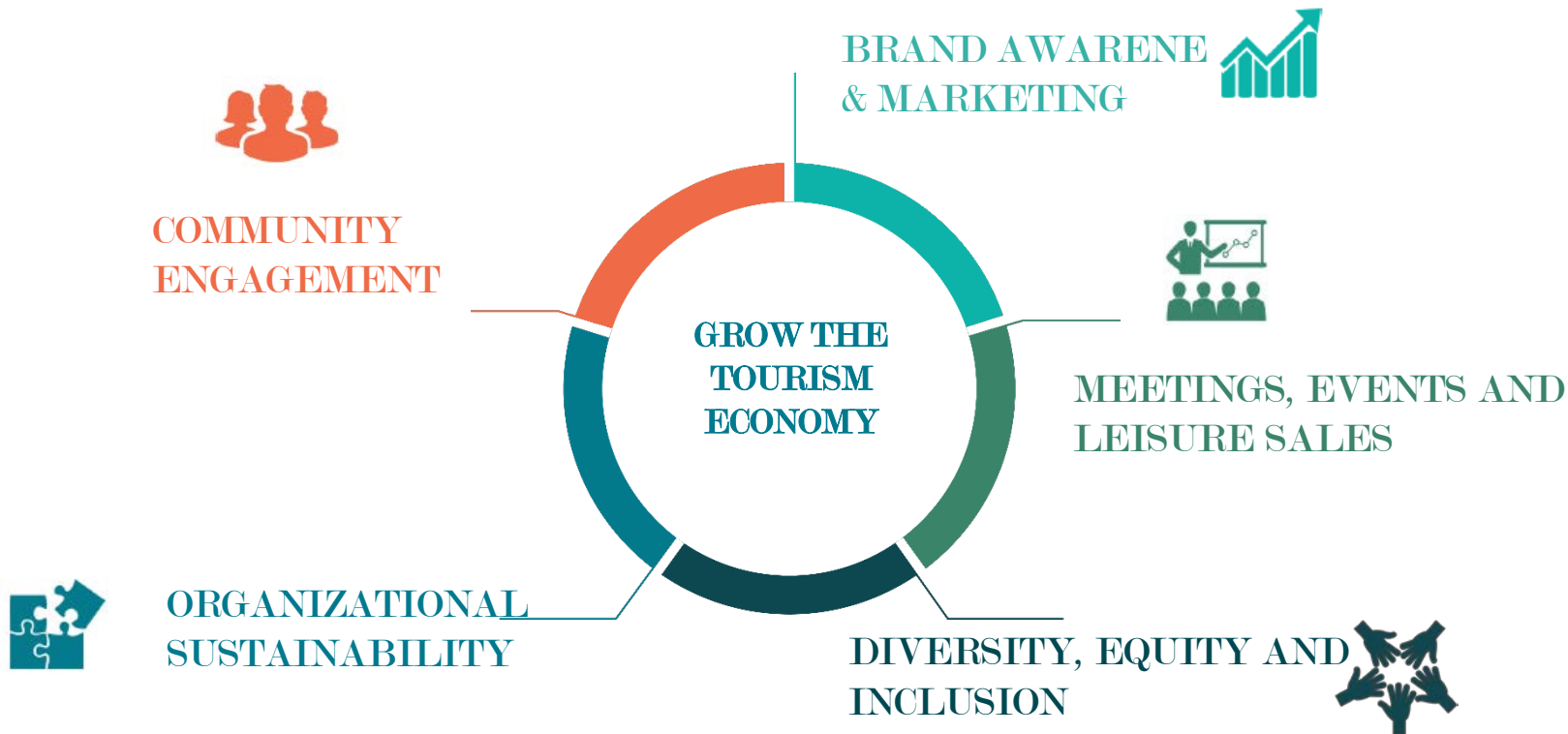
SHARED COMMUNITY VALUE

Working for Everyone in The Palm Beaches

Discover The Palm Beaches is Your Destination Organization



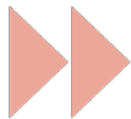
CAPITALIZING ON STRATEGIC PLAN



2023 – FINAL YEAR OF PLAN



2023 FOCUS



Evolve Destination Brand Presence And Architecture

- New creative agency impact
- Evolution of brand, tourism identity and logo
- Website redesign
- Segmentation strategy
- Summer season initiatives



Leverage Sales/ Service Integration

- Increased sales visibility and efficiencies
- Transformational events
- Reassess investments in key international markets



Accelerate Community Engagement And Sustainability Initiatives

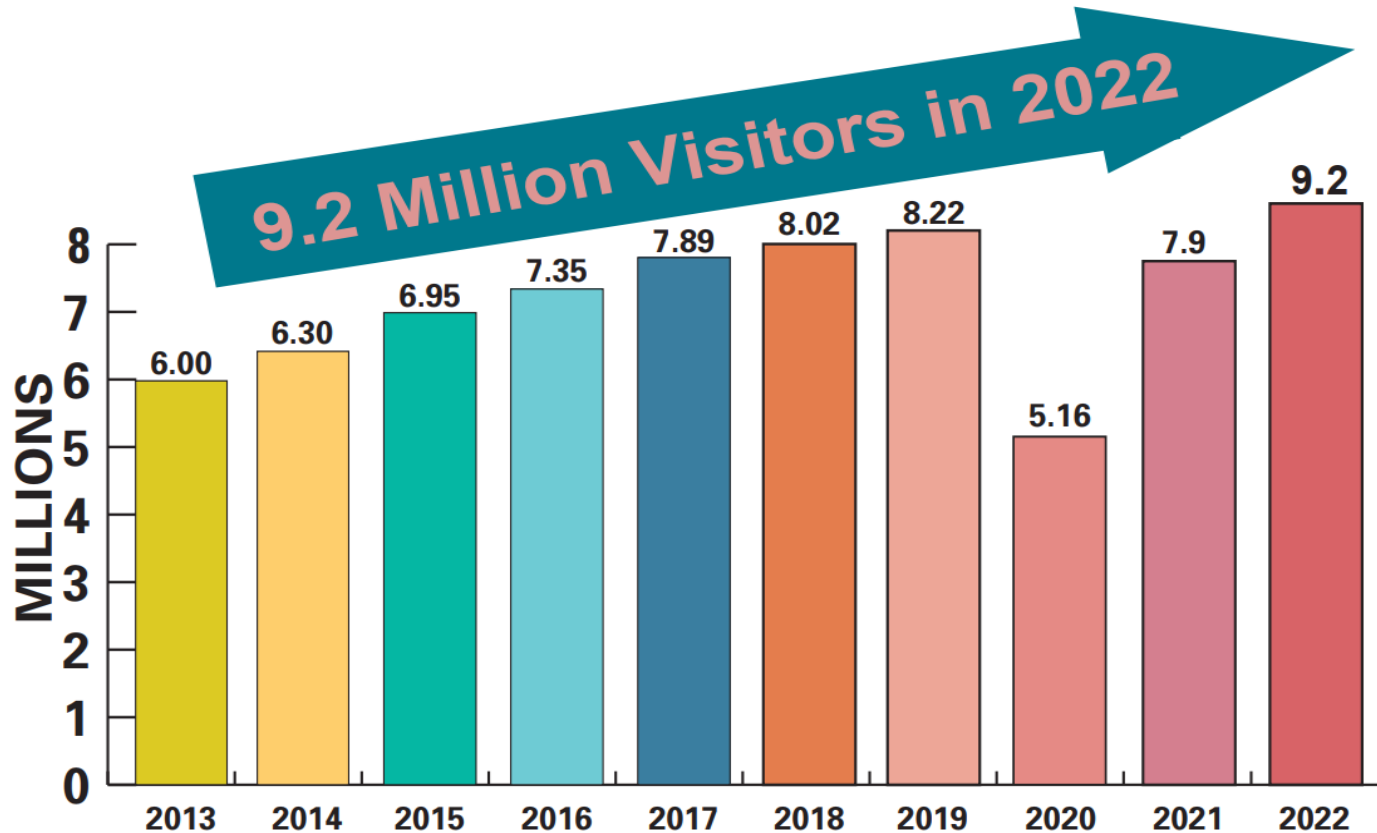
- Enhancement of business community partnerships
- Refinement of shared community value/sustainability message
- Increase city partnership initiatives in coop/product dev.
- Reaffirmation of Diversity, Equity, and Inclusion (DEI)



