

# Lake Park Town Commission, Florida

# **Special Call Community Redevelopment Agency**

# **Meeting Agenda**

Wednesday, July 17, 2024 at 6:30 PM

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

**Roger Michaud** Chair **Kimberly Glas-Castro Vice-Chair Michael Hensley Agency Member Carmen Rodriguez Agency Member Mary Beth Taylor** Agency Member **Agency Member Judith Thomas** Vacant **Agency Member Executive Director** John O. D'Agostino Thomas J. Baird, Esq. **Agency Attorney** Vivian Mendez, MMC **Agency Clerk** 

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.

# CIVILITY AND DECORUM

The Town of Lake Park is committed to civility and decorum to be applied and observed by its elected officials, advisory board members, employees and members of the public who attend Town meetings. The following rules are hereby established to govern the decorum to be observed by all persons attending public meetings of the Commission and its advisory boards:

- Those persons addressing the Commission or its advisory boards who wish to speak shall first be recognized by the presiding officer. No person shall interrupt a speaker once the speaker has been recognized by the presiding officer. Those persons addressing the Commission or its advisory boards shall be respectful and shall obey all directions from the presiding officer.
- Public comment shall be addressed to the Commission or its advisory board and not to the audience or to any individual member on the dais.
- Displays of disorderly conduct or personal derogatory or slanderous attacks of anyone in the assembly is discouraged. Any individual who does so may be removed from the meeting.
- Unauthorized remarks from the audience, stomping of feet, clapping, whistles, yells or any other type of demonstrations are discouraged.
- A member of the public who engages in debate with an individual member of the Commission or an advisory board is discouraged. Those individuals who do so may be removed from the meeting.
- All cell phones and/or other electronic devices shall be turned off or silenced prior to the start of the public meeting. An individual who fails to do so may be removed from the meeting.

### CALL TO ORDER/ROLL CALL

### PLEDGE OF ALLEGIANCE

### SPECIAL PRESENTATION/REPORT:

1. Presentation of the Results of the Naming of the Pocket Park.

# **PUBLIC COMMENT:**

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Agency Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

### **EXECUTIVE DIRECTOR/BOARD MEMBER COMMENTS:**

### **CONSENT AGENDA:**

- 2. June 5, 2024 Community Redevelopment Agency Meeting Minutes.
- 3. Resolution 36-07-24 Authorizing and directing the Chair to execute and Amendment to the Agreement with Vincent and Sons Landscaping, Inc. Authorizing additional professional landscape maintenance cervices to be provided within the Community Redevelopment Agency Boundaries.

### **NEW BUSINESS:**

- 4. Resolution 47-07-24 Approving an Agreement with Redevelopment Management Associates (RMA) and authorizing the Chair to sign for CRA Marketing Services.
- 5. Resolution 48-07-24 Approving the following incentives for the Lake Park CRA: Façade and Exterior Improvement Program, Paint Plant and Pave Program, Commercial Interior Buildout, Real Estate Development Accelerator (REDA), Strategic Investment Program (SIP), Relocation and Development Assistance Program, Beautify Lake Park Program and Grand Opening Assistance

## **AGENCY MEMBER REQUESTS:**

# **ADJOURNMENT:**

**FUTURE MEETING DATE:** The next scheduled Community Redevelopment Agency Meeting will be conducted on September 4, 2024.



# CRA Agenda Request Form

Meeting Date: July 17, 2024 Agenda Item No.

Agenda Title: Results and recommendation of the CRA Board to the Town Commission for the naming of the 7<sup>th</sup> Street Pocket Park [X ] SPECIAL PRESENTATION/REPORT **CONSENT AGENDA** [ ] **OLD BUSINESS NEW BUSINESS** [] DISCUSSION FOR FUTURE ACTION [] **OTHER:** General Business Digitally signed by Bambi McKibbon-Turner Bambi McKibbon DN: cn=Bambi McKibbon-Turner, o=Town of Lake Park, ou=Assistant Town Manager/Human Approved by Executive Director:\_. Date: Resources Director, email=bturner@lakeparkflorida.gov, c=US Date: 2024.07.10 11:48:05 -04'00' Allison Justice, CRA Administrator Name/Title **Originating Department:** Costs: **Attachments:** Funding Source: **Executive Director** Acct. [] Finance \_\_\_

# **Summary Explanation/Background:**

In May 2024, the CRA completed the construction of the Pocket Park on 7<sup>th</sup> and Foresteria. At the direction of the Town Commission, staff undertook an exercise to ask the community ideas on naming the Pocket Park.

The following newsletter was distributed on June 3, 2024 and was placed on the CRA and Community pages on the Town's website. It was also posted on the Town and CRA Facebook pages. Residents were given until June 28<sup>th</sup> to submit ideas.

The <u>Lake Park CRA</u> recently completed construction of the first new park to be added to Lake Park in over a decade! This pocket park, located at 610 7th Street, features lush landscaping, benches for relaxing and a gazebo that's perfect for live performances. We're also planning to add artwork to the park in the future. But the park needs a name! This park is for the community, so we would like the community to help select its name!

### Contest Rules:

- -The park's name cannot contain profanity
- -The park cannot be named after a living person
- -All suggestions must be submitted to <u>NameThePocketPark@lakeparkflorida.gov</u> by June 28, 2024

The CRA Board will review the submissions and make the final selection, which will then go to the Lake Park Town Commission for approval. A grand opening for the park with a ribbon-cutting ceremony and an official unveiling of the name will take place later this summer. Details will be in next month's newsletter, and you can follow us on Facebook or check our website for information.

## **RESULTS:**

Over 70 ideas were submitted by Town residents over the month of June. A majority of submissions related to the tranquility or passiveness of the park OR honored a historical name with importance to the Town of Lake Park.

Names were narrowed by staff to the following five (5) submissions (in no particular order) for the Board's consideration and recommendation to the Town Commission for approval.

### **HISTORICAL**

- 1. Desca DuBois Park
- 2. Joe Rice Memorial Park
- 3. Olmsted Park

### SERENE/TRANQUIL

- 4. Oasis
  - a. Lake Park Oasis
  - b. Oasis Park
  - c. Pocket Oasis
- 5. Foresteria Park/Green

<u>Recommended Motion:</u> Recommend top choice of name to Town Commission for approval.



# Community Redevelopment Agency Agenda Request Form

Meeting Date: June 12, 2024 Agenda Item No.

| Agenda Title: June 5, 2024 Community Redevelopment Agency Meeting Minutes.   |  |   |  |  |  |
|--|--|---|--|--|--|
| [ ] SPECIAL PRESENTAT<br>[ ] OLD BUSINESS<br>[ ] OTHER:  | <b>-</b> -   | ISENT AGENDA<br>/ BUSINESS  |  |  |  |
| Approved by Executive Director:    John   Digitally signed by John D/Agostino   Discription   Discri |  |   |  |  |  |
| <u>Vivian Mendez, Agency Clerk, MMC</u>  |  |   |  |  |  |
| Originating Department:  | Costs: \$ 0.00   | Attachments:  |  |  |  |
| Agency Clerk   | Funding Source: Acct. #  | Meeting Minutes<br>Exhibits A-D   |  |  |  |
|  | [] Finance   |   |  |  |  |
|  | All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda. | Yes I have notified everyone Or Not applicable in this case <u>V.M</u> .  Please initial one. |  |  |  |

<u>Recommended Motion:</u> I move to approve the June 5, 2024 Community Redevelopment Agency Meeting Minutes.



# Lake Park Town Commission, Florida

# **Community Redevelopment Agency (CRA)**

# **Meeting Minutes**

Wednesday, June 05, 2024 at 6:30 PM

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

**Roger Michaud** Chair **Kimberly Glas-Castro Vice-Chair Michael Hensley Agency Member Carmen Rodriguez Agency Member** Mary Beth Taylor **Agency Member Agency Member Judith Thomas** Vacant **Agency Member** John O. D'Agostino **Executive Director** Thomas J. Baird, Esq. **Agency Attorney** Vivian Mendez, MMC **Agency Clerk** 

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### CALL TO ORDER/ROLL CALL

6:37 P.M.

**PRESENT** 

Chair Roger Michaud

Vice-Chair Kimberly Glas-Castro

Board Member Carmen Rodriguez

Board Member Mary-Beth Taylor

**Board Member Judith Thomas** 

**Board Member Michael Hensley** 

# PLEDGE OF ALLEGIANCE

Led by Mr. Brady Drew

### **SPECIAL PRESENTATION/REPORT:**

- 1. Quarterly construction update by Oceana Coffee.
  - Ms. Amy Angelo presented to the Board (Exhibit "A"). Project Manager Patrick Stroebel from Morganti provided a construction update (Exhibit B). The Board thanked them for the presentations.
- 2. Presentation and discussion of new CRA Incentive Programs.

CRA Administrator Allison Justice presented to the Board (Exhibit "C"). Board Member Taylor asked questions regarding eligibility of landlords for the Plant and Pave project. CRA Administrator Justice explained that landlords would be eligible, but the Board could discuss their desires for eligibility requirements. Vice-Chair Glas-Castro asked about the Strategic Investment program and assessed values. CRA Administrator Justice stated that assessed values would be post-construction. Vice-Chair Glas-Castro asked about the Reda program and what the maximum would be that the CRA would provide. CRA Administrator Justice stated there will be a cap and the sunset date cannot be extended. CRA Administrator Justice stated that only the Beautify Lake Park program and the Grand Opening would be administratively approved. Vice-Chair Glas-Castro asked that the Executive Director include a list of CRA projects within the next budget cycle so that the Board can be aware of the ongoing projects as they relate to the budget. Chair Michaud asked if permitting will be required for the Strategic Investment program. CRA Administrator Justice advised that there will not be costs for permitting. Chair Michaud clarified that changes would not affect values until the next calendar year. Chair Michaud asked for an inventory of homes in the CRA. CRA Administrator Justice advised that she would put that together and provide to the Board. Board Member Rodriguez asked about the Reda project and clarified the mechanics of the incentive. CRA Administrator Justice advised that any incentives given would have to be given due to developers providing a public benefit such as a park or affordable housing, etc. Board Member Thomas asked if there is a limit on the number of grants that can be requested. CRA Administrator Justice stated that only one grant could be requested in a five year period unless it was a business the Town was actively recruiting, then multiple grants could be considered. Board Member Thomas made a suggestion for the Façade and Exterior Improvements project to be approved administratively. It was agreed that these incentive items will come back before the Board as a Resolution for Board approval and items that are to be approved administratively would come before the Board as a separate line item

with a set amount of money. Board Member Thomas suggested the involvement of the County and other entities with the larger incentive projects.

### **PUBLIC COMMENT:**

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Agency Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

-Jo Porter- 139 Evergreen Drive would like to save the mural in the CRA.

### **EXECUTIVE DIRECTOR/BOARD MEMBER COMMENTS:**

CRA Administrator Justice provided updates (Exhibit D). Executive Director D'Agostino gave an update on some CRA budget items.

Board Member Taylor spoke in support of the mural. She stated that bike racks were donated by Jo Porter and thanked her for donating them.

Board Member Thomas spoke about all the great things in the CRA.

Board Member Rodriguez spoke in favor of the mural.

Vice-Chair Glas-Castro would like to see the CRA work with the property owner to maintain the mural. Chair Michaud agrees that the mural is a staple in our community.

### **CONSENT AGENDA:**

Consent Agenda item 4 was pulled from the agenda because the agreement is not ready.

3. May 1, 2024 Special Call Community Redevelopment Agency Meeting Minutes

Motion to approve item #3 made by Board Member Taylor, seconded by Board Member Rodriguez.

Voting Aye: All.

Item #4 has been pulled from the agenda by staff.

4. Resolution 36-06-24 Authorizing and Directing the Chair to Execute a Third Amendment to the Agreement with Vincent and Sons Landscaping, Inc., for the Provision of Professional Landscape Maintenance Services within the Boundaries of the Community Redevelopment Agency.

## **NEW BUSINESS:**

**NONE** 

| <b>AGENCY</b> | MEMBER | REQUESTS |
|---------------|--------|----------|
|---------------|--------|----------|

| Chair Michaud requests | for staff to contact the pr | operty owner regarding the mural. |
|------------------------|-----------------------------|-----------------------------------|
|------------------------|-----------------------------|-----------------------------------|

| ADJOURNMENT:                              |  |
|---|--|
| Motion to adjourn made by Board Member Ro | driguez, seconded by Board Member Taylor.            |
| Voting Aye: All                           |  |
| Meeting adjourned 7:57 P.M.               |  |
| FUTURE MEETING DATE: The next sched       | luled Community Redevelopment Agency Meeting will be |
| conducted on September 4, 2024.           |  |
|   |  |
|   |  |
| Chair, Roger D. Michaud                   | _  |
|   |  |
|   | Town Seal  |
| Agency Clerk, Vivian Mendez, MMC          |  |
|   |  |
|   |  |
| Deputy Agency Clerk, Laura Weidgans       | _  |
|   |  |
|   |  |
| Approved on this of                       | , 2024   |



# Culinary Studio is the first facility of its kind here in Palm Beach County.

Culinary Studio is a commercial "co-cooking" facility where fully equipped kitchen spaces can be reserved by members on an annual basis.

There are a limited number of private studios that will be made available for VIP members on a first come first serve basis.







1301 10th Street, Lake Park, FL 33403



culinary.info@culinary-studio.com



# culinary STUDIO

a kitchen collective club

www.culinary-studio.com



# We have memberships in various levels available.

Our professional commercial grade kitchen facility offers 3 hot lines complete with convention ovens, fryers, flat tops, steamers, gas cooktops, refrigeration and freezer space needed to produce your menu in an efficient and cleanly manner in a fully licensed kitchen built to the specifications of the Florida Department of Agriculture and DBPR standards. Use of the communal warewashing area is open to all members.



- PLATINUM
  - 80 Hours
  - 4 Free Events
- **■** GOLD
  - 60 Hours
  - 2 Free Events
- **■** SILVER
  - 30 Hours
  - 1 Free Events

- **■** BASELINE
  - 20 Hours
- **■** KICKSTARTER
  - 10 Hours
- **■** FOOD TRUCK

# Sign Up Today!

Due to the limited number of spots, these memberships will fill up quickly! Don't wait to secure your spot! Once a membership class fills up you may be put on a waiting list for the following year or choose a different level of membership.



Available Outdoor Event Space







# Welcome Message

As the founder of Culinary Studios and the visionary behind Oceana Coffee, I am delighted to invite you into our world of creativity, culture, and community. Just as Oceana Coffee embodies the artistry and craftsmanship of exceptional coffee, Culinary Studios is a celebration of culinary excellence and innovation.

So, let's roll up our sleeves, sharpen our knives, and dive into the delicious world of culinary exploration. Here's to new beginnings, shared experiences, and the joy of creating something extraordinary whether it's a perfectly brewed cup of Oceana Coffee or a culinary masterpiece.

Welcome to Culinary Studios—where every dish tells a story.

Warmest regards, Amy Angelo and the Culinary Studios Team







# About Us

Welcome to Culinary Studio, a memebership based commercial kitchen. Where passion for food meets creativity and community.

Nestled in the heart of Lake Park, Florida, Culinary Studio is a vibrant hub for culinary enthusiasts, aspiring chefs, and food entrepreneurs alike.

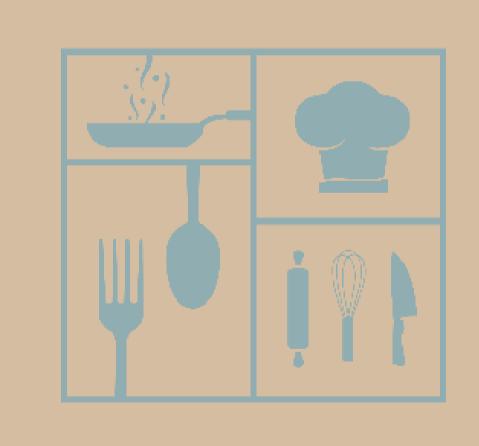


What sets us apart is our commitment to fostering a supportive and inclusive community where creativity flourishes, connections are forged, and dreams are realized. Whether you're here to learn, create, or connect, you'll find a warm and welcoming environment where culinary passion knows no bounds.

# Kitchen Collective Club

- Shared Resources
- Collaborative Learning
- Network Opportunities
- Community Engagement
- Creative Collaborations
- Supportive Environment

A culinary collective is about belonging to a community that shares a passion for food and cooking, while also offering opportunities for collaboration, learning, and growth in both culinary skills and entrepreneurial endeavors.



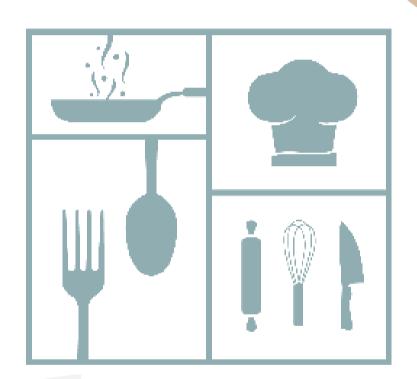


# Our Vision & Mission

We strive to create a welcoming and inclusive space where individuals from all walks of life can come together to explore the rich tapestry of culinary arts, celebrate diverse cultural traditions, and unleash their culinary potential. Our vision is to cultivate a vibrant community of food lovers, chefs, entrepreneurs, and artisans who share a passion for culinary excellence and a commitment to making a difference in the world.

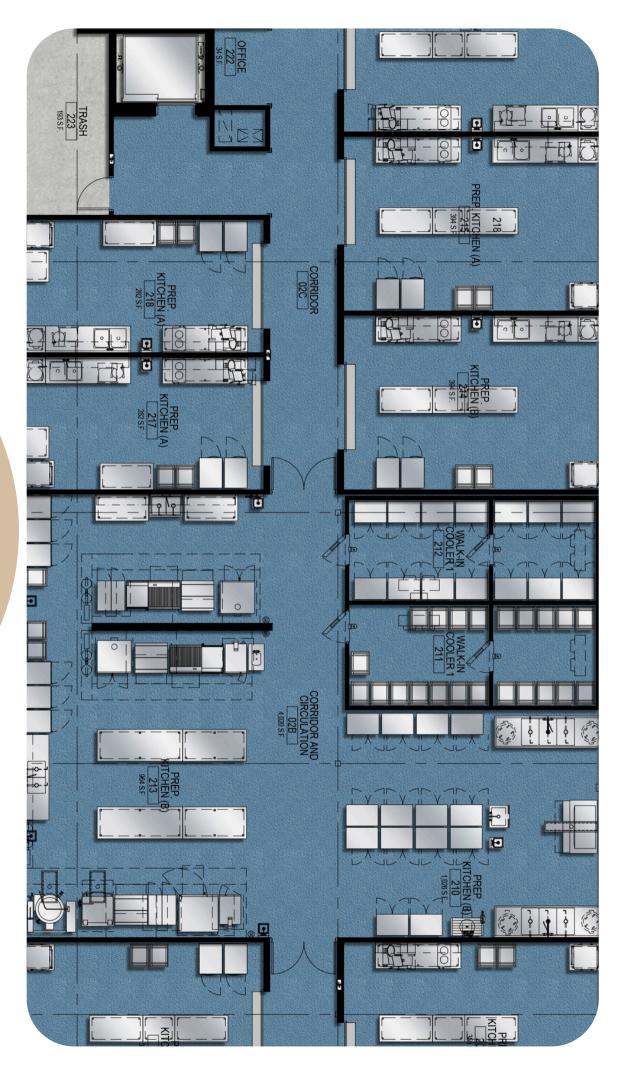
Through our innovative programs, immersive experiences, and collaborative initiatives, we aim to empower individuals to discover the joy of cooking, unlock their creativity, and pursue their culinary dreams.

# THE KITCHEN

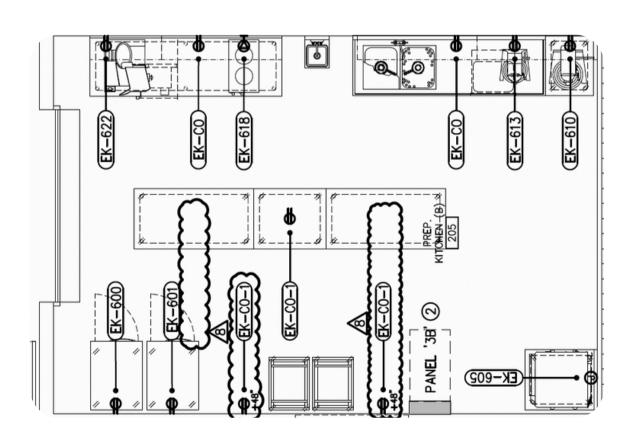


We have memberships in various levels available. Our professional commercial grade kitchen facility offers 3 hot lines complete with convection ovens, fryers, flat tops, steamers, gas cooktops, refrigeration and freezer space needed to produce your menu in an efficient and cleanly manner in a fully licensed kitchen built to the specifications of the Florida Department of Agriculture and DBPR standards. Use of the communal warewashing area is open to all members.

# Spaces Built for Chefs & Creatives







# The Event Space





# Membership

# DIAMOND PRIVATE STUDIO

- Approx. 400 sq. ft.
- 120/240 Outlets
- Hand Sink & Prep Sink
- 2 Stainless Tables
- 24/7 Access

# **PLATINUM**

- 80 Hours
- 4 Free Events
- 1 Cold Rack
- 1 Freezer Rack
- Dry Storage Rack

# GOLD

- 60 Hours
- 2 Free Events
- 1 Cold Rack
- Dry Storage Rack

# **SILVER**

- 30 Hours
- 1 Free Event

# BASELINE

• 20 Hours

# **KICKSTARTER**

• 10 Hours

<sup>\*50%</sup> discount on Event Space bookings first year

# The Team Behind Us

Teamwork Is The Key



**Amy Angelo**Founder



**Carmen Rodriguez Community | Mentorship** 



**Amy Duell**Operations | Membership





# LAKE PARK CRA

Incentive Program Presentation

Community Redevelopment Agency Board

June 5, 2024



# **AGENDA**

- Current CRA Incentives
- Why Incentives and What should an Incentive Accomplish?
- Summary of Recommended Programs
- Incentive Program Details
  - ► Façade and Exterior Improvement Program
  - Paint, Plant and Pave
  - Real Estate Development Accelerator (REDA)
  - Commercial Interior Buildout
  - Strategic Investment Program
  - Relocation and Development Assistance
  - ► Beautify Park Avenue
  - Grand Opening Assistance



# **CURRENT CRA INCENTIVES**

► Economic Development Program



# WHY INCENTIVES AND HOW ARE THEY USED?

- 1. Encourage redevelopment by:
  - a. Increasing taxable value of property
  - b. Removing/improving visual blight
  - c. Encouraging a healthy business mix that supports redevelopment
  - d. Providing a public benefit:
    - E.G. Public Greenspace, Art, Public Parking, Affordable Housing, Enhanced Infrastructure, Etc...
- 2. Must be in the Plan (CRA Master Plan)
- 3. Must contribute to the elimination of slum and blight



# RECOMMENDED INCENTIVE PROGRAMS

- 1. Façade and Exterior Improvement Program
- 2. Paint, Plant and Pave Program
- 3. Commercial Interior Buildout
- 4. Real Estate Development Accelerator (REDA)
- 5. Strategic Investment Program
- 6. Relocation and Development Assistance
- 7. Grand Opening Assistance
- 8. Beautify Park Avenue







# FAÇADE AND EXTERIOR IMPROVEMENT PROGRAM

This grant is available to all properties/businesses in the Lake Park CRA for aesthetic improvements to the exterior of commercial buildings and sites. The grant provides 80% of the project cost up to a maximum CRA grant of \$50,000 depending on the project location.

- ► Park Avenue (7<sup>th</sup> St. to 10<sup>th</sup> St.): \$50,000
- ▶ 10<sup>th</sup> Street (Northlake to Silver Beach): \$50,000
- ▶ Industrial Area \$20,000

# **GRANT HIGHLIGHTS:**

- Multiple addresses may (upon approval) be included for large frontage with desired uses
- No Sale of Property within five (5) years



# SUMMARY OF RECOMMENDED INCENTIVE

**PROGRAMS** 

# PAINT, PLANT & PAVE PROGRAM

Created to provide curb appeal to single-family and multi-family properties in the Lake Park CRA, the CRA will assist with 80% of a project cost up to a maximum of \$10,000 per property for exterior improvements such as pressure cleaning, painting, facade repair, landscaping, awnings, driveways, irrigation systems and fence repair/removal.



- Must be property owner, or have property owner approval
- Additional requirements for multi-family properties
- □ No Sale of Property within five (5) years







# REAL ESTATE DEVELOPMENT ACCELERATOR (REDA)

Primarily for large scale development projects greater than \$5 million, this incentive can be utilized in the form of land mark-down, infrastructure improvements, Tax Increment Financing or similar types of assistance. Each project is negotiated on an individual basis based on a gap in a development pro forma or level of public benefit provided.

# **GRANT HIGHLIGHTS:**

- □ Each project will require a negotiated development agree
- ☐ Grant award based on public benefit
- □ Agreement will require milestones and offer

Protection to the Town/CRA for default





# COMMERCIAL INTERIOR BUILD OUT

As an incentive for restaurant, brewery, or distillery uses, the CRA will fund 80% of interior build-outs up to \$50,000. Improvements must increase the property value and remain with the property. These improvements could include a grease trap or hood system, bathrooms, HVAC, etc...



# **GRANT HIGHLIGHTS:**

- Improvement MUST stay with the building and increase value
- May be combined with another program (such as Façade if the project meets a priority use for the CRA
- ☐ Targeted Industry: Restaurant, Brewery, Distillery



# STRATEGIC INVESTMENT PROGRAM (SIP)

Based on a formula that considers the amount of tax increment generated from each project, commercial and mixed-use projects up to \$5 million may be eligible for funding for interior and exterior improvements to the property or structure. Priority will be given to uses considered as a goal of redevelopment within the CRA, such as restaurants or other desired uses.

# **GRANT HIGHLIGHTS:**

Step 1: Calculate the increase in property value for the improved property

► Future Assessed Property Value *minus (-)* Current Assessed Property Value *equals (=)* Increase in Property Value

E.G. \$3,000,000 (future) - \$1,000,000 (current) = \$2,000,000

# Step 2: Calculate the estimated TIF (Tax Increment) to the CRA annually

► Increase in Property Value *multiplied by (X)* County and Town Millage Rate **Divided by (/) 1,000 multiplied by (X)** 95% = Annual TIF

E.G. \$2,000,000 (Increase) X 9.84 (current millage) / 1,000 = \$19,680 (ANNUAL TIF)

Step 3: Multiply the estimated annual TIF by 15 years (remaining life of CRA) = Maximum Grant Amount

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# RELOCATION AND DEVELOPMENT ASSISTANCE

The CRA may assist with relocation and development of certain uses to allow for a more desirable or upgraded use. This program provides the incentives necessary for redevelopment including tenant relocation, acquisition, build out and rehabilitation or renovation of existing properties.



# **GRANT HIGHLIGHTS:**

- □Allows the <u>CRA Board flexibility</u> to address a multitude of obstacles under one program
- □ Ensures property development continues including rehabilitation and renovation of existing buildings
- Assists existing businesses or tenants relocating to a more suitable location and allow for re-merchandising of vacated space.
- □ Assists property owners in obtaining the highest and best use of vacant and semioccupied properties
- □Helps eliminate slum and blighted properties
- □ Attracts private sector investment into the district using CRA owned property as leverage



# BEAUTIFY LAKE PARK

This is a small administrative grant of up to \$3,000 for facade improvements such as paint, signage, lighting and landscaping for businesses along Park Avenue from 7<sup>th</sup> Street to 10<sup>th</sup> Street and along 10<sup>th</sup> Street.

# **GRANT HIGHLIGHTS:**

- Grants approved administratively
- Simplifies and streamlines process for applicant



# SUMMARY OF RECOMMENDED INCENTIVE PROGRAMS

### **Grand Opening Assistance**

The Lake Park CRA offers assistance to new businesses within the CRA for their "Grand Opening". This will include an invitation to elected officials, marketing through the town's social media as well as a ribbon cutting. The business can receive up to \$500 for refreshments or marketing expenses for the event.







# **THANK YOU!**





#### June 5, 2024

# Regular CRA Meeting CRA Administrator Updates



#### 1. New Business Update:

- a. 801 Park Ave. Flowers for All Occasions. Open House and Ribbon Cutting 3PM, June 15
   Open House from 3-6PM
- b. There are a few more restaurants inquiring about space Downtown. CRA is working with property owners.
- c. Oceana Coffee- Providing update this evening
- 2. **Marketing RFQ**: We had four (4) responses to the Marketing RFQ and the section committee selected the highest ranked firm. Negotiations are underway and a contract should be to the CRA Board by July. The first step will be creating a marketing plan for implementation.

#### NAME THE POCKET PARK!

3. The <u>Lake Park CRA</u> recently completed construction of the first new park to be added to Lake Park in over a decade! This pocket park, located at 610 7th Street, features lush landscaping, benches for relaxing and a gazebo that's perfect for live performances. We're also planning to add artwork to the park in the future. But the park needs a name! This park is for the community, so we would like the community to help select its name!

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The CRA Board will review the submissions and make the final selection, which will then go to the Lake Park Town Commission for approval. A grand opening for the park with a ribbon-cutting ceremony and an official unveiling of the name will take place later this summer. Details will be in next month's newsletter, and you can follow us on Facebook or check our website for information.

Currently we already have over 80 responses or comments coming through both social media and email.



#### CRA **Agenda Request Form**

Meeting Date: July 17, 2024 Agenda Item No.

Agenda Title: Resolution Authorizing and Directing the Chair to Execute a Second Amendment to the Agreement with Vincent and Sons Landscaping, Inc., for the Provision of Professional Landscape Maintenance Services within the Boundaries of the Community Redevelopment Agency

| [ ]<br>[ ]<br>[] | SPECIAL PRESENTATION/<br>OLD BUSINESS<br>DISCUSSION FOR FUTURE |                 | [X]<br>[]<br>[] | CONSENT<br>NEW BUS<br>OTHER: G |                                   |
|------------------|--|-----------------|-----------------|--------------------------------|-----------------------------------|
| Appro            | oved by Executive Director:                                    | Bambi<br>McKibl |                 | T                              |                                   |
| <u> Allisor</u>  | ı Justice, CRA Administrator                                   |                 |                 |                                | Date: 2024.07.10 11:26:37 -04'00' |

Name/Title

**Originating Department:** Costs: \$ 99,257 **Attachments:** → Resolution Funding Source: CRA **Executive Director Contractual Services** → Amendment to the Contract Acct. # 110-55-552-550-34000 **→** Original Contract [] Finance Jeff DaSilva

#### **Summary Explanation/Background:**

On June 3, 2020, the Community Redevelopment Agency (CRA) entered into a three-year agreement with Vincent and Sons Landscaping, Inc., to provide landscape maintenance services for areas within the CRA boundaries (Resolution 38-06-20). Furthermore, the agreement allows for two optional one-year contract extensions, exercisable at the CRA Board's discretion. The landscape services agreement was renewed on April 19, 2023 in the second amendment and is set to expire on June 3, 2024.

