



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

Monday, May 22, 2023 at 6:00 PM

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

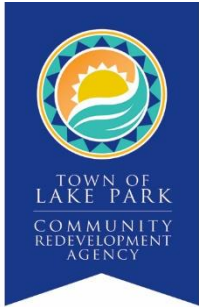
SPECIAL PRESENTATION/REPORT:

1. CRA Grant Program Guidelines and Applications by Grant Writer / Chief Public Information Officer Merrell Angstreich.
2. Discover the Palm Beaches Marketing Co-Op Presentation by Heather Andrews from Discover the Palm Beaches.

PUBLIC COMMENT:

ADJOURNMENT:

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



Town of Lake Park Town Community Redevelopment Agency

Agenda Request Form

Meeting Date: May 22, 2023 (Workshop)

Originating Department: Administration

Agenda Title: CRA Residential/Commercial/Industrial Grant Workshop And Discover The Palm Beaches Marketing Co-Op Workshop

Approved by Town Manager: Bambi McKibbon-Turner Digitally signed by Bambi McKibbon-Turner
DN: cn=Bambi McKibbon-Turner, o=Town of Lake Park,
ou=Assistant Town Manager/Human Resources Director,
email=bturner@lakeparkflorida.gov, c=US
Date: 2023.05.19 14:57:01 -04'00'

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

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

Advertised: _____

Date: N/A **Newspaper:** _____

Attachments: Draft Grant Guidelines And Procedures And Grant Applications For CRA Residential And Commercial/Industrial Grants

Please initial one:

_____ Yes I have notified everyone

MA Not applicable in this case

Summary Explanation/Background:

The Lake Park Community Redevelopment Agency (CRA) is dedicated to providing the support necessary to foster a positive living environment for those who reside in the CRA and economic success for the businesses that are based in the CRA. In order to assist with the achievement of this goal, the CRA is instituting the CRA Grant Program. Through the CRA Residential Grant Program, low-income homeowners, or landlords who provide housing to low-income residents, can apply for funding to ensure code violations at the residences are addressed and domiciles provide appropriate and well-maintained shelter for residents. The CRA Commercial And Industrial Grant Program will provide funding to business owners in order to continue to operate their business after an economic downturn (operational sustainability grants) or repair or enhance physical elements of their business location (facility improvement grants). At this time, there is a total of \$250,000 allocated to the Residential Grant Program

and \$500,000 for the Commercial And Industrial Grant Program; both programs will operate on a first-come, first-served basis utilizing parameters described in understandable language in the grant guidelines for each of the two programs.

At the request of the CRA Board, staff will conduct a workshop with interested individuals who reside in the CRA or who own businesses or properties in the CRA. The workshop is scheduled for May 22 at 6:00 PM and invitations were mailed to each CRA address on file.

Please note: legal review of these documents is still pending and, as such, the documents will be presented to participants in draft form.

Upon completion of the grant review portion of the workshop, staff from Discover The Palm Beaches will meet with interested business owners in attendance in order to introduce them to their Co-Op Advertising Program. Attendees will learn about the benefits the program offers, the cost involved, and the requirements and responsibilities of the businesses and Discover The Palm Beaches as co-op partners.

Recommended Motion: No motion is required for this agenda item



**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.



TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY (CRA) RESIDENTIAL GRANT APPLICATION QUESTIONS

APPLICANT

Name: _____

Address of property for which grant is being requested: _____

I live at this address: Y/N

I am a non-resident property owner of this address: Y/N

Email address: _____

Mailing address (if different from above): _____

Amount of Grant Funds Requested (please refer to guidelines) _____

Work to be completed with requested grant funds (please provide complete explanation, attach additional pages if necessary): _____

Application Checklist (all required items and a copy of this checklist must be included with application)

- Completed and signed application form
- Proof of ownership of property
- Proof of property insurance
- Color photos clearly showing existing conditions of the proposed improvement site; if applicable, please include historic photos

- Detailed estimates from three licensed contractors for each element of the scope of work to be completed (estimates must be on company letterhead or invoice, dated, and broken down into scope of work line items)
- Architectural plans (if applicable)
- Landscape plans and survey (if applicable)
- Material samples, including color selections (if applicable)
- Proof of low-income status (please see guidelines for details)

Applicant Agreement

By signing below, I affirm that I have read and understand the Rules and Guidelines for the Town of Lake Park Community Development Agency (CRA) Residential Improvement Grant Program and agree to the terms therein. I understand I am required to submit all documentation listed in the CRA Residential Improvement Checklist and that applications missing documentation are considered incomplete and will not be accepted or considered. The CRA's acceptance of a completed application is for review and consideration, and is not a guarantee of approval for grant funding through the CRA Residential Improvement Grant Program.

I understand and agree that no work shall begin until written approval from the CRA is provided. The project must begin within 90 days of grant approval and be completed within one year. No grant funds will be paid until the project is completed as proposed (or the segment of the project, if different contractors are required for different segments) unless a written exception is provided by the CRA. The contractor(s) and I, as well as a representative of the CRA, must each certify in writing that the project is completed to our satisfaction, prior to payment being made.