BUSINESS INTELLIGENCE



HISTORIC VISITATION





2022 RESULTS

Out-of-State Domestic

2022: 5.3M

2021: 4.7M

2019: 4.7M

Florida Resident

2022: 3.2M

2021: 2.9M

2019: 2.9M

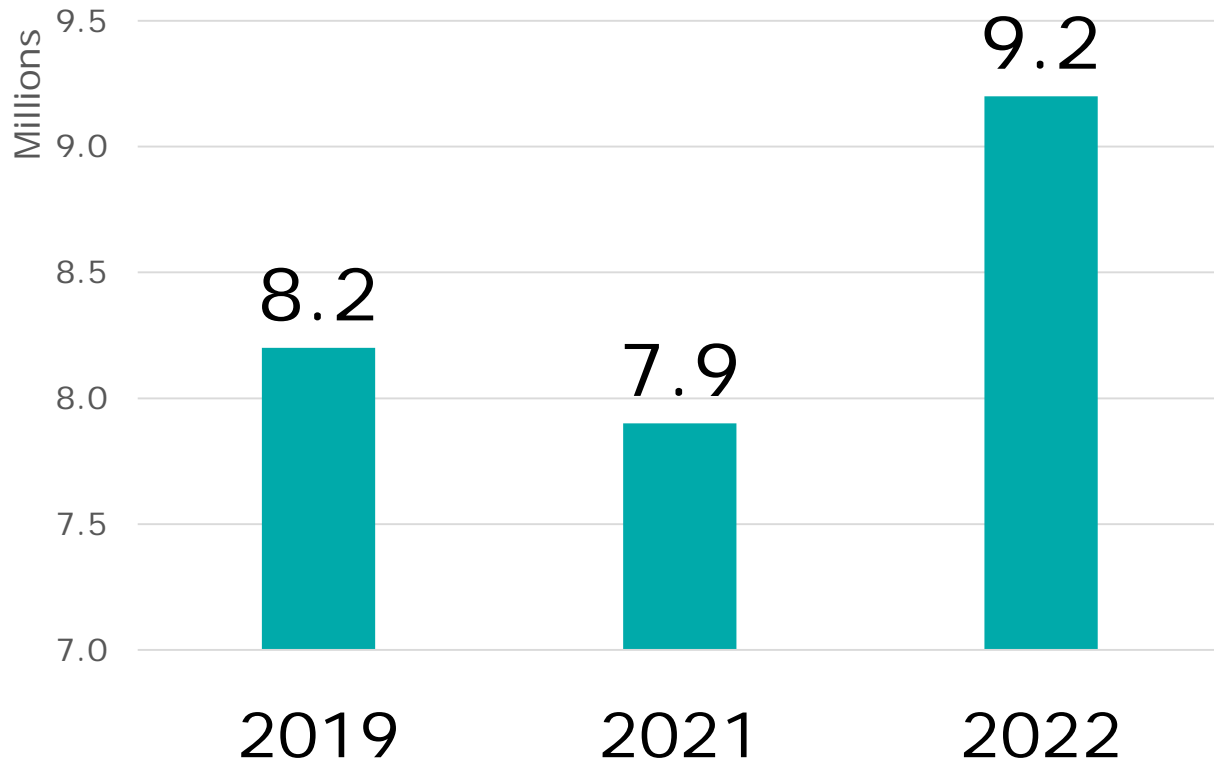
International

2022: 730,000

2021: 400,000

2019: 703,000

Visitation



*Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as Florida Department of Revenue, STR, Euromonitor, TNS, Tourism Economics