The CRA Administrator has recommended that the contract be extended and has asked for updated pricing to include the maintenance of the recently completed Pocket Park on 7th. The Contractor has agreed to provide the landscape services, including the terms, conditions, and specifications of the original agreement, for a total annual cost of \$99,257.00, which represents no increase, but does include an additional \$400 per month to maintain the pocket park.

| Recon | nmended | <b>Motion:</b> |
|-------|---------|----------------|
|       |         |                |

| I move to adopt Resolution |  |
|----------------------------|--|
|----------------------------|--|

#### **RESOLUTION 36-07-24**

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA AUTHORIZING AND DIRECTING THE CHAIR TO EXECUTE AN AMENDMENT TO THE AGREEMENT WITH VINCENT AND SONS LANDSCAPING, INC., AUTHORIZING ADDITIONAL PROFESSIONAL LANDSCAPE MAINTENANCE SERVICES TO BE PROVIDED WITHIN THE COMMUNITY REDEVELOPMENT AGENCY BOUNDARIES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Lake Park Community Redevelopment Agency ("CRA") is an independent local government agency that fosters the collaborative efforts of residents, businesses, property owners, and other organizations to implement community redevelopment efforts in the CRA area, which encompasses the heart of the of the Town of Lake Park's historic main street (Park Avenue) and core of neighborhood-serving retail, food and beverage establishments and industrial uses; and

**WHEREAS**, the CRA is enabled to enter into contracts for the provision of goods and/or services and is responsible for the additional maintenance and upkeep of landscaping within the public rights-of-way located within the CRA boundaries, and requires a contractor to provide the needed landscape maintenance services; and

**WHEREAS,** on June 3, 2020 Vincent and Sons Landscaping, Inc., (Contractor) and the CRA entered into a three-year agreement for the provision of professional landscape maintenance services for the CRA Downtown District; and

**WHEREAS**, the CRA and Contractor have previously executed and amendment to this agreement; and

**WHEREAS**, the Agreement Amended on April 19, 2023 expired on June 3, 2024; and

**WHEREAS**, contractually, there allows for one additional one-year extension of the original contract; and

**WHEREAS**, in May 2024 a Pocket Park was opened by the CRA for public use and requires professional landscape maintenance services; and

**WHEREAS**, the annual cost for the additional landscape maintenance services at the Pocket Park total \$4,800; and

**WHEREAS,** the Executive Director has determined that it is in the best interest of the CRA to amend the contract with the Contractor, for the provision of additional professional landscape maintenance services as needed by the CRA.

NOW, THEREFORE, BE IT RESOLVED BY THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY BOARD OF THE TOWN OF LAKE PARK, FLORIDA AS FOLLOWS:

**Section 1.** The whereas clauses are true and correct and are incorporated herein.

**Section 2.** The CRA Board hereby authorizes and directs the Board Chair and the Executive Director to amend the contract with the Contractor for the provision of additional professional landscape maintenance services to the CRA, a copy of which is attached hereto and incorporated herein by reference.

**Section 3.** This Resolution shall become effective immediately upon adoption.

# THIRD AMENDMENT TO THE AGREEMENT BETWEEN THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY AND VINCENT AND SONS LANDSCAPING

THIS THIRD AMENDMENT TO THE AGREEMENT BETWEEN THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY, 535 PARK AVENUE, LAKE PARK, FLORIDA, 33403 ("CRA") and VINCENT AND SONS LANDSCAPING, INC., PO BOX 20605, WEST PALM BEACH, FLORIDA 33416 ("Contractor) (collectively "the Parties") is entered into this \_\_day of June, 2024.

**WHEREAS,** on June 3, 2020 Vincent and Sons Landscaping, Inc., (Contractor) and the CRA for the provision of landscape maintenance services for the CRA Downtown District for 3 years (the Agreement); and

**WHEREAS**, pursuant to the original agreement (the Agreement), the Contractor agreed to provide landscape maintenance services in accordance with the pricing in its response to the Town's ITB 104-2020; and

WHEREAS the Agreement expired on June 3, 2023; and

**WHEREAS**, in May 2024 a Pocket Park the CRA opened a Pocket Park within the CRA for public use; and

**WHEREAS** the CRA Administrator has determined that the Pocket Park requires landscape maintenance services; and

**WHEREAS**, the CRA agrees to compensate the Contractor for its provision of landscape maintenance services at the Pocket Park for one year.

**NOW, THEREFORE,** the Parties, in consideration of the benefits flowing from each to the other do hereby agree as follows:

**Section 1.** The whereas clauses are incorporated herein.

<u>Section 2.</u> The CRA agrees to compensate the Contractor \$99,267, based upon the updated pricing schedule is attached hereto and incorporated herein as Exhibit A.

**Section 3.** This Third Amendment to the Agreement shall expire on June 3, 2025.

1

 $\underline{\textbf{Section 4.}}$  This Resolution shall take effect immediately upon its execution.

#5591021 v1 26508-00003

Item 3.

### Vincent & Sons Landscaping, Inc DBA: V&S Landscaping

PO Box 20605 West Palm Beach, FL 33416 US office@100pmh.com 100pmh.com

### Landscape Maintenance

### **Estimate**

**ADDRESS** 

Paula LeBlanc Town Of Lake Park Public Works Department 650 Old Dixie Hwy Lake Park, Fl 33403-3006 Palm Beach County **ESTIMATE** # 1267 **DATE** 05/09/2024

#### **LOCATION**

7th & Foresteria

| ACTIVITY   | QTY | RATE   | AMOUNT   |
|--|-----|--------|----------|
| Landscape Maintenance New area corner of 7th & Foresteria landscape services per current contract  | 0   | 0.00   | 0.00     |
| Landscaping:Landscape Per specs, additional monthly price  | 12  | 400.00 | 4,800.00 |
| INCLUDED IN CONTRACT (AGREEMENT) Litter pick-up and disposal; Send monthly report to Public Works with the invoice.  | 1   | 0.00   | 0.00     |
| INCLUDED IN CONTRACT (AGREEMENT) Operate and inspect irrigation system. Repair damages.  | 1   | 0.00   | 0.00     |
| INCLUDED IN CONTRACT (AGREEMENT) Supply labor, equipment, and material to maintain turf areas and ornamental hedges.   | 1   | 0.00   | 0.00     |
| INCLUDED IN CONTRACT (AGREEMENT) Supply labor and equipment to fertilize all turf areas with Town supplied fertilizer. Supply labor and equipment to fertilize all ornamental hedges and ground cover with Town supplied fertilizer. | 1   | 0.00   | 0.00     |

|                | Item 3. |
|----------------|---------|
| TOTAL \$4,800. | 00      |

Accepted By Accepted Date

## LAKE PARK CRA DOWNTOWN LANDSCAPE MAINTENANCE

#### **SCHEDULE OF BID ITEMS**

TOWN PROJECT NO. 104-2020 FIRST ONE-YEAR EXTENSION

The following 'Base Bid' and 'Alternate' Items represent <u>One-Year</u> of Work. In the event extended pricing conflicts with the unit pricing, unit pricing will be used for analysis of bid.

#### **BASE BID**

| ITEM NO. | ITEM DESCRIPTION   | UNIT   | QUANTITY   | TOTAL PRICE |
|----------|--|--|--|-------------|
| 1.       | Indemnification  | Yr.  | One  | \$100.00    |
| 2.       | Litter pick-up and disposal; Send monthly report to Public Works with the invoice.   | Per event  | 52   | \$2700.00   |
| 3.       | Supply labor, equipment, and material to maintain turf areas and ornamental hedges.  | Per event  | 42   | \$23400.00  |
| 4.       | Operate and inspect irrigation system. Repair damages. Repairs to be completed by licensed technician.   | Per event  | 42   | \$7200.00   |
| 5.       | Provide Maintenance of Traffic (M.O.T.) for 10 <sup>th</sup> Street median maintenance work.   | Per event  | 42   | \$1992.00   |
| 6.       | Prune Ficus hedges; Maintain height at six feet, maximum (unless otherwise noted).   | 2,768 L.F.   | \$184<br>(L.S.) times 12<br>events per yr.   | \$1472.00   |
| 7.       | Supply labor, equipment, and materials to treat Ficus hedges with a granular, systemic White Fly pesticide.  | 2,768 L.F.   | \$184<br>(L.S.) times 2<br>events per yr.  | \$368.00    |
| 8.       | Supply labor, equipment, and material to treat Ficus hedges with a liquid spray White Fly pesticide.   | 14,000 S.F.  | 582 L.S.   | \$552.00    |
| 9.       | Supply labor and equipment to fertilize all turf areas with Town supplied fertilizer.  | 35,757 Square<br>Feet  | \$_276_<br>(L.S.) times 2<br>events per yr.  | \$552.00    |
| 10.      | Supply labor and equipment to fertilize all ornamental hedges and ground cover with Town supplied fertilizer.  | L.S.   | \$_276<br>times 2 events<br>per yr.  | \$552.00    |
| 11.      | Supply labor, equipment, and material to fertilize palm trees with minimum of five, micro-nutrient fertilizer spikes each.   | Per 100 Trees  | _1800<br>(per event).  | \$3600.00   |
| 12.      | Supply labor, equipment, and material to place annuals and two inches of mulch in designated areas (Note: dollar amount to be filled in the 'quantity' column is the labor cost per square foot) | Labor plus<br>materials (Use<br>\$3.40 per sq.<br>ft. for material<br>budget.) | \$1.00<br>(labor rate +<br>\$3.40 per sq.<br>ft.) times 1,401<br>sq. ft. times 2<br>events per yr. | \$11095.00  |
|          |  |  |  |             |

#### BASE BID (cont.)

| ITEM NO. | ITEM DESCRIPTION  | UNIT             | QUANTITY         | <b>TOTAL PRICE</b> |
|----------|---|------------------|------------------|--------------------|
| 13.      | Supply labor, equipment, and material to place two inches of    | Labor plus       | \$1              | \$4506.00          |
|          | mulch in designated areas                                       | materials (Use   | (labor rate +    |                    |
|          |   | \$0.40 per sq.   | \$0.40 per sq.   |                    |
|          |   | ft. for material | ft.) times 3,219 |                    |
|          |   | budget.)         | sq. ft.; One     |                    |
|          |   |                  | event per yr.    |                    |
|          |   |                  |                  |                    |
| 14.      | Supply labor and equipment to trim palm tree and/or thin and    | Each             | 41.00            | \$1362.00          |
|          | lift deciduous tree less than 25'high (Trim one-third of all    |                  | times 33 trees   |                    |
|          | trees each year of the three year contract).                    |                  | per yr.          |                    |
| 15.      | Supply labor and equipment to trim palm tree and/or thin and    | Each             | 58.50 times      | \$4680.00          |
|          | lift deciduous tree greater than 25'high (Trim one-third of all |                  | 80 trees per yr. | + 1000100          |
|          | trees each year of the three year contract). Include cost for   |                  |                  |                    |
|          | Maintenance of Traffic (M.O.T.)                                 |                  |                  |                    |

#### **TOWN GREENE**

| ITEM NO. | ITEM DESCRIPTION  | UNIT                  | QUANTITY                                  | TOTAL PRICE |
|----------|---|-----------------------|---|-------------|
| 16.      | Litter pick-up and disposal; Send monthly report to Public Works with the invoice.                            | Per event             | 52  | \$2152.00   |
|          | WOLLD WILL IN COLOR   |                       |   |             |
| 17.      | Operate and inspect irrigation system. Repair damages.  | Per event             | 52  | \$3348.00   |
|          |   |                       |   |             |
| 18.      | Supply labor, equipment, and material to maintain turf areas and ornamental hedges.                           | Per event             | 30  | \$5520.00   |
|          |   |                       |   |             |
| 19.      | Supply labor and equipment to fertilize all turf areas with Town supplied fertilizer.                         | 21,430 Square<br>Feet | \$165 (L.S.)<br>times 2 events<br>per yr. | \$330.00    |
|          |   |                       |   |             |
| 20.      | Supply labor and equipment to fertilize all ornamental hedges and ground cover with Town supplied fertilizer. | 708 L.F.              | \$69<br>(L.S.) times 2<br>events per yr.  | \$138.00    |

#### CRA MUNICIPAL PARKING LOT

| ITEM NO. | ITEM DESCRIPTION   | UNIT      | QUANTITY | TOTAL PRICE |
|----------|--|-----------|----------|-------------|
| 21       | Supply labor, equipment, and material to maintain turf areas and ornamental hedges. Litter pick-up and disposal; Send monthly report to Public Works with the invoice. | Per event | 42       | \$10,500.00 |
| 22       | Operate and inspect irrigation system. Repair damages.   | Per event | 42       | \$4200.00   |
| 23       | Supply labor, equipment, and material to trim and detail trees and ornamental hedges.  | Per event | 12       | \$1000.00   |
| 24       | Supply labor and equipment to fertilize all turf areas with Town supplied fertilizer.  | Per event | 4        | \$250.00    |
| 25       | Supply labor and equipment to fertilize all ornamental hedges and ground cover with Town supplied fertilizer.  | Per event | 4        | \$250.00    |
| 26       | Supply labor and equipment to pressure clean sidewalks.  | Per event | 4        | \$3200.00   |

**NOTE:** All work to be performed as detailed in 'Specific Landscaping Duties-Frequency' in the "Scope of Work Specifications" section of ITB.

#### **TOTAL BID ITEMS 1 THRU 26**

SUB-TOTAL: <u>\$94,467.00</u>

WRITTEN AMOUNT: \$ Ninety four thousand four hundred sixty seven Dollars

\_\_\_\_\_

#### **UNIT PRICES**

| ITEM |                       |        |          |             |
|------|-----------------------|--------|----------|-------------|
| NO.  | ITEM DESCRIPTION      | UNIT   | QUANTITY | TOTAL PRICE |
| 1.   | Irrigation Technician | Hourly | 1        | \$90.00     |
| 2.   | Laborer               | Hourly | 1        | \$65.00     |
| 3.   | Arborist              | Hourly | 1        | \$300.00    |
| 4.   | Landscape Architect   | Hourly | 1        | \$500.00    |

Name of firm: Vincent and sons Landscaping, Inc.

Tel. # <u>877-809-1714 Local- 561-888-1340</u>



#### CRA Agenda Request Form

Meeting Date: July 17, 2024 Agenda Item No.

Agenda Title: Resolution XX approving the a contract with Redevelopment Management Associates (RMA) for CRA Public Relations and Marketing Services

| [ ]<br>[ ] | SPECIAL PRESENTATOLD BUSINESS DISCUSSION FOR FU  |                                    | [] \      | CONSENT<br>IEW BUSII<br>OTHER: Ge |   |               |  |  |
|------------|--|------------------------------------|-----------|-----------------------------------|---|---------------|--|--|
|            |  | Bambi M                            | 1cKibb    | on-                               | Digitally signed by Bambi McKibbon-Turner<br>DN: cn=Bambi McKibbon-Turner, o=Town c | of Lake Park, |  |  |
| Арр        | Approved by Executive Director: Turner  Date Director, email=bturner@lakeparkflorida.gov, c=US  Date Director, email=bturner@lakeparkflorida.gov, c=US |                                    |           |                                   |   |               |  |  |
|            | <u>on Justice, CRA Administra</u><br>e/Title   | tor                                |           |                                   |   |               |  |  |
| Or         | iginating Department:  | Costs: \$ <b>60,000</b>            |           |                                   | nments:   |               |  |  |
|            |  |                                    |           |                                   |   |               |  |  |
|            | Executive Director   | Funding Source:                    |           |                                   | Contract  Possilution   |               |  |  |
|            | <b>Executive Director</b>  | Funding Source: Acct. # 110 55 552 | 2 520 340 | , <sub>00</sub>   -               | Contract Resolution RFQ 108-2024  |               |  |  |

#### **Summary Explanation/Background:**

On April 7, 2024, the CRA issued a Request for Qualifications (RFQ 108-2024) for PR and Marketing Services for the Lake Park CRA and the Town. The CRA and Town can use these services on an as-needed basis and will provide work authorizations to the appropriate firm when assistance is requested and pricing will be either by project or hourly, depending on the project. It is anticipated that these services will mainly be used by the CRA, which will begin with the creation of a Marketing Plan.

On May 8, 2024, the bid closed and the CRA/Town received four (4) proposals. The following firms submitted qualified proposals:

- A5 Branding & Digital
- Civic Consulting Group
- Redevelopment Management Associates (RMA)
- Ryan Williams Agency

A selection committee of the CRA Administrator, PIO and Special Events Director met on May 17, 2024 to evaluate the four (4) proposals received. The rankings are as follows:

#### Ranking from 1<sup>st</sup> to 4<sup>th</sup>:

- 1. Redevelopment Management Associates (RMA)
- 2. Ryan Williams Agency
- 3. A5 Branding & Digital
- 4. Civic Consulting Group

The CRA has requested multiple marketing services within the RFQ, which are listed below.

**Compensation**: Compensation Each task will be negotiated with an amendment to the original contract. Task 1 and Task 3 are contemplated in the initial agreement.

**Task 1**: \$45,000 (Marketing Plan)

**Task 2**: TBD (FY2025)

Task 3: \$15,000 (As needed services, Not to Exceed at Hourly Rates attached)

The following are services that were outlined in the RFQ:

#### **TASK 1:**

#### Marketing Plan Development

- Familiarize contents of the 2022 CRA Master Plan and create an implementable multi-year marketing plan for the CRA which meet the goals of the 2022 CRA Master Plan.
- Create a Marketing Plan with a regional marketing focus on engaging the local region outside of the Town.
- Work with CRA Administrator to create a plan to meet current and future budgets.

#### **Deliverables:**

 Detailed Marketing Plan for the CRA, including a target market analysis, messaging, promotional strategies and recommended materials and methods of communication.

#### TASK 2:

#### Agency Branding

- Evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA.
- Work with CRA Staff to develop and execute a cohesive branding strategy for the individual CRA districts and the CRA itself.
- Each branding strategy should create an identity for the assigned District that both embraces the past and future of the community or organization.
- Develop any necessary branding elements such as logos, branding colors, slogans, etc.
- Develop branding guidelines to ensure consistency across all communications and materials.

#### **TASK 3:**

#### **Marketing Plan Implementation**

#### **Community Engagement Strategy and Communications**

- Work with CRA Administrator and Staff to develop and effective and creative business and community engagement strategy.
- Work with CRA Staff to create a cohesive content strategy for the CRA district businesses and the CRA as an organization that can easily be presented across all applicable platforms such as social media, e-newsletters and the CRA Website.
- Identify potential partnership opportunities with local organizations and associations to further promote the CRA Marketing Plan and encourage businesses to participate.
- Work with CRA and Town Staff to create a monthly schedule for all posts and content that goes hand in hand with CRA project deadlines, events, promotions, etc.
- Build current trends into the content strategy to keep content relevant and engaging.

#### **Graphic Design:**

Work with CRA Staff on various project needs pertaining to graphic design, including but not limited to the following:

- o Logos
- Rack Cards
- Postcards
- Posters
- Project Boards
- Banner Designs
- Yard Sign Design
- Graphics

#### CRA Annual Report

#### **Public and Media Relations**

- Develop and execute a media strategy to communicate initiatives, projects and events.
- Serve as liaison for local, regional, national and international public relations requests.
- Pitch stories, projects, and initiatives to local, regional and national outlets; seek out and schedule interviews with event spokesperson, entertainers, vendors, etc.
- Develop, maintain relationships, and create mutually beneficial cross promotions.
- Develop strategies whereby the CRA and its partners can produce events and activities that further develop the districts as a top location for public-private partnerships.
- Develop a concept for creative press conferences and media events and execute planning and implementation.
- Cultivate relationships with journalists and media professionals to secure positive coverage of agency initiatives and events
- Work with photographer and videographer for events/activities.
  - Secure good promotional shots of the event/activity.
  - Develop a shot list, outline, and/or timeline for photographer/videographer.
  - Prepare photos and video clips for follow up with media.
- Send all media clips to CRA staff for timely posts on the CRA managed websites and various communication channels.
- Be on site of CRA events to handle all media requests.
- Maintain PR report including all media releases and advisories, media clips with associated media value and tabulation of total media value obtained, log of television and radio appearances or shots arranged and any other pertinent information. To be provided in monthly reports due on the last day of each month.
- Write and disseminate press releases, articles, advertorials, and op-ed pieces leading to press coverage.
- Attend Town Commission, CRA Board, and staff meetings as requested.

#### **Social Media**

The Selected applicant will report to the CRA Administrator on a weekly basis to ensure proficiency and continuity in messaging and content.

- Manage the development of social media content that embraces the individual identity of the District. A strong emphasis will be placed on developing ongoing social media campaign ideas to promote the CRA, effectively inform social media audiences of CRA programs and redevelopment projects and elevate the public's perception of the Lake Park CRA.
- Assist Town Staff with the management CRA social platforms on the following sites:
  - Facebook
  - X

- Instagram
- LinkedIn
- Identify need for and assist in establishing social media accounts for the CRA as necessary.
- Develop social media content and campaigns in support of the CRA, redevelopment initiatives and public meetings and events.
- Strengthen the CRA's relationship with its current digital community and develop strategies to grow the CRA's social following while maintaining high levels of engagement.
- Work with Town marketing team on editorial calendar throughout the year.
- Monitor ongoing social and cultural conversation to identify and implement "real time" opportunities to amplify the CRA's voice.
- Utilize social listening tools to understand current conversations about the CRA and how the CRA can create new social opportunities.
- Report monthly analytics for each social media platform (i.e. top performing posts, follower growth and other KPIs).
- Attend monthly meetings with the CRA team to review the past month's strategy successes and failures, plans for the upcoming month and analytics for each social media platform.

#### **Digital Marketing**

- Create content that pairs well with applicable branding efforts and campaigns.
- Seek out and manage digital marketing opportunities for the individual CRA districts on an as needed basis.
- Improve Search Engine Optimization for the individual CRA districts and CRA projects.
- Utilize digital marketing platforms that fit the appropriate target audience for the desired district.
- Utilize paid social media advertisements to promote various CRA projects, events and promotions.
- Provide monthly reports to CRA Marketing staff on digital marketing efforts and analytics.

#### **Website Production and Management**

- Work with CRA Administrator to develop content for the CRA Website.
- Provide necessary updates to the CRA Website to the Town's Marketing team.
- Communicate with CRA Administrator to keep business directory up to date via a regularly updated business inventory by CRA staff.
- Utilize current photos on the district, branding colors and logos.
- Monitor website to make sure all aspects of the site are functional.

#### **Recommended Motion:**

Approve Resolution XxXX

#### RESOLUTION NO. 47-07-24

A RESOLUTION OF THE CRA BOARD OF COMMISSIONERS OF THE TOWN OF LAKE PARK, FLORIDA APPROVING THE CONTRACT BETWEEN THE TOWN OF LAKE PARK AND REDEVELOPMENT MANAGEMENT ASSOCIATES FOR PUBLIC RELATIONS AND MARKETING SERVICES TO THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY; AND PROVIDING FOR AN EFFECTIVE DATE.

**WHEREAS,** the Town Commission of the Town of Lake Park has previously created a Community Redevelopment Agency (CRA) pursuant to Section 163.356, Florida Statutes; and

**WHEREAS**, the CRA has all of the statutory powers conferred upon it by Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, the CRA seeks to exercise its powers and authority collaboratively with the residents, businesses, property owners, and other organizations to implement community redevelopment efforts within CRA Boundaries; and

**WHEREAS**, the CRA's Board of Commissioners has previously determined that there is a need for professional services to implement public relations and marketing strategies recommended in the 2022 update of the CRA Master Plan; and

**WHEREAS,** the CRA has solicited a Request for Qualifications (RFQ) 108-2024 an invitation to interested businesses to indicate their qualifications to providing professional services to the CRA in implementing the marketing strategies as described above; and

**WHEREAS**, an evaluation committee has evaluated proposals from those firms that submitted proposals to provide professional PR and marketing services and selected the top ranked Contractor, Redevelopment Management Associates (RMA); and

**WHEREAS**, the CRA Board has determined that it is in the best interest of the CRA to enter into a contract with Redevelopment Management Associates (RMA), for the provision of such professional services. A copy of such contract is attached hereto and incorporated herein as Exhibit A.

# NOW, THEREFORE, BE IT RESOLVED BY THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY BOARD OF THE TOWN OF LAKE PARK, FLORIDA AS FOLLOWS:

- Section 1. The whereas clauses are true and correct and are incorporated herein.
- Section 2. The CRA Board hereby authorizes and directs the Board Chair and the Executive Director to execute the contract with Redevelopment Management Associates (RMA) for the provision of PR and Marketing Services, a copy of which is attached hereto and incorporated herein as Exhibit A.
- Section 3. This Resolution shall become effective immediately upon adoption.

#### ADD APPROVALS

#### PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT TO PROVIDE PUBLIC RELATIONS & MARKETING SERVICES (Agreement) is made and entered into this \_\_\_\_\_ day of July, 2024, by and between the Town of Lake Park Community Redevelopment Agency, 535 Park Avenue, Lake Park, Florida, 33403 ("CRA") and Redevelopment Management Associates (RMA) whose address is 2302 E. Atlantic Blvd., Pompano Beach, FL 33062 ("RMA" or "Consultant"), (collectively the Parties).

#### **WITNESSETH THAT:**

WHEREAS, the Lake Park Community Redevelopment Agency (CRA) is a dependent special district of the Town of Lake Park (Town) with such power and authority as has been conferred upon it by Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, the CRA's Board of Commissioners has previously determined that there is a need for professional services to implement public relations and marketing strategies recommended in the 2020 update of the CRA Master Plan; and

**WHEREAS**, the CRA, solicited a Request for Qualifications (RFQ) to firms for professional services to be provided to the CRA to provide public relations and marketing services; and

**WHEREAS**, an Evaluation Committee evaluated proposals from the firms that submitted proposals and has recommended Redevelopment Management Associates (RMA) as the firm it believes to be the most qualified.

NOW THEREFORE, the CRA and the RMA in consideration of the benefits flowing from each to the other do hereby agree as follows:

#### 1.0 SCOPE OF SERVICES:

SEE EXHIBIT A attached hereto and made a part hereof.

#### 2.0 COMPENSATION

Compensation for the scope of services is as follows:

#### 2.1 Marketing Plan Creation: \$45,000

RMA will invoice the Town monthly based on the percentage of the plan completed during the preceding month, with the final payment occurring after the final deliverable is accepted and approved by the CRA Administrator. The Marketing Plan is estimated to take approximately 4 months.

### 2.2 Agency Branding: TBD – to be negotiated following creation of Marketing Plan in an Amendment to this agreement

- 25% Following First Month of Contract Execution
- o 50% Following completion of branding elements, including logos, etc...
- 25% Following Final Approval of the Brand and presentation of all Materials to the CRA

#### 2.3 Marketing Plan Implementation:

Compensation to be paid on an hourly basis in accordance with the rate schedule provided in "Exhibit A"

#### 3.0 NOTICES

All notices or other written communications required, contemplated, or permitted under this Agreement shall be in writing and shall be hand delivered, or mailed by registered or certified mail (postage prepaid), return receipt requested, to the following addresses:

#### As to the CRA:

Allison Justice, CRA Administrator CRA of Lake Park 535 Park Avenue Lake Park, Florida 33403

#### As to RMA:

Redevelopment Management Associates 2302 E. Atlantic Blvd.
Pompano Beach, FL 33062
Attn: Christopher Brown

#### 4.0 PUBLIC RECORDS

- 4.1 With respect to public records, the Contactor/ Vendor is required to:
- #.1 Keep and maintain public records required by the Town to perform the

service.

- **#.2** Upon the request of the Town's custodian of public records, provided the town with such public records within a reasonable time at a cost that does not exceed the costs provided for in Chapter 119, Florida Statutes.
- **#.3** Ensure that any public records that are exempt or confidential from public records disclosure are not disclosed except as authorized by law for the duration of the term of this Agreement, and following completion of this Agreement if the Contactor/Vendor does not transfer the records which are part of this Agreement to the Town.
- #.4 Upon the completion of the term of the Agreement, transfer, at no cost, to the Town all public records in possession of the Contactor/Vendor; or keep and maintain the public records associated with the services provided for in the Agreement. If the Contactor/Vendor transfers all public records to the Town upon completion of the term of the Agreement, the Consultant/Vendor shall destroy any duplicate public records that are exempt of confidential from public records disclosure. If the Contractor/Vendor keeps and maintains public records upon completion of the term of the Agreement, the Contractor/Vendor shall meet all applicable requirements pertaining to the retention of public records. All records stored electronically shall be provided to the Town, upon request from the Towns custodian of public records, in a format that is compatible with the information technology systems of the Town.
- #.5 IF THE CONTRACTOR/VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, THE CONTACTOR/VENDOR SHOULD CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT: TOWN CLERK, 535 Park Avenue, Lake Park, Florida 33403, 561-881-3311, <a href="mailto:townclerk@lakeparkflorida.gov">townclerk@lakeparkflorida.gov</a>.

#### 5.0 EQUAL OPPORTUNITY/MBE PARTICIPATION

- 5.1 The Consultant hereby assures that no person shall be discriminated against on the grounds of race, color, creed, national origin, handicap, age, or sex, in any activity under this Agreement. The Consultant shall take all measures necessary to effectuate these assurances.
- 5.2 The Consultant acknowledges that the CRA encourages the participation of minority owned, and women owned business enterprises in the Town's procurement and contracting activity. Accordingly, the Consultant shall take all necessary and reasonable steps to ensure that women and minority

business enterprises (W/MBE) have the opportunity to compete for and perform work related to this Agreement.

#### 6.0 INDEMNIFICATION, INSURANCE, AND LICENSE REQUIREMENTS

The Consultant shall maintain the following insurance coverages in the amounts specified below during the term of the contract and any extensions thereof:

- 6.1 Workers' compensation insurance for all employees of the Consultant for statutory limits in compliance with applicable state and federal laws. Notwithstanding the number of employees or any other statutory provisions to the contrary, coverage shall extend to all employees of the Consultant.
  - 6.2 The Consultant shall maintain a Commercial General Liability Policy on an Occurrence Form with the following limits:
  - \$1,000,000.00 Each occurrence (Bodily Injury and Property Damage)
  - \$1,000,000.00 Products/Completed Operations Aggregate
  - \$5,000,000.00 General Aggregate
  - \$1,000,000.00 Personal and Advertising Injury
  - \$500,000.00 Damage to Premises Rented to You
- 6.3 The CRA shall be included as an additional named insured under the Consultant's Commercial General Liability policy, and a waiver of subrogation against the CRA shall be included in all workers' compensation policies. Current valid insurance policies meeting the requirements herein shall be maintained during the term of the contract, and any extensions thereof. A current certificate of insurance issued not more than 30 calendar days prior to the Contractor's submission of its documents which demonstrates that the Contractor maintains the required coverages shall be submitted to the CRA as a prerequisite to the execution of the contract. All policies shall provide a 30 day notice of cancellation to the named insured. The Certificate of Insurance shall provide the following cancellation clause: "Should any of the above described policies be cancelled before the expiration date thereof, notice of such cancellation will be delivered in accordance with the policy provisions." It shall be the responsibility of the Contractor to ensure that all subcontractors are adequately insured or covered under their policies. The required insurance coverages shall be issued by an insurance company duly authorized and licensed to do business in the state of Florida with minimum qualifications in accordance with the latest edition of A.M. Best's Insurance Guide: Financial Stability: B+ to A+.