Signature: _____

Date: _____



**TOWN OF LAKE PARK
COMMUNITY REDEVELOPMENT AGENCY (CRA)
COMMERCIAL/INDUSTRIAL GRANT APPLICATION QUESTIONS**

APPLICANT/PROPERTY OWNER

Name: _____

Address of property for which grant is being requested: _____

Email address: _____

Mailing address: _____

Amount of Grant Funds Requested (please refer to guidelines): _____

I am applying for (select one):

Facility Improvement Grant____ Operational Sustainability Grant____

Facility Improvement Grant applicants, please provide

- A detailed description of the proposed work to be completed using grant funds (attach extra pages if necessary)
- Expected business outcome resulting from the work completed using grant funds
- Proof of ability to provide matching funds (50% of total project)

Operational Sustainability Grant applicants,

- Please provide a detailed description of the proposed use of grant funds (attach extra pages if necessary)
- Grant period requested: Six months____ One year____
- Please explain your plan for continued operations after the grant period has ended (attach extra pages if necessary)
- Are you interested in receiving free coaching from a business plan consultant and/or developing a long-term sustainability plan for the business? Y/N

Application Checklist (all required items and a copy of this checklist must be included)

- Completed and signed application form (required for ALL applicants)
- Proof of business ownership (if property is owned by a business) and a copy of the Town of Lake Park Business Tax Receipt (required for ALL applicants)

For Facility Improvement Grants

- Proof of ownership of property
- Proof of property insurance or, at a minimum, a builder's risk policy equaling the amount requested through this grant and extending through the renovation/improvement period
- Color photos clearly showing existing conditions of the proposed improvement site
- Detailed estimates from three licensed contractors for each element or the scope of work to be completed (estimates must be on company letterhead or invoice, dated, and broken down into scope of work line items)
- Architectural plans (if applicable)
- Landscape plans and survey (if applicable)
- Material samples, including color selections (if applicable)
- Completed and signed W-9

For Operational Sustainability Grants

- Copies of business income and expenses for the two years prior to grant application (or for as long as the business has been in existence, if that period is less than two years)

Applicant Agreement

By signing below, I affirm that I have read and understand the Rules and Guidelines for the Town of Lake Park Community Development Agency (CRA) Commercial/Industrial Improvement Grant Program and agree to the terms therein. I understand I am required to submit all documentation listed in the CRA Residential Improvement Checklist and that applications missing documentation are considered incomplete and will not be accepted or considered. The CRA's acceptance of a completed application is for review and consideration, and is not a guarantee of approval for grant funding through the CRA Commercial/Industrial Improvement Grant Program.

I understand and agree that no work shall begin until written approval from the CRA is provided. The project must begin within 90 days of grant approval and be completed within one year. No grant funds will be paid until the project is completed as proposed (or the segment of the project, if different contractors are required for different segments) unless a written exception is provided by the CRA. The contractor(s) and I, as well as a representative of the CRA, must each certify in writing that the project is completed to our satisfaction, prior to payment being made.

Signature of applicant: _____

Date: _____

The Palm Beaches

Item 1.

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

Item 1.



DESTINATION TEAM



6% NIGHTLY TAX
ON STAYS IN
ACCOMMODATIONS

BED TAX INVESTMENT/GROWING THE TOURISM ECONOMY

Item 1.



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

Item 1.

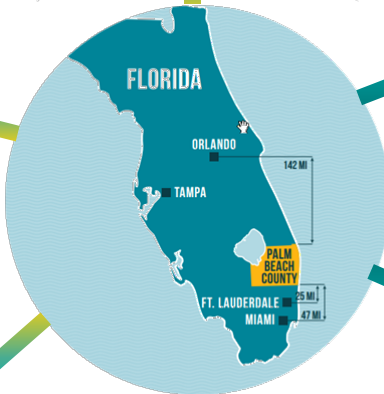
\$10B Total Economic
I M P A C T
12% of Palm Beach
County's economy


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

Item 1.