2022 RESULTS

Total Spending

2022: 6.9B

2021: 5.5B

2019: 5.1B

F&B: +25%

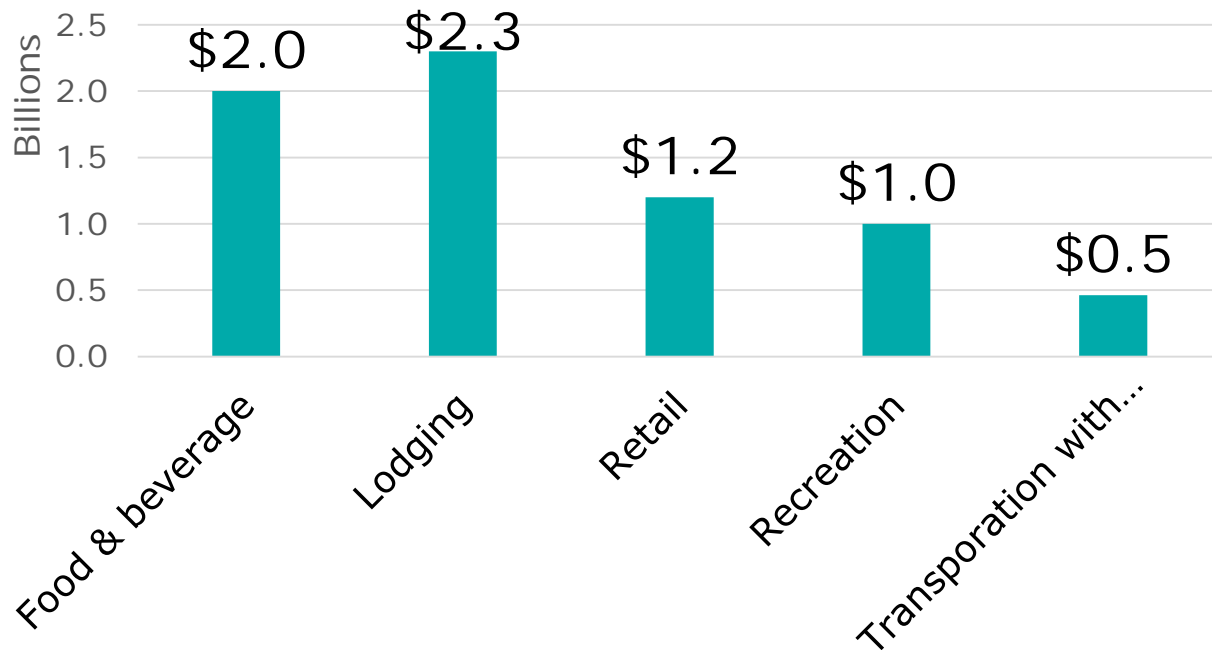
Lodging: +50%

Retail: +9%

Recreation: +11%

Transportation: +25%

Visitor Spending



*Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as Florida Department of Revenue, STR, Euromonitor, TNS, Tourism Economics



BRAND CAMPAIGN

Target Markets

Domestic Targets

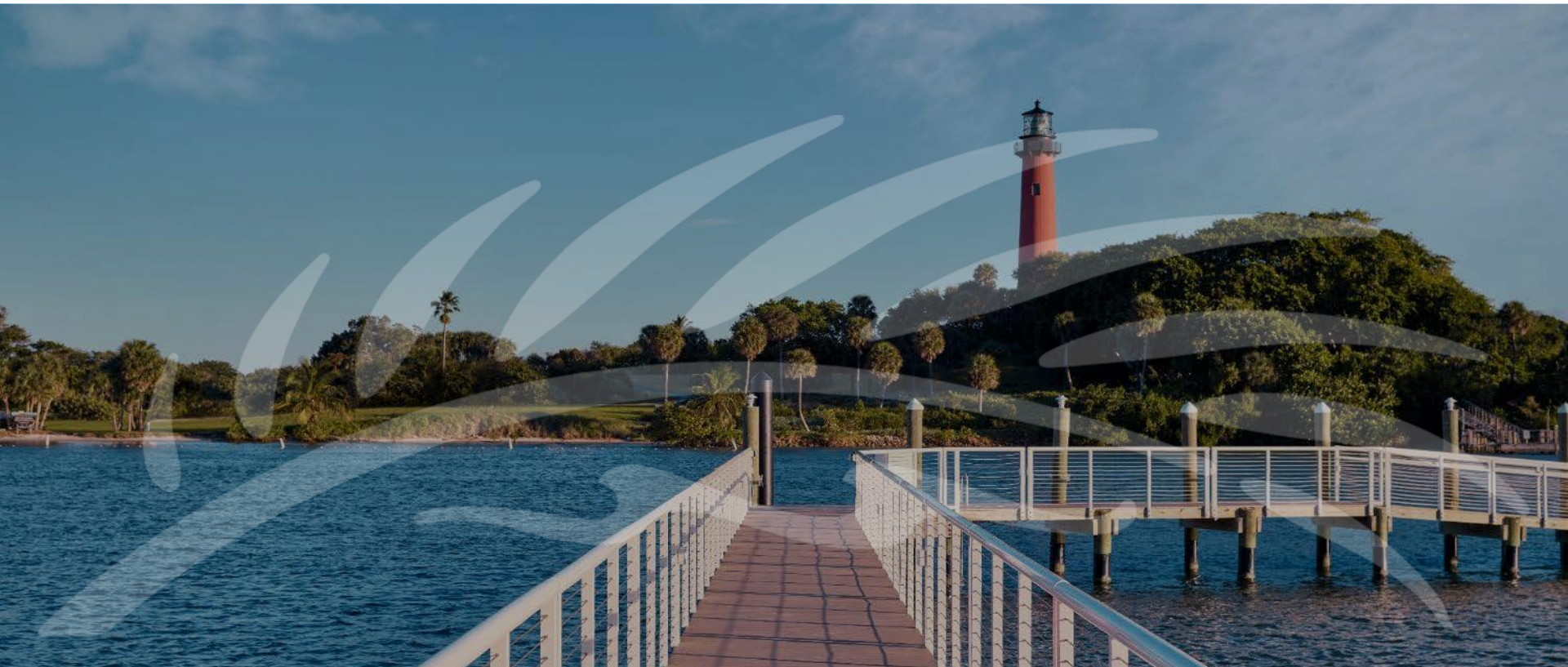
Market	2019-Q1	2019-Q2	2019-Q3	2019-Q4	2021-Q1	2021-Q2	2021-Q3	2021-Q4
Atlanta--Athens-Clarke County--Sandy Springs, GA-AL	49,175	59,528	51,749	55,520	41,570	61,350	53,410	57,330
Boston-Worcester-Providence, MA-RI-NH-CT	102,193	63,362	34,988	67,351	60,690	64,570	37,920	63,780
Chicago-Naperville, IL-IN-WI	57,059	36,120	24,198	44,313	49,820	45,350	30,880	48,590
Houston-The Woodlands, TX	79,330	65,985	62,853	66,728	67,510	16,960	16,670	17,570
Miami-Fort Lauderdale	226,079	233,295	221,998	220,475	198,150	226,560	218,860	218,000
New York-Newark, NY-NJ-CT-PA	344,224	244,771	175,778	260,271	255,350	276,270	196,990	283,170
Orlando-Lakeland-Deltona, FL	118,717	130,087	111,595	114,395	104,030	129,670	129,180	132,510
Philadelphia-Reading-Camden, PA-NJ-DE-MD	62,282	41,670	29,436	47,114	45,300	69,620	56,030	63,530
Washington-Baltimore-Arlington, DC-MD-VA-WV-PA	89,086	70,828	57,929	75,964	61,660	70,740	64,190	84,870
Total	1,128,143	945,647	770,525	952,132	884,080	961,090	804,130	969,350

International Targets

Market	2019-Q1	2019-Q2	2019-Q3	2019-Q4	2021-Q1	2021-Q2	2021-Q3	2021-Q4
Argentina	6,268	6,122	5,578	4,455	2,300	2,600	3,400	3,900
Brazil	7,788	6,020	5,887	6,435	700	1,100	1,400	2,600
Canada	131,725	57,956	29,334	84,639	18,100	17,700	15,500	64,300
Colombia	4,179	4,490	4,338	4,653	3,600	10,000	8,000	6,600
Germany	4,179	4,592	3,615	5,148	300	400	400	2,200
Mexico	1,994	2,245	2,479	2,376	1,800	2,800	2,800	3,300
United Kingdom	10,162	8,877	7,024	10,097	3,100	3,100	2,300	7,100
Total	166,295	90,302	58,255	117,801	29,900	37,700	33,800	90,000