#### **7.0 TERM**

The initial term of this Agreement shall be two calendar years from the parties execution of this Agreement, unless terminated earlier in accordance with terms set forth herein. This Agreement may be renewed for an additional two year term upon the written approval of the CRA.

#### **8.0 TERMINATION**

Either party may terminate the Agreement by providing 90 days advance written notice of its intention to do so.

#### 9.0 NON-EXCLUSIVITY

The award of this Agreement shall not impose any obligation on the CRA to utilize the Consultant for all work within its profession for, which the CRA may requires said professional services during the term of the Agreement. \*The CRA specifically reserves the right to concurrently contract with other companies for similar work if it deems such an action to be in the CRA's best interest.

#### 10.0 OFFICE OF THE INSPECTOR GENERAL

The Inspector General of Palm Beach County has the authority to investigate and audit matters relating to the negotiation and performance of this Agreement and in furtherance thereof may demand and obtain records and testimony from the Consultant and its Subconsultants. The Consultant understands and agrees that in addition to other remedies and consequences provided by law, the failure of the Contractor or its Subconsultants to fully cooperate with the Office of Inspector General of Palm Beach County when requested may be deemed by the Town to be material breach of this Agreement justifying its termination. The Office of Inspector General in Palm Beach County is established by Palm Beach County Code Section 2-421-2-440. Consultant acknowledges that its failure to cooperate with the Inspector General of Palm Beach County is a violation of Palm Beach Code, Section 2-421-2-440, and that it may be punished pursuant to Section 125.69, Florida Statutes, in the same manner as a second degree-misdemeanor.

#### 11.0 RELATIONSHIP BETWEEN THE PARTIES

- 11.1 The Consultant is an independent contractor and is not an employee or agent of the Town. Nothing in this Agreement shall be interpreted to establish any relationship other than that of an independent contractor, between the CRA and the Consultant, its employees, agents, subcontractors, or assigns, during or after the performance of this Agreement. The Consultant is free to provide similar services for others.
- 11.2 The Consultant shall not assign, delegate, or otherwise transfer its rights and obligations as set forth in this Agreement without the prior written

- consent of the CRA. Any attempted assignment in violation of this provision shall be void.
- 11.3 The Consultant shall not pledge the CRA's credit or make the CRA a guarantor of payment or surety for any contract, debt, obligation, judgment, lien, or any form of indebtedness.

#### 12. GENERAL PROVISIONS

- 12.1 Notwithstanding any provisions of this Agreement to the contrary, the parties shall not be held liable for any failure or delay in the performance of their respective obligations pursuant to this Agreement that arises from fires, floods, strikes, embargoes, acts of the public enemy, unusually severe weather, outbreak of war, restraint of government, riots, civil commotion, force majeure, act of God, or for any other cause of the same character which is unavoidable through the exercise of due care and beyond the control of the parties. Failure to perform shall be excused during the continuance of such circumstances, but the CRA shall have the option of terminating this Agreement or electing to allow the Agreement to remain in effect.
- 12.2 The laws of the State of Florida shall govern all aspects of this Agreement. In the event it is necessary for either party to initiate legal action regarding this Agreement, venue shall be in the Fifteenth Judicial Circuit for claims under state law and in the Southern District of Florida for any claims which are justifiable in federal court.
- 12.3 In the event any provisions of this Agreement shall conflict, or appear to conflict, the Agreement, including all exhibits, attachments and all documents specifically incorporated by reference, shall be interpreted as a whole to resolve any inconsistency.
- 12.4 Failures or waivers to insist on strict performance of any covenant, condition, or provision of this Agreement by the parties, their successors and assigns shall not be deemed a waiver of any of its rights or remedies, nor shall it relieve the other party from performing any subsequent obligations strictly in accordance with the terms of this Agreement. No waiver shall be effective unless in writing and signed by the party against whom enforcement is sought. Such a waiver shall be limited to the provisions of this Agreement specifically referred to therein and shall be not deemed a waiver of any other provision. No waiver shall constitute a continuing waiver unless the writing states otherwise.
- 12.5 All words used herein in the singular form will extend to and include the plural. All words used in the plural form will extend to and include the

- singular. All words used in any gender will extend to and include all genders.
- 12.6 Should any term or provision of this Agreement be held, to any extent, invalid or unenforceable, as against any person, entity or circumstance during the term hereof, by force of any statute, law, or ruling of any forum of competent jurisdiction, such invalidity shall not affect any other term or provision of this Agreement, to the extent that the Agreement shall remain operable, enforceable and in full force and effect to the extent permitted by law.
- 12.7 This Agreement may be amended only with the written approval of the parties.
- 12.8 This Agreement states the entire understanding and Agreement between the parties and supersedes any and all written or oral representations, statements, negotiations, or Agreements previously existing between the parties with respect to the subject matter of this Agreement. The Consultant recognizes that any representations, statements, or negotiations made by CRA staff do not suffice to legally bind the CRA in a contractual relationship unless they have been reduced to writing and signed by an authorized CRA representative. This Agreement shall inure to the benefit of and shall be binding upon the parties, their respective assigns, and successors in interest.

#### 13.0 INVOICING AND PAYMENT

13.1 The Consultant's invoices shall be emailed or mailed to the following address:

Finance Department
Town of Lake Park
Attn: Account Payable
535 Park Avenue
Lake Park, Florida 33403
accountpayable@lakeparkflorida.gov

- 13.2 Invoices for fees or other compensation for services or expenses shall be submitted to the CRA in detail sufficient for a proper pre-audit and post-audit thereof. All invoices for services shall be accompanied by an appropriate invoice. This appropriate invoice shall include the work order number, the original value of the work order, the amount of work billed to date, the amount of the current invoice and the amount remaining for the work order.
- 13.3 Travel expenses shall only be paid on a reimbursement basis, and only

when authorized by the CRA. The Consultant shall submit all documentation, including receipts in order to be entitled to reimbursement in accordance with Section 112.061, Florida Statutes.

- 13.4 Records of costs incurred under terms of this Agreement shall be maintained and made available upon request to the CRA at all times during the term of this Agreement and for three years after final payment for any of the workorders have been made. Copies of these records shall be promptly furnished to the CRA upon written request.
- 13.5 Records of costs incurred shall include the Consultant's general accounting records and the project records, together with supporting documents and records, of the Consultant and any approved Subconsultants performing work pursuant to a work order, and all other records of Consultant and approved Subconsultants considered necessary by the CRA for a proper audit of project costs.
- 13.6 The CRA shall pay the full amount of the invoice within 30 days of receipt, upon acceptance of the work by the CRA's assigned project manager.

#### 14.0 GOVERNING LAW

This Contract shall be governed by the laws of the state of Florida. Venue for any cause of action arising out of this Agreement shall lie in the 15th Judicial District in and for Palm Beach County, Florida, or the United States District Court for the Southern District of Florida.

#### 15.0 ATTORNEY FEES

If either party is required to initiate a legal action, including appeals, to enforce this Agreement, the prevailing party shall be entitled to recover its reasonable attorney's fees and costs.

#### **16.0 ENTIRE AGREEMENT**

This Agreement embodies the entire Contract and understanding of the parties hereto with respect to the subject matter hereof and supersedes all prior contemporaneous agreement and understandings oral or written, relating to said subject matter.

#### 17.0 AMENDMENTS

This Agreement may only be modified by written amendment executed by the parties hereto.

#### 18.0. SEVERABILITY

If any part of this Agreement is contrary to, prohibited by, or deemed invalid under applicable law or regulation, such provision shall be inapplicable and deemed omitted to the extent so contrary, prohibited, or invalid, but the remainder hereof shall not be invalidated thereby and shall be given full force and effect so far as possible.

IN WITNESS WHEREOF, the parties hereto have made and execute this Contract as of the day and year last execute below.

| ATTEST:                         | CRA OF LAKE PARK:                         |
|---------------------------------|---|
| By:<br>Vivian Mendez, CRA Clerk | By:<br>Roger Michaud, Chair               |
|                                 | APPROVED AS TO FORM AND LEGAL SUFFICIENCY |
|                                 | By:<br>Thomas J. Baird, CRA Attorney      |
|                                 | CONTRACTOR                                |
|                                 | By:<br>Christopher Brown, Principal       |

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#### **EXHIBIT A**



### RE: Marketing, Communications & PR Scope of Services for Lake Park Community Redevelopment Agency

#### Task 1 - Marketing Plan Development

Work will begin by scheduling a kick-off meeting with CRA staff. During this stage, we will review and finalize an action plan to coordinate meetings with internal staff, stakeholders, and the community. To position the CRA for sustainable growth while preserving its unique community character, our plan includes collecting and analyzing the various elements of market research that are required to develop a meaningful strategic marketing plan.

#### Task 1.1 – Project Management and CRA Strategic Marketing Plan (Scheduling)

RMA's activities will be directed by a project management plan to be developed in consultation with the Lake Park CRA Director and other assigned staff at the outset of the engagement. Upon receipt of the notice to proceed, the Project Team will develop, schedule, and lead a Project Kick-Off Meeting with the assigned Lake Park Client Team to clarify the project goals and successful consultant tasks and deliverables as outlined below. At the Project Kick-Off meeting, the Project Team will also review existing documentation, and other relevant resources. The Project Team will propose a schedule of deliverables, meetings, and presentations to staff. This schedule will direct the Project Team's research, analysis, stakeholder outreach, and client communications throughout the development of the Strategic Marketing Plan ("SMP"). RMA believes that for CRA SMP's to be effective, the involvement of government, private, and nonprofit sectors is critical.

Involving key stakeholders and community partners, identified by the Client, will be key to understanding the current business climate and will help guide the development of the objectives, strategies, tactics and associated budget in the SMP. RMA recognizes that it is imperative that the SMP build upon the goals outlined in the CRA Master Plan.

RMA will manage the stakeholder engagement process throughout the project with a dynamic stakeholder tracking tool that will facilitate contact through a variety of outreach mediums, as appropriate (in-person, telephone, Zoom, email, digital surveys, etc.).

**Objective:** Develop a final project management plan outlining timeframes for the Project Team's stakeholder outreach/community involvement, research, analysis, and regular client communications.

#### Page 2 of 4

#### Meetings Included in Task 1.1:

One (1) virtual kick-off planning meeting

#### Outcomes/Deliverables:

- Project Kick-off Meeting
- Project Management Plan and Information Request Memorandum
- Schedule of Progress Calls, Deliverables, Meetings and Presentations
- Plan and Identify Initial Stakeholder Interviews (one-on-ones and/or focus groups)
- Plan three (3) day on-site business engagement meetings and digital survey

#### Timeline\*: Weeks 1 to 3

#### Task 1.2 - Situation Analysis (Research)

The RMA Team will research and analyze existing demographic, socioeconomic and other key economic data to prepare a situation analysis. The CRA will provide the current market analysis/conditions report previously completed for use in this analysis. The following elements are included in the situation analysis:

- Business Tax Receipts Analysis
- Area Shopping/Dining Competitive Analysis
- Maps/Vacant Commercial Space/Vacant Land Overview
- ESRI Demographic/Psychographic/Spending Patterns Analysis
- Existing plans and studies (parking, transit, master plans, etc...)
- SWOT Analysis
- Business Surveys (see Task 1.3 for details)
- Development Status
- CRA Projects Completed and Status of Current Projects
- Transportation and ESRI Traffic Counts (streetscape projects)
- Digital Analysis
- Social Media Analysis
- Email Database and Communications/Brand Consistency Analysis
- Art, Culture Market Position Competitive Analysis
- Wayfinding/Signage Overview

The Situation Analysis will also include research to present an overview of tourism, commercial, and residential trends.

**Objective:** Collect and analyze key data on existing demographic, economic, real estate, and physical conditions to identify current and potential opportunities and to formulate a baseline for the SMP.

#### Outcomes/Deliverables:

Situation Analysis Section of the SMP

#### Timeline\*: Weeks 2 to 12

#### Page **3** of **4**

#### <u>Task 1.3 – Stakeholder Engagement: On-Site Visit, Meetings & Stakeholder Participation,</u> Surveys

Stakeholder engagement to develop the SMP will rely on understanding the current business climate. RMA will conduct one-on-one and small focus group meetings over a three-day period. RMA will also host, at Client's request, one 2-hour public engagement meeting during this three-day visit. Engagement may also include one community and one business online survey.

**Objective:** Solicit stakeholder input regarding community and area market strengths, weaknesses, opportunities, and threats and to inform future SMP activities to further the goals outlined in the CRA Master Plan.

#### Meetings Included in Task 1.3:

- One full day of on-site touring and visiting downtown businesses (identified by Client)
- Up to eight (8) in-person one-on-one or small focus group meetings over two days
- One (1) two- (2) hour in-person Community /Business Public Meeting

#### Outcomes/Deliverables:

Stakeholder response analysis (sets baseline for future surveys)

#### Timeline\*: Weeks 4 to 8

#### Task 1.4 – Strategic Plan: Objectives, Strategies, Tactics and Budget

Upon completion of Tasks I to III, RMA will develop the action plan section of the SMP identifying the marketing and communications objectives tied to the goals outlined in the CRA Master Plan. This section of the SMP will also include an implementation matrix that can be updated as needed and used as an annual project tracking tool. RMA will work closely with Client to develop the final SMP and provide up to 2 rounds of revisions based on Client feedback.

#### Outcomes/Deliverables:

Marketing/Communications Action Plan and Implementation Matrix

**Objective:** To provide a guide for the marketing and communications activities to further the goals outlined in the CRA Master Plan.

#### Timeline\*: Weeks 12 to 16

#### Task 2. Agency Branding

At the completion of Task 1 and upon request, RMA will negotiate a fee to evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA. This task may include but not be limited to:

#### Page 4 of 4

- developing and executing a cohesive branding strategy for the individual CRA districts and the CRA itself
- creating an identity for the assigned District that both embraces the past and future of the community or organization
- developing any necessary branding elements such as logos, branding colors, slogans, etc.
- developing branding guidelines to ensure consistency across all communications and materials.

#### <u>Task 3. Marketing/Communications Implementation Support Services</u>

Upon request, RMA will provide marketing, communications, event, and PR support services to the Client team for implementation of the tasks outlined in the SMP. RMA will provide services at the hourly rate included in the proposal document.

#### **COMPENSATION**

| Task 1. Marketing Plan Development: Lun | np Sum Fee\$45,000                              |
|---|---|
| Task 2. Agency Branding                 | .Fee to be Negotiated Upon Completion of Task 1 |
| Task 3                                  | Hourly/Rates Included below                     |

\*Timeline: Timeframes outlined are estimates and may change based on meeting schedules and client availability. RMA estimates that Task 1 will be completed within sixteen (16) weeks of project kick-off.

**Reimbursable Expenses:** Costs considered reimbursable include all third-party design services requested by the Client, renderings, additional printed materials or duplicate copies of presentation materials and reports. Production and distribution of public outreach materials (i.e., design, printing, mailing, flyer distribution, sign installation and retrieval) are also considered reimbursable and are not included in this scope.

**Additional Services:** Additional services may include but are not limited to additional document revisions not mentioned in the above scope of work; additional community outreach/planning meetings/workshops, Council Planning Workshops, one-on-one meetings with stakeholders (not already included in this scope), or other Governing Body. Those meetings, meetings in excess of those provided/outlined in each task, and any other tasks not included above will be billed at hourly rates, included in the proposal document. Additional work or a change in the services can only be authorized by the Client.

RMA HOURLY RATE SCHEDULE

#### Sr. Redevelopment Associate Sr. Admin Assistant Administrative Assistant **GOVERNMENT MANAGEMENT & ADMIN** Sr. Project Manager Project Manager II\_ Project Manager **PROJECT MANAGEMENT** Marketing Services Blended Rate Director - Business Attraction & Marketing Sr. Marketing Manager Marketing Manager Marketing Coordinator Marketing Assistant Photographer/Videographer **Director of Digital Solutions Graphic Designer BUSINESS ATTRACTION & MARKETING** Sales Associate **REAL ESTATE Director - Economic Development Economic Development Marketing Analyst** Economic Development Manager **Economic Development Coordinator Economic Development Assistant ECONOMIC DEVELOPMENT** PROFESSIONAL SERVICE Managing Director Project Coordinator Tourism Specialist Creative Director Director - Real Estate Real Estate Research Assistant **HOURLY RATE** \_\_\$90.00 \_\_\$90.00 \_\$115.00 \$165.00 \$105.00 \$175.00 \$120.00 \$175.00 \$135.00 \$175.00 \$215.00 \$205.00 \$170.00 \$150.00 \$205.00 \$185.00 \$175.00 \$195.00 \$165.00 \$135.00 \$175.00 \$205.00 \$110.00 \$95.00 \$205.00 \_\$95.00 \_\$95.00 Engineer I **Budget & Operations Analyst** RMA INTERNAL Sr. Engineer Engineer II Engineer **ENGINEERING** Construction Director CONSTRUCTION Director-Urban Design & Planning Sr. Urban Designer Urban Designer II Urban Designer I **Urban Design Assistant** Sr. Planner Planner I Planning Assistant GIS/CAD Operator PROFESSIONAL SERVICE Director of Operations Director of Administration Controller Finance Business Development Coordinator Bookkeeper Construction Manager Construction Inspector Planner II Sr. Landscape Architect Landscape Architect III Landscape Architect II Landscape Architect I **URBAN DESIGN & PLANNING HOURLY RATE** \$100.00 \$100.00 \$105.00 \$195.00 \$125.00 \_\$135.00 \$160.00 \$135.00 \$170.00 \$155.00 \$135.00 \$125.00 \$115.00 \$125.00 \$150.00 \$180.00 \$160.00 \$195.00 \$105.00 \$160.00 \$110.00 \$160.00



## REQUEST FOR QUALIFICATIONS FOR

# PUBLIC RELATIONS (PR) & MARKETING SERVICES FOR THE LAKE PARK COMMUNITY

# REDEVELOPMENT AGENCY (CRA) AND THE TOWN OF LAKE PARK

#### **REQUEST FOR QUALIFICATIONS (RFQ) 108-2024**

NOTICE IS HEREBY GIVEN that the Lake Park Community Redevelopment Agency and Town of Lake Park, Florida (hereinafter referred to as the (CRA/Town)) are accepting proposals from qualified and experienced proposers to provide public relations and marketing services including the creation of a targeted marketing plan, agency branding, graphic design, public media and relations, social media, digital marketing, website production and management.

#### **INTENT**

The Lake Park Community Redevelopment Agency (CRA) and the Town of Lake Park (Town) are soliciting proposals from qualified and experienced proposers to provide public relations and marketing services.

The types of public relations and marketing services (Types of Services) includes, but is not limited to:

- 1. Marketing Plan Development and Implementation
- 2. Agency Branding
- 3. Community Engagement Strategy
- 4. Graphic Design
- 5. Public and Media Relations
- 6. Social Media
- 7. Digital Marketing
- 8. Website Production and Management

The CRA/Town intend to award one or more contract(s) to provide public relations and marketing services on an as needed basis. The CRA/Town may enter into a contract(s) with a proposer(s) to provide one or more Type of Service.

It is important the CRA/Town contract with reliable and qualified Proposers. The CRA/Town will check references to help determine the most desirable Proposer(s). The CRA/Town does not select a Proposer solely on cost but will consider all factors. Cost must be calculated to accurately reflect the complete charges for each type of work.

#### **Submitting Proposals**

All proposals shall be submitted through www.demandstar.com or the Town of Lake Park's Town Clerk's Office, in a sealed envelope/package to the following address:

Town of Lake Park
Office of the Town Clerk, Town of Lake Park
Lake Park Town Hall
535 Park Avenue
Lake Park, Florida 33403

PROPOSAL ENVELOPES MUST BE PLAINLY MARKED ON THE OUTSIDE OF THE ENVELOPE OR PACKAGE AS "PROPOSAL FOR THE PROVISION OF PUBLIC RELATIONS AND MARKETING SERVICES TO THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY AND THE TOWN OF LAKE PARK, RFQ Number 108 - 2024."

Sealed Proposals must be received <u>on or before 10:00 a.m. Eastern Time on May 8, 2024</u> at which time all timely submitted Proposals will be publicly opened and read in the Commission Chamber of the Lake Park Town Hall. Proposals received after this time are not timely and shall be returned unopened. Receipt of a Proposal by any Town office, receptionist, or personnel, other than the Office of the Town Clerk shall not constitute a "submittal" as required by this solicitation. The Town Clerk's time stamp shall be conclusive as to the timeliness of any submittal.

PLEASE NOTE THAT PROPOSALS WILL NOT BE ACCEPTED BY FAX OR BY EMAIL.

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## **Proposal Documents**

Responses shall be submitted in the format provided and signed by an officer and/or owner of the business possessing the required authority. Responses must include all information requested. Should any information requested not be provided or if the response should be received unsigned on the forms ('PROPOSAL FORM'), such response shall be considered non-responsive and subject to rejection.

\*Offeror should provide One (1) Original Copy, One (1) Electronic Copy and Two (2) copies of the proposal.

All prices contained in the response shall be guaranteed firm for a minimum of 90 calendar days after the submission. Responses may be withdraw within 90 calendar days after the submittal opening date.

ALL OFFERORS ARE ADVISED THAT THE TOWN HAS NOT AUTHORIZED THE USE OF THE TOWN LOGO BY INDIVIDUALS OR ENTITIES RESPONDING TO TOWN REQUESTS FOR QUALIFICATIONS, AND THAT ANY SUCH USE BY UNAUTHORIZED PERSONS OR ENTITIES CONSTITUTES A SECOND DEGREE MISDEMEANOR PURSUANT TO SECTION 165.043, FLORIDA STATUTES.

Offerors shall demonstrate a satisfactory record of performance for services provided which are similar in the magnitude and scope for the services sought herein and as documented by their Letters of Reference.

Award of the Proposal will be made by the CRA Board at a public meeting.

The CRA/Town reserves the right to accept or reject any or all Proposals (in whole or in part) with or without cause, to waive any technicalities, irregularities or formalities, or to accept the responses which in its judgment best serves the CRA/Town.

| Vivian Mendez                                |                  |  |  |
|--|------------------|--|--|
| Vivian Mendez, MMC,<br>Town of Lake Park, Fl | <b>,</b>         |  |  |
| Published on:                                | . Palm Beach Pos |  |  |

#### **OFFEROR'S CERTIFICATION**

I certify that this Proposal acknowledgment is made without prior understanding, agreement or connection with any other corporation, firm or person who has submitted a Proposal, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Proposal and certify that I am authorized to sign this document as the OFFEROR. By signature on this form, OFFEROR acknowledges and accepts without limitation, pages 1 through 28 inclusive of this Request for Qualifications (hereinafter referred to as "RFQ") as well as any special instructions if applicable.

| CORRECT LEGAL NAME OF OFFEROR:           |  |  |
|--|--|--|
| SIGNATURE OF OFFEROR'S AUTHORIZED AGENT: |  |  |
| TITLE:                                   |  |  |
| TYPED/PRINTED NAME OF AUTHORIZED AGENT:  |  |  |
| ADDRESS:                                 |  |  |
|  |  |  |
| PHONE NO: ()                             |  |  |

# SECTION 1 GENERAL TERMS AND CONDITIONS

#### 1.1 Definitions:

The following words, terms and phrases, when used in this division, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Amendment: A modification, deletion or addition to an executed contract by means of a formally executed document signed by both parties.

<u>Certificate of insurance:</u> A document which shows proof of insurance, coverage, types and amounts.

<u>Debarment:</u> The exclusion, for cause, of an Offeror from bidding and/or receiving a contract to do business with the town.

<u>Designee:</u> A duly authorized representative of a person, business organization, or governmental agency.

Minority business enterprise (certified): A business as defined by § 288.703 (1), F.S.

Minority person: A person as defined by § 288.703, F.S.

<u>Offeror:</u> A business or individual responding to an Invitation to Bid, Request for Qualifications, or Request for Proposals.

Palm Beach County Merchant: A merchant whose primary place of business is located within the boundaries of Palm Beach County, Florida, and who has had a valid Palm Beach County Local Business Tax Receipt and has been operating its business for at least one (1) year prior to the issuance of the invitation for bids or request for proposals.

*Person:* Any business, individual, union, committee, club, or organization, or group of individuals.

<u>Proposal:</u> An executed formal document submitted by an offeror to the town stating the goods and/or service offered to satisfy the need as described in a request for proposals (RFQ), request for statement of qualifications (RFQ) or a request for information (RFI).

Public entity crime: A violation as defined in § 287.133(1)(g), F.S.

Purchasing agent: The town manager, or his designee.

Request for information: A written or electronically posted request made by an agency to Offerors for information concerning commodities or contractual services. Also referred to as a Request for Qualifications (RFQ).

<u>Responsible Offeror</u>. An Offeror who is determined to have the qualifications, integrity, reliability and capability in all respects to fully perform in accordance with the requirements of an invitation to bid, request for proposals, qualifications, or statements.

Responsive bid, proposal, or reply. A bid, or proposal, or reply submitted by an offeror which conforms in all material respects to the solicitation.

Suspension: The temporary debarment of an Offeror for up to three years.

Veteran business enterprise: Any business which meets the definition of § 295.187 (3), F.S. and which has been certified by the Florida Department of Management Services.

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# SECTION 2. COMPETITIVE SEALED PROPOSAL PROCESS

#### 2.1 Proposal Submission:

The Offeror's response to this RFQ (hereinafter "Response") shall be submitted either on <a href="https://www.demandstar.com">www.demandstar.com</a> or to the Town Clerk in a sealed envelope no later than the time and date at the location specified in the solicitation. Any Response received after the deadline established in the RFQ, or which is submitted at a location other than at the location specified in the RFQ shall be deemed unresponsive and shall be returned unopened to the Offeror. It shall be the Offeror's sole responsibility to ensure that its Response reaches the place specified in the town's RFQ for receipt of responses to solicitations and by the time specified. The Town shall bear no responsibility for any failure of the U.S. Postal Service, other courier service or a Town employee to successfully deliver a Response, or for a mistake in the delivery of a Response to a location other than the location designated in the RFQ.

\*Offeror should provide One (1) Original Copy, One (1) Electronic Copy and Two (2) copies of the proposal.

#### 2.2 Proposal Acceptance and Evaluation:

Responses shall be accepted from all qualified Offerors except as otherwise provided herein and shall be evaluated based on the requirements set forth in the RFQ.

The Town may, at any time and in its sole discretion, reject all responses to the RFQ and may or may not choose to seek the same or a similar RFQ in the future.

#### 2.3 Proposal Opening:

Responses shall be opened publicly at the time and place specified in the RFQ. The Town Clerk or her designee shall officiate at the opening of the RFQ, and shall announce and record the name of each Offeror, recite the amount of each Offeror's Response and such other information to the RFQ as is appropriate.

#### 2.4 Public Record:

All responses to the RFQ shall become a public record and shall be subject to public disclosure once opened.

#### 2.5 Cancelling or Postponing Request for Proposals:

The Purchasing Agent or designee may, prior to the due date of the RFQ, elect to extend, cancel or postpone the date and/or time for its submission. In such situations, the Town Clerk shall issue an addendum, or a notice of cancellation, as appropriate.

#### 2.6 Withdrawal of Proposals:

An Offeror may withdraw a response to a solicitation prior to date and time designated in the RFQ for their opening. If an Offeror withdraws its response after the deadline established in the RFQ, the purchasing agent may suspend an Offeror from participating in any future Town solicitations for up to three years.

#### 2.7 Proposal Evaluation and Award:

Responses may be evaluated by an evaluation committee, which shall have not less than three voting members and shall be composed as follows: the originating department director, the Town

Manager and a third member.

One or more awards shall be made to the most responsive, qualified Offerors whose response is determined to be the most advantageous to the Town in accordance with the evaluation criteria contained in the RFQ. The evaluation of responses shall be in accordance with the procedure established in the RFQ.

Notice of the intent to award, along with a tabulation of the results of an evaluation, shall be posted by the Town Clerk on the Town's website at least five business days prior to the Commission's consideration of an award. The Town Clerk shall also provide all Offerors affected by the proposed award written notice of the intent to award by email at the same time as the notice of intent to award is posted on the town's website.

#### 2.8 Evaluation Criteria:

Responses shall be evaluated using the criteria set forth below. The response of **Offerors who have met the mandatory submittal criteria and have submitted all documentation required in the RFQ shall have their response ranked and evaluated.** A <u>sample</u> of the form that will be used in assigning points for specific criteria in the evaluation process is attached hereto as **Exhibit A** to this RFQ:

- (1) Offeror's qualifications, including personnel resources, experience, knowledge, use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations. (25 points maximum)
- (2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN. (25 points maximum)
- (3) Creative approach to the Scope of Work to include the approach to messaging and targeting intended audiences. (30 points maximum)
- (4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)
- (5) A Proposal that conforms to the requirements of this RFQ concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFQ (10 points maximum)

The Offeror shall supply the above information or documentation to the Town as part of the response it submits to the Town pursuant to this RFQ. If an Offeror fails to supply such information the TOWN shall consider the Proposal to be not responsive to the RFQ.

#### 2.9 Cone of Silence:

An Offeror shall not communicate with any elected or appointed Town official or employee other than a person listed in this RFQ prior to the time an award has been made by the Town Commission. Any communication between the Offeror and the Town shall be submitted to Town Clerk, or the person listed in this RFQ. Any violation of the Cone of Silence imposed herein shall be grounds for the disqualification of a response.

#### 2.10 Protested Solicitations and Awards:

The right of an Offeror to protest a pending award of a contract shall do so pursuant to the Town's policy on Protested Solicitations and Awards which is set forth at Section 2-251 of the Town's purchasing Ordinance.

#### 2.11 Required Submittals:

#### The proposal should be in Tab format, in the order listed below:

#### (1) **Letter of Transmittal,** to include:

- a. Owner or authorized signature
- b. OFFEROR'S Certification (pg4).
- c. OFFEROR's State of Florida Licenses and Certificate of Incorporation, or if a foreign corporation a copy of documentation showing registration as a foreign corporation authorized to do business in the State of Florida must be included.