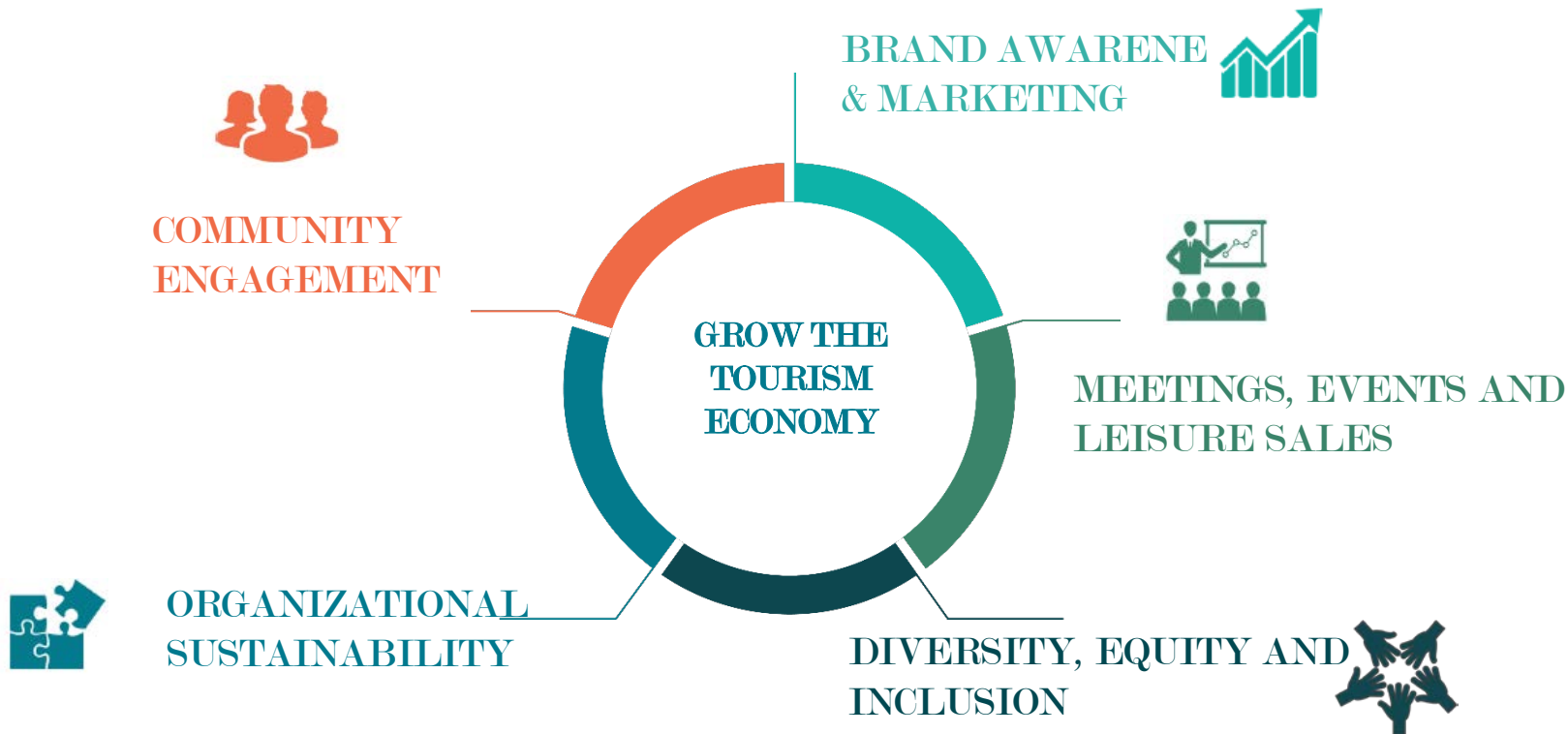
Working for Everyone in The Palm Beaches

Discover The Palm Beaches is Your Destination Organization



CAPITALIZING ON STRATEGIC PLAN

Item 1.

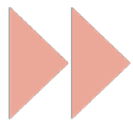


2023 – FINAL YEAR OF PLAN



2023 FOCUS

Item 1.



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)