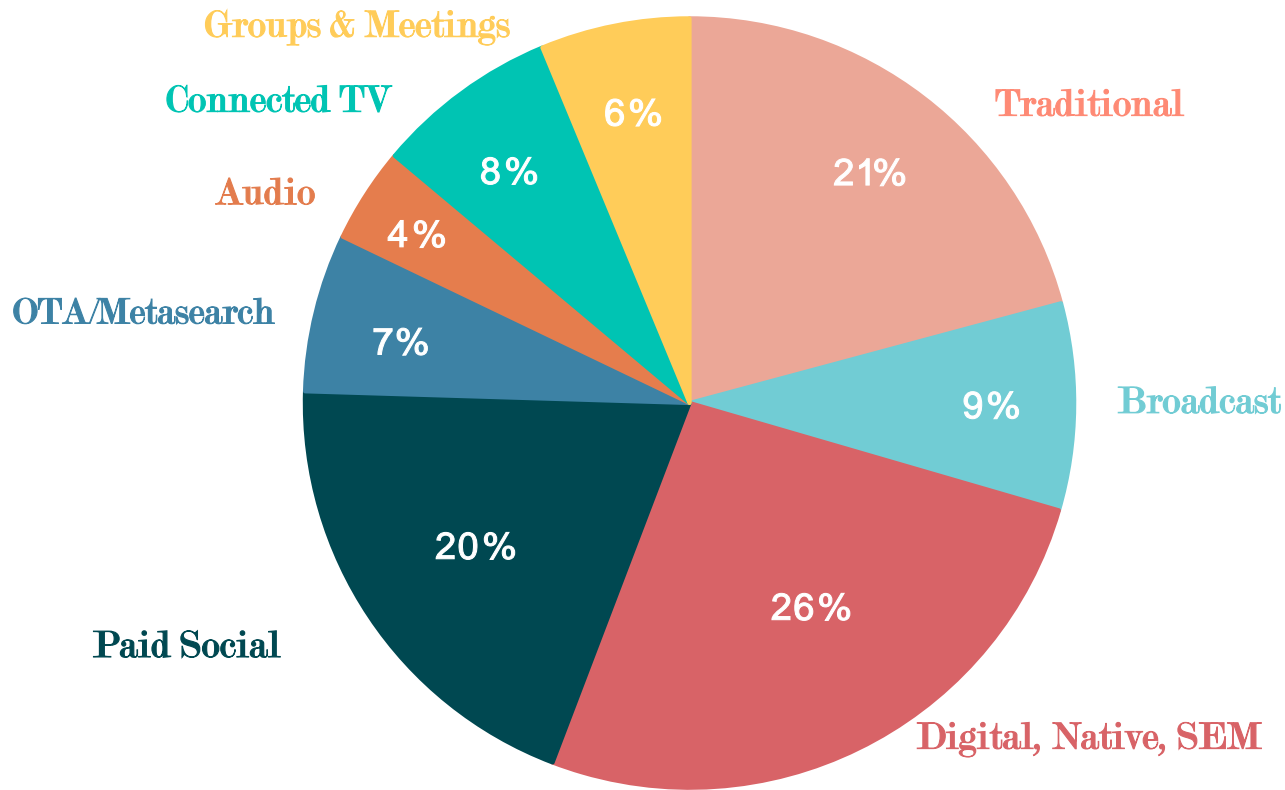
MARKETING





FY23 MEDIA PLAN

Always-On Brand Campaign Allocation by Channel



THE GOLDEN AGE OF TRAVEL




THE PALM BEACHES
FLORIDA



AUDIENCE SEGMENTATION

Targeting delivers the right marketing message at the right time



Exploring with
Friends & Relatives

Visiting or traveling
with friends & family



Bed, Beach &
Beyond

Seeking beach,
outdoors &
entertainment



Cultural Explorers

Seeking cultural
experiences & wellness
options



Rest & Resort

Resort guests seeking
beach-front stays



Groups & Meetings
Planners,
Business Travelers

Meetings, conventions,
expos, and their
organizers

BRAND MARKETING

FY23 CONTENT CALENDAR

October
Spatober:
Wellness Month

November
Outdoors:
Paddle/Hike

December
Holiday
Happenings
& Manatees

January
Resorts &
Beaches

February
Sports: Spring
Training, Golf,
Polo/Equestrian

March
Sea Turtles,
Manatees &
Sustainability

April
Family Fun
Getaways

May
Music, Arts &
Culture

June
Shop
The Palm
Beaches

July
Summer Savings:
Craft Pass &
Savings Pass

August
Restaurant
Month &
Nat'l Golf Month

September
Fishing, Diving,
Snorkeling,
Boating



DIVERSITY, EQUITY & INCLUSION

Prioritizing Multicultural Markets and Media Outlets



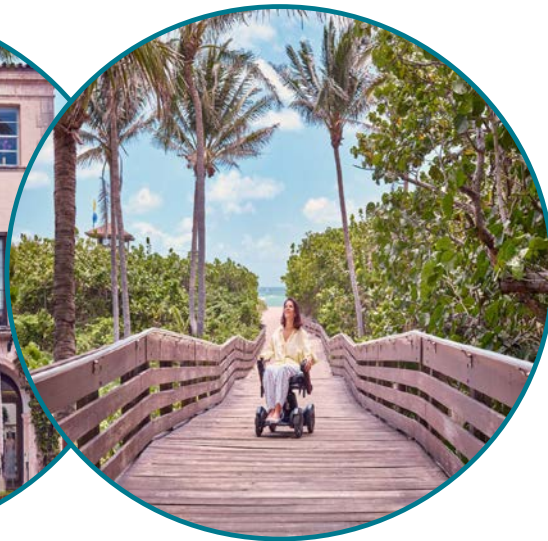
Black



Hispanic



LGBTQ+



Accessible Travel

Digital Center Of Excellence



- Pioneered building internal digital team: paid media, social media, content
- Generated significantly more brand awareness, engagement, and visitation

FLAT BUDGET 2022 OVER 2021:

2X
IMPRESSIONS

3X
CLICKS

2X
ENGAGEMENT



Digital Platform Evolution



AD
PLATFORMS



WEBSITE



MOBILE APP



PERSONALIZATION



DATA



METAVERSE



Continued Social Media Leadership

716K

Combined Following

Across 7 Platforms

7 Million

Engagements

In-House Content

100

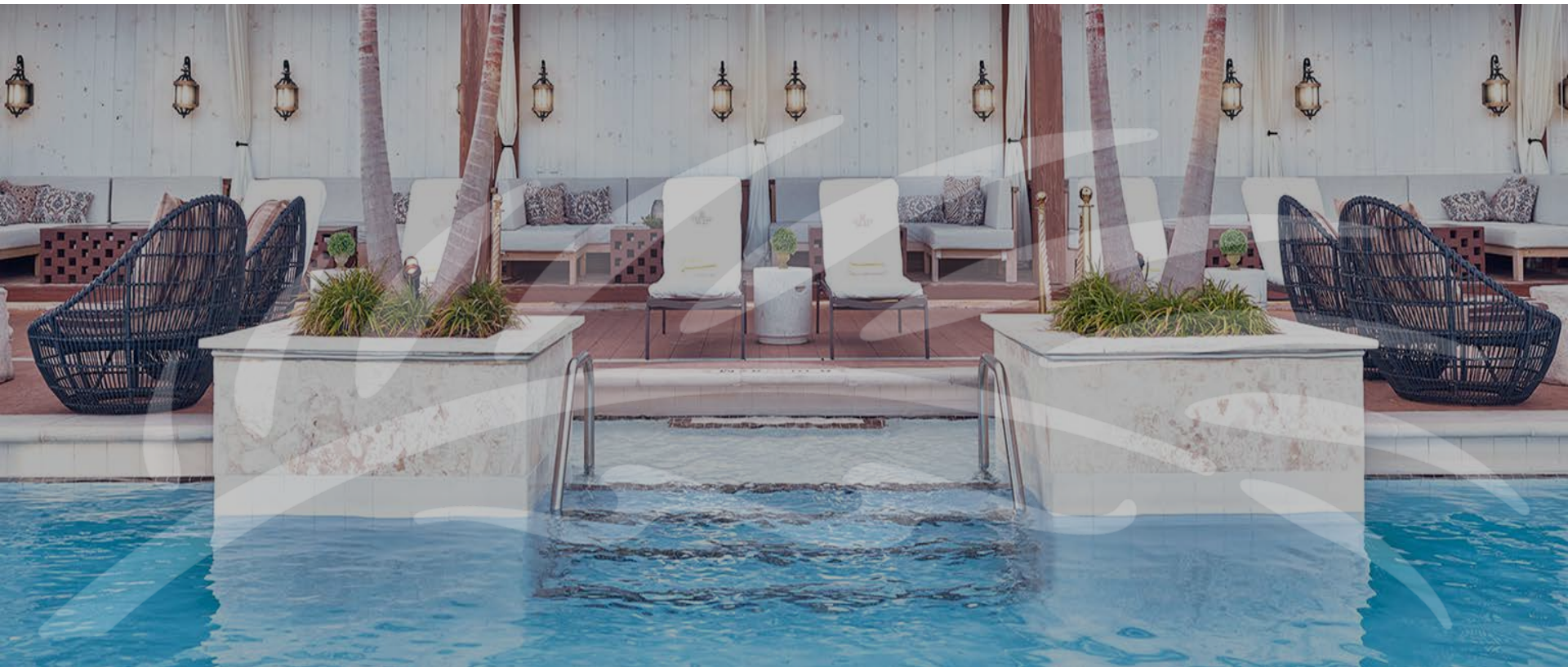
Influencers

40% Diversity Target





BUSINESS OPPORTUNITIES





BENEFITS OF PARTNERSHIP



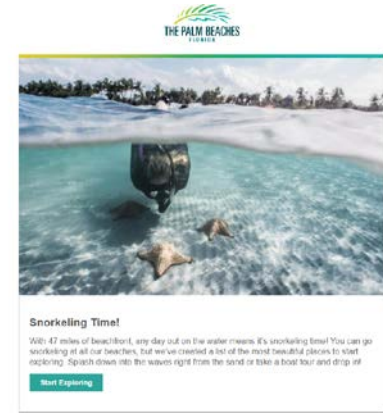
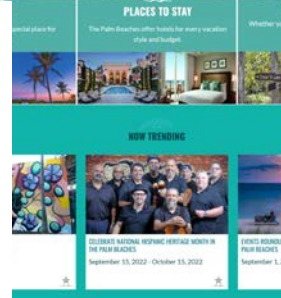
- Affordable marketing and advertising programs for all size businesses and budgets
- High ROI on The Palm Beaches Marketing Programs



THE PALM BEACHES

The Original. The One. The Only.

A gentler side of Florida awaits you—with cleaner sands, warmer waters and fewer crowds. Come see where America's First Resort Destination™ was built and genuine hospitality began. Come discover a place that surpasses all expectation, awaiting discerning travelers who won't settle for the ordinary. A place different from the rest, waiting just for you.



Snorkeling Time!

With 47 miles of beautiful, any day out on the water means it's snorkeling time! You can go snorkeling at all our beaches, but we've created a list of the most beautiful places to start exploring. Splash down into the waves right from the sand or take a boat tour and drop off

[Start Exploring](#)



Opal Grand Resort & Spa

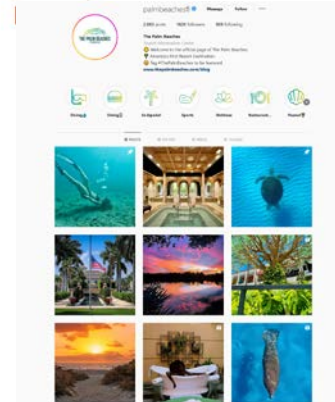
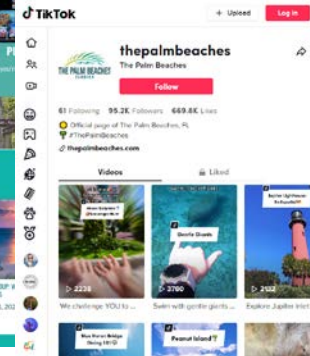
Experience luxury living in a beach town setting and discover a little reason to look an incredible getaway at the newly renovated Opal Grand.

[Plan Your Trip](#)



Top Scuba Diving Sites

Did you know that just beyond our 47 mile coastline lies part of the only living barrier coral reef system in the continental United States? You could spend more than a few vacations scuba diving offshore in the Palm Beaches. But if you need suggestions on where to start, here are some of our top picks.