#### (2) **Statement of Qualifications**:

- a. Copies of current resume of all business principals as well as management and supervisory staff
- b. Copies of all current professional and business licenses
- c. Three (3) letters of professional references (see form below)
- d. List and description of similar projects that were satisfactorily completed by OFFEROR within the past five (5) years (for each project list the name and telephone of a representative for whom the project was undertaken and who can verify OFFEROR's performance).
- e. OFFEROR shall also provide any other information deemed pertinent by the OFFEROR relating to its particular qualifications to perform the proposed services or work.
- f. The physical address of OFFEROR's principal business office and any and all satellite offices must be included.
- g. Organizational chart, to include a staffing plan which identifies key personnel who will be providing services to the CRA/Town, including the length of tenure of such personnel with the OFFEROR
- h. A statement regarding recent, current and anticipated future workload of the OFFEROR, including an assessment of the effect of same upon the provision of the service or the completion of the project work must be included.
- (3) **Approach to the Scope of Work**. See Scope of Work in Section 3. Please detail OFFEROR'S approach to completing each task (1-3) along with a timeline of completion for Tasks 1 and 2.
- (4) **Pricing for each task listed in Section 3**. Pricing can be a mix of flat rate and hourly pricing.

#### (5) Required Forms/Documentation

- a. OFFEROR's Certification
- b. Certificate(s) of Insurance showing general liability and worker's compensation coverage
- c. Proposal Form
- d. Drug Free Workplace Certification

- e. Anti-kickback Affidavit
- f. Non-Collusive Affidavit
- g. Non-Bankruptcy Affidavit
- h. Certification of Non-Segregated Facilities, if required by the Special Conditions
- i. Sworn Statement of Public Entity Crimes
- j. Civil Litigation Form
- k. Criminal Litigation Form
- l. Acknowledgement of Addendums

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# SECTION 3 SCOPE OF SERVICES

#### 3.1 BACKGROUND

The Town of Lake Park was one of Florida's first master planned communities. The Town has a population of just over 9,000 and has experienced many ups and downs over the years, but has a great deal of history and culture. The Lake Park CRA was adopted in 1996 as a proactive approach to boost economic development in the town. The Lake Park CRA works in collaboration with residents, property owners, businesses, developers and other community organizations to foster redevelopment within the CRA district. A majority of the Lake Park CRA can be characterized as a typical suburban industrial and commercial development with the exception of Park Avenue, which serves as the Town's "Main Street." Park Avenue is home to a mix of uses, which includes unique retail and restaurant establishments. There is a small residential component to downtown, which the CRA would like to enhance and increase. Some of the CRA's priorities include public safety, beautification, streetscape infrastructure improvements, economic development, affordable housing, business attraction and retention initiatives. In 2022, the CRA adopted an update to the CRA Master Plan. This RFQ serves as implementation of that adopted plan to further the CRA's redevelopment goals.

The following is a map showing the boundaries of the Lake Park CRA. The CRA encompasses mainly mixed use and commercial uses which includes the core downtown area on Park Avenue an industrial district off of Dixie Hwy and other commercial businesses along 10<sup>th</sup> Avenue.



#### 3.2 SCOPE OF SERVICES

Proposer shall provide all supervision, labor, services, training, equipment, tools, materials and supplies necessary to provide services as described in this RFQ. Proposer shall comply with all federal, state and local laws and regulations. Services may include some or all of the following tasks to be provided via work order.

#### **TASK 1:**

#### **Marketing Plan Development**

- Familiarize contents of the 2022 CRA Master Plan and create an implementable multiyear marketing plan for the CRA which meet the goals of the 2022 CRA Master Plan.
- Create a Marketing Plan with a regional marketing focus on engaging the local region outside of the Town.
- Work with CRA Administrator to create a plan to meet current and future budgets.

#### **Deliverables:**

 Detailed Marketing Plan for the CRA, including a target market analysis, messaging, promotional strategies and recommended materials and methods of communication.

#### **TASK 2:**

#### **Agency Branding**

- Evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA.
- Work with CRA Staff to develop and execute a cohesive branding strategy for the individual CRA districts and the CRA itself.
- Each branding strategy should create an identity for the assigned District that both embraces the past and future of the community or organization.
- Develop any necessary branding elements such as logos, branding colors, slogans, etc.
- Develop branding guidelines to ensure consistency across all communications and materials.

#### **TASK 3:**

#### **Marketing Plan Implementation**

#### **Community Engagement Strategy and Communications**

- Work with CRA Administrator and Staff to develop and effective and creative business and community engagement strategy.
- Work with CRA Staff to create a cohesive content strategy for the CRA district businesses and the CRA as an organization that can easily be presented across all applicable platforms such as social media, e-newsletters and the CRA Website.
- Identify potential partnership opportunities with local organizations and associations to further promote the CRA Marketing Plan and encourage businesses to participate.
- Work with CRA and Town Staff to create a monthly schedule for all posts and content that goes hand in hand with CRA project deadlines, events, promotions, etc.
- Build current trends into the content strategy to keep content relevant and engaging.

#### **Graphic Design:**

Work with CRA Staff on various project needs pertaining to graphic design, including but not limited to the following:

- o Logos
- o Rack Cards
- Postcards
- Posters
- Project Boards
- o Banner Designs
- Yard Sign Design
- o Graphics
- o CRA Annual Report

#### **Public and Media Relations**

- Develop and execute a media strategy to communicate initiatives, projects and events.
- Serve as liaison for local, regional, national and international public relations requests.
- Pitch stories, projects, and initiatives to local, regional and national outlets; seek out and schedule interviews with event spokesperson, entertainers, vendors, etc.
- Develop, maintain relationships, and create mutually beneficial cross promotions.
- Develop strategies whereby the CRA and its partners can produce events and activities that further develop the districts as a top location for public-private partnerships.
- Develop a concept for creative press conferences and media events and execute planning and implementation.
- Cultivate relationships with journalists and media professionals to secure positive coverage of agency initiatives and events

- Work with photographer and videographer for events/activities.
  - o Secure good promotional shots of the event/activity.
  - o Develop a shot list, outline, and/or timeline for photographer/videographer.
  - o Prepare photos and video clips for follow up with media.
- Send all media clips to CRA staff for timely posts on the CRA managed websites and various communication channels.
- Be on site of CRA events to handle all media requests.
- Maintain PR report including all media releases and advisories, media clips with associated media value and tabulation of total media value obtained, log of television and radio appearances or shots arranged and any other pertinent information. To be provided in monthly reports due on the last day of each month.
- Write and disseminate press releases, articles, advertorials, and op-ed pieces leading to press coverage.
- Attend Town Commission, CRA Board, and staff meetings as requested.

#### **Social Media**

The Selected applicant will report to the CRA Administrator on a weekly basis to ensure proficiency and continuity in messaging and content.

- Manage the development of social media content that embraces the individual identity of
  the District. A strong emphasis will be placed on developing ongoing social media
  campaign ideas to promote the CRA, effectively inform social media audiences of CRA
  programs and redevelopment projects and elevate the public's perception of the Lake
  Park CRA.
- Assist Town Staff with the management CRA social platforms on the following sites:
  - Facebook
  - o X
  - o Instagram
  - LinkedIn
- Identify need for and assist in establishing social media accounts for the CRA as necessary.
- Develop social media content and campaigns in support of the CRA, redevelopment initiatives and public meetings and events.
- Strengthen the CRA's relationship with its current digital community and develop strategies to grow the CRA's social following while maintaining high levels of engagement.
  - Work with Town marketing team on editorial calendar throughout the year.
  - Monitor ongoing social and cultural conversation to identify and implement "real time" opportunities to amplify the CRA's voice.
  - Utilize social listening tools to understand current conversations about the CRA and how the CRA can create new social opportunities.
  - Report monthly analytics for each social media platform (i.e. top performing posts, follower growth and other KPIs).
  - Attend monthly meetings with the CRA team to review the past month's strategy successes and failures, plans for the upcoming month and analytics for each social media platform.

#### **Digital Marketing**

- Create content that pairs well with applicable branding efforts and campaigns.
- Seek out and manage digital marketing opportunities for the individual CRA districts on an as needed basis.
- Improve Search Engine Optimization for the individual CRA districts and CRA projects.
- Utilize digital marketing platforms that fit the appropriate target audience for the desired district.
- Utilize paid social media advertisements to promote various CRA projects, events and promotions.
- Provide monthly reports to CRA Marketing staff on digital marketing efforts and analytics.

#### **Website Production and Management**

- Work with CRA Administrator to develop content for the CRA Website.
- Provide necessary updates to the CRA Website to the Town's Marketing team.
- Communicate with CRA Administrator to keep business directory up to date via a regularly updated business inventory by CRA staff.
- Utilize current photos on the district, branding colors and logos.
- Monitor website to make sure all aspects of the site are functional.

The balance of this page intentionally left blank.

# PROPOSAL FORM

| INDIVIDUAL, BUSINESS ENTITY OR P          | PARTNERSHIP             |              |       |
|---|-------------------------|--------------|-------|
| By:                                       | /                       |              |       |
| By:(Signature)                            |                         | (Print name) |       |
| Address:                                  |                         |              |       |
|   |                         |              |       |
| Telephone: ()                             | Fax: ()_                |              |       |
| (both with area codes)                    |                         |              |       |
| E-mail Address of Signatory:              |                         |              |       |
| Company Website:                          |                         |              |       |
| DUNS Number:                              |                         |              |       |
| Social Security Number (OR) Federal Ident | tification Number (FEIN | ):           |       |
| CORPORATION                               |                         |              |       |
| By:                                       | /                       |              |       |
| (Signature)                               |                         | (Print name) |       |
| Address:                                  |                         |              |       |
|   |                         |              |       |
| Telephone:                                | EAY.                    |              | (both |
| with area codes)                          | TAA.                    |              | (bom  |
| E-mail Address of Signatory:              |                         |              |       |
| Company Website:                          |                         |              |       |
| DUNS Number:                              |                         |              |       |
| Federal Identification Number (FEIN):     |                         |              |       |

|  | hartered:corporation was authorize to do business i | in the State of |
|--|---|-----------------|
| Corporate President:                     |   |                 |
|  | (Print Name)  |                 |
| Corporate Secretary:                     |   |                 |
|  | (Print Name)  |                 |
| Corporate Treasurer:                     |   |                 |
|  | (Print Name)  |                 |
| CORPORATE SEAL                           |   |                 |
| Attest By:Secretary                      |   |                 |
| The following individuals are the design | nated contacts assigned to the Town:                |                 |
| VENDOR SERVICE REPRESE                   | ENTATIVE (REGULAR WORK HOURS):                      | :               |
| Name:                                    |   |                 |
| Address:                                 |   |                 |
| Telephone :()                            |   |                 |
| Email Address:                           |   |                 |
| VENDOR SERVICE REPRES HOLIDAYS):         | SENTATIVE (AFTER WORK HOURS, V                      | WEEKEND &       |
| Name:                                    |   |                 |
| Address:                                 |   |                 |
| Telephone :()                            |   |                 |
| Email Address:                           |   |                 |

# **REFERENCES**

As specified in the Standard Terms and Conditions of this RFQ, OFFERORS shall present the details of a minimum of three references of work performed that is similar to the services outlined in this RFQ. (Additional references may be submitted on a separate sheet)

| COMPANY NAME AND<br>CONTACT NAME | ADDRESS CITY, STATE, ZIP<br>PHONE & FAX NUMBER |
|----------------------------------|--|
| 1.                               |  |
|                                  |  |
|                                  |  |
|                                  | Date(s) Service Provided to                    |
|                                  | PHONE:   |
|                                  | FAX:   |
| 2.                               |  |
|                                  |  |
|                                  |  |
|                                  | Data(a) Carrier Duravidad                      |
|                                  | Date(s) Service Provided to PHONE:             |
|                                  | FAX:   |
| 3.                               |  |
|                                  |  |
|                                  |  |
|                                  | Data(A) Carries Bresided                       |
|                                  | Date(s) Service Provided to PHONE:             |
|                                  | FAX:   |
| 4.                               |  |
|                                  |  |
|                                  |  |
|                                  |  |
|                                  | Date(s) Service Provided to PHONE:             |
|                                  | FAX:   |
|                                  | ****   |

#### DRUG FREE WORKPLACE

OFFERORS must present documentation that they have a Drug Free Workplace Program in place, and shall:

- 1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- 2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- 3. Give each employee engaged in providing the commodities or contractual services that are under this RFQ a copy of the statement specified in subsection (1).
- 4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under this RFQ, the employee shall abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- 5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- 6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

| OFFEROR's Signature |  |
|---------------------|--|

# ANTI-KICKBACK AFFIDAVIT

## STATE OF FLORIDA COUNTY OF PALM BEACH

|        |  | E, the undersigned authority, per  |                   | • • •                               |   |
|--------|--|--|-------------------|-------------------------------------|---|
|        | , who  | o, after being by me first duly swe  | orn, d            | eposes and says                     | )•<br>•   |
| (1)    | of, the OFFEROR as submitted a Proposal to perform work for the following project: |  |                   |                                     | _, the OFFEROR that                               |
| nas si | ubinitted a Proj   | posar to perform work for the for  | iowin             | g project:                          |   |
| RFQ    | #:   | RFQ Name:  |                   |                                     |   |
| conne  | ection with the<br>oyee of the To  | rsigned, hereby depose and state<br>work to be performed at the prown of Lake Park or, Public Office<br>by by me or any member of my fir | ropert<br>er as a | y identified abo<br>a commission, k | ove will be paid to any cickback, reward or gift, |
|        |  |  |                   |                                     | Signature   |
| Subso  | cribed and swo   | rn to (or affirmed) before me this   | S                 | day of                              | , 2024 by   |
|        |  | , who is personally kno  | wn to             | me or who has                       | produced  |
|        | as id  | entification.  |                   |                                     |   |
| SEAI   | L:   | Notary   | Signa             | ture:                               |   |
|        |  | Nota   | ry Na             | me:                                 |   |
|        |  |  |                   |                                     | olic-State of Florida                             |
|        |  | My   | Comn              | nission #:                          |   |
|        |  | Expi   | res or            | 1:                                  |   |

# NON-COLLUSION AFFIDAVIT

State of Florida County of Palm Beach

|   | after being by me   |  | deposes and  | nally appeared<br>says of his/her per   |   |  |
|---|---|--|--|---|---|--|
| (1)   | He/she is_  | of   |  | e following:  | _, the OF   | FEROR that   |
|   | nas submitted a i   | roposal to periori   | n work for th  | e following:  |   |  |
|   | RFQ #:  | RF0  | Q Name:  |   |   |  |
| (2)<br>and o  | He/she is fully in all pertinent circu  | -  |  | tion and contents opensal;  | of the atta   | ched Proposal  |
| (3)   | Such Proposal is  | genuine and is no  | t a collusive o  | or sham Proposal;   |   |  |
| consp<br>subm<br>Propo<br>has in<br>confe<br>Propo<br>the Propo<br>the proposed | sentatives, employed<br>pired, connived or a<br>pit a collusive or sha<br>psal has been submit<br>any manner, direct<br>erence with any other<br>posal or of any other<br>roposal price of any<br>ivance or unlawful a<br>roposed contract, and | es or parties in ingreed, directly or am Proposal in contted or to refrain fully or indirectly, ser OFFEROR, firm OFFEROR, or to other OFFEROR agreement any addict. | terest, includiterest, including indirectly with meetion with from responding ought by agreem or person to fix any overhal, or to secure wantage again | the contract for wing in connection we ment or collusion of fix the price or price ad, profit or cost through any collust the Town or any | s in any w<br>ROR, firm<br>hich the a<br>with such<br>n or comm<br>rices in the<br>element of<br>sion, const<br>y person in | ay colluded,<br>m or person to<br>attached<br>contract, or<br>nunication or<br>e attached<br>of the price or<br>spiracy,<br>nterested in |
|   | The price or price by collusion, conspired its agents, representations.   | racy, connivance of  | or unlawful aş   |   | ort of the (  | OFFEROR or   |
|   | cribed and sworn to   | o is personally kno  | own to me or   | day of  |   | 2024 by  |
| SEA   | L:  | Nota   | ry Signature:  |   |   |  |
|   |   | Nota   | ry Name:   | Notary Public-S   | –<br>tate of Fla  | orida  |
|   |   | My (   | Commission # res on:   | #:  |   | J. I.Gu  |
|   |   | -Mpi   |  |   |   |  |

# NON-BANKRUPTCY AFFIDAVIT

| ST  | <b>CATE OF</b> )  |
|-----|---|
| CO  | OUNTY OF)   |
|     | is an officer and member of   |
|     | e firm of, being first duly sworn, deposes  |
| an  | d states that;  |
| 1.  | The subsequent certification statement is a true and accurate statement as of the date shown below.   |
| 2.  | The affiant understands that the intentional inclusion of false, deceptive or fraudulent statements on this Non-Bankruptcy Affidavit constitutes fraud; and, that the Town of Lake Park, Florida, considers such action on the part of the affiant to constitute good cause for denial, suspension, revocation, disqualification, or rejection of affiant's participation in RFQ #  |
| 3.  | Certification Statement: This is to certify that the aforementioned firm has not filed for bankruptcy in the past seven (7) years and that no owner/officer or principal of the aforementioned firm has filed for bankruptcy personally in the past seven (7) years or has been an owner/officer or principal of a firm which has filed for bankruptcy in the past seven (7) years. |
| Af  | fiant Signature   |
|     | vorn to before me this day of, 20 by ame of affiant)  |
|     | e/She is personally known to me or has producedas entification.   |
| Sig | gnature of Notary   |
| No  | etary's Printed Name Expiration of Notary's Commission  |
| Af  | fix Seal Here:  |

#### **CERTIFICATION OF NON-SEGREGATED FACILITIES**

The OFFEROR certifies that he/she does not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she does not permit his/her employees to perform their services at any location, under his/her control where segregated facilities are maintained. The OFFEROR certifies further that he/she will not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she will not permit his/her employees to perform their services at any location under his/her control where segregated facilities are maintained. The OFFEROR agrees that a breach of this certification will be a violation of the Equal Opportunity clause in any contract resulting from acceptance of his Proposal. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin, because of habit, local custom, or otherwise. The OFFEROR agrees that (except where he/she has obtained identical certification from proposed subcontractors for specific time periods) he/she will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity clause, and that he/she will retain such certifications in his/her files.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

| Company Name and Address: |  |
|---------------------------|--|
|                           | Signature                                  |
|                           | Name and Title                             |
|                           | Date                                       |
| SEAL:                     | Notary Signature:                          |
|                           | Notary Name:Notary Public-State of Florida |
|                           | My Commission #:                           |
|                           | Expires on:                                |

# SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

# THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

| I. | is sworn statement is submitted to <b>TOWN OF LAKE PARK</b>              |  |  |  |
|----|--|--|--|--|
|    | by   |  |  |  |
|    | (print individual's name and title)                                      |  |  |  |
|    | for  |  |  |  |
|    | (print name of entity submitting sworn statement)                        |  |  |  |
| 2. | Whose address is   |  |  |  |
|    |  |  |  |  |
|    | and (if applicable) its Federal Employer Identification Number (FEIN) is |  |  |  |

- 3. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency, municipal corporation, or political subdivision of any other state or the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency, municipal corporation, or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
- 4. I understand that "convicted" or "conviction as defined in paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial or entry of a plea of guilty or nolo contendere.
- 5. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a) **Florida Statutes**, means:
- i. A predecessor or successor of a person convicted of a public entity crime; or
- ii. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling equipment or income among persons when not for fair market value under an arm's length agreement shall be prima facie case that one person controls another person. A person knowing enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
- 6. I understand that a "person" as defined in Paragraph 287.133(1)(e) **Florida Statutes**, means any natural person entity organized under the laws of any state or the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for

the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an entity.

the entity submitting this sworn statement. (**Indicate which statement applies.**)

\_\_\_\_ Neither the entity submitting this sworn statement, or one of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent

to July 1, 1989.

7. Based on information and belief, the statement, which I have marked below, is true in relation to

\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order)

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN THE PARAGRAPH ABOVE IS FOR THAT PUBLIC ENTITY ONLY, AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

| Signature                 | <br>  |
|---------------------------|---|
| STATE OF FL<br>PALM BEACH |   |
|                           | acknowledged before me this day of as of        |
|                           | , who is personally known to me or has produced |
| SEAL:                     | Notary Signature:                               |
|                           | Notary Name                                     |
|                           | Notary Public – State of Florida                |
|                           | My Commission #:                                |
|                           | Expires on:                                     |

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# **EXPERIENCE**

(Copy and complete one form for each contract for similar work)

| Contract Name:                               |                                  |                                     |                |
|--|----------------------------------|-------------------------------------|----------------|
| Address:                                     |                                  |                                     |                |
| City   | State                            | Zip Code                            |                |
| Please list three (3) curr  Contact Employee | Job Title                        | Telephone Number                    | Fax Number     |
| 1.   |                                  | ( )                                 | ( )            |
| 2.   |                                  | ( )                                 | ( )            |
| 3.   |                                  |                                     |                |
|  | a renewal or extension o         | ption?   YES   NO                   |                |
| •  | peen extended or renewer?        |                                     |                |
|  |                                  | ed                                  | _              |
| 5 1 5  | requested a rate increas YES  NO | e or additional compensation during | ng the term of |
| If yes, please state the re                  | eason for the request and        | l if the increase was granted?      |                |
|  |                                  |                                     |                |
| Starting Contract Amou                       | nt                               |                                     |                |
| Final Contract Amount                        |                                  |                                     |                |

#### **Civil Litigation and Criminal Convictions**

The OFFEROR shall provide a summary of all civil litigation the company has been directly or indirectly involved in for the previous 10 years to the present. This summary shall state the nature of the litigation, a brief description of the case, the outcome or projected outcome of the case, and the monetary amounts involved. Civil litigation reported under this section shall be limited to that which involves the services covered in this RFQ. Litigation related to internal personnel issues, i.e. individual Workers' Compensation claims and/or employment related issues are excluded.

The OFFEROR shall provide a summary of all criminal convictions and any current indictments of the company and/or its officers for the previous 10 years through the present.

NOTE: The <u>Pre-Qualification Committee</u> may disqualify an OFFEROR with past convictions when those convictions relate to antitrust violations, fraud, bribery, racketeering, or other similar offenses.

The OFFERORs shall submit completed Forms C1 and C2 and provide any supporting documentation the OFFEROR believes is appropriate to clarify and support the information provided on Forms C1 and C2.

The balance of this page intentionally left blank.

# **Civil Litigation**

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

| Litigants:                                   |
|--|
| Brief Description of Case:                   |
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|  |
| Outcome/projected outcome:                   |
| outcome projected outcome.                   |
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| Amount of Claim/Monetary Award/Settlement    |
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| Litigants:                                   |
| Brief Description of Case:                   |
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| Outcome/projected outcome:                   |
| Outcome/projected outcome.                   |
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| Amount of Claim/Monetary Award/Settlement    |
| Amount of Claim, Monetary I ward, Section on |
| Litigants:                                   |
| Brief Description of Case:                   |
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| Outcome/www.icetad.outcome.                  |
| Outcome/projected outcome:                   |
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| Amount of Claim/Manatony, Asyand/Sattlement  |
| Amount of Claim/Monetary Award/Settlement    |

# **Criminal Litigation**

Please provide a summary of any and all criminal litigation your firm has been involved with for the previous 10 years through the present. Include any and all criminal convictions and any outstanding indictments. Copy this form and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

| Defendant:                 |
|----------------------------|
| Charge(s):                 |
| Brief Description:         |
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| Outcome/Duciected Outcomes |
| Outcome/Projected Outcome: |
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| Defendant:                 |
| Charge(s):                 |
| Brief Description:         |
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| Defendant:                 |
| Charge(s):                 |
| Brief Description:         |
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| Outcome/Projected Outcome: |
| Outcome/110jected Outcome. |
|                            |
|                            |

## ACKNOWLEDGMENT OF ADDENDA

## INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES

#### **PART I:**

| List below the dates of issue for each addendum received in | connection with this RFQ: |
|---|---------------------------|
| Addendum #1, Dated  |                           |
| Addendum #2, Dated  |                           |
| Addendum #3, Dated  |                           |
| Addendum #4, Dated  |                           |
| Addendum #5, Dated  |                           |
| Addendum #6, Dated  |                           |
| Addendum #7, Dated  |                           |
| Addendum #8, Dated  |                           |
| Addendum #9, Dated  |                           |
| Addendum #10, Dated   |                           |
| D. D. D. W.   |                           |
| PART II:  |                           |
| ☐ NO ADDENDUM WAS RECEIVED IN CON                           | INECTION WITH THIS RFQ    |
|   |                           |
| Offeror Name  |                           |
| Signature   |                           |
| Name and Title (Print or Type)                              |                           |
| Date  |                           |

# **EXHIBIT A**

| TOWN OF LAKE PARK                                      |  |
|--|--|
| EVALUATION CRITERIA FOR                                |  |
| REQUEST FOR QUALIFICATIONS2024                         |  |
| FOR PUBLIC RELATIONS AND MARKETING SERVICES (LAKE PARK |  |
| COMMUNITY REDEVELOPMENT AGENCY/TOWN OF LAKE PARK)      |  |
| Name of Offeror:                                       |  |
| Address:   |  |
| City/State/Zip Code:                                   |  |

| Criteria   | Points Awarded |
|--|----------------|
| (1) Offeror's qualifications, including personnel resources, experience, knowledge, use of best practices, and expertise necessary to indicate its capability to meet all contractual obligations.  (25 points maximum)  |                |
| (2) A satisfactory record of performance on similar projects as set forth by the OFFEROR's submitted Proposal documents and as verified by the TOWN (25 points maximum)  |                |
| (3) Creative approach to the Scope of Work to include the approach to messaging and targeting intended audiences. (30 points maximum)  |                |
| (4) Verifiable documentation that the OFFEROR is legally established to conduct business and to contract with the TOWN (10 points maximum)   |                |
| (5) A Proposal that conforms to the requirements of this RFQ concerning pricing, surety, insurance, specifications of the commodities or services requested, inclusion of required documents and signed forms and any other matter unequivocally stated in the RFQ (10 points maximum) |                |
| Total Points Awarded   |                |



REINVENTING YOUR CITY

# LAKE PARK CRA & THE TOWN OF LAKE PARK, FLORIDA

PUBLIC RELATIONS & MARKETING SERVICES

RFQ 108-2024



#### HQ

2302 E. Atlantic Blvd.
Pompano Beach, FL 33062
P: 954.695.0754 | F: 754.240.7885
accounts@rma.us.com | www.rma.us.com

#### **Sharon McCormick**

Director of Business Attraction & Marketing <a href="mailto:sharon@rma.us.com">sharon@rma.us.com</a> | C: 828.773.2637

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# LETTER OF TRANSMITTAL 1

May 8, 2024

Lake Park CRA / Town of Lake Park Lake Park Town Hall 535 Park Avenue Lake Park, Florida 33403

#### RE: RFQ 108-2024 Public Relations and Marketing Services

Redevelopment Management Associates is pleased to submit our proposal in response to RFQ 108-2024 for Public Relations and Marketing Services. We are committed to providing comprehensive services as described in the RFQ and meeting the goals outlined in the Scope of Services. RMA is a full-service economic (re)development consulting firm with extensive experience in positioning and marketing cities, towns, counties, and redevelopment areas for growth that enhances the unique character of the town, city, or area.

RMA acknowledges the importance of the tasks outlined in the Scope of Services and is prepared to provide all supervision, labor, services, training, equipment, tools, materials, and supplies necessary to deliver exceptional results. In addition, our team is dedicated to compliance with all federal, state, and local laws and regulations.

The RMA team leader for this project and your point of contact is Sharon McCormick, a renowned expert in CRA compliance, business attraction, marketing, communications, and place branding. Ms. McCormick has spearheaded numerous successful CRA initiatives across Florida, showcasing her leadership in marketing, branding, strategic planning, and communications within the industry. Additionally, RMA brings the talent of our strategic partners VUP Media, led by Sandra VoPale, Avia Design Group, led by Todd Mayfield, All the Rage Marketing, led by Sherra Sewell, and Standing Ovations, led by Stewart Auville. Together, our firms have a proven track record of analyzing, crafting, implementing, and assessing diverse economic (re)development strategies, including branding, marketing, and communications campaigns.

RMA's extensive experience will benefit Lake Park by providing a team that is not only capable of designing beautiful collateral, but also experienced in developing a targeted plan of action based on the CRA's and Town's goals and objectives, utilizing trusted and trending PR and marketing tactics to reach key audiences to enhance Lake Park's economic development.

Key tasks and deliverables that RMA will provide include:

- 1. Marketing Plan Development:
  - a. Study and integrate the 2022 CRA Master Plan into a multi-year marketing strategy.
  - b. Focus on regional marketing to engage beyond the local area.
  - c. Collaborate with the CRA Administrator to ensure budget alignment.
  - d. Produce a comprehensive Marketing Plan including market/situation analysis, messaging, strategies, and communication methods.
- 2. Agency Branding
  - a. Evaluate and suggest improvements for current agency branding.
  - b. Develop a unified branding strategy for both individual CRA districts and the CRA, ensuring consistency and effectiveness.



#### PRIMARY CONTACT/PERSON AUTHORIZED TO MAKE REPRESENTATIONS:

#### **Sharon McCormick**

Director of Business Attraction & Marketing <a href="mailto:sharon@rma.us.com">sharon@rma.us.com</a> | C: 828.773.2637

#### HQ

2302 E. Atlantic Blvd.
Pompano Beach, FL 33062
P: 954.695.0754 | F: 754.240.7885
accounts@rma.us.com | www.rma.us.com

Item 4.

- 3. Implementation including:
- a. Community Engagement Strategy
- b. Graphic Design
- c. Public and Media Relations
- d. Social Media
- e. Digital Marketing
- f. Website Production and Management

RMA is committed to working closely with the Lake Park CRA and the Town of Lake Park to achieve project success and meet all objectives outlined in the RFQ. We are confident in our ability to deliver high-quality services and contribute positively to the community.

Thank you for considering Redevelopment Management Associates as a potential provider of future services on an as needed basis for the Lake Park CRA and the Town of Lake Park. We look forward to the opportunity of assisting you in your endeavors and are committed to your success.

Sincerely,

Christopher J. Brown Principal Member chris@rma.us.com /

P: 954.695.0754

Kim J. Briesemeister Principal Member kim@rma.us.com

P: 954.695.0754

# OFFEROR'S CERTIFICATION

I certify that this Proposal acknowledgment is made without prior understanding, agreement is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this or connection with any other corporation, firm or person who has submitted a Proposal, and Proposal and certify that I am authorized to sign this document as the OFFEROR. By signature on this form, OFFEROR acknowledges and accepts without limitation, pages I through 28 inclusive of this Request for Qualifications (hereinafter referred to as "RFQ") as well as any special instructions if applicable.

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Redevelopment Management Associates, LLC (RMA)

SIGNATURE OF OFFEROR'S AUTHORIZED AGENT:

TITLE:

Principal

TYPED/PRINTED NAME OF AUTHORIZED AGENT:

Christopher Brown

ADDRESS:

2302 E. Atlantic Blvd., Pompano Beach, FL 33062

PHONE NO: (954) 695-0754

Page 4 of 33

# State of Florida Department of State

MANAGEMENT ASSOCIATES, LLC is a limited liability company organized I certify from the records of this office that REDEVELOPMENT under the laws of the State of Florida, filed on March 2, 2009.