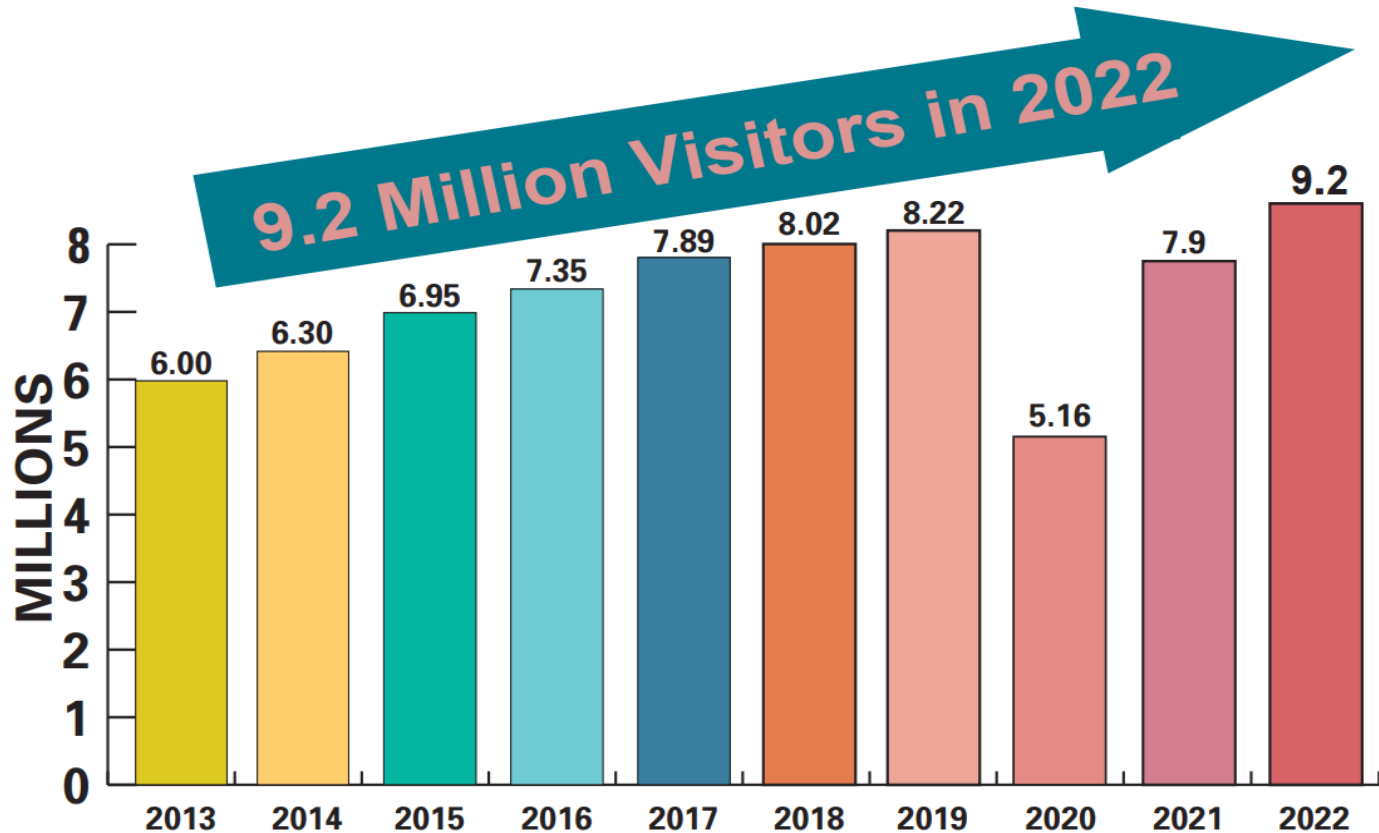


BUSINESS INTELLIGENCE



HISTORIC VISITATION

Item 1.





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

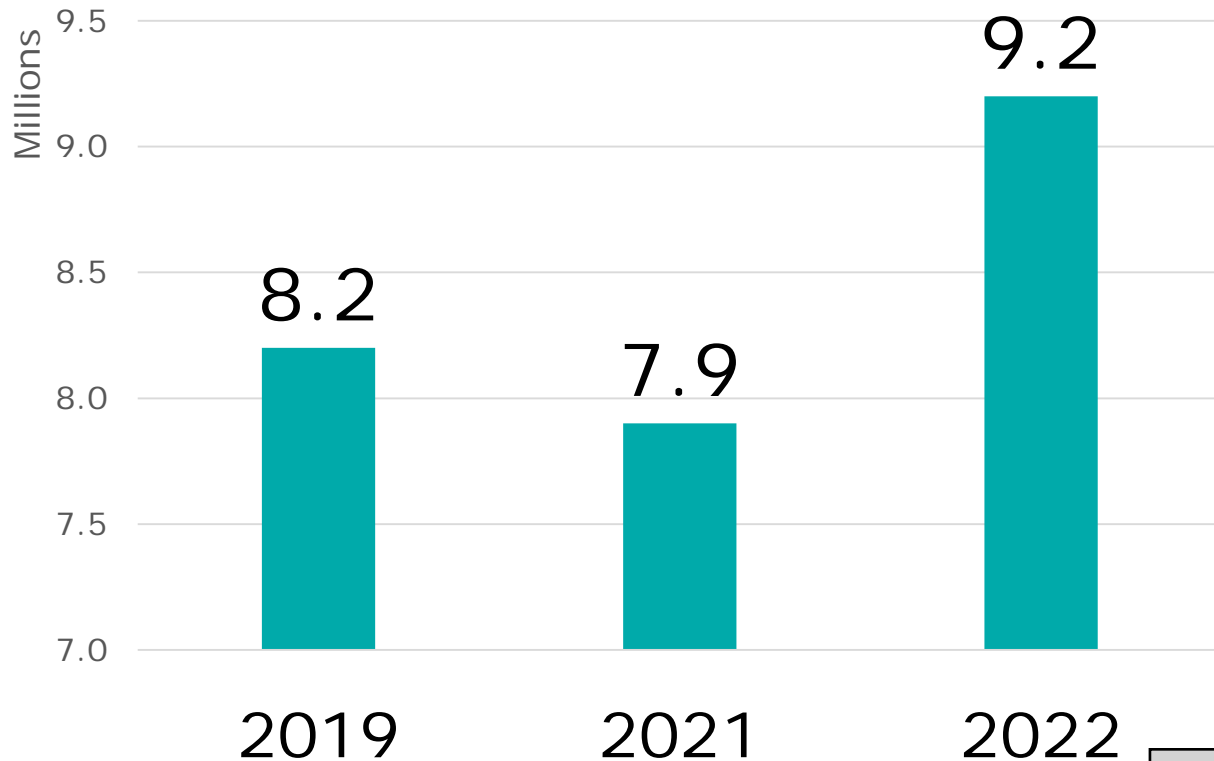
International

2022: 730,000

2021: 400,000

2019: 703,000

Visitation



Item 1.