BUSINESS OPPORTUNITIES

Website Listing, Calendar of Events and Offers

Filter Places


Category

- ☐ Animal Encounters (9)
- ☐ Family Entertainment Center (9)
- ☐ Airboats (4)
- ☐ Waterparks (4)
- ☐ Escape Rooms (2)
- ☐ Gaming (1)
- ☐ Mini Golf (1)


City

Sort by


1 - 13 of 28 results




Loggerhead MarineLife Center
14200 U.S. Highway One, Juno Beach, FL 33408
[VISIT OUR WEBSITE](#) [READ MORE](#)




Rapids Water Park
6566 North Military Trail, Riviera Beach, FL 33407
[VISIT OUR WEBSITE](#) [READ MORE](#)




Airboat Rides West Palm Beach
20 Mile Bend Boat Ramp Rd, West Palm Beach, FL 33411
[VISIT OUR WEBSITE](#) [READ MORE](#)



Shark Wake Park
Located in Clineheeler Park - 1440 Esham West Palm Beach, FL 33413
[VISIT OUR WEBSITE](#) [READ MORE](#)




Everglades Holiday Park
21940 Griffin Rd, Fort Lauderdale, FL 33331
[VISIT OUR WEBSITE](#) [READ MORE](#)




Palm Beach Zoo & Conservation Society
1301 Summit Boulevard, West Palm Beach, FL 33411
[VISIT OUR WEBSITE](#) [READ MORE](#)


March 28, 2023



Boat Cruises Aboard the Pontiki
1116 Love Street, Suite 21, Jupiter, FL 33477
[VISIT OUR WEBSITE](#) [READ MORE](#)



Sam Perry Retrospective
811 Park Place, West Palm Beach, FL 33401
[VISIT OUR WEBSITE](#) [READ MORE](#)



FERN STREET CHESS PARK
300 Clematis Street, Suite 200, West Palm Beach, FL 33401
[VISIT OUR WEBSITE](#) [READ MORE](#)

Driving conversions by promoting local businesses in prime locations on ThePalmBeaches.com. Gives the business the best opportunity to influence planning decisions.



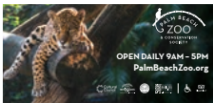
Free Admission for Active Duty-US Military & Family
Jupiter Inlet Lighthouse & Museum
500 Captain Armour's Way, Jupiter, FL 33469
[VISIT OUR WEBSITE](#) [READ MORE](#)

Guide Opportunities

Official Collateral



Insiders Guide: Advertisement



ACTIVITIES & ATTRACTIONS

Boomer's Family Recreation Center
boomersfamily.com, 561.747.1888

Beach Wildlife Sanctuary
beachwildlife.org, 561.976.3399

F7 Cox Science Center and Aquarium
coxsciencecenter.org, 561.821.1988
The Cox Science Center features 100+ hands-on exhibits, a full-scale planetarium, 10,000-gallon aquarium and more for curious minds of all ages!

Drive Beach
drivebeach.com, 561.771.5384

Fun Depot
fundepot.com, 561.547.2817

F7 Grandview Public Market
grandviewpublicmarket.com, 561.323.4103
A hub for West Palm Beach's artisan chefs to offer their creation of flavors and ideas to the community. Our spacious outdoor seating is home to the hottest live music, games, and events to entertain your visit.

F1 Jupiter Inlet Lighthouse & Museum
jupiterrailhouse.com, 561.747.2380
Climb the 180 Lighthouse for breathtaking views. Volunteer exhibits, tours and programs explore 1,000 years of outstanding history. National Register.



F7 Kips Bay Decorator Showcases
kipsbaydecoratorshowcases.org/palmbeach, 718.893.8800
Experience a wide variety of The Palm Beaches' finest in early

PLACES TO PLAY

Palm Beach

FIND A PRICE OF PARADISE IN AMERICA'S FIRST RESORT DESTINATION.

People have been escaping to the sunny shores of Palm Beach since the late 1800s for rest and relaxation, and modern-day travelers are still discovering the allure of this iconic vacation destination: stately hotels steeped in Old Age grandeur, exemplary shopping, scenic pathways framed by botanicals and airy estates overlooking the ocean.

Palm Beach Gardens

DISCOVER WORLD-CLASS GOLFING AND STYLISH SHOPPING.

Verdant golf courses, open-air retail districts, inventive dining options—a lifestyle of leisure beckons at this welcoming city that's home to annual PGA Tour stop, the Honda Classic. Play the courses where legends have won, relax with spa treatments and shop for the latest styles and home decor.

Riviera Beach & Singer Island

CRYSTAL-LIKE WATERS, GOLDEN BEACHES AND AQUATIC ADVENTURES SHINE HERE.

Boating, snorkeling, sunbathing on picture-perfect beaches—there's no shortage of aquatic fun in this gorgeous pocket of The Palm Beaches. From Riviera Beach, cross Blue Heron Bridge over Lake Worth Lagoon for access to Phil Foster Park and Singer Island.



PLACES TO STAY

AKA West Palm Beach
westpalm.com, 561.821.2252

Alibi Delray Beach
alibidelray.com, 561.486.8800

Ambassador Hotel
ambassadorhotel.com, 561.888.2611

F1 Ascent Ocean Resort & Residences
ascentoceanresort.com, 561.888.8800

Situated along 7 miles of ocean, Ascent Ocean Resort & Residences is the newest addition to the resort community. This 100-room resort features a state-of-the-art fitness center and a wide selection of dining that focus on the fine art of modern, combined with 100 luxuriously appointed guest rooms, a private beach and four healthy dining options.

F1 Banyan Cay Resort & Golf
banyancay.com, 772.221.4800

We ditch the traditional and embrace the modern. Situated around a beautiful West Palm Beach beach and dinner overlooking the ocean.

F7 The Bess, an Autograph Collection Hotel
thebess.com, 561.855.4800

West Palm Beach's first modern hotel, a 108-room luxury property that blends elements of Florida's unbroken history with today's modern lifestyle.

Best Western Palm Beach Lodge
bestwestern.com, 561.882.8810

F1 The Boca Raton
thebocaton.com, 561.861.7050

100 miles of ocean, 100 years of history. The Boca Raton is undergoing its most significant evolution to date—creating a new vision and setting the new bar.

Boca Raton Marriott at Boca Center
marriott.com, 561.365.4800

F7 The Breakers Court Hotel
thebreakers.com, 561.855.7500

A classic Palm Beach luxury property just steps from Worth Avenue with stunning accommodations, impeccable service and award-winning cuisine by chef David Bullock's Cafe Beach.

F7 The Breakers Palm Beach
thebreakers.com, 561.855.7500

At The Breakers, enjoy unparalleled service and everything under the sun—beach, golf, spa, shopping, dining, and more.

F7 Canopy by Hilton West Palm Beach Downtown
canopy.com, 561.855.4800

Real come easy in come and make at the Canopy. Check out the highest rooftop bar in town—located on the historic Canopy building.

F7 The Chancellery Palm Beach
thechancellery.com, 561.888.8800

Just steps from the historic Canopy building, located on Palm Beach just steps from the Atlantic Ocean and Worth Avenue.