The document number of this limited liability company is L0900020387.

office through December 31, 2024, that its most recent annual report was filed I further certify that said limited liability company has paid all fees due this on January 16, 2024, and that its status is active.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Sixteenth day of January, 2024

> FUORIDI STATE OF THE STATE OF

Secretary of State

Tracking Number: 2346126824CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication

# STATEMENT OF QUALIFICATIONS 2

RMA is a full service economic (re)development firm passionately reinventing cities and target areas to bring hidden assets and unrecognized value to the forefront. We have a proven track record assessing, developing and implementing plans/programs that are improving communities by utilizing a realistic, comprehensive and effective approach resulting in over \$1 billion in private sector investment within our client areas.

#### We offer comprehensive services in five specialized areas:

- ▶ Economic Development
- Business Attraction & Marketing / Place Branding / Communications
- Real Estate
- Urban Design & Planning
- Government Management & Administration

RMA was formed in 2009 by Principal Members, Kim Briesemeister, a Certified Redevelopment Administrator, and Christopher J. Brown, combining their talents and 50+ years of experience providing consulting and management services to governments in the field of urban redevelopment and place making, regionally, nationally and internationally. RMA headquarters is in Pompano Beach, Florida, with additional Florida office locations in Delray Beach, Jacksonville and the Central Florida area.

Our expertise includes all aspects of **economic development**, **business attraction and marketing**, **place branding and communications**, **real estate development** and **public-private partnerships (P3)**, **urban design and planning**, **government administration** and **community consensus building**. RMA's active practitioners have led some of the most successful economic development efforts in Florida cities during the last 30 years, transforming many areas throughout the state into thriving business/entertainment districts, including Delray Beach, Fort Lauderdale, Hollywood, Pompano Beach and West Palm Beach.

RMA's highly experienced professionals are committed to helping our clients in their pursuit of economically diverse and healthy communities. The benefits of working with us include comprehensive access to industry leaders in specialized redevelopment fields providing years of knowledge, experience and proven success as evidenced by the client cities we have helped reinvent.

Our firm has the experience, in-house expertise and financial stability to successfully complete and implement projects of all sizes.



#### **REDEVELOPMENT MANAGEMENT ASSOCIATES is a**

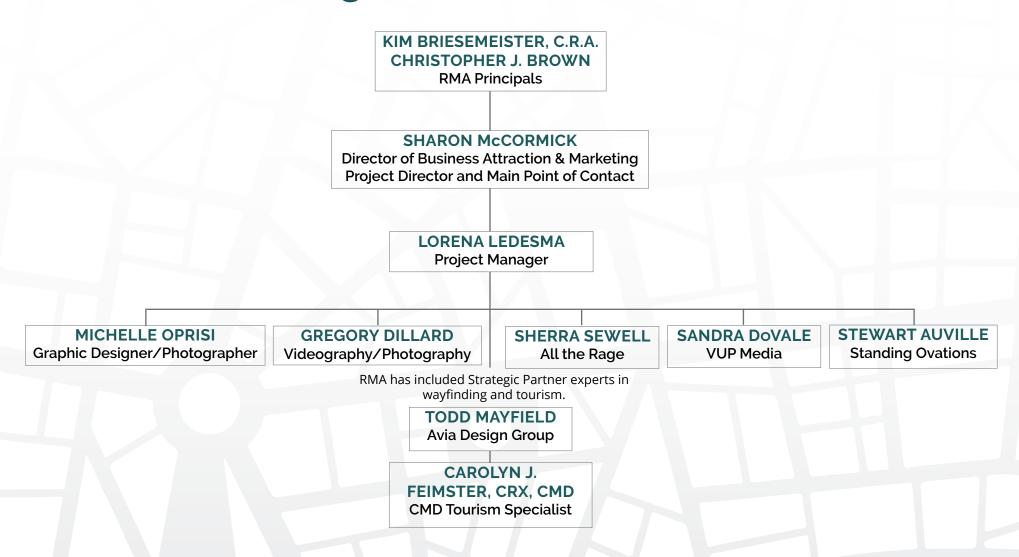
small, independent and majority woman-owned Limited Liability Corporation headquartered in Broward County, licensed to do business by the State of Florida. Principal Members are Kim Briesemeister and Chris Brown.

#### **RMAHQ**

2302 E. Atlantic Blvd.
Pompano Beach, FL 33062
P: 954.695.0754 | F: 754.240.7885

accounts@rma.us.com www.rma.us.com

# **Organizational Chart**



RMA's current and anticipated future workload does not preclude the efficient and effective provision of service to Lake Park for services requested.





# KIM BRIESEMEISTER, C.R.A. Principal

## **Years of Experience** 30

#### **Areas of Expertise**

- Redevelopment & Urban Revitalization
- Redevelopment Management
- Public-Private Partnerships (P3)
- Visioning & Urban Planning
- Financing Redevelopment

#### **Education**

A.A. | Specialized Business, International Correspondence School ICSC Marketing I & II, John T. Riordan School of Professional Development

#### Certifications

 Certified Redevelopment Administrator (C.R.A.) approximately \$100 million in public property targeted for redevelopment that resulted in over \$1 billion in private development activity.

Bio

#### **Professional Affiliations**

Advisory Board, University of Miami, Master in Real Estate Development & Urbanism

Ms. Briesemeister has managed redevelopment of some of the largest, most complex CRA districts and redevelopment projects in South Florida, including West Palm Beach, Pompano Beach, Fort Lauderdale and Hollywood, which led to total transformation of urban districts within the cities. This included preparing urban vision plans, Transit Oriented Development strategies and financing mechanisms, drafting/implementing downtown revitalization plans, negotiating public-private partnerships, marketing, branding, business attraction/ retention, and community consensus building. She oversaw the acquisition and disposition of

- Florida Redevelopment Association, Past President
- Urban Land Institute
- International Council of Shopping Centers, Past Co-Chair Alliance Program
- ▶ International Economic Development Council

#### Redevelopment Management

- Management and project oversight of large redevelopment projects
- Negotiated over eleven (11) public/ private partnership (P3) agreements and real estate transactions resulting in over \$1 billion in private development projects
- Oversaw the acquisition and disposition of approximately \$100 million in public property targeted for redevelopment
- Hired and managed engineer and design consultants for million-dollar streetscape improvement projects
- Created and managed incentive programs, grants and other financing tools
- Managed business recruitment and retention programs
- Created and managed city branding and marketing programs to reposition cities

#### **Visioning and Planning**

- ► Transit Oriented Development (TOD) strategies and financing mechanisms
- Drafted downtown revitalization plans
- Drafted marketing plans and strategies for retail districts for business attraction which attracted over 100 new businesses to the downtown area

#### **Financing Redevelopment**

- Created and managed finance plans and budgets in excess of \$100 million for redevelopment including bond issues
- ▶ Identified and recommended financing strategies for over \$ 200 million in public investment improvements to leverage private development
- ► Drafted multiple Five-Year redevelopment finance plans and programs
- Recommended strategies to leverage tax increment financing for bond issues or capital improvements
- Leveraged public sector resources to attract grant funds for redevelopment projects
- Worked with lenders, financial institutions and other agencies to secure financing and funding for redevelopment projects

#### **Awards**

- FRA, Roy F. Kenzie Award
  - > 2012, Planning, Pompano Beach, FL
  - 2011, Marketing, Dania Beach, FL
  - 2009, Cultural Enhancement, West Palm Beach, FL
  - 2001, Best New Project, Fort Lauderdale CRA
  - ▶ 2000, Five-Year Finance Plan, Fort Lauderdale CRA
  - ▶ 1997, Downtown Marketing Program, Hollywood, FL
  - ▶ 2007 ICSC Maxi Award: Branding & Marketing, West Palm Beach, FL
- 2006 Florida League of Cities: Innovation Showcase
- 1989 ICSC Merit Award



# CHRISTOPHER J. BROWN Principal/Real Estate Broker

#### **Years of Experience**

33

#### **Areas of Expertise**

- Zoning Mixed-Use Development
- Regulations
- Urban Design Regulations
- CRA Redevelopment Plans
- Public-Private Partnerships (P3)
- Real Estate Development
- Redevelopment Planning & Management
- Community Engagement/Meeting
- Facilitator

#### **Education**

M. City Planning | University of Pennsylvania M. Architecture | University of Pennsylvania B.A. | Yale University

#### Certifications

- FL General Contractor
- FL Real Estate Broker

#### Bio

Item 4.

Mr. Brown has extensive experience in planning and design, real estate development, finance and redevelopment management. Mr. Brown served for 9 years as the Executive Director of the highly successful Delray Beach CRA when it was just in its infancy. He is recognized throughout Florida for the legacy he has left in Delray Beach and is responsible for negotiating multiple public-private partnerships and creating the marketing co-op. Mr. Brown's successes in redevelopment can be attributed to his experience in real estate, working for and as, a real estate developer. Chris Brown has led some of the most successful Community Redevelopment Agencies in the state of Florida and is a past President of the Florida Redevelopment Association.

#### **Professional Affiliations**

- Congress of New Urbanism
- Urban Land Institute
- International Council of Shopping Centers
- ▶ Florida Redevelopment Association, Past President
- ▶ Business Loan Fund of the Palm Beaches Inc., Board of Directors
- Palm Beach Photographic Center, Board of Directors

#### **Urban Design Regulations**

- Plantation Midtown Master Plan and Design Guidelines, Plantation, FL
- City of Stuart Urban Design Guidelines and Overlay District, Stuart, FL
- Pompano Beach CRA Northwest, East District Master Plans and Design Guidelines, Pompano Beach, FL

#### **Public Private Partnerships**

- Pompano Beach Pier Redevelopment, Pompano Beach, FL
- ▶ Harbor Village Shops, Pompano Beach, FL
- Atlantic Grove Mixed Use Development, Delray Beach, FL
- Ocean City Retail/Office Center, Delray Beach, FL
- Hyatt Place Hotel, Delray Beach, FL
- Central Market Retail Center, Oakland Park, FL

#### **Real Estate Development**

- 1350 Main, Mixed Use High Rise Development, Sarasota, FL
- ▶ The Lofts, Mixed Use Development, Gainesville, FL
- Crossings Condominium, Houston, TX

#### **Historic Preservation**

- Spady History Museum, Delray Beach, FL
- State of Florida Historic Preservation Office, Delray Beach, FL
- Delray Beach CRA Office, Delray Beach, FL

#### **Redevelopment Planning and Management**

- ▶ Pompano Beach Community Redevelopment Plan Update, Pompano Beach, FL
- Business Improvement District Plan, Naples, FL
- Parking Enterprise Fund, Pompano Beach, FL
- Public Parking and Parking Management, Delray Beach, FL
- Business Attraction and Incentives, Delray Beach, FL



#### SHARON W. McCORMICK

**Director of Business Attraction &** Marketing

#### **Years of Experience**

30+

#### **Areas of Expertise**

- **Business Attraction & Retention**
- Research & Analysis/Marketing Plans & Implementation
- Brand Identification & Development/ Strategy & Campaigns
- **Cultural Arts & Special Events**
- Community Engagement/Meeting Facilitator

#### Education

B.S. | Appalachian State University ICSC Marketing I & II - John T. Riordan School of Professional Development

#### **Professional Affiliations**

- International Council of Shopping Centers
- Florida Redevelopment Association

- Developed numerous place brands, development strategies and marketing campaigns for several RMA
- Created advertising and cross promotional business marketing campaigns through owned, shared, earned and paid media
- Project managed creative development of wayfinding systems and light pole banner campaigns
- Designed and executed award winning consumer and business attraction and retention campaigns and event programs targeting primary, secondary and tertiary markets, while developing the area's unique brand
- Managed numerous ground breaking and grand opening events drawing from 50 to 10,000 attendees
- Developed collaborative community engagement programs, leading to increased community pride and consensus
- Created the award winning Neighborhood Ambassador volunteer participation program

#### **Economic Development, Research & Implementation**

- Manage development of digital marketing strategies including websites, social media strategies, content development and e-communications
- Develop and direct storyboards for economic development video production
- Authored Strategic Marketing Plans and managed implementation
- Conducted and analyzed market survey data, retail gap analysis, tourism research data and consumer behavior research data

#### **Business Attraction & Retention**

- Analyzed merchandise mix and available property in target areas
- Developed incentive programs to attract new businesses to target areas and to improve and retain target businesses
- Developed and implemented business communication strategies to educate business owners and enhance or improve their individual marketing strategies
- Created tailored marketing and communications strategies to promote opportunities to specific target audiences

Item 4.



#### **LORENA LEDESMA**

Project Manager, Licensed Real Estate Sales Associate

#### **Years of Experience**

6

#### **Areas of Expertise**

- Market Analysis
- Business Attraction
- Data Collection, Research & Analysis
- Strategic Planning & Budgeting
- Social Media Marketing
- Event Planning & Coordination
- Business Development

#### Education

B.A. Political Science | University of Central Florida

#### **Additional Skills**

- Fluent in English and Spanish
- Basic proficiency in French

#### Bio

Ms. Ledesma's knowledge of marketing and strategic planning stems from her background in economic de and property management, where she has experience in markets of various sizes and makeup, including them 4. In find a find the strategize further supplement her aptitude in business attraction and development, market analysis, public relations, advertising, and event planning.

Previously an Economic Development Coordinator for the City of Lauderhill, Ms. Ledesma collaborated with public and private entities to design and present projects before regional authorities and stakeholders for redevelopment and business attraction and retention. As related to economic development, her responsibilities included coordination with real estate and finance professionals, and conduct socioeconomic analysis for community programming.

During her time in property management, Ms. Ledesma was a Senior Area Leasing Consultant whose territory was comprised of three properties that totaled 1,000 units. She trained and managed leasing and marketing agents to maximize occupancy while maintaining profitability at six properties across two states.

At RMA, she examines market survey data, historical study and future projection of tourism, and consumer research data trends for analyses of economic viability. Ms. Ledesma also coordinates tasks pertaining to marketing, from branding to communications. In 2022, she acquired her Florida Real Estate Sales Associate license.

#### **Professional Affiliations**

- Florida Redevelopment Association
- Greater Fort Lauderdale Alliance

#### Visioning & Placemaking

- North Miami Beach, FL | Branding & Marketing Strategic Planning
- ► Fort Myers Beach, FL | Community Branding & Marketing Plan
- ▶ Pompano Beach, FL | McNab Park Botanical Gardens Redevelopment and House Restoration
- ▶ Wilton Manors, FL | Marketing and Branding Strategic Plan

#### **Business Attraction & Retention**

Lauderhill, FL | Developed loan program to attract new businesses to redevelopment districts and to improve and retain target businesses

#### **Economic Development & Research**

- Lauderhill, FL | Micro Loan Program; Commercial Property Improvement Program
- North Miami Beach, FL | Strategic Marketing Plan: Examined market survey data, historical study/future projection of tourism and consumer research data trends; analysis of net economic retention
- ► Fort Myers Beach, FL | Strategic Marketing Plan: Examined market survey data, historical study/future projection of tourism and consumer research data trends; analysis of net economic retention
- ▶ Sunrise, FL | Market Analysis and Site Redevelopment Analysis
- ▶ Pembroke Pines, FL | Economic Development Strategic Plan Update

#### **Event Planning**

 Lauderhill, FL | Jazz Under the Stars; Lauderhill Beer-B-Q; Empowerment Series; State of 38th Mixer; Living My Best Life seminars

#### **CRA Management**

North Miami Beach, FL | CRA Management and Support Staffing

120



#### SANDRA DoVALE President, VUP Media

#### Bio

As the CEO of VUP Media, Sandra DoVale, brings extensive experience in state government, tourism, and destination marketing. This experience has honed her ability to craft and execute advertising strategies that captivate audiences and drive engagement for these segments.

Sandra's approach is characterized by a meticulous analysis of market trends and audience behaviors, enabling her to design media plans that maximize reach and impact. Her leadership at VUP Media has seen the agency pioneer innovative advertising solutions that blend creativity with analytics, resulting in campaigns that not only tell a story but also deliver measurable results.

With a career marked by transformative campaigns for tourism and destination marketing, including her impactful work with many of South Florida's CRAs and downtowns, Sandra has a proven track record of elevating destinations through strategic marketing initiatives. Her expertise in orchestrating events like Savor the Avenue and Fashion Week, which consistently sell out and raise significant funds for non-profit organizations, underscores her ability to turn events into landmark successes.

At VUP Media, Sandra's focus on strategic paid media planning for Lake Park will involve leveraging both digital and traditional platforms to create a unified and powerful advertising presence. Her commitment to excellence and her passion for storytelling are the driving forces behind her strategy, ensuring that campaigns will not only reach but resonate with their intended audience, driving success and setting new industry standards.

#### Experience

- Delray Beach DDA
- Boynton Beach CRA
- West Palm Beach CRA
- Dania Beach CRA
- Pompano Beach CRA
- Pompano Beach Arts
- Thrivent Financial
- Arts Garage
- Old School Square
- Achievement Center
- United Way
- URI Foundation
- Polaris MEP
- TPI Housing & Property Management





#### MICHELLE OPRISI

Graphic Designer/Photographer

**Years of Experience** 15

#### **Areas of Expertise**

- Graphic Design
- Photography
- Web Design
- Branding
- Marketing
- Proposals

#### **Education**

B.S. | Art Institute of Fort Lauderdale

#### Bio

Ms. Oprisi is a creative marketing and business development specialist with a diversified portfolio. Michelle is responsible for developing ideas, coordinating projects and proposal execution. She is an experienced photographer, graphic designer and award winning artist, that has been published locally, nationally and internationally.

#### **Graphic Design**

- Downtown North Miami, Marketing Campaign
- Downtown North Miami, Brand Standards
- Sumter County Proposal
- Dania Beach Arts & Seafood Celebration, Sponsorship Package
- City of Margate CRA, Annual Report
- City of Margate CRA, In The BIZ
- City of Lauderhill, GO Bond Campaign
- ▶ Fort Lauderdale, Banner Stand
- RMA Website & Brand Design

#### **Photography**

- Mount Dora Grandview District
- Dania Beach Arts & Seafood Celebration
- Dania Beach Website
- City of Margate CRA
- Pompano Beach
- RMA Website & Proposals
- West Palm Beach
- North Miami



**GREGORY DILLARD** 

Digital Media Director

Years of Experience 15

#### **Areas of Expertise**

- Cinematographer
- Motion Designer
- Brand Development
- Steadicam Operator
- Specialties: After Effects,
   Cinema 4D, Final Cut Studio,
   Photoshop, Illustrator, MOCHA,
   MONET, MOKEY, MOTOR

#### Education

Palm Beach Community College

#### **Bio**

Gregory Dillard has great perspective. Our film and video virtuoso spends his days experimenting with angles, aspects and attitudes on his trusty Steadicam, RONIN, Aerial Cinematography, motion graphics, editor and as a director. The result? Brilliant videos and creamy, dreamy television spots that capture the essence of an event, client culture, or product message in masterful and most unforgettable ways.

Greg has almost as much fun in post-production as he has in the field creating and capturing the money-shot moments that define his work, which is a brilliant blend of technical expertise and his remarkable artistic sensibility. His work is crisp, modern and memorable - designed to reach and resonate with today's demanding audiences. He has a particular taste and talent for capturing mouth-watering footage of food that will make you hungry for more of his work. Lyrical, high-speed slo-mo or multi-cam action, Greg is the maestro that orchestrates the elements that make up his masterful work.

http://www.grapeseeker.tv/ http://www.vimeo.com/grapeseeker

RMA and Grapeseeker have worked together on many municipal client projects over the years, some examples are included in this submittal.





SHERRA SEWELL All the Rage Marketing Creative Director



# STEWART AUVIL Standing Ovations Event Manager

**Years of Experience** 20+

#### **Areas of Expertise**

Event Planning

#### Education

B.A. | Lees-McRae College, North Carolina

#### Bio

Sherra's journey in the world of marketing and promotions is a testament to the power of childhood dreams fueling a lifelong career. From her early fascination with the creative promotions found in cereal boxes, Sherra has risen to become a force in the industry, working with giants like Kellogg's, Coca-Cola, and Church's Fried Chicken.

Her academic foundation in Communications from UT Knoxville laid the groundwork for a career that would see her managing a substantial \$1.5 million promotions budget, overseeing the production of collateral and state-of-the-art signage, and purchasing promotional products that propelled brand messages into the public eye.

For the past two decades, Sherra's collaboration with RMA has been instrumental in crafting impactful community events and brands, particularly in destination marketing and CRA marketing. Her strategic vision and creative acumen have left an indelible mark on the industry.

#### **Experience**

- Board Chair, Cancer Alliance of Help and Hope (Five-year event chair for City Lights for Life)
- ▶ Board Member, Business to Business for Women
- Past Chair, Council Member, Small Business Advisory Council, Northern Palm Beach County Chamber
- Volunteer Steering Committee (23 years) ArtiGras Fine Arts Festival
- Palm Beach County Medical Society "Heroes in Medicine" Steering Committee
- ▶ Habitat for Humanity of Palm Beach County Golf Volunteer

#### Bio

Contractor of Operations, Logistics, Marketing and overall Special Event Coordination for several leading Outdoor South Florida Festivals such as ArtiGras, ArtFest by the Sea, Loggerhead Triathlon, Boynton Beach Haunted Pirate Fest & Mermaid Splash, and Dania Beach Art & Seafood Festival. Stewart is also well-versed in CRA specific event strategy and compliance, providing services alongside RMA to the West Palm Beach CRA and the Pompano Beach CRA for over a decade.

#### **Experience**

- SunFest of Palm Beach County, Inc.
- City of West Palm Beach, Mayor's Office Community Events Coordinator
- City of West Palm Beach, Mayor's Office Community Events Specialist
- City of Boynton Beach, Recreation Department Recreation Specialist
- City of Plantation, Recreation Department Recreation Leader Specialist



**Education** BFA Design | University of Hawaii

Director

**TODD MAYFIELD** 

AVIA DESIGN GROUP, INC.

**Principal & Group Creative** 

**Years of Experience** 35

#### **Areas of Expertise**

- **Destination Marketing**
- Place Branding
- City Wayfinding
- **Product Development**
- **Video Production**
- **Event Acquisition**
- Illustration



Bio

Todd has earned numerous awards for design excellence and profound respect among his constituents. He is an accomplished fine artist, illustrator and published author. His work has been featured in national publications and books such as Print Magazine, Signs of the Times and American Corporate Identity. He was featured in an on-line interview by the European-based Placebrand Observer and now serves on their expert panel.

Prior to opening Avia Design Group, Todd was the Creative Director for Nth Degree in Georgia where he provided design direction for large events and trade shows. While there, he designed audience acquisition campaigns and event graphics for high-profile companies such as Qualcomm, Intel, Kyocera, Hot lobs. Mohawk and Pfizer.

Previously, he served as the Design Director for the Douglas Group in Washington, DC where he headed branding, wayfinding and interpretive projects for clients such as the US Capitol (DC), the US National Arboretum (DC), the City of Rockville (MD), the Ronald Reagan Building (DC), Marriott Hotels and Ritz-Carlton.



**Education** B.S. | University of Florida

#### Item 4. CAROLYN J. FEIMSTER, CRX, CMD **Tourism Specialist**

**Years of Experience** 35+

#### **Areas of Expertise**

- International & Domestic **Tourism Development**
- Marketing Strategies, Plans & **Implementation**
- **Business Development**
- Tourism & Marketing Seminars, Training & Panels

### Certifications

- CRX Certified Retail Property Executive from the International Council of **Shopping Centers**
- CMD Certified Shopping Center Marketing Director from the International **Council of Shopping Centers**

#### Bio

Carolyn J. Feimster, CRX, CMD, is the President of CJF Marketing International, an international and domestic tourism consulting company with offices in Hollywood, Florida, and North Brunswick, New Jersey. The company's primary focus is on developing results-oriented programs to enhance the tourism development, marketing, business development, customer service, and retail productivity of shopping centers, cities, downtown retail districts and other commercial properties, attractions and organizations.

RMA is including Carolyn Feimster as a resource if needed. She is a long-standing RMA strategic partner and serves on the University of Florida, Eric Friedheim Tourism Institute Advisory Board.





#### **AWARDS**

The Roy F. Kenzie Awards celebrate the most innovative and effective redevelopment programs in Florida and are awarded annually in 14 categories by the Florida Redevelopment Association (FRA).

#### 2022

North Miami Beach CRA: Roy F. Kenzie Award; Cultural Enhancement; NMB Banners Brochures and Bites Boost Business

#### 2021

Pompano Beach CRA: Roy F. Kenzie Award; "Out of the Box"; McNab House Restaurant and Botanical Gardens

#### 2020

- West Palm Beach CRA: Roy F. Kenzie Award; Cultural Enhancement and FRA President's Award
- West Palm Beach CRA: Roy F. Kenzie Award; Capital Projects/ Infrastructure
- RMA/City of Deltona: Roy F. Kenzie Award; Management Programs and Creative Partnerships

#### 2019

(CFCAR) Central Florida Commercial Association of Realtors
 Hallmark Award; Deal of the Year; Deltona, FL Property Sale of \$13.2
 Million

#### 2018

Pompano Beach CRA: Roy F. Kenzie Award; Promotion; Downtown Innovation District

#### 2017

- Margate CRA: Roy F. Kenzie Award; Promotion; Margate Under the Moon
- North Miami: Roy F. Kenzie Award; Planning Studies; Downtown Strategic Marketing Plan

#### 2016

- Pompano Beach CRA: Roy F. Kenzie Award; Management Programs/ Creative Partnerships; Turner School of Construction Management
- ▶ **West Palm Beach CRA:** Roy F. Kenzie Award; "Out of the Box" Award; Lot 23 Artist Program
- Margate CRA: Roy F. Kenzie Award; Annual Report

#### 2015

- ▶ **Pompano Beach CRA;** Roy F. Kenzie Award; Outstanding New Building Project; 731 Retail Shoppes
- American Planning Association Florida Award of Merit;
   Comprehensive Plan Small Jurisdiction Category; City of North Miami Beach

#### 2014-2017

Florida Festivals & Events (FFEA): 52 awards for West Palm Beach CRA, Pompano Beach CRA, Dania Beach CRA, Margate CRA, and Oakland Park CRA

#### 2014

- Pompano Beach CRA; Roy F. Kenzie Award; Planning Studies; Downtown Pompano Overlay District
- Urban Land Institute Southeast FL/Caribbean Area Vision Award Finalist; Project of the Year; Pompano Beach Streetscape and Dune Enhancement
- Pompano Beach CRA: Roy F. Kenzie Award; Creative Organizational Development & Funding; East CRA Parking Management

#### 2013

▶ **Pompano Beach CRA:** Roy F. Kenzie Award; Management Programs and Creative Partnerships; CRA Business Resource Center

#### 2012

- Dania Beach CRA: Roy F. Kenzie Award; Cultural Enhancement
- Pompano Beach CRA: Roy F. Kenzie Award; Planning Studies; Downtown Pompano Transit Oriented Corridor

#### 2011

▶ **Dania Beach CRA:** Roy F. Kenzie Award; Marketing

# PROJECT EXAMPLES

#### **FORT MYERS BEACH**

Community Branding & Marketing Plan

#### **Agency**

Town of Fort Myers Beach, FL

#### **Contact**

Roger Hernstadt Former City Manager

#### **Performance Period**

2019-2020

#### **Services Provided**

Item 4.

- Market Highlights Assessment Re-Strategic Communications Plan
- Brand Standards Manual
- Marketing, Communications & Brand Implementation
- Social Media Curation
- Brand Application Templates
- Marketing & Ad Campaign/Collateral

#### **ISSUE**

The Town of Fort Myers Beach is a small community of 6,989 residents along a 7-mile barrier island off the west coast of Florida. Between October and March of every year, the volume of occupants swells ten times as large, turning it into one of the busiest beachside areas, yet visitors often confuse the island with its neighbor, Fort Myers. A community very intent to make others feel welcome, the laid back, be-yourself atmosphere was palpable but under-promoted and underappreciated by larger tourism organizations. The Town's communication channels lacked a uniform theme and the narratives were primarily left to its close-knit partial and full-time residents. During the off-season months, the population drops by over 90%. The Town of Fort Myers Beach hired RMA to tie the character into a refreshed logo and compose a plan for marketing and branding.

#### **STRATEGY**

RMA sought to understand the current position of the Town of Fort Myers Beach by collecting information first-hand as well as online data and metrics. We conducted one-on-one interviews with members of the Town Council, Committee and Agency directors, and the Chamber of Commerce, and also invited the Town's residents to a four-hour open house. Both settings allowed those whom we met to share their current impressions and their desires for the reputation of the Town of Fort Myers Beach. To supplement the meetings, our online research provided another layer of insight to the community, particularly psychographics and demographics.

Having gathered input from the stakeholders and built a socioeconomic profile of the Town, RMA had the frame for bridging the long-term objectives with immediately applicable tasks. The findings were critical to determine the engagement opportunities to people local and afar, which in turn drive the sustainability of the local economy and deliberately distinguish itself from surrounding communities throughout the year.

#### **OUTCOME**

The Town of Fort Myers Beach now has a new, fresh logo and campaign strategy. Within the Brand Standards Manual, we elaborated on the experience and personality of Fort Myers Beach. With a signature color palette, we provided logo variations so that the Town would have the flexibility to use an icon, core logo, and logo offshoots based on the campaign. The Council reached unanimous consensus for the logo and accompanying campaigns, then promptly completed trademarking its logo. RMA delivered the applications for embroidery, stationery, and marketing campaign templates. RMA was contracted to continue services for implementation and support for Social Media communications and marketing throughout 2020 and also delivered wavfinding sign designs.

#### Logo Design









#### **Brand Strategy & Standards Manual**











#### **NORTH MIAMI BEACH**

Branding & Marketing Strategic Planning

#### **Agency**

City of North Miami Beach, FL

#### Contact

Horace McHugh Former Assistant City Manager Phone: 954-940-1972 Joann Milord Former CRA Director

#### **Performance Period**

2018-2020 CRA Consulting 2020 -Present

#### **Services Provided**

Item 4.

- Market and Situation Analysis
- Strategic Marketing and Brand Plan
- Brand Standards Guide
- Brand Application Templates
- Marketing and Ad Campaign and Collateral

#### **ISSUE**

The City of North Miami Beach encountered challenges in distinguishing itself from broader northern Miami-Dade County and from the City of North Miami. Due to its jagged city boundaries, areas of pride were mis-attributed to other nearby cities. Combined with the detriment of ambiguous identification, the City was not realizing its market share of potential tourism spending in the same capacity that neighboring cities would see. The residents, business and property owners generally did not view North Miami Beach as a primary source of information, which led to a broader sense of disconnection.