2022 RESULTS

Visitor Spending

Total Spending

2022: 6.9B

2021: 5.5B

2019: 5.1B

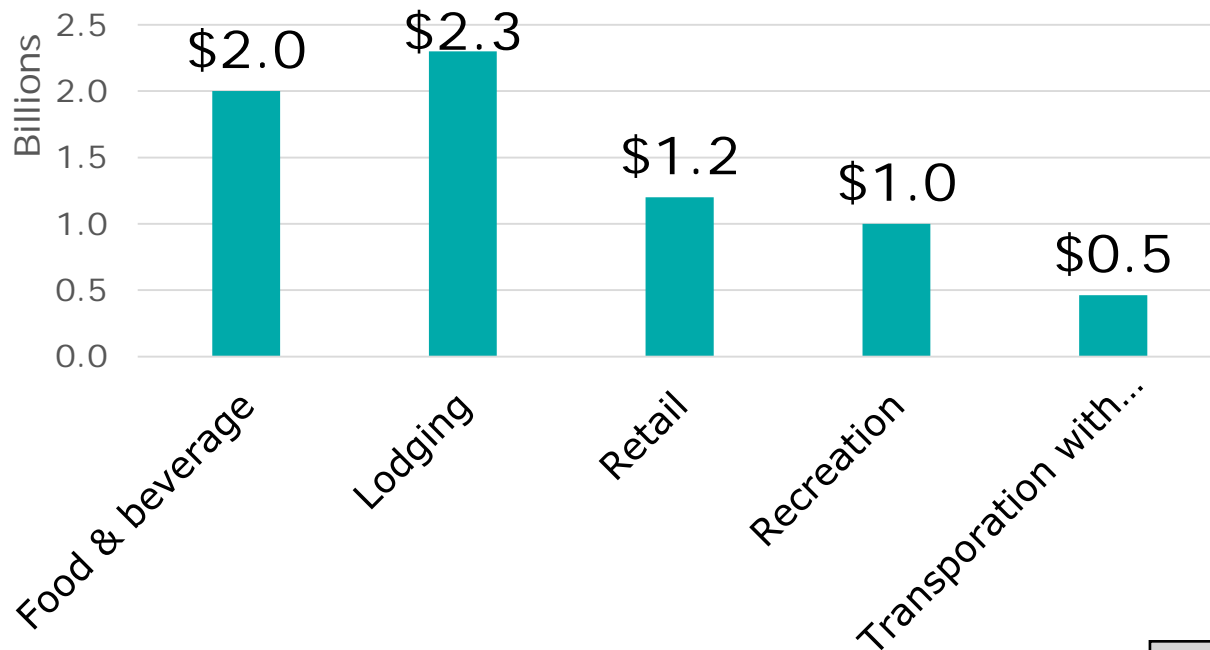
F&B: +25%

Lodging: +50%

Retail: +9%

Recreation: +11%

Transportation: +25%



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



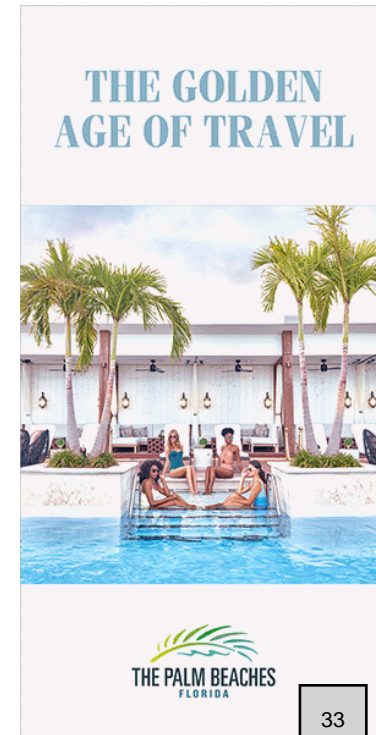
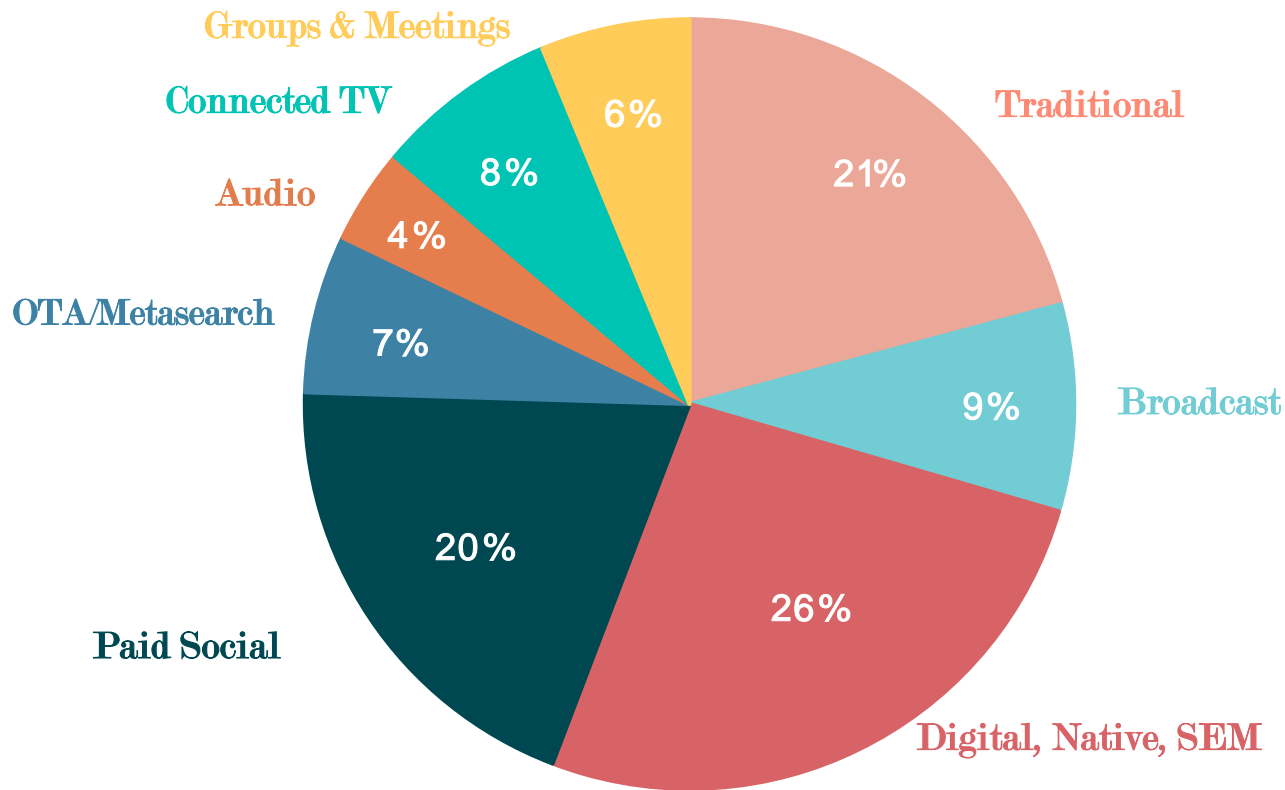
MARKETING