The Colony Palm Beach
thecolony.com, 561.855.5420

Compared by Marriott Bonvoy Palm Beach

resort.com, 561.775.4800

Compared by Marriott Bonvoy Palm Beach

resort.com, 561.855.4800

Compared by Marriott Bonvoy Palm Beach

resort.com, 561.855.4800

Compared by Marriott Bonvoy Palm Beach

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Compared by Marriott Bonvoy Palm Beach

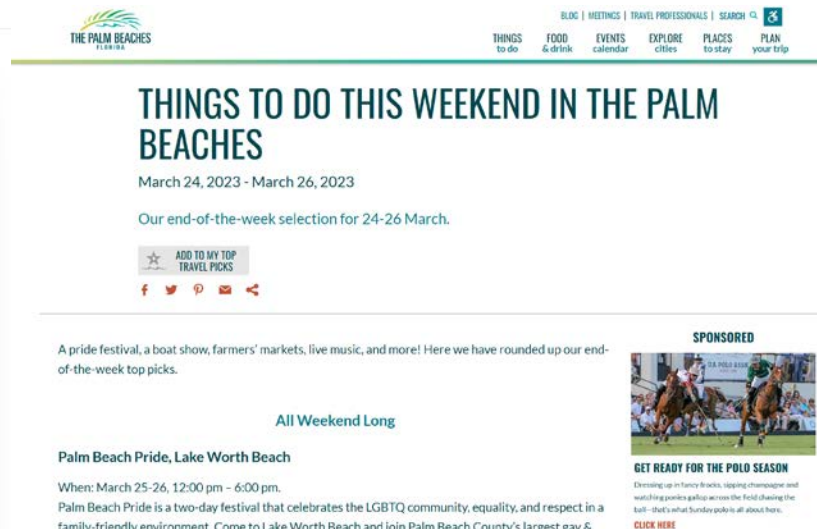
resort.com, 561.855.4800



- 430+ Distribution points
- 352 locations throughout Palm Beach, Broward, and Dade Counties
- 8 FL Turnpike locations/ 59 locations within Orlando/ 12 in county Visitor Information Centers

BUSINESS OPPORTUNITIES

PR, SOCIAL & CONTENT TIPS

This image shows a form titled 'Tips for The Palm Beaches Team'. It includes a description of the form's purpose, examples of what is being sought, and a field for 'Your Organization'.

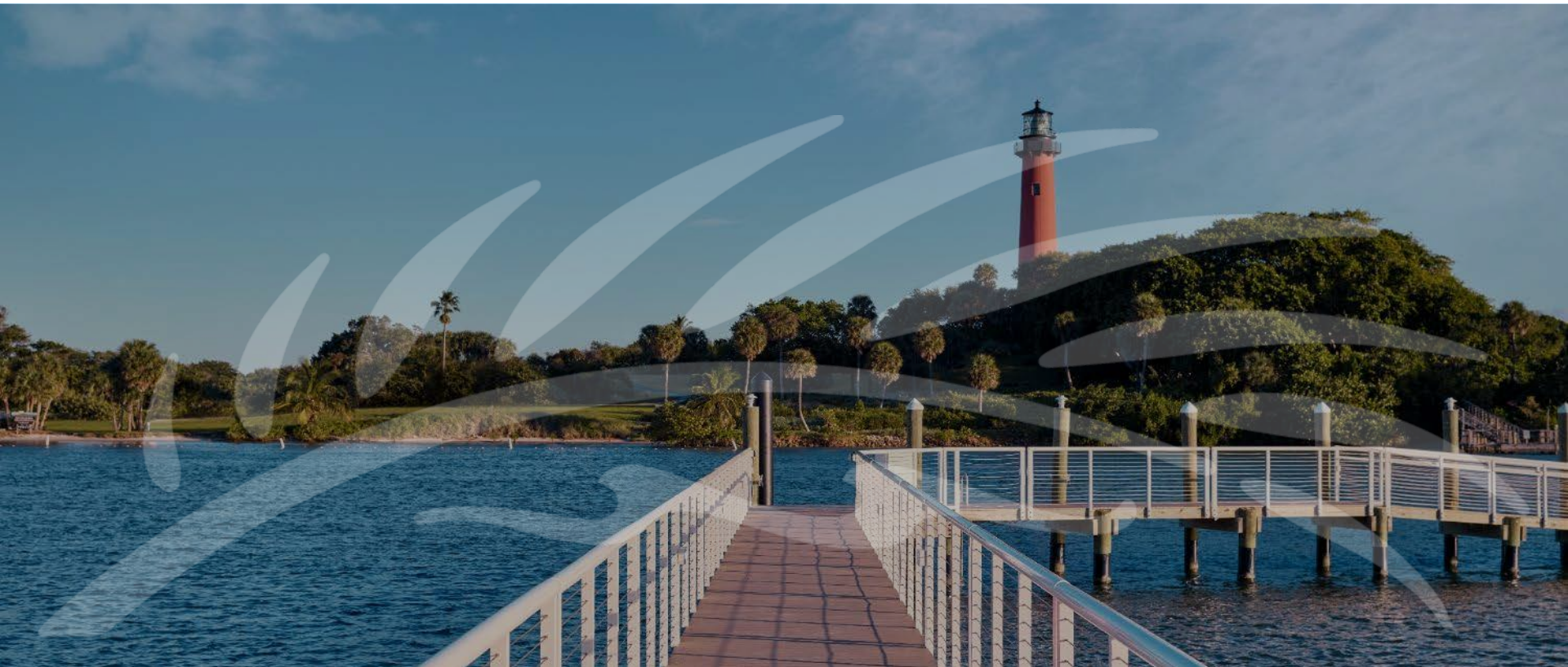
ThePalmBeaches.com/Tips

THE PALM BEACHES PARTNERSHIP

Program	Pricing
Partner Participation	\$350 per location
Lake Park Businesses	\$0.00 Cost Covered by Lake Park



BRAND CAMPAIGN



THE PALM BEACHES

Brand Campaign Concept

The Palm Beaches has launched a new brand campaign
The Original. The One. The Only.

Assets highlight the history of hospitality in the destination,
with campaign tagline **America's First Resort Destination**
a play on the legacy of Henry Flagler and Addison Mizner

Ads create a sense of nostalgia for an elevated travel
experience, conjuring images of **The Golden Age of Travel**
when Florida was the premier vacation destination

Campaign Concept included a new brand positioning
statement, brand promise and rebrand including a new logo



America's First Resort Destination® — The Palm Beaches are renowned as the warm weather getaway by discerning guests for over 125 years. Genuine hospitality is a way of life. Our vibrant blend of people, cultures and coastal towns welcomes everyone. Enjoy fewer crowds, a healthier beach experience, exceptional cultural offerings and the warm Atlantic Gulf stream water that creates the finest Florida vacation experience.

The original. The one. The only.

The Palm Beaches

CAMPAIGN CREATIVE

**THE
ORIGINAL**



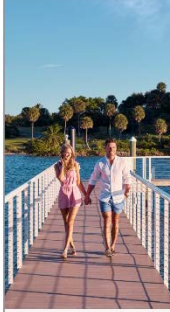
THE PALM BEACHES
FLORIDA

**THE
ONE**



THE PALM BEACHES
FLORIDA

**THE
ONLY**



THE PALM BEACHES
FLORIDA

**THE
PALM
BEACHES**



THE PALM BEACHES
FLORIDA

Digital Display

**THE ORIGINAL.
THE ONE.
THE ONLY.**

THE PALM BEACHES
FLORIDA



Out of Home

**THE GOLDEN
AGE OF TRAVEL
IS BACK.**

With breeze-filled days and elegant nights. We invite you: come explore the beach destination unrivaled by any – the ultimate getaway. The one favored by those in the know, who won't settle for anything less than The original. The one. The only.