#### **STRATEGY**

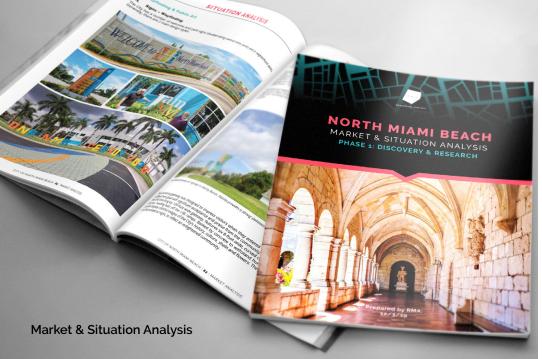
North Miami Beach engaged RMA to answer the question, "Who Are We" and to develop a Branding and Marketing Strategic Plan and brand update to showcase itself and veer away from being a "drive-through" city. RMA developed a multi-phased marketing and communications work plan for a variety of target audiences including residents, tourists, site selectors, new businesses, investors, etc. The process included stakeholder and community meetings, research, brand/perception analysis, web-based marketing evaluation including social media channels, creative services, strategic planning and collateral development.

RMA conducted an analysis to examine the retail, housing, workforce and industry market situation along with socioeconomic trends and demographic and psychographic profiles. Additional information was gleaned from meetings with Commissioners and online surveys for residents and business owners. After evaluation of the collected input, we were able to develop a framework and provide communications strategies and creative concepts that accurately mirrored the community makeup and opportunities.

The resulting Strategic Marketing and Brand Plan alongside the Brand Standards Guide provided practical tactics that took into consideration North Miami Beach's initiatives for distinction from neighboring towns, increased community engagement, investment attraction, tourism promotion, and business recruitment.

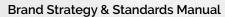
#### **OUTCOME**

The City of North Miami Beach adopted the Strategic Marketing Plan and its CRA launched the branding and positioning strategies in target districts. The concept of a multicolored, multi-faceted kaleidoscope was used to exemplify the economically balanced and equally diverse city. RMA conducted a week-long photoshoot capturing the real people and experience of North Miami Beach illustrating the city's attributes of "Serene Nature, Urban Adventure, Culturally Connected and Distinctly Diverse" features. RMA designed light pole banners for each district using the photography and marketing collateral, e-newsletters, and social media posts were designed to follow the standard brand guidelines. RMA continues to provide consulting and project management services to the City's Community Redevelopment Agency.











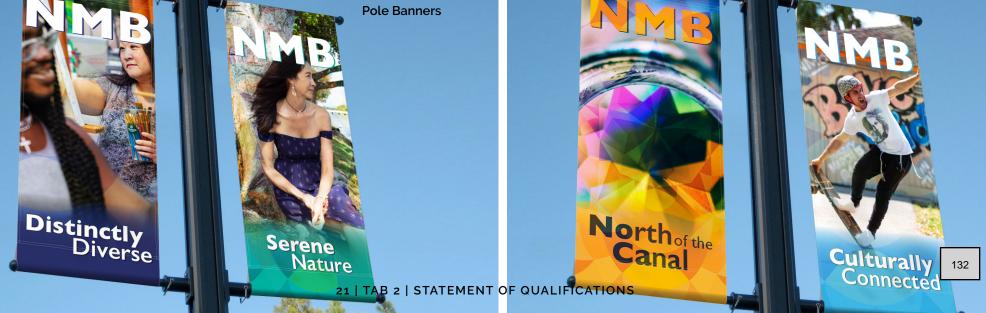












#### WILTON MANORS

Marketing and Branding Strategic Plan

#### **Agency**

Wilton Manors, FL

#### Contact

Kimberley Allonce Former Economic Development Director Phone: 678-237-2967

#### **Performance Period**

2014 - 2022

#### **Services Provided**

Market & Real Estate Analysis

Brand Development & Corridor Positioning

Item 4.

Corridor Specific Strategic Plan

#### **ISSUE**

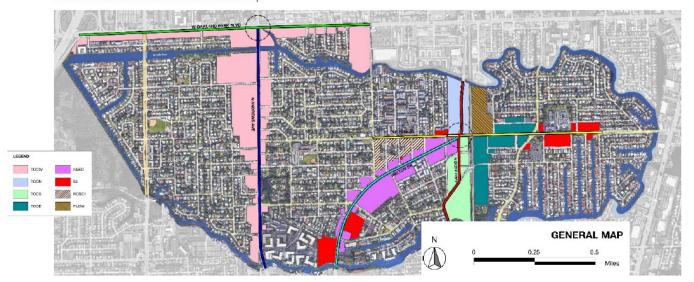
The City of Wilton Manors had an Economic Development Strategic Plan that formed the basis of the City's economic development efforts. The objective of the Economic Development Strategic Plan is to promote the City as an attractive place for businesses to locate. Specifically, business retention, growth, and expansion while protecting and maintaining the quality of life in this beautiful, historic city was of great importance. The challenge Wilton Manors was facing is much like the challenges of most cities today. Some areas are thriving while other areas are struggling to capture attention and investment. Identifying the barriers and evaluating what the government can and cannot control or influence is imperative to move a place forward. The five commercial corridors identified to be positioned for growth included Oakland Park Boulevard, Andrews Avenue, NE 26th Street, Dixie Highway, and Wilton Drive.

#### **STRATEGY**

RMA was retained by the City of Wilton Manors to analyze the market and real estate opportunity to develop a marketing and branding strategy for the five major commercial corridors within the City. This project was part of the State of Florida's Department of Economic Development's Incentive Program.

In addition to traditional market and real estate analysis research, RMA conducted one-on-one, focus group and community engagement meetings to gain insight about the potential for each corridor beyond what the data simply illustrated.

#### WiltonNEXT Commercial Corridors Map



#### **OUTCOME**

RMA delivered a comprehensive market and real estate analysis with specific recommendations for each commercial corridor, a strategic marketing plan with a workplan matrix prioritizing tasks and budget, and corridor specific icons and descriptive marketing content for each corridor. The deliverables also included a brand style guide for use in all future marketing initiatives to maintain consistency in color, font and descriptive content. The new brand icons were designed to compliment the City's existing branding as well as the long-standing Wilton Drive Improvement District logo.



















#### **NORTH MIAMI**

CRA Plan Update & Strategic Marketing Plan & Implementation & Downtown and CRA Agency Branding

#### **Agency**

Community Redevelopment Agency (NMCRA) North Miami, FL

#### Contact

Rasha Comeau Former CRA Director Phone: 305-915-2892

#### **Performance Period**

2015 - 2018

#### **Services Provided**

Item 4.

- Creation and Implementation of Strategic Marketing Plan
- Marketing/Branding/PR
- Graphic Design/Collateral Development
- Website Development & Management
- Project Management

#### **ISSUE**

Downtown North Miami lacked a unified image and was suffering from the absence of a clearly defined identity, brand and message. In addition, the North Miami Community Redevelopment Agency (NMCRA) did not have any specific marketing, branding and public relations programs for the Downtown, making it difficult to reposition the district, attract new targeted business, retain current businesses and improve the quality of place. With the amendment to the CRA plan in 2015 (conducted by RMA), there were several initiatives outlined that required comprehensive marketing strategies to achieve the desired goals. Current data and analysis presented a clear picture that North Miami was primed and ready for a bright, strategically positioned future. The NMCRA hired RMA to create and implement a strategic marketing plan that focused on the process of branding and positioning the downtown based on market potential, existing downtown assets, and stakeholder input.

While this engagement for strategic planning and implementation was completed just over 5 years ago, RMA would like to submit this example since the CRA Marketing Plan won the prestigious Roy F. Kenzie Award for Planning Studies.

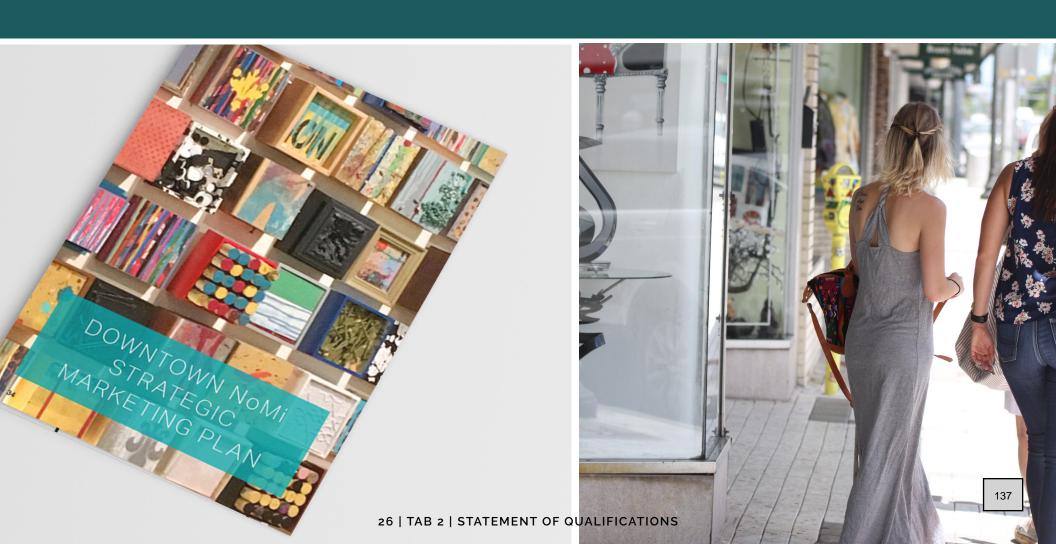
#### **STRATEGY**

In order to make Downtown North Miami more vibrant and exciting, additional new businesses needed to be attracted to the area and visitors needed to feel welcomed and engaged. The strategic marketing plan that RMA created focuses on activities to attract new target businesses to the district, attract developers and investors, engage the current customer base and attract new visitors by promoting incentive and security programs, launching advertising, public relations and digital media campaigns and developing special events that support the downtown brand and grow business. The physical environment is also being addressed through streetscape and façade improvements and these improvement projects and timelines will be shared with residents and businesses. The NMCRA and RMA identified and actively engaged stakeholders in the process and achieved consensus on major elements.

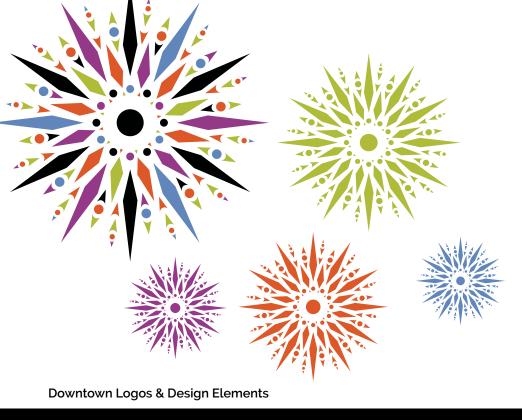
#### **OUTCOME**

- A City of North Miami Commissioner stated that it was the first time ever that a strategic plan was "doable" and the goals written were achievable.
- ► The Marketing Plan contained a step-by-step tactical action plan that set the priorities for Downtown North Miami in a realistic way that was readily implementable.
- The Downtown NoMi Strategic Marketing Plan won the Florida Redevelopment Association's 2017 Roy F. Kenzie award for Planning Studies.
- A downtown logo and tagline (To NoMi is to Love Me) were adopted that illustrated the underlying themes of a rich, diverse, cultural experience and vision for the Downtown. A complimentary North Miami CRA logo and new CRA website were also developed. Both logos and branding strategies complimented the City's logo and brand.
- ► A Brand Standards Manual was adopted to inspire and outline the brand and define the photographic style and primary message.
- ▶ Since the plan is so well-defined and clear, the NMCRA could independently begin immediately implementing certain objectives, while other initiatives were implemented jointly by the NMCRA and RMA. Initial projects included a Downtown NoMi walkers guide, new CRA and Downtown NoMi lifestyle branded light pole banners utilizing photographs of real downtown people, places and things.

RMA and the City of North Miami won the FRA, Roy F. Kenzie Award: Planning Studies - Downtown North Miami Strategic Marketing Plan





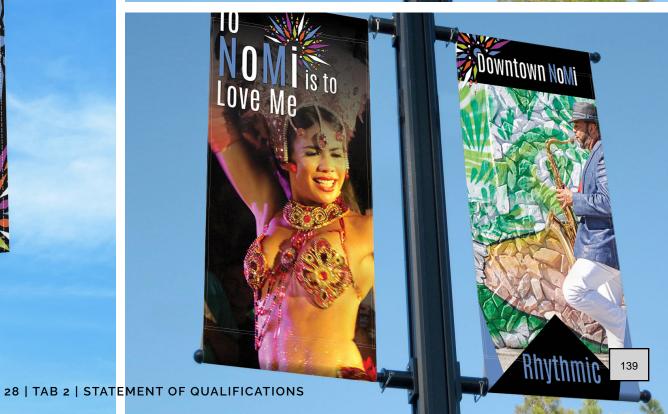














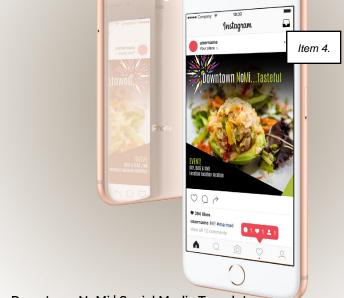
# **HEADING**Sub-heading

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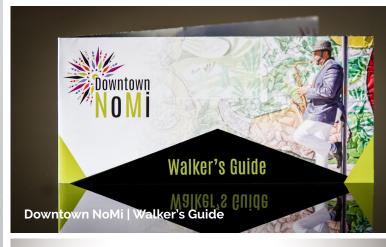
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# Tasteful



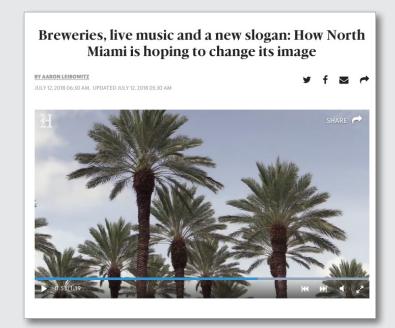
Downtown NoMi | Social Media Templates





Item 4.

#### Miami Herald Press Coverage







#### Downtown NoMi Website Design





#### **DELRAY BEACH DDA**

Website Development, Enhancement, & Management

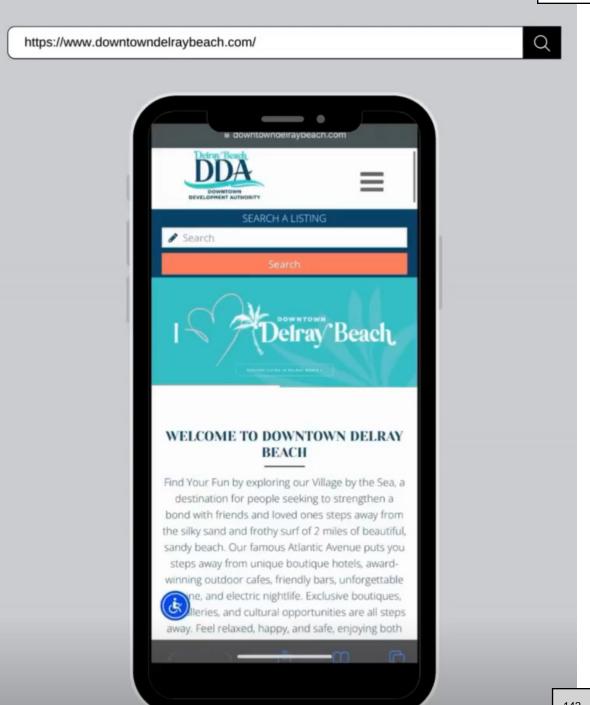
#### Our goal was to:

- 1. Original build and architect the website
- 2. Provide a better UX for stakeholders to find information
- 3. Allow exposure for businesses in the district to have a digital presence.

#### Services provided:

Web development, website management, web hosting

A robust website showcasing all of the businesses, events, and information related to the downtown. Each business features its own (manageable) page to add in highlights, images, videos, descriptions and more). The site today actualizes over 500,000 visitors annually has earned major presence and SEO value worth \$500,000+ annually and growing.





#### **DOWNTOWN DELRAY BEACH**

Tourism Marketing Campaign

#### Our goal was to:

- 1. Build awareness in drive and fly markets
- 2. Create content strategy & produce
- 3. Create advertising plan & implement | manage

#### Services provided:

Video production, digital advertising, campaign management, social media paid marketing





598,473 website visitors 1,076,565 web page views

FACEBOOK | TWITTER | INSTAGRAM 113.5K followers

SOCIAL MEDIA IMPRESSIONS

PRINT AUDIENCE

**UNIQUE VISITORS PER MONTH** 

PR MEDIA IMPRESSIONS

PR MEDIA PLACEMENTS

**OVERALL IMPACT** 



#### **DOWNTOWN DELRAY BEACH**

**Event Campaigns** 

Our goal was to:

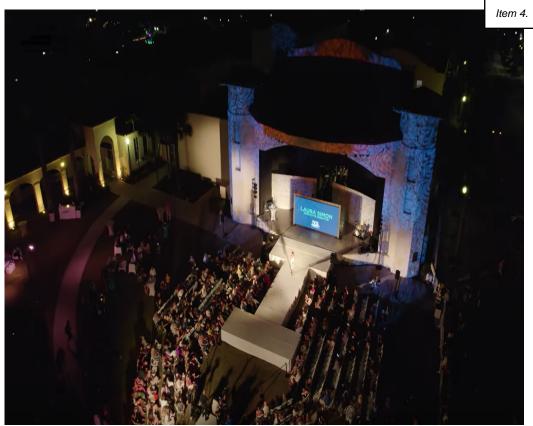
- 1. Brand the destination
- 2. Increase attendance at signature events
- 3. Drive more revenue to retailers and restaurants

#### Services provided:

Event marketing, digital and traditional paid advertising, creative and content production, reporting analytics

Video production, digital advertising, campaign management, social media paid marketing

Sold out ticketed events for Downtown Delray Beach's signature events: Fashion Week and Savor the Avenue for the last 4 years. Retailers and restaurants/bars saw a lift in sales during each event and weeks following the events as a direct result of the promotion of the events and the events themselves.







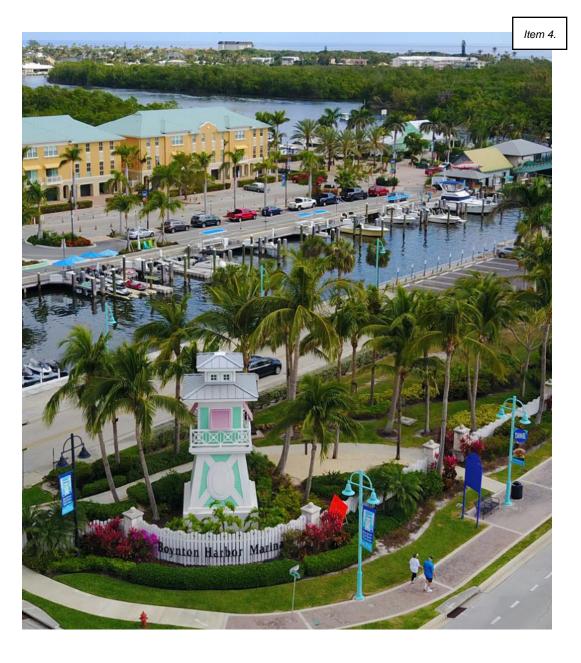
**BOYNTON BEACH CRA** 

Video Content Production & Social Media

Produce authentic video content of each of the CRA's businesses, areas of attraction, and programs to promote awareness, invite to live, work, and play, and encourage economic growth in the district.

The video content was used for social media promotions, organic social marketing, as well as on you tube and the CRA's website.

Services provided: Production, creative services, content strategy





## **Russian River, CA**Branding & Wayfinding

Avia teamed up with Great Destination Strategies to develop a brand for the Russian River Resort area which includes 3 unincorporated towns and several small hamlets.

The project included complete market research, competitor analytics, stakeholder interviews, public workshops, conceptual testing and, ultimately, a regional wayfinding system.

The resulting brand was developed to promote the region as a get-away destination for rejuvenation and wellness.





## **Hudson County, NJ**Branding & Video Production

Hudson County in New Jersey is home to 12 cities that are culturally diverse, millennial aware, hip and progressive.

The Hudson County Cultural & Heritage Affairs marketing team approached Bill Baker to develop a brand that captured these attributes while elevating the area as a desirable place to live, work and playan attractive alternate to New York City, specifically Manhattan.

Bill and Avia worked together to create a brand that promotes the county's mosaic of diverse neighborhoods, progressive attitude and proximity to Ellis Island and the Statue of Liberty.

A strategic brand blueprint preceded the design of a logo, tagline, visual communications and an articulated brand style guide.

Recently, Avia reengaged with HCCHA to produce a series of tourism videos. The 2 minute version and the 30 second ad can be seen on aviadg.com



## **ADDITIONAL WORK EXAMPLES**











Real Estate Cut Sheets









### **BRANDING AND LOGO DEVELOPMENT**

RMA provides consulting and implementation services to the City of Pompano Beach and its Community Redevelopment Agency. RMA's Director of Business Attraction & Marketing was tasked with developing a complimentary logo and campaign tagline for the City's new downtown development project. RMA worked alongside the City's Strategic Communications Administrator to create the new Downtown Pompano Beach, Cool Vibe - Warm Welcome logo and tagline and continues to implement this new brand throughout the Downtown and in strategic communications messages.









## NORTH MIAMI BEACH COMMUNITY REDEVELOPMENT AGENCY

February/March 2023 Monthly Report

## **NORTH MIAMI BEACH CRA NEWSLETTER**

Branded monthly newsletter for digital and print distribution.

152

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MONTHLY REPO

## **CRA ANNUAL REPORT AS A MARKETING TOOL**

The Pompano Beach Community Redevelopment Agency creates an annual report per statutory requirement. The report contains detailed information about the Agency's project progress throughout the year along with budget information. The report features valuable information for marketing the redevelopment opportunities within the CRA districts, but lacks visual appeal for use as marketing collateral. RMA designed a magazine-style annual report to be printed and published online via Issuu to assist staff with disseminating information about CRA projects and opportunities to invest in the area. The Annual Report Magazine also includes newsletter stories that were published throughout the course of the year to further capture interest and "advertisements" as a call to action for readers to learn more about Pompano Beach.





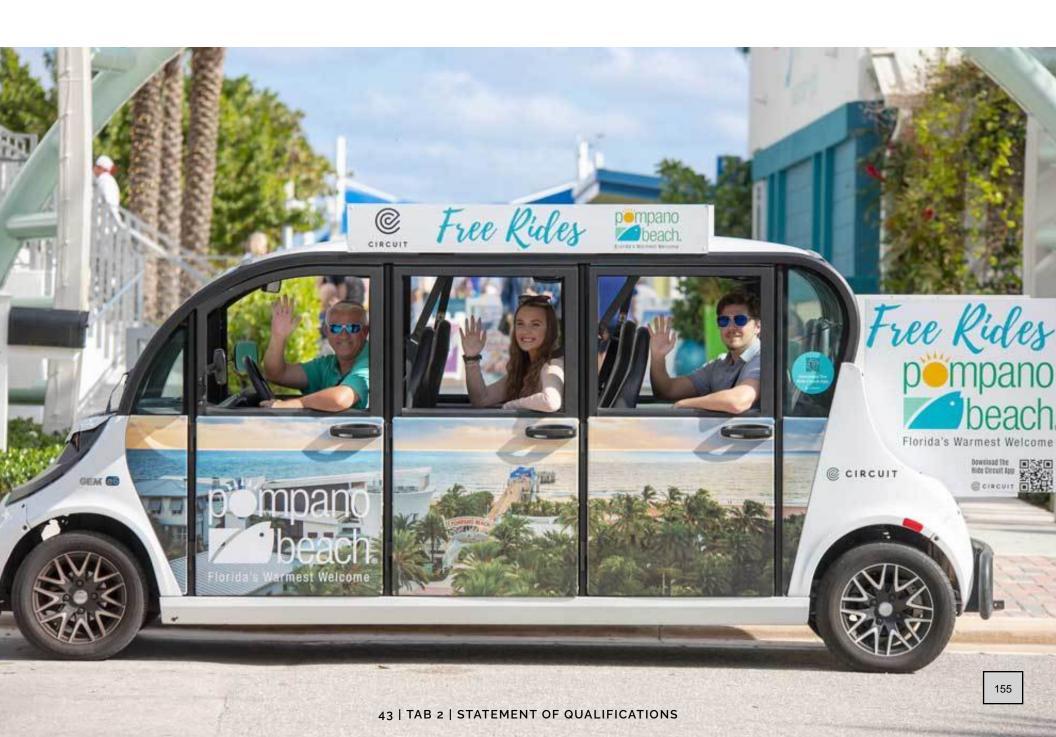
## **LIGHT POLE BANNERS**

Pompano Beach CRA Old Town and Downtown





Photography and Design



## POMPANO BEACH CONSTRUCTION COMMUNICATIONS CAMPAIGN

The Pompano Beach Community Redevelopment Agency and the City of Pompano Beach were embarking upon a major road construction project in the center of what is envisioned to become their new "Downtown". RMA provides consulting and implementation services to the City's Strategic Communications Division and the CRA and through this collaborative effort,we developed the C.A.R.E. Campaign. As with any road construction and the inevitable disruption, it is important to educate citizens about the reasoning behind the project and the value it adds to the community. In this case, the campaign focuses on Creating Accessible Roadways for Everyone or C.A.R.E. with a messaging strategy that We (the City and CRA) CARE about safety for drivers, pedestrians, and cyclists. This particular roadway, in its condition prior to construction, had twice as many accidents as the Florida Department of Transportation deems"acceptable". The campaign included posters, flyers, banners, and video and was also used in public presentations.

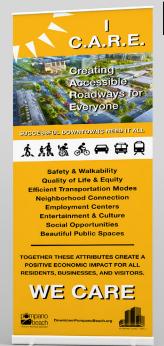
## Pompano Beach | Bi-Fold





## Pompano Beach | Scrim Banner

Item 4.





## POMPANO BEACH CRA MCNAB HOUSE AND BOTANICAL GARDENS PROJECT - VISION VIDEO

The RMA team collaborated with the CRA staff to develop a vision video for a catalyst project. Once the storyline was developed, the video shoot was conducted in multiple locations, each representing the feeling and essence of the elements planned for this important project. The video helped the CRA staff to build consensus about the redevelopment of this underutilized city park.



### WEBSITE DESIGN AND DEVELOPMENT - DELRAY BEACH

## **Custom Web Design:**

Our talented designers craft visually stunning websites that align with your brand identity. We prioritize user experience, ensuring seamless navigation and engagement.

## **Responsive Design:**

Your website will look great on any device, from desktops to mobile phones.

We optimize layouts, images, and content for various screen sizes.

## **Search Engine Optimization (SEO):**

Our experts integrate SEO best practices during development. Expect improved visibility, organic traffic, and higher search engine rankings.

### **E-Commerce Solutions:**

If you're selling products or services online, we build robust e-commerce platforms.

Secure payment gateways, inventory management, and user-friendly interfaces are our focus.

## **Content Management Systems (CMS):**

We work with popular CMS platforms (WordPress, Drupal, Shopify) to empower you. Easily manage content, update pages, and add new features.

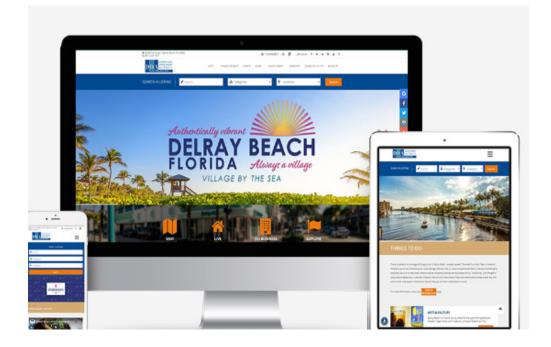
## **User Experience (UX) Design:**

Intuitive interfaces enhance user satisfaction.

Our UX designers conduct usability testing to ensure optimal performance.

## **Project Management and Communication:**

Clear communication is key. We keep you informed throughout the project.















### **VIDEOGRAPHY & PHOTOGRAPHY**

RMA has extensive experience in providing and/or managing the professional photography/videography needs of our diverse clients. Our experience includes concept, scripting and copywriting, video field production, post production and duplication. We maintain a high standard of quality and utilize both in-house and contracted service providers that consistently exceed our client expectations.

## The RMA team has directed the production of multiple videos for various clients and projects, including:

- A vibrant "Welcome to Downtown NoMi" video for the City of North Miami/North Miami CRA
- Real Time Virtual Reality 3D animated video for the Pompano Beach "Downtown Innovation District"
- The North Miami Beach "State of the City" Economic Development video

The Innovation District video uses the latest, state-of-the-art 3D virtual animation to give the viewer a multi-dimensional vision of the possibilities in the Innovation District. RMA's Urban Design & Planning team created the 3D models of the potential build-out, with the videographer adding the creative, real-world experience that can be viewed on a screen or via a 3D app. Virtual navigation in real-time is similar to the experience of playing an open-world video game, as the user is free to explore anywhere within the bounds of the virtual world.

Some have said, "If a picture is worth a thousand words, then a video is worth a million."

**Hudson County** 



Pompano Beach | Innovation District



North Miami Beach | Economic Development Video

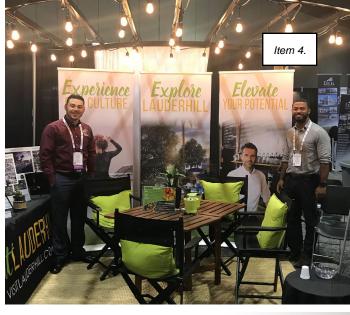


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Item 4.

# BRANDED TRADE SHOW COLLATERAL LAUDERHUL EXPLORE LAUDERHUL ENGLISH INTERNATION INTERNATION









# REFERENCES

As specified in the Standard Terms and Conditions of this RFQ, OFFERORS shall present the details of a minimum of three references of work performed that is similar to the services outlined in this RFQ. (Additional references may be submitted on a separate sheet)

| COMPANY NAME AND<br>CONTACT NAME        | ADDRESS CITY, STATE, ZIP<br>PHONE & FAX NUMBER       | STATE, ZIP<br>NUMBER |         |
|---|--|----------------------|---------|
| 1.<br>City of Pompano Beach,<br>FL      | 100 West Atlantic Blvd. Pompano Beach, FL 33060      |                      |         |
| Greg Harrison,                          | Date(s) Service Provided 2009<br>PHONE: 954-786-4601 | to                   | Present |
| City Manager 2. City of North Miami, FL | 776 NE 125 Street                                    |                      |         |
|   | Date(s) Service Provided 2014                        | to                   | 2018    |
| Rasha Cameau,<br>City Manger            | PHONE: 305-893-6511<br>FAX:                          |                      |         |
| 3.<br>Delray Beach, FL                  | 351 SE 1st Street Delray Beach, FL 33483             |                      |         |
|   | Date(s) Service Provided 2011                        | to                   | 2023    |
| Laura Simon,<br>Executive Director      | PHONE: 561-243-1077<br>FAX:                          |                      |         |
| 4.                                      |  |                      |         |
|   | Date(s) Service Provided PHONE:                      | to                   |         |
|   | FAX:   |                      |         |

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Greenacres - Consulting Services for City Visioning & Strategic Action Plan

Address:

5800 Melaleuca Lane

| 33463       | Zip Code |
|-------------|----------|
| FL          | State    |
| Greenacres, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee | Job Title    | Telephone Number | Fax Number      |
|------------------|--------------|------------------|-----------------|
| 1. Andrea McCue  | City Manager | ( 561 ) 642-2017 | ( 561 )642-2004 |
| 2.               |              | ( )              | ( )             |
| 3.               |              | ( )              | ( )             |

DATE OF CONTRACT

/ 2018 6 Contract start date

(NOT INCLUDING FUTURE EXTENSIONS) / 2019 31 <u>~</u> Contract expiration date

Does the contract have a renewal or extension option?