FY23 MEDIA PLAN

Always-On Brand Campaign Allocation by Channel



AUDIENCE SEGMENTATION

Item 1.

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

Item 1.

Prioritizing Multicultural Markets and Media Outlets



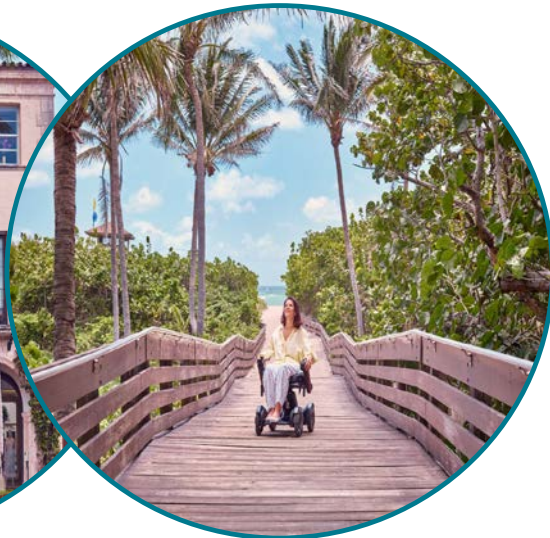
Black



Hispanic



LGBTQ+



Accessible Travel

Digital Center Of Excellence

Item 1.



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

FLAT BUDGET 2022 OVER 2021:

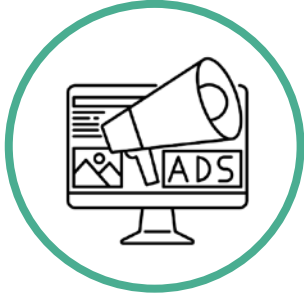
2X
IMPRESSIONS

3X
CLICKS

2X
ENGAGEMENT

Digital Platform Evolution

Item 1.



AD
PLATFORMS



WEBSITE



MOBILE APP



PERSONALIZATION



DATA



METaverse

Continued Social Media Leadership

Item 1.