THE PALM BEACHES
FLORIDA
thepalmbeaches.com



Print

LAKE PARK

THE
ORIGINAL.
ONE.
ONLY.



It's all about the water in Lake Park, whether gliding on the surface or discovering the depths. When you've had your fill of adventure for the day, Lake Park offers plenty of ways to relax and unwind. Sip a local brew while playing a board game or listening to some live music.



Print

Brand Campaign Extensions: Cities

The campaign lends itself to many future extensions, including a city-specific brand campaign

Opportunity for Lake Park to customize campaign with city tourism assets for use on owned and paid media channels:

- Advertising concepts including digital display, out of home and print templates
- Paid Media Co-Op Campaign Extension Opportunities

LAKE PARK

Brand Campaign Extensions

THE
ORIGINAL

THE
ONE

THE
ONLY

Lake
Park

THE ORIGINAL.
THE ONE.
THE ONLY.
Lake Park



Out of Home

Digital Display



ENHANCED TOURISM PARTNERSHIP





GOALS

- Drive awareness of Lake Park location and offerings
- Drive traffic to Lake Park's mix of restaurants, theaters, breweries and more
- Drive attendance at upcoming events
 - Art & Music Street Festival (Sep. 23)
 - Holiday Lights Showcase (December)



ENHANCED PARTNERSHIP

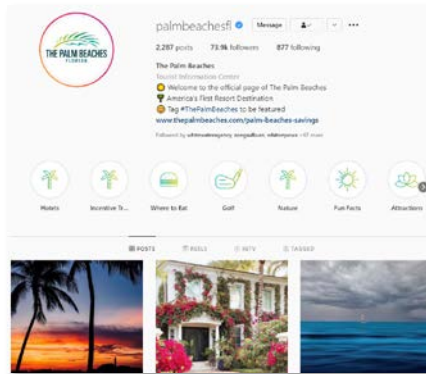
Paid Media Match Co-Op Campaign



- The Palm Beaches + Lake Park will collaborate on a custom media buy highlighting city tourism
- Media mix options: digital display, social media, out of home, print
- Creative would feature The Palm Beaches new brand campaign customized with Lake Park imagery/logo
- All digital ads drive to Lake Park city landing page on ThePalmBeaches.com with input from Lake Park team on content
- The Palm Beaches and Lake Park will collaborate on market tactics, goals and media mix



MEDIA CO-OP



Additional Co-Op Options Available for City-Specific Campaigns

Digital Display

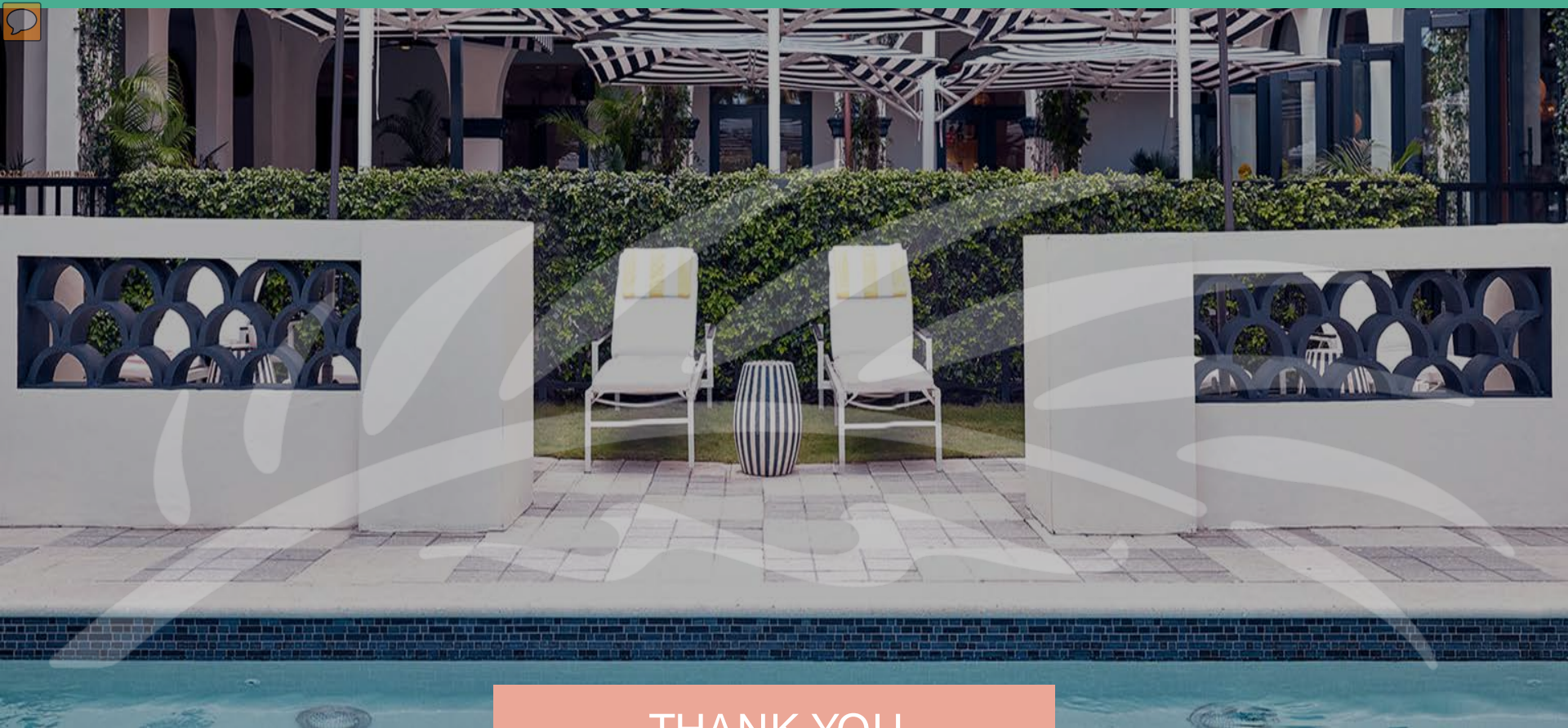
- Programmatic ad buying using The Palm Beaches proprietary audience data and DSP; can include display or pre-roll video

Paid Social Media

- Campaign on The Palm Beaches Facebook and Instagram channels with co-branded copy/content

Out of Home

- Print or digital billboard placements in high-impact highway locations in key target markets



THANK YOU