▼ YES□ NO

If yes, how long? can be renewed two (2) additional one (1) year terms

 $\overline{\mathbf{x}}$  YES  $\square$  NO

2 If yes, how many times?

If yes, has the contract been extended or renewed?

For how long has the contract time been extended one (1) year terms each

Has your company ever requested a rate increase or additional compensation during the term of

☐ YES ⋈ NO this contract? If yes, please state the reason for the request and if the increase was granted?

\$ 95,000 Starting Contract Amount

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Downtown Kissimmee Community Redevelopment Agency (DKCRA) Brand Strategy

Address:

101 Church Street

| 34741      | Zip Code |
|------------|----------|
| FL         | State    |
| Kissimmee, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee   | Job Title              | Telephone Number | Fax Number |
|--------------------|------------------------|------------------|------------|
| 1. Benjamin Burnet | Redevelopment Planner  | ( 407 ) 518-2584 | ( )        |
| 2. Samia Singleton | CRA Manager            | ( 407 ) 518-2587 |            |
| 3. Tom Tomerlin    | Economic Dev. Director | ( 407 ) 518-2307 | ( )        |

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Contract start date 5/1/2024 Con

Contract expiration date / New Contract (NOT INCLUDING FUTURE EXTENSIONS)

☐ YES ⋈ NO Does the contract have a renewal or extension option?

52 | TAB 2 | STATEMENT OF QUALIFICATIONS

If yes, how long?

☐ YES ⋈ NO If yes, has the contract been extended or renewed?

If yes, how many times?

For how long has the contract time been extended

Has your company ever requested a rate increase or additional compensation during the term of

this contract? □ YES 🛭 NO

If yes, please state the reason for the request and if the increase was granted?

Starting Contract Amount \$89,695.00

Final Contract Amount Current

Current

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: North Miami Beach - Branding & Marketing Plan

Address:

17011 NE 19th Avenue

| 33162              | Zip Code |
|--------------------|----------|
| FL                 | State    |
| North Miami Beach, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee   | Job Title                                    | Telephone Number | Fax Number |
|--------------------|--|------------------|------------|
| 1. Sharon Ragoonan | Former Assistant City Manager (786) 489-5937 | ( 786 ) 489-5937 | ( )        |
| 2. Esmond Scott    | Former City Manager                          | ( 305 ) 924-3113 | ( )        |
| 3.                 |  | ( )              |            |

DATE OF CONTRACT

2019  $\infty$ Contract start date

(NOT INCLUDING FUTURE EXTENSIONS) / 2020  $\infty$ 4 Contract expiration date\_

Does the contract have a renewal or extension option?

However, RMA maintains a current CRA Contract w/NMB ☐ YES ⋈ NO

If yes, how long?

☐ YES ☒ NO If yes, has the contract been extended or renewed?

If yes, how many times?

For how long has the contract time been extended

Has your company ever requested a rate increase or additional compensation during the term of this contract?  $\Box$  YES  $\blacksquare$  NO

If yes, please state the reason for the request and if the increase was granted?

\$ 95,000 Starting Contract Amount

Final Contract Amount

\$ 95,000

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Wilton Manors - Market Analysis & Branding Strategy Study

Address:

2020 Wilton Drive

| 33305          | Zip Code |
|----------------|----------|
| FL             | State    |
| Wilton Manors, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee    | Job Title              | Telephone Number | Fax Number       |
|---------------------|------------------------|------------------|------------------|
| 1. Kimberly Allonce | Economic Dev. Manager  | ( 954 ) 390-2102 | ( 954 ) 390-2199 |
| 2. Pamela Landi     | Assistant City Manager | ( 954 ) 390-2103 | ( 954 ) 390-2199 |
| 3.                  |                        | ( )              | ( )              |

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/ 2021 6 Π Contract start date

(NOT INCLUDING FUTURE EXTENSIONS) / 2022  $\infty$ Contract expiration date 11/

☐ YES ⋈ NO Does the contract have a renewal or extension option?

54 | TAB 2 | STATEMENT OF QUALIFICATIONS

If yes, how long?

□ YES⊠ NO If yes, has the contract been extended or renewed?

If yes, how many times?

For how long has the contract time been extended

Has your company ever requested a rate increase or additional compensation during the term of this contract?  $\Box$  YES  $\boxtimes$  NO

If yes, please state the reason for the request and if the increase was granted?

\$ 74,500 Starting Contract Amount \$ 74,500 Final Contract Amount

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: St. Cloud - CRA Consulting Services

Address:

1300 9th Street

|            | 1        |
|------------|----------|
| 34769      | Zip Code |
| FL         | State    |
| St. Cloud, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee     | Job Title                        | Telephone Number | Fax Number |
|----------------------|----------------------------------|------------------|------------|
| 1. Antranette Forbes | Economic Development<br>Director | ( 407 ) 957-7234 | ( )        |
| 2.                   |                                  | ( )              | ( )        |
| 3.                   |                                  | ( )              | ( )        |

DATE OF CONTRACT

Contract start date: 9 / 24 / 2021

Contract expiration date 5 / 5 / 2023 (NOT INCLUDING FUTURE EXTENSIONS)

Does the contract have a renewal or extension option?

▼ YES□ NO

If yes, how long? extend the term for the first of up to two additional one-year periods

 $\overline{\mathbf{x}}$  YES  $\square$  NO If yes, has the contract been extended or renewed?

If yes, how many times? 2 times

For how long has the contract time been extended 2 years (1st time 5/52023 and 2nd time 5/5/2024)

Has your company ever requested a rate increase or additional compensation during the term of this contract?  $\Box$  YES  $\boxtimes$  NO

If yes, please state the reason for the request and if the increase was granted?

\$ 50,000 Annually Starting Contract Amount

Final Contract Amount

50,000 Annually S

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Sumter County - Economic Dev. Plan & Marketing Plan Update

Address:

7375 Powell Road

| 34785    | Zip Code |
|----------|----------|
| FL       | State    |
| Wildwood | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee  | Job Title                               | Telephone Number | Fax Number |
|-------------------|---|------------------|------------|
| 1. Kristy Russell | Acting Economic<br>Development Director | ( 352 ) 689-4400 | ( )        |
| 2.                |   | ( )              | ( )        |
| 3.                |   | ( )              | ( )        |

DATE OF CONTRACT

/ 2017 30 12 Contract start date

ongoing / Contract expiration date

(NOT INCLUDING FUTURE EXTENSIONS)

▼ YES □ NO

Does the contract have a renewal or extension option?

5 years If yes, how long?  $\overline{\mathbf{x}}$  YES  $\square$  NO If yes, has the contract been extended or renewed?

If yes, how many times? ongoing

For how long has the contract time been extended worked every year since 2017

Has your company ever requested a rate increase or additional compensation during the term of this contract?  $\Box$  YES  $\blacksquare$  NO

If yes, please state the reason for the request and if the increase was granted?

\$ 84,300 Starting Contract Amount Continuing services contract on an as needed basis Final Contract Amount

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Contract Name: Community Branding for the Town of Fort Myers Beach

Address:

2525 Estero Boulevard

| 33931             | Zip Code |
|-------------------|----------|
| FL                | State    |
| Fort Myers Beach, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee   | Job Title           | Telephone Number | Fax Number |
|--------------------|---------------------|------------------|------------|
| 1. Roger Hernstadt | Former Town Manager | ( ) No number    | ( )        |
| 2.                 |                     | )                |            |
| 3.                 |                     | ( )              |            |

DATE OF CONTRACT

2019 10 Contract start date

(NOT INCLUDING FUTURE EXTENSIONS) / 2020 Contract expiration date 9/30

Does the contract have a renewal or extension option?

2 additional 1 year renewals If yes, how long?  $\overline{\mathbf{x}}$  YES  $\square$  NO If yes, has the contract been extended or renewed?

If yes, how many times?

1 year For how long has the contract time been extended Has your company ever requested a rate increase or additional compensation during the term of this contract?  $\Box$  YES  $\blacksquare$  NO

If yes, please state the reason for the request and if the increase was granted?

\$ 59,250 Starting Contract Amount

59,250 S Final Contract Amount

# EXPERIENCE

(Copy and complete one form for each contract for similar work)

Advertising & Branding the City of Lauderhill Contract Name:

Address:

5581 W. Oakland Park Blvd.

| 33313       | Zip Code |
|-------------|----------|
| FL          | State    |
| Lauderhill, | City     |

Please list three (3) current references directly responsible for overseeing the above contract.

| Contact Employee       | Job Title                            | Telephone Number | Fax Number      |
|------------------------|--------------------------------------|------------------|-----------------|
| 1. Leslie Johnson      | Strategic Communications<br>Director | ( 954 ) 730-3082 | ( 954 )730-3025 |
| 2. Desorae Giles-Smith | City Manager                         | ( 954 ) 739-0100 | ( )             |
| 3.                     |                                      | ( )              | ( )             |

DATE OF CONTRACT

Contract start date 10/11/2018

Contract expiration date 10/10/2019 (NOT INCLUDING FUTURE EXTENSIONS)

 ▼ YES □ NO Does the contract have a renewal or extension option?

58 | TAB 2 | STATEMENT OF QUALIFICATIONS

•

If yes, how long? an additional term of 2 yrs., in one year increments

If yes, has the contract been extended or renewed?

 $\overline{\mathbf{x}}$  YES  $\square$  NO

If yes, how many times? 2

For how long has the contract time been extended 1 year (extended 2 times)

Has your company ever requested a rate increase or additional compensation during the term of

this contract? □ YES 🗷 NO

If yes, please state the reason for the request and if the increase was granted?

Starting Contract Amount \$72,400 (\$36,000 per year)

Final Contract Amount \$36,000 per year

## APPROACH TO THE SCOPE OF WORK 3

## RMA APPROACH & METHODOLOGY

## TASK 1. MARKETING PLAN DEVELOPMENT

RMA has reviewed the Scope of Services and developed a work plan to complete the tasks and activities that are specified in the RFP (itemized and detailed following this narrative). Our work plans include reviews of background materials, qualitative and quantitative research, analysis of current economic conditions, market situation, and current brand position, real estate leasing and development/redevelopment environment and opportunities, 'business friendly' attitude, business and political climate, current image online and offline, and other factors that impact investors', residents', and visitors' decisions.

We will utilize this framework to develop branding and marketing strategies that support and amplify the CRA's goals while also adhering to statutory guidelines related to disseminating information about CRA projects and programs. Current and past projects, particularly, our previous work in Lake Park, supports our familiarity with the area. We are positioned with an understanding of the character and goals of the Town and of the CRA.

Our team will use sophisticated market analysis tools and practices, adding our cutting-edge, out-of-the-box thinking to position Lake Park for continued success.

Work will begin by scheduling a kick-off meeting with CRA staff. During this stage, we will review and finalize an action plan to coordinate meetings with internal staff, stakeholders, and the community. To position the CRA for sustainable growth while preserving its unique community character, our plan includes collecting and analyzing the various elements of market research that are required to develop a meaningful strategic marketing plan. Our comprehensive research will uncover perceptions held by stakeholders, residents, site selectors, businesses, visitors, and prospective consumers. Additional economic development analysis (demographics, psychographics, and market profile) will be conducted to ensure that the retail, industry, and visitor research is done in the context of the greater economic development environment.

## THE MARKETING PLAN

The situation analysis and resulting strategic plan will identify the current situation and include the necessary data to lead the direction for the development and implementation of the marketing plan and will also inform the development of CRA and district brand strategies identified in Task 2.

The development or refinement of a CRA brand, district brands and logos, collateral, advertising, special events, banners and signage, leasing packages, social media, public relations, email newsletters, feature articles, press release generation and distribution and website design are all items that are addressed, planned and evaluated in a comprehensive plan.

The RMA marketing team is proud to have won numerous awards for the work we have done for our clients, which recognize our ability to successfully brand cities and target areas and develop implementable plans to achieve the identified goals. The information provided throughout this submittal visually showcases the comprehensive process RMA utilizes to achieve client's goals.

"The definition of a brand: the singular thought you hold in the mind of a prospect." - Al Reis

## **GENERALLY THE PROCESS LOOKS LIKE THIS...**

### SITUATION ANALYSIS

Where are we? What does the data say?

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS

This section clearly defines what we will be promoting and helps define how we will promote it.

## STRATEGIES

Once objectives are set and we ensure stakeholder buy-in regarding marketing and branding the area, our strategies then set the stage for how any funds will be spent.

## **OBJECTIVES**

Clearly defined objectives will be established so we can accurately measure the results each year.

## **TACTICS & BUDGET**

These are the actual activities that will take place and what they will cost.

## **EVALUATION**

Efforts and activities are evaluated to ensure the defined objectives were met. Each year the cycle begins again - establishing new objectives, strategies, tactics and an appropriate budget based on the current situation.



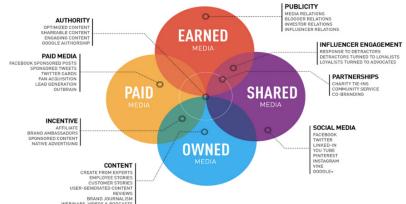
RMA will develop a marketing strategy to support the CRA goals identified in the 2022 CRA Master Plan. RMA's plans also include recommendations for priority allocation of budget by audience, tactics and Key Performance Indicators (KPIs) to measure success.

RMA's motto is "Plan Your Work, Work Your Plan." We will work closely with CRA staff and leadership to ensure we understand your goals and prepare an actionable comprehensive multi-year marketing plan that outlines not only priorities and budgets, but also who is responsible for executing the tactics to achieve the measurable goals. The plan will include an easy-to-follow implementation matrix, which will be an editable excel document that can be updated and tracked as necessary. Our goal is to provide you with a plan that does not sit on a shelf.

Our recommendations will include strategies for paid, earned, owned, and shared media. The RMA team has extensive experience and proven results with targeted messaging strategies and strategic communications plans. Our background covers the range of traditional communications, digital marketing, trade publications, and other advertising media with various interested parties (e.g. industry representatives, site selectors, retailers, developers, real estate professionals, and visitors) to reach each City's desired goals.

RMA will provide monthly progress reports outlining significant meetings, discussions, actions and results.

### HOW WE ORGANIZE COMPREHENSIVE COMMUNICATIONS STRATEGIES





61 | TAB 3 | APPROACH TO THE SCOPE OF WORK

## NORTH MIAMI CRA

COMMUNITY REDEVELOPMENT AGENCY

North Miami CRA | Branded Stationary



## STRATEGY DEVELOPMENT & THE CREATIVE PROCESS

### **BRANDING & CONTENT DEVELOPMENT**

A Brand Identity is a visual reflection of a organization's operation such as the CRA, and its people, core values, ambitions, and unique character.

A professionally managed visual identity, defined in the Brand Standards Manual, offers numerous benefits to the branded entity: it supports institutional cohesion and efficiency; differentiates from other organizations; facilitates the building of a desired reputation; and promotes consistency in key areas of design.

The visual identity is a source of unity, pride, trust and awareness for those associated with the entity. The visual identity can be defined as the overall visual representation of an organization projected internally and externally through collateral such as letterhead, brochures, newsletters, advertising, buildings and reception areas. An effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific typefaces, colors and graphic elements.

Our team has guided the creation and development of multiple logos and tag lines that reflect the true nature of the client and visually establishes a brand for them. A logo is the brand mark and tagline or slogan - the succinct statement associated with the feeling and identity of the place which become powerful tools within a "package of initiatives". The message our team conveys is a holistic one which always leads us to the development of the CRA, district, and event logos within the context of the overarching goals established in the marketing plan.

Miriam Greenberg, an associate professor of sociology at the University of California at Santa Cruz and the author of Branding New York: How a City in Crisis Was Sold to the World says, "It is possible for an artist or designer to tap into the zeitgeist and create an image that resonates at a particular moment, but they have to be knowledgeable about what the underlying fears and issues are."

In other words, a new logo and tagline won't transform an area unless it's part of a package of initiatives to address the area's challenges and also opportunities. RMA's particular strength lies in the multidisciplinary approach we take with each project, looking at each place through a lens of our intertwined divisions of economic development, placemaking, and business attraction and marketing to develop meaningful logos, taglines and campaigns that are one part of a comprehensive package of initiatives.

RMA will review the CRA's current brand, recommend updates if requested, and develop a comprehensive brand standards guide that goes well beyond logo usage. The Brand Guide will include the brand promise and positioning statement, descriptive words, sample photography and imagery to express the essence of the Lake Park CRA district experience, sample advertising, promotional products, light pole banners and if requested, wayfinding options. RMA will ensure that the Brand Guide reflects uniformity, community identity and pride, community and economic development opportunity for a variety of target audiences, and is flexible and adaptable for a variety of end users.

As illustrated in the project examples included in this proposal, our creative process and approach to the development of logos, taglines, campaigns, special promotions, and events are adaptable and effective for the area's target audiences. One campaign example is Downtown Oakland Park, where visitors were invited to Savor Moments, Make Sweet Memories and Spice Up Their Lives, while investors and potential new businesses were invited to Savor Ideas, Make Sweet Plans, and Spice Up Their Bottom Line. Light pole banners throughout the CRA/Downtown District included the words Savory, Sweet, and Spicy.

## **OUR CREATIVE PROCESS**

Item 4.

## COLLECT CREATECOMMUNICATE

Our strategy is to COLLECT information and data, CONNECT assets and areas, COLLABORATE with business and community partners, CREATE meaningful, relevant messages and COMMUNICATE the appropriate message to the target audience.





- Al Reis



Albert Einstein



We could think of a city as a blank canvas, but every city has it's own unique underlying character that is the backdrop for its future.

Sharon McCormick

## PRICING 4

PRICING

Item 4.

### TASK 1. MARKETING PLAN DEVELOPMENT:

RMA will provide a detailed Marketing Plan for the CRA, including a target market analysis, messaging, promotional strategies and recommended materials and methods of communication.

Flat Fee: \$38,000 to \$45,000 (depending upon existing relevant market research that may be available due to the recent development of the CRA Master Plan)

### TASK 2. AGENCY BRANDING:

RMA will evaluate the current agency branding and propose enhancements to better reflect the mission and goals of the Lake Park CRA. RMA will prepare a minimum of 3 Agency logo options, if enhancements are requested. Upon adoption of a new logo, RMA will prepare a brand standards guide, inclusive of logo usage, fonts, color palette, photography style, sample messaging and key words and phrases for the Lake Park CRA to guide the Agency's cohesive branding and communications strategies.

Flat Fee for evaluation, logo development, and brand guide: \$12,000 to \$15,000

Hourly Rates attached will apply for CRA Board presentations to adopt the new logo (if required), collateral development, and other implementation strategies requested related to the CRA Brand.

RMA will work with CRA Staff to develop and execute a cohesive branding strategy for the individual CRA districts on an hourly basis based on the hourly rates included on the following page. RMA will be able to estimate hours to provide quotes prior to specific requests related to CRA district branding assignments if requested.

## TASK 3. MARKETING PLAN IMPLEMENTATION:

RMA will provide implementation services as requested based on the hourly rates included on the following page. RMA will be able to estimate hours to provide quotes prior to specific requests related to implementation services if requested.

## **RMA HOURLY RATE SCHEDULE**

| PROFESSIONAL SERVICE                       | HOURLY RATE | PROFESSIONAL SERVICE                              | HOURLY RATE          |
|--|-------------|---|----------------------|
| ECONOMIC DEVELOPMENT                       |             | URBAN DESIGN & PLANNING                           |                      |
| Economic Development Assistant             | \$95.00     | GIS/CAD Operator                                  | \$125.00             |
| Economic Development Coordinator           | \$135.00    | Landscape Architect I                             | \$135.00<br>\$135.00 |
| Economic Development Manager               | \$175.00    | Landscape Architect II                            | \$150.00             |
| Economic Development Marketing Analyst     | \$165.00    | Landscape Architect II<br>Landscape Architect III | \$160.00<br>\$160.00 |
| Director - Economic Development \$205.00   |             | Sr. Landscape Architect                           | \$195.00<br>\$195.00 |
|  |             | Planning Assistant                                |                      |
| REAL ESTATE                                |             | Planner I   |                      |
| Real Estate Research Assistant             |             | Planner II  |                      |
| Sales Associate                            |             | Sr. Planner                                       |                      |
| Sr. Broker                                 |             | Urban Design Assistant                            | \$115.00             |
| Director - Real Estate                     | \$205.00    | Urban Designer I                                  | \$125.00             |
|  |             | Urban Designer I<br>Urban Designer II             | \$135.00             |
| BUSINESS ATTRACTION & MARKETING            |             | Sr. Urban Designer                                | \$160.00             |
| Graphic Designer                           | \$105.00    | Director-Urban Design & Planning                  | \$205.00             |
| Creative Director                          | \$175.00    |   |                      |
| Photographer/Videographer                  |             | CONSTRUCTION                                      |                      |
| Marketing Coordinator                      | \$135.00    | Construction Inspector                            | \$105.00             |
| Marketing Manager                          | \$165.00    | Construction Manager                              |                      |
| Sr. Marketing Manager                      |             | Construction Director                             |                      |
| Tourism Specialist                         |             |   |                      |
| Director - Business Attraction & Marketing | \$205.00    | ENGINEERING                                       |                      |
|  |             | Engineer  | \$105.00             |
| PROJECT MANAGEMENT                         |             | Engineer I  |                      |
| Project Coordinator                        | \$120.00    | Engineer II                                       | \$160.00             |
| Project Manager I                          | \$150.00    | Sr. Engineer                                      | \$205.00             |
| Project Manager II                         | \$170.00    | G   |                      |
| Sr. Project Manager                        | \$195.00    | RMA INTERNAL                                      |                      |
|  |             | Bookkeeper  | \$100.00             |
| GOVERNMENT MANAGEMENT & ADMIN              | +00.00      | Business Development Coordinator                  | \$100.00             |
| Administrative Assistant                   | \$90.00     | Budget & Operations Analyst                       | \$125.00             |
| CRA Clerk                                  |             | Finance   |                      |
| Sr. Admin Assistant                        |             | Controller  | \$180.00             |
| Sr. Redevelopment Associate                |             | Director of Administration                        |                      |
| Managing Director                          |             | Director of Operations                            |                      |
| Principal                                  |             | •   |                      |

## REQUIRED FORMS/DOCUMENTATION 5

# 2024 FLORIDA LIMITED LIABILITY COMPANY ANNUAL REPORT

DOCUMENT# L09000020387

Entity Name: REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC

Secretary of State

Jan 16, 2024 FILED

2346126824CC

Current Principal Place of Business:

2302 E. ATLANTIC BLVD POMPANO BEACH, FL 33062

**Current Mailing Address:** 

S 2302 E. ATLANTIC BLVD POMPANO BEACH, FL 33062 FEI Number: 26-4367102

Certificate of Status Desired: Yes

Name and Address of Current Registered Agent:

BRIESEMEISTER, KIM 2031 NE 62ND COURT FORT LAUDERDALE, FL 33308 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent

Date

**Authorized Person(s) Detail** 

BROWN, CHRISTOPHER J MGRM Name Title METROSTRATEGIES, INC. MGRM Name

Address 2031 NE 62ND COURT Address

FORT LAUDERDALE FL 33308

City-State-Zip:

DELRAY BEACH FL 33444 City-State-Zip:

218 N.W. 9TH STREET

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

Electronic Signature of Signing Authorized Person(s) Detail SIGNATURE: JANICE M. PENNINGTON

CONTROLLER

Date

01/16/2024

Item 4.

## State of Florida Department of State

MANAGEMENT ASSOCIATES, LLC is a limited liability company organized I certify from the records of this office that REDEVELOPMENT under the laws of the State of Florida, filed on March 2, 2009.

The document number of this limited liability company is L0900020387.

office through December 31, 2024, that its most recent annual report was filed I further certify that said limited liability company has paid all fees due this on January 16, 2024, and that its status is active.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Sixteenth day of January, 2024



Secretary of State

Tracking Number: 2346126824CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication

ACORD

BATE OF LIABILITY INSURANCE

BATE MWDDYYYY

08/28/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS

| BELOW. THIS CENTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED |
|--|
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|  | 200 10 00000000000000000000000000000000 |  |                    |    |
|--|---|--|--------------------|----|
| PRODUCER                                 |   | CONTACT Dora Spada                           |                    |    |
| Hayward Brown - Flagier, Inc.            |   | PHONE (386) 437-7767                         | FAX (386) 437-9226 |    |
| 3200 E. Moody Blvd.                      |   | ADDRESS: dora@haywardbrownflagler.com        |                    |    |
| PO Box 1669                              |   | INSURER(S) AFFORDING COVERAGE                | NAIC#              | *  |
| Bunnell                                  | FL 32110                                | INSURER A: Southern Owners Insurance Company | 10190              | 06 |
| INSURED                                  |   | INSURER B :                                  |                    |    |
| Redevelopment Management Associates, LLC |   | INSURER C:                                   |                    |    |
| 2302 E Atlantic Blvd.                    |   | INSURER D :                                  |                    |    |
|  |   | INSURER E ;                                  |                    |    |
| Pompano Beach                            | FL 33062                                | INSURER F:                                   |                    |    |
|  |   |  |                    |    |

|            |                                  | SIOD   | THIS  |  | ī  |
|------------|----------------------------------|--|---|--|--|
| MODIVELY 1 | REVISION NUMBER:                 | THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD | INDICATED NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS | CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS. | DUCED BY PAID CLAIMS.  |
| 211        | CL2382820446                     | OW HAVE BEEN ISSU  | DITION OF ANY CON   | FORDED BY THE POL  | MAY HAVE BEEN REC  |
|            | CERTIFICATE NUMBER: CL2382820446 | AT THE POLICIES OF INSURANCE LISTED BELO   | TANDING ANY REQUIREMENT, TERM OR CONI   | SUED OR MAY PERTAIN, THE INSURANCE AFF   | EXCLUSIONS AND CONDITIONS OF SUCH POLICIES, LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS. |
|            | COVERAGES                        | THIS IS TO CERTIFY THAT  | INDICATED NOTWITHST   | CERTIFICATE MAY BE ISS   | <b>EXCLUSIONS AND COND</b>   |

| - 1  | TYPE OF INSURANCE                             | ADDL SUBR | WVD POLICY NUMBER | (MMIDD/YYYY) | (MM/DD/YYYY) | LIMITS                                       | TS           |
|------|---|-----------|-------------------|--------------|--------------|--|--------------|
| 11   | X COMMERCIAL GENERAL LIABILITY                | -         |                   |              |              | EACH OCCURRENCE                              | \$ 1,000,000 |
| - 1  | CLAIMS-MADE X OCCUR                           |           |                   |              |              | DAMAGE TO RENTED<br>PREMISES (Ea occurrence) | \$ 300,000   |
| - 1  |   |           |                   |              |              | MED EXP (Any one person)                     | \$ 10,000    |
| - 1  |   |           | 78290443          | 10/01/2023   | 10/01/2024   | PERSONAL & ADV INJURY                        | \$ 1,000,000 |
| 131  | SATE  |           |                   |              |              | GENERAL AGGREGATE                            | \$ 2,000,000 |
| 11   | X POLICY PRO-                                 |           |                   |              |              | PRODUCTS - COMP/OP AGG                       | \$ 2,000,000 |
| 2 H  | OTHER   |           |                   |              |              |  | 48           |
| Q I  | AUTOMOBILE LIABILITY                          |           |                   |              |              | COMBINED SINGLE LIMIT<br>(Ea scodent)        | \$ 1,000,000 |
|      | I   |           |                   |              |              | BODILY INJURY (Per person)                   | ч            |
| 11.0 |   |           | 78290443          | 10/01/2023   | 10/01/2024   | BODILY INJURY (Per accident)                 | 4            |
| 1    | X HIRED NULY AUTOS ONLY                       |           |                   |              |              | PROPERTY DAMAGE<br>(Per accident)            | 69           |
| - 1  |   |           |                   |              |              |  | s            |
| 1    | X UMBREILLA LIAB X OCCUR                      |           |                   |              |              | EACH OCCURRENCE                              | \$ 2,000,000 |
| - 4  | EXCESS LIAB CLAIMS-MADE                       |           | 4929044300        | 10/01/2023   | 10/01/2024   | AGGREGATE                                    | \$ 2,000,000 |
| - 11 | DED RETENTION \$                              |           |                   |              |              |  | 49           |
| > =  | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY | -         |                   |              |              | STATUTE OTH-                                 |              |
| - 3  | ECUTIVE                                       | N/A       |                   |              |              | E L EACH ACCIDENT                            | 49           |
| 28.5 | (Mandatory in NH)                             |           |                   |              |              | EL DISEASE - EA EMPLOYEE                     | 69           |
| - 81 | DESCRIPTION OF OPERATIONS below               | -         |                   |              |              | E.L. DISEASE - POLICY LIMIT                  | so.          |
|      |   |           |                   |              |              |  |              |
|      |   | _         |                   |              |              |  |              |

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For Information Only

| CANCELLATION | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. | ALITHODITOR DEDDESERTATIVE |
|--------------|--|----------------------------|
|              |  |                            |

ACORD 25 (2016/03)