716K

Combined Following

Across 7 Platforms

7 Million

Engagements

In-House Content

100

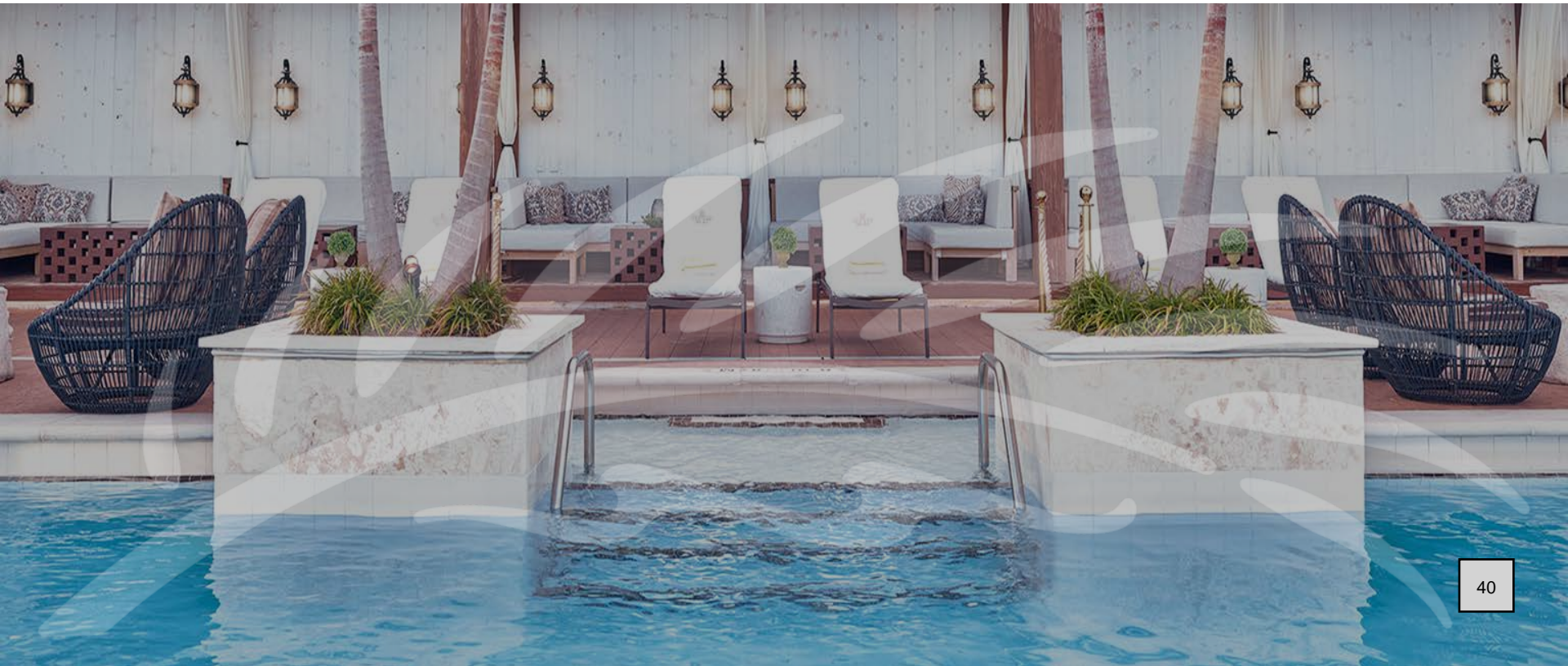
Influencers

40% Diversity Target





BUSINESS OPPORTUNITIES



BENEFITS OF PARTNERSHIP



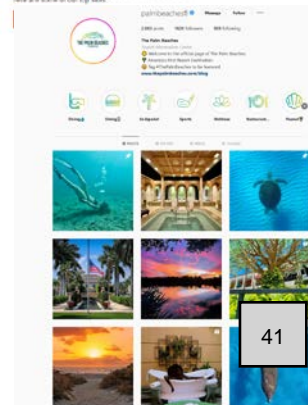
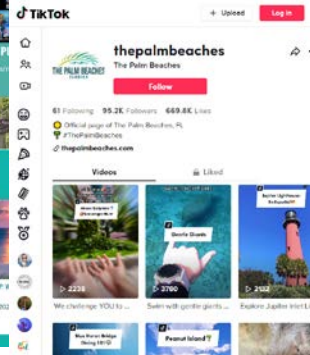
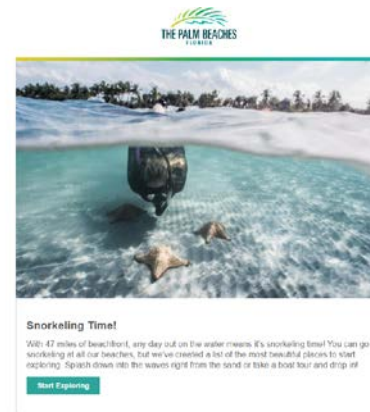
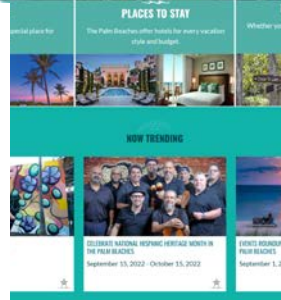
- Affordable marketing and advertising programs for all size businesses and budgets
- High ROI on The Palm Beaches Marketing Programs



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. 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.



Item 1.

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 E. Highway 1, West Palm Beach, FL 33413

VISIT OUR WEBSITE

READ MORE



Everglades Holiday Park

21940 Griffin Rd, Fort Lauderdale, FL 33325

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



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

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

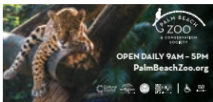
Guide Opportunities

Official Collateral



Item 1.

Insiders Guide: Advertisement



ACTIVITIES & ATTRACTIONS

Boomer's Family Recreation Center

boomersfamily.com, 561.747.1888

Beach Wildlife Sanctuary

beachwildlife.org, 561.575.3399

F7 Cox Science Center and Aquarium

coxsciencecenter.org, 561.821.1988

The Cox Science Center features 100+ hands-on exhibits, a full

planetarium, 10,000-gallon aquarium and more for curious

minds of all ages!

Drive Back

driveback.com, 561.771.5354

Fun Depot

fundepot.com, 561.547.2817

F7 Grandview Public Market

grandviewpub.com, 561.323.4103

A hub for West Palm'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

jupiterslighthouse.com, 561.747.2380

Climb the 1960 Lighthouse for breathtaking views. Volunteer

exhibits, tours and programs explore 5,000 years of outstanding

history. National Register.



F7 Keys Way Decorator Showcase

keysdecoratorshowcase.org/palm-beach, 718.893.8800

Immerse yourself in the Palm Beaches' rich history and

architecture in this historic home.

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 relaxa-

tion, 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

sky vistas overlooking the ocean.

Palm Beach Gardens

DISCOVER WORLD-CLASS GOLFING AND

STYLISH SHOPPING.

Versatile golf courses, open-air retail districts, inven-

sive 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 leg-

ends 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 La-

goon for access to Phil Foster Park and Singer Island.



PLACES TO STAY

AKA West Palm Beach

westpalm.com, 561.821.2252

Alibi Dunes Beach

alibidunes.com, 561.488.8888

Ambassador Hotel

ambassador.com, 561.888.2511

F1 Aventura Ocean Resort & Residences

aventuraresort.com, 561.888.8888

Sheltered along 7 miles of ocean, Aventura is one of the newest

resorts in the area. Aventura's 1,000+ rooms offer modern comfort

and a variety of amenities, including a state-of-the-art fitness

center, a full-service spa, and a wide selection of dining. The

focus on the fine art of modern living, combined with 100% sustainably

sourced guest rooms, a private beach and four healthy dining options.

F1 Banyan Tree Resort & Golf

banyan-tree.com, 772.221.4800

We ditch the traditional and embrace the modern. Soak up your

vacation at Banyan Tree Palm Beach and discover exclusive life

at Banyan Tree.

F1 The Biltmore Collection Hotel

biltmorecollection.com, 561.855.4888

West Palm Beach's historic grandeur, a 19th-century legacy property that

combines the best of both worlds with today's modern amenities.

Best Western Palm Beach Lodge

bestwestern.com, 561.882.8810

F1 The Boca Raton

theraton.com, 561.362.7558

100 miles of ocean, 100 years of history. The Boca Raton is undergoing its most significant

evolution in 100+ years, creating a new vision and setting the pace for

the future of luxury in Palm Beach.

Boca Raton Marriott at Boca Center

marriott.com, 561.365.4888

F1 The Breakers Grand Hotel

breakers.com, 561.855.7500

A classic Palm Beach story, grandeur and elegance from Worth Avenue with

stunning architecture, impeccable service and award-winning cuisine

by Chef David Bullock's Cook Beach.

F1 The Breakers Palm Beach

breakers.com, 561.855.7500

At The Breakers, enjoy unparalleled service and everything under

the sun-drenched beach, four pools, dining, spa, shopping, golf and more.

F1 Canopy by Hilton West Palm Beach Downtown

canopy.com, 561.855.4888

Relax, recharge and enjoy the best of the Canopy. Check out the highest

rooftop bar in town. Canopy by Hilton West Palm Beach Downtown

canopy.com, 561.855.4888

F1 The Chancellery Palm Beach

chancellery.com, 561.888.8888

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BUSINESS OPPORTUNITIES

PR, SOCIAL & CONTENT TIPS

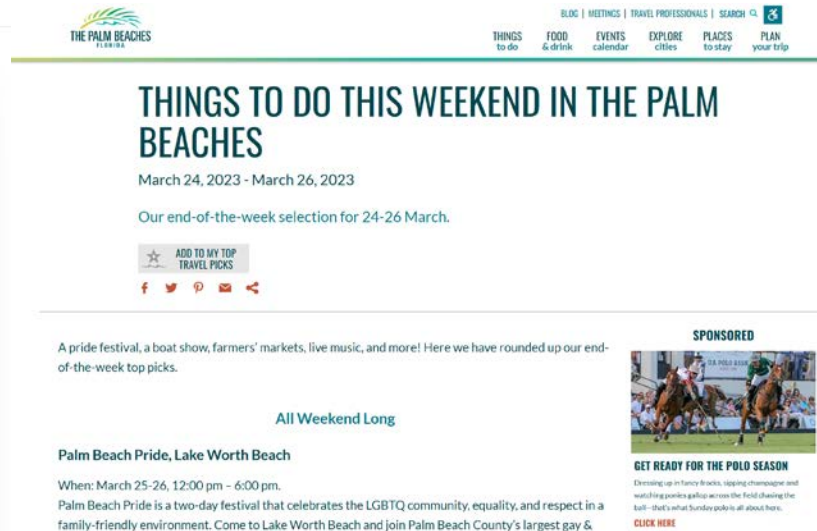


Tips for The Palm Beaches Team

This form is used to submit information that you want The Palm Beaches to review for potential coverage in our social media, website, and PR efforts.

Examples of what we are looking for: new openings, renovations, new or updated products/services/amenities, upcoming events or any other noteworthy items you want to share with us.

Your Organization *



THE PALM BEACHES PARTNERSHIP

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



Item 1.

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



Digital Display

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



**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.



Out of Home



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



Out of Home

Digital Display



Item 1.

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)





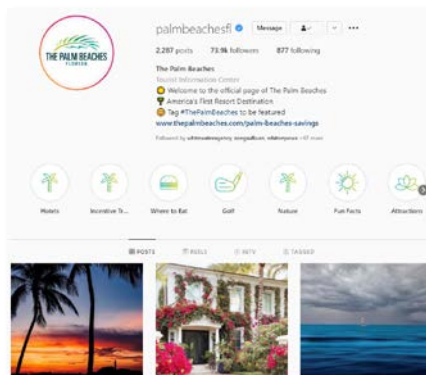
ENHANCED PARTNERSHIP

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 high-traffic locations in key target markets

THANK YOU