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### CORD

# **CERTIFICATE OF LIABILITY INSURANCE**

| S CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS | ATIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES | -OW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED | PRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER |
|---|---|--|--|
| CERTIFICATE IS ISSUED   | FIFICATE DOES NOT AFF   | W. THIS CERTIFICATE  | RESENTATIVE OR PRODI                                 |

| BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.  | ONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED              |   |
|---|---|---|
| IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on | y/(ies) must have ADDITIONAL INSURED provisions or be endorsed. | 1 |
| this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).   | h endorsement(s).   |   |
| PRODUCER  | CONTACT Karen Brinkley  | 1 |
| Iron Ridge Insurance  | PHONE NA 600) 775-8526 FAX NO. (239) 288-7544                   |   |
| 17595 S Tamiami Trail   | rinkley@ironridgeus.com   |   |
| 4107  | Met ipepres A perceptation of America Age                       |   |
|   | Majorital Arthur Covering Covering                              |   |
| Fort Myers  | INSURER A: Accelerant Specialty Insurance Company 16890         |   |
| INSURED   | INSURER B :   |   |
| Redevelopment Management Associates LLC   | INSURER C:  |   |
| 2302 E Atlantic Blvd  | INSURER D :   |   |
|   | INSURER E :   |   |
| Pompano Beach   | INSURER F:  |   |

| COVERAGES  | CERTIFICATE NUMBER:                          | UMBER: CL2381509939                            | 6  |   | REVISION NI IMBER-   |                        | 1 |
|--|--|--|--|---|--|------------------------|---|
| THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD   | INSURANCE                                    | LISTED BELOW HAVE BEEN                         | ISSUED TO THE INSU   | JRED NAMED                                    | BOVE FOR THE POLICY PE   | SIOD                   |   |
| INDICATED NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HERRIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES LIMITS SHOWN MAY HAVE REFER PETRIFICH BY ABLICIA BANK. | IREMENT, TE<br>FAIN, THE INS<br>OLICIES LIMI | RM OR CONDITION OF ANY CLRANCE AFFORDED BY THI | CONTRACT OR OTHE<br>POLICIES DESCRIBI<br>REDUCED BY PAID ( | R DOCUMENT<br>ED HEREIN IS                    | WITH RESPECT TO WHICH SUBJECT TO ALL THE TERM  | THIS<br>S,             |   |
| INSR<br>LTR TYPE OF INSURANCE  | ADDL SUBR                                    | POLICY NIMBER                                  | POLICY EFF   | POLICY EFF POLICY EXP                         | o Elimin   | 9                      | Т |
| COMMERCIAL GENERAL LIABILITY   |  |  |  | MINICOLLET                                    |  |                        | Т |
|  |  |  |  |   | EACH OCCURRENCE  | υĐ                     |   |
| CLAIMS-MADE OCCUR  |  |  |  |   | PREMISES (Ea occurrence)   | •                      |   |
|  |  |  |  |   | MED EXP (Any one person)   | 69                     |   |
|  |  |  |  |   | PERSONAL & ADV INJURY  | \$                     | П |
| GATE   |  |  |  |   | GENERALAGGREGATE   | 49                     |   |
| POLICY LEGT LOC  |  |  |  |   | PRODUCTS - COMP/OP AGG   | 69                     |   |
| Отнея  |  |  |  |   |  | w                      |   |
| AUTOMOBILE LIABILITY   |  |  |  |   | (Ea accident)  | ω.                     | Т |
|  |  |  |  |   | BODILY INJURY (Per person)   | €-                     | Т |
| AUTOS ONLY AUTOS   |  |  |  |   | BODILY (NJURY (Per accident)   | 69                     | Т |
|  |  |  |  |   | PROPERTY DAMAGE<br>(Per scoldent)  | ₩                      |   |
|  |  |  |  |   |  | ₩                      |   |
| UMBRELLALIAB   |  |  |  |   | EACH OCCURRENCE  | 159                    | T |
| EXCESS LIAB CLAIMS-MADE  | _  |  |  |   | AGGREGATE  | sa                     |   |
| DED RETENTION \$   |  |  |  |   |  | 69                     | Т |
| WORKERS COMPENSATION AND EMPLOYERS' LIABILITY YIN  |  |  |  |   | STATUTE ER   |                        | П |
| ANY PROPRIETOR/PARTNER/EXECUTIVE<br>OFFICER/MEMBER EXCLUDED?   | N/A  |  |  |   | E.L. EACH ACCIDENT   | 49                     |   |
| (Mandatory In NH)  If yes, describe under  |  |  |  |   | EL DISEASE - EA EMPLOYEE   | 69                     |   |
| DESCRIPTION OF OPERATIONS below  |  |  |  |   | E.L. DISEASE - POLICY LIMIT  | ø                      |   |
| Professional Liability   |  |  |  |   | Per Claim  | \$2,000,000            | Т |
| A  |  | S0004PL00199500                                | 08/13/2023   | 08/13/2024                                    | Aggregate  | \$2,000,000            |   |
| DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required) Professional Lishillin is written on a politime month beats   | ES (ACORD 10                                 | 1, Additional Remarks Schedule, r              | nay be attached If more s                                  | pace is required)                             |  |                        | 1 |
| FIGURES LIABILITY IS WITHER OF A CIAITIS-THACK   | e Dasis                                      |  |  |   |  |                        |   |
|  |  |  |  |   |  |                        | _ |
|  |  |  |  |   |  |                        | - |
|  |  |  |  |   |  |                        | _ |
| CERTIFICATE HOLDER   |  |  | CANCELLATION   |   |  |                        | 7 |
| For Proposal Purposes  |  |  | SHOULD ANY OF T<br>THE EXPIRATION D<br>ACCORDANCE WIT      | 'HE ABOVE DE<br>DATE THEREOI<br>TH THE POLICY | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE<br>THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN<br>ACCORDANCE WITH THE POLICY PROVISIONS. | CELLED BEFORE<br>ED IN |   |
|  |  | •  | AUTHORIZED REPRESENTATIVE                                  | VTATIVE                                       |  |                        | _ |
|  |  |  |  |   | 2/04   |                        | _ |

ACORD 25 (2016/03)

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## PROPOSAL FORM

| Mantatacher Brown  |
|--|
|  |
| (Signature) (Print name)   |
| Address: 2302 E. Atlantic Blvd.,   |
| Pompano Beach, FL 33062  |
| Telephone: (954) 695-0754 Fax: ()  |
| E-mail Address of Signatory:chris@rma.us.com                                 |
| Company Website: www.rma.us.com  |
| DUNS Number: 025446432   |
| Social Sccurity Number (OR) Federal Identification Number (FEIN): 26-4367102 |
| CORPORATION  |
| By:  |
| (Signature) (Print name)   |
| Address:   |
|  |
| Telephone: FAX: (both  |
| with area codes)   |
| E-mail Address of Signatory:   |
| Company Website:   |
| DUNS Number:   |
| Federal Identification Number (FEIN):  |

age 16 of 35

## DRUG FREE WORKPLACE

OFFERORS must present documentation that they have a Drug Free Workplace Program in place, and shall:

- a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition. Publish
- Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counscling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse
- Give each employee engaged in providing the commodities or contractual services that are under this RFQ a copy of the statement specified in subsection (1).
- the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United 4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under this RFO, the employee shall abide by States or any state, for a violation occurring in the workplace no later than five (5) days after such
- orrehabilitation program if such is available in the employee's community, by any employee who is Impose a sanction on, or require the satisfactory participation in a drug abuse assistance so convicted.
- 6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

OFFEROR's Signature

Page 19 of 33

## ANTI-KICKBACK AFFIDAVIT

|                  | Broward County       |
|------------------|----------------------|
| STATE OF FLORIDA | COUNTY OF PALM BEACH |

| Christopher Brown  | i says:   |
|--|---|
| BEFORE ME, the undersigned authority, personally appeared_ | who, after being by me first duly sworn, deposes and sa |

, the OFFEROR that RFQ Name: Public Relations & Marketing Services of Redevelopment Management Associates has submitted a Proposal to perform work for the following project: 108-2024 I am RFQ #:

Christopher Brown

(2) I, the undersigned, hereby depose and state that no portion of the sum Proposal in connection with the work to be performed at the property identified above will be paid to any employee of the Town of Lake Park or, Public Officer as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation. Signature

2024 by who is personally known to me or who has produced. 3 rd day of many Subscribed and sworn to (or affirmed) before me this Christopher Brown

72 | TAB 5 | REQUIRED FORMS/DOCUMENTATION

as identification.

Notary Public State of Florida Renee M. Myers My Commission HH 473845 Expires 12/17/2027

Notary Signature:

SEAL:

Notary Public-State of Florida Notary Name:

Reneé Myers

HH 473845 My Commission #:

12/17/2027 Expires on: Page 20 of 33

## NON-COLLUSION AFFIDAVIT

State of Florida

County of Palm Beach Broward County

BEFORE ME, the undersigned authority, personally appeared Christopher Brown, who, after being by me first duly sworn, deposes and says of his/her personal knowledge that: Christopher Brown

| s, the OFFEROR that                                      |                       |
|--|-----------------------|
| of Redevelopment Management Associates, the OFFEROR that | sal to perform        |
| He/she is Principal                                      | has submitted a Propo |
| (1)  |                       |

Public Relations & Marketing Services

RFQ Name:

108-2024

RFQ #:

He/she is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal; 3

- (3) Such Proposal is genuine and is not a collusive or sham Proposal;
- conspired, connived or agreed, directly or indirectly with any other OFFEROR, firm or person to Proposal or of any other OFFEROR, or to fix any overhead, profit or cost element of the price or has in any manner, directly or indirectly, sought by agreement or collusion or communication or representatives, employees or parties in interest, including this affiant, has in any way colluded, Proposal has been submitted or to refrain from responding in connection with such contract, or connivance or unlawful agreement any advantage against the Town or any person interested in conference with any other OFFEROR, firm or person to fix the price or prices in the attached submit a collusive or sham Proposal in connection with the contract for which the attached the Proposal price of any other OFFEROR, or to secure through any collusion, conspiracy Neither the said OFFEROR nor any of its officers, partners, owners, agents, the proposed contract, and
- by any collusion, conspiracy, connivance or unlawful agreement on the part of the OFFEROR or any of its agents, representatives, owners, employees, or parties in interest, including this affiant. The price or prices quoted in the attached Proposal are fair and proper and are not tainted

Christophy of Signature

2024 by MOUN Christopher Brown, who is personally known to me or who has produced 3rd day of Subscribed and sworn to (or affirmed) before me this as identification

SEAL:

Notary Public State of Florida Renea M. Myers My Commission HH 473845 Expires 12/17/2027

Notary Signature:

Notary Name: Reneé Myers

Notary Public-State of Florida My Commission #: HH 473845 Expires on: 12/17/2027 Page 21 of 33

# NON-BANKRUPTCY AFFIDAVIT

| COUNTY OF Broward | Christopher Brown is an officer and member of | the firm of Redevelopment Management Associates, LLC, being first duly sworn, deposes | and states that; |
|-------------------|---|---|------------------|
| COUNT             |   | the firm  | and state        |

The subsequent certification statement is a true and accurate statement as of the date ij

- fraudulent statements on this Non-Bankruptcy Affidavit constitutes fraud; and, that the Town of Lake Park, Florida, considers such action on the part of the affiant to constitute good cause for denial, suspension, revocation, disqualification, rejection of affiant's participation in RFQ # 108-2024 . The affiant understands that the intentional inclusion of false, deceptive or shown below. ri
- bankruptcy in the past seven (7) years and that no owner/officer or principal of the aforementioned firm has filed for bankruptcy personally in the past seven (7) years or has been an owner/officer or principal of a firm which has filed for bankruptcy in the Certification Statement: This is to certify that the aforementioned firm has not filed for past seven (7) years. m

Affiant Signature

mitma

Chan Chris , 20 24 by 2 nd day of Many Sworn to before me this (Name of affiant)

as He She is personally known to me or has produced identification.

Signature of Notary

Reneé Myers

ırs

Notary's Printed Name

12/17/2027

Expiration of Notary's Commission

Affix Seal Here:



Page 22 of 33

# CERTIFICATION OF NON-SEGREGATED FACILITIES

facilities are maintained. The OFFEROR certifies further that he/she will not maintain or provide any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time recreation or entertainment areas, transportation and housing facilities provided for employees OFFEROR certifies that he/she does not maintain or provide for his/her employees any segregated facilities at any of his/her establishments, and that he/she does not permit his/her employees to perform their services at any location, under his/her control where segregated for his/her employees any segregated facilities at any of his/her establishments, and that he/she will not permit his/her employees to perform their services at any location under his/her control certification will be a violation of the Equal Opportunity clause in any contract resulting from acceptance of his Proposal. As used in this certification, the term "segregated facilities" means clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin, because of habit, local custom, or otherwise. The OFFEROR agrees that (except where he/she has obtained identical certification from proposed subcontractors for specific time periods) he/she will obtain identical certifications from proposed subcontractors prior to the award of subcontracts exceeding \$10,000 which are not exempt from the provisions of the agrees that a breach Equal Opportunity clause, and that he/she will retain such certifications in his/her files. The OFFEROR segregated facilities are maintained.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

Company Name and Address:

Redevelopment Management Associates, LLC

2302 E. Atlantic Blvd.

Pompano Beach, FL 33062

SEAL:

Notary Public State of Florida Renee M. Myers My Commission HH 473845 Expires 12/17/2027 

Signature

Christopher Brown, Principal

Name and Title

024 Man Date Notary Signature:

Notary Public-State of Florida Reneé Myers Notary Name:

My Commission #: HH 473845

12/17/2027 Expires on: Page 23 of 33

# SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS, THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF

- 1. This sworm statement is submitted to TOWN OF LAKE PARK by Christopher Brown, Principal (print individual's name and title) for Redevelopment Management Associates, LLC (RMA) (print name of entity submitting sworn statement)
- Whose address is

2302 E. Atlantic Blvd., Pompano Beach, FL 33062

and (if applicable) its Federal Employer Identification Number (FEIN) is 26-4367102

I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency, municipal corporation, or political subdivision of any other state or the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency, municipal corporation, or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation. 3

76 | TAB 5 | REQUIRED FORMS/DOCUMENTATION

- Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an 287.133(1)(b), Florida adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial or entry of understand that "convicted" or "conviction as defined in paragraph plea of guilty or nolo contendere. 4.
- I understand that an "affiliate" as defined in Paragraph 287.133(1)(a) Florida Statutes, means: S.
- A predecessor or successor of a person convicted of a public entity crime; or
- An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, partners, shareholders, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling equipment or income among persons when not for fair market value under an arm's length agreement shall be prima facie case that one person controls another person. A person knowing enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate. directors, executives,
- I understand that a "person" as defined in Paragraph 287.133(1)(e) Florida Statutes, means any natural person entity organized under the laws of any state or the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for 9

age 24 of 33

the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person includes those officers, directors, executives, partners, shareholders, members, and agents who are active in the management of an Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Indicate which statement applies.) .

partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent Neither the entity submitting this sworn statement, or one of its officers, directors, executives, to July 1, 1989. ×

partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent The entity submitting this sworn statement, or one or more of its officers, directors, executives, to July 1, 1989.

partners, shareholders, members, and agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn The entity submitting this sworn statement, or one or more of its officers, directors, executives, statement on the convicted vendor list. (Attach a copy of the final order)

77 | TAB 5 | REQUIRED FORMS/DOCUMENTATION

UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, <u>FLORIDA STATUTES</u> FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM. UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN THE PARAGRAPH ABOVE IS FOR THAT PUBLIC ENTITY ONLY, AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO

Signature

STATE OF FLORIDA

PALM BEACH COUNTY Broward County

| [ ] :                       |                                     |
|-----------------------------|-------------------------------------|
| 2                           | me or nas                           |
| me                          | Known                               |
| was acknowledged before     | as identification.                  |
| he foregoing instrument was | evetopinent ivtahagement Associates |

Notary Public State of Florida Renee M. Myers My Commission HH 473845 Expires 12/17/2027

Notary Signature:

Reneé Myers

- State of Florida Notary Public Notary Name

HH 473845 My Commission #: 12/17/2027 Expires on:

The balance of this page intentionally left blank.

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SEAL:

### Civil Litigation

Please provide a summary of any and all civil litigation your firm has been involved for the previous 10 years to the present. Include any and all litigation with government entities. Copy this page and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

| Litigants:                                |
|---|
| Brief Description of Case:                |
| Outcome/projected outcome:                |
| Amount of Claim/Monetary Award/Settlement |
| 27 - 74 A.                                |
| Litigants:                                |
| Brief Description of Case:                |
| Outcome/projected outcome:                |
| Amount of Claim/Monetary Award/Settlement |
|   |
| Litigants:                                |
| Brief Description of Case:                |
| Outcome/projected outcome:                |
| Amount of Claim/Monetary Award/Settlement |
|   |

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## Criminal Litigation

Please provide a summary of any and all criminal litigation your firm has been involved with for the previous 10 years through the present. Include any and all criminal convictions and any outstanding indictments. Copy this form and attach additional sheets if necessary.

Please attach any additional information you feel is necessary to clarify and support the information in this form.

| Charge(s): NONE            |  |
|----------------------------|--|
| Brief Description:         |  |
| Outcome/Projected Outcome: |  |
|                            |  |
| Defendant:                 |  |
| Charge(s):                 |  |
| Brief Description:         |  |
| Outcome/Projected Outcome: |  |
|                            |  |
| Defendant:                 |  |
| Charge(s):                 |  |
| Brief Description:         |  |
| Outcome/Projected Outcome: |  |

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# ACKNOWLEDGMENT OF ADDENDA

# INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES

| PART I: | List below the dates of issue for each addendum received in connection with this RFQ: |
|---------|---|
| PART I: | the dates of issue for each addendum received in                                      |

| Addendum #2, Dated Questions & Answers - 4/23/24 | Addendum #3, Dated | Addendum #4, Dated | Addendum #5, Dated | Addendum #6, Dated | Addendum #7, Dated | Addendum #8, Dated | Addendum #9, Dated | Addendum #10, Dated |  | PART II: | ☐ NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS RFQ |  | Redevelopment Management Associates, LLC (RMA) | Offeror Name Wartship Brown | Signature | Christopher Brown. Principal | Name and Title (Print or Type) | may 2, 2024 | Date |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--|----------|--|--|--|-----------------------------|-----------|------------------------------|--------------------------------|-------------|------|
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--|----------|--|--|--|-----------------------------|-----------|------------------------------|--------------------------------|-------------|------|

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### **EXHIBIT A**

FOR PUBLIC RELATIONS AND MARKETING SERVICES (LAKE PARK COMMUNITY REDEVELOPMENT AGENCY/TOWN OF LAKE PARK) Redevelopment Management Associates, LLC (RMA) REQUEST FOR QUALIFICATIONS 108-2024 **EVALUATION CRITERIA FOR** TOWN OF LAKE PARK Name of Offeror:

Address: 2302 E. Atlantic Blvd.,

City/State/Zip Code: Pompano Beach, FL 33062

| Criteria   | Points Awarded |
|--|----------------|
| (1) Offeror's qualifications, including personnel resources, experience,             |                |
| knowledge, use of best practices, and expertise necessary to indicate its capability |                |
| to meet all contractual obligations. (25 points maximum)                             |                |
| (2) A satisfactory record of performance on similar projects as set forth by the     |                |
| OFFEROR's submitted Proposal   |                |
| documents and as verified by the TOWN (25 points maximum)                            |                |
| (3) Creative approach to the Scope of Work   |                |
| to include the approach to messaging and targeting intended audiences. (30 points    |                |
|  |                |
| (4) Verifiable documentation that the  |                |
| OFFEROR is legally established to conduct business and to contract with the TOWN     |                |
| (10 points maximum)  |                |
| (5) A Proposal that conforms to the  |                |
| pricing, surety, insurance, specifications of  |                |
| the commodities or services requested,   |                |
| inclusion of required documents and signed   |                |
| forms and any other matter unequivocally stated in the RFO                           |                |
| (10 points maximum)  |                |
|  |                |
| Total Points Awarded   |                |

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### RFP 108-2024 LAKE PARK CRA PR and MARKETING SERVICES

### **PROPOSAL SCORING MATRIX**

|   | Evaluation Criteria Breakdown  | Points    | A5 Branding &<br>Digital | Civic Consulting<br>Group | RMA | Ryan<br>Williams<br>Agency |
|---|--|-----------|--------------------------|---------------------------|-----|----------------------------|
| C | completeness of Response to RFP (Pass/Fail)  |           |                          |                           |     |                            |
|   | ALL required schedules, forms and informational items have been submitted.           | Pass/Fail | х                        | х                         | х   | Х                          |
| 1 | Qualifications and Personnel   | 25 Points |                          |                           |     |                            |
|   | Evaluator 1.   |           | 17                       | 15                        | 24  | 23                         |
|   | Evaluator 2.   |           | 20                       | 25                        | 25  | 10                         |
|   | Evaluator 3  |           | 20                       | 25                        | 25  | 20                         |
|   | TOTAL ALL SCORES   |           | 57                       | 65                        | 74  | 53                         |
| 2 | Record of Performance  | 25 Points |                          |                           |     |                            |
|   | Evaluator 1.   |           | 20                       | 12                        | 24  | 18                         |
|   | Evaluator 2.   |           | 12                       | 20                        | 25  | 22                         |
|   | Evaluator 3  |           | 20                       | 20                        | 25  | 15                         |
|   | TOTAL ALL SCORES   |           | 52                       | 52                        | 74  | 55                         |
| 3 | Creative Approach to Scope of Work   | 30 Points |                          |                           |     |                            |
|   | Evaluator 1.   |           | 26                       | 20                        | 20  | 25                         |
|   | Evaluator 2.   |           | 22                       | 25                        | 25  | 20                         |
|   | Evaluator 3  |           | 25                       | 25                        | 25  | 20                         |
|   | TOTAL ALL SCORES   |           | 73                       | 70                        | 70  | 65                         |
| 4 | Verifiable Documentation that business is legally established to Operate in the Town | 10 Points |                          |                           |     |                            |
|   | Evaluator 1.   |           | 10                       | 10                        | 10  | 10                         |
|   | Evaluator 2.   |           | 10                       | 5                         | 10  | 10                         |
|   | Evaluator 3  |           | 10                       | 10                        | 10  | 10                         |
|   | TOTAL ALL SCORES   |           | 30                       |                           |     | 30                         |
|   |  |           |                          |                           |     |                            |
| 5 | Proposal Conforms to RFQ Requirements  | 10 Points |                          |                           |     |                            |
|   | Evaluator 1.   |           | 10                       |                           | 10  | 10                         |
|   | Evaluator 2.   |           | 5                        | 5                         | 8   | 10                         |

| Evaluator 3      |                  | 10  | 10  | 10  | 10  |
|------------------|------------------|-----|-----|-----|-----|
| TOTAL ALL SCORES |                  | 25  | 24  | 28  | 30  |
|                  |                  |     |     |     |     |
|                  |                  |     |     |     |     |
|                  |                  |     |     |     |     |
| TOTAL            | 110 Points (X 2) | 237 | 236 | 276 | 233 |

Item 4.

| Evaluation Committee Member 1. Allison Justice, CRA Administrator      |           |  |  |  |  |
|--|-----------|--|--|--|--|
| Friday, May 17, 2024   | Signature |  |  |  |  |
| Evaluation Committee Member 2. Merryl Angstreich, PIO                  |           |  |  |  |  |
| Friday, May 17, 2024   | Signature |  |  |  |  |
| Evaluation Committee Member 3. Riunite Franks, Special Events Director |           |  |  |  |  |
| Friday, May 17, 2024   | Signature |  |  |  |  |



## TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY

### CRA Agenda Request Form

Meeting Date: July 17, 2024 Agenda Item No.

| Agenda Title: Resolution XX approving incentive programs for the Lake Park CRA.  |                                    |    |  |  |
|--|------------------------------------|----|--|--|
| [ ] SPECIAL PRESENTA<br>[ ] OLD BUSINESS<br>[X ] DISCUSSION FOR F  |                                    | įį | CONSENT AGENDA<br>NEW BUSINESS<br>OTHER: General Business  |  |
| Approved by Executive Director:    John   D'Agostino   Digitally signed by John   D'Agostino, o=Town of Lake Park, ou=Town Manager, email=jagostinoglakepartflorida   Date:   D'Agostino   Date:   Digitally signed by John   D'Agostino, o=Town of Lake Park, ou=Town Manager, email=jagostinoglakepartflorida   Date:   Digitally signed by John   D'Agostino, o=Town of Lake Park, ou=Town Manager, email=jagostinoglakepartflorida   Date:   Digitally signed by John   D'Agostino, o=Town of Lake Park, ou=Town Manager, email=jagostinoglakepartflorida   Date:   D'Agostino   D'Agosti |                                    |    |  |  |
| Originating Department:  | Costs: \$ <b>0.00</b>              |    | Attachments:   |  |
| Executive Director   | Funding Source: Acct. # [] Finance |    | → Incentive    Applications    → Incentive    Summary and    Application    Requirements    → Resolution |  |

### **Summary Explanation/Background:**

As the CRA budget has increased over the last several years, the Lake Park CRA has been offering Incentives for businesses and property owners. Façade and build out incentives have been provided to properties along Park Avenue and 10<sup>th</sup> Street. However, with no dedicated CRA Staff, there has not been an opportunity to develop a specific Incentive package that include, advertisement, applications, guidelines and limits.

A summary of Incentives is included as well as applications. There are programs that allow the CRA flexibility as well as programs with specific limits. It's important with Incentive Programs that they are consistent and predictable for the applicants and these proposed changes will provide that consistency. The goal is for the Board to discuss the particular programs, make any suggestions for additional programs and provide guidance on the financial limits of particular programs.

### The following is a summary of the programs recommended:

### **Façade and Exterior Improvement Program**

This grant is available to all properties/businesses in the Lake Park CRA for aesthetic improvements to the exterior of commercial buildings and sites. The grant provides 80% of the project cost up to a maximum CRA grant of \$50,000 depending on the project location.

- Park Avenue (7<sup>th</sup> St. to 10<sup>th</sup> St.): \$50,000
- 10<sup>th</sup> Street (Northlake to Silver Beach): \$50,000
- Industrial Area \$20,000

### Paint, Plant and Pave Program

Created to provide curb appeal to single-family and multi-family properties in the Lake Park CRA, the CRA will assist with 80% of a project cost up to a maximum of \$10,000 per property for exterior improvements such as pressure cleaning, painting, facade repair, landscaping, awnings, driveways, irrigation systems and fence repair/removal.

### **Commercial Interior Buildout**

As an incentive for restaurant/brewery/distillery uses, the CRA will fund 80% of interior build-outs up to \$50,000. Improvements must increase the property value and remain with the property. These improvements could include a grease trap or hood system, bathrooms, HVAC, etc...

### Real Estate Development Accelerator (REDA)

Primarily for large scale development projects greater than \$5 million, this incentive can be utilized in the form of land mark-down, infrastructure improvements, Tax Increment Financing or similar types of assistance. Each project is negotiated on an individual basis based on a gap in a development proforma or level of public benefit provided.

### **Strategic Investment Program**

Based on a formula that considers the amount of tax increment generated from each project, commercial and mixed-use projects up to \$5 million may be eligible for funding for interior and exterior improvements to the property or structure. Priority will be given to uses considered as a goal of redevelopment within the CRA, such as restaurants.

### **Relocation and Development Assistance**

The CRA may assist with relocation and development of certain uses to allow for a more desirable or upgraded use. This program provides the incentives necessary for redevelopment including tenant relocation, acquisition, build out and rehabilitation or renovation of existing properties.

### **Beautify Lake Park**

This is a small administrative grant of up to \$5,000 for facade improvements such as paint, signage, lighting and landscaping for businesses within the Lake Park CRA.

### **Grand Opening Assistance**

The Lake Park CRA offers assistance to new businesses within the CRA for their "Grand Opening". This will include an invitation to elected officials, marketing through the town's social media as well as a ribbon cutting. The business can receive up to \$500 for refreshments or marketing expenses for the event.

Staff is requesting approval of the incentive packages as presented. Review of incentive programs will occur annually or at any time the Board wishes to review. Dollar amounts are based on the current CRA Budget and needs for improvements and can be amended as directed by the CRA Board.

### **Recommended Motion:**

Approve Resolution XXXX.

### **RESOLUTION 48-07-24**

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA APPROVING CRA INCENTIVE PACKAGES TO INCLUDE: FAÇADE AND EXTERIOR IMPROVEMENT PROGRAM, PAINT PLANT AND PAVE PROGRAM, COMMERCIAL INTERIOR BUILDOUT, REAL ESTATE DEVELOPMENT ACCELERATOR (REDA), STRATEGIC INVESTMENT PROGRAM (SIP), RELOCATION AND DEVELOPMENT ASSISTANCE PROGRAM, BEAUTIFY LAKE PARK PROGRAM AND GRAND OPENING ASSISTANCE; AND PROVIDING FOR AN EFFECTIVE DATE.

**WHEREAS**, the CRA has such powers and authority as have been conferred upon it by Chapter 163, Part 111, Florida Statutes; and

**WHEREAS,** pursuant to Fla. Stat. § 163.360(7)(d), the CRA has determined that its adopted redevelopment Master Plan affords the maximum opportunity for the rehabilitation or redevelopment by private enterprise within the redevelopment area; and

**WHEREAS**, pursuant to Fl. Stat. § 163.360(9), once a redevelopment Master Plan has been approved, the CRA may then carry out the provisions contained therein; and

**WHEREAS**, the 2022 update to the CRA Master Plan contemplates the creation of Incentive programs to further the Redevelopment Goals within the Plan; and

**WHEREAS**, the recommended Incentive Programs were presented to the CRA Board on June 5, 2024 with recommendations for changes herein; and

WHEREAS, the current Incentive Programs recommended are attached in Exhibit A and consist of the following programs: Façade and Exterior Improvement Program, Paint Plant and Pave Program, Commercial Interior Buildout, Real Estate Development Accelerator (REDA), Strategic Investment Program (SIP), Relocation and Development Assistance Program, Beautify Lake Park Program and Grand Opening Assistance; and

**WHEREAS,** Incentive Programs will be reviewed annually and amended as needed.

NOW, THEREFORE, BE IT RESOLVED BY THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY BOARD OF THE TOWN OF LAKE PARK, FLORIDA AS FOLLOWS:

**Section 1.** The whereas clauses are true and correct and are incorporated herein.

<u>Section 2.</u> The CRA Board hereby approves the following incentive programs: Façade and Exterior Improvement Program, Paint Plant and Pave Program, Commercial Interior Buildout, Real Estate Development Accelerator (REDA), Strategic Investment Program (SIP), Relocation and Development Assistance Program, Beautify Lake Park Program and Grand Opening Assistance

**Section 3.** This Resolution shall become effective immediately upon adoption



### Town of Lake Park Community Redevelopment Agency BUSINESS GRANTS AND INCENTIVES

### **Facade and Exterior Improvement Program**

This grant is available to all properties/businesses in the Lake Park CRA for aesthetic improvements to the exterior of commercial buildings and sites. The grant provides 80% of the project cost up to a maximum CRA grant of \$50,000 depending on the project location.

- Park Avenue (7th St. to 10th St.): \$50,000
- 10th Street (Northlake to Silver Beach): \$50,000
- Industrial Area \$20,000

### Paint, Plant and Pave Program

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### Real Estate Development Accelerator (REDA)

Primarily for large scale development projects greater than \$5 million, this incentive can be utilized in the form of land mark-down, infrastructure improvements, Tax Increment Financing or similar types of assistance. Each project is negotiated on an individual basis based on a gap in a development pro forma or level of public benefit provided.

### **Strategic Investment Program**

Based on a formula that considers the amount of tax increment generated from each project, commercial and mixed-use projects up to \$5 million may be eligible for funding for interior and exterior improvements to the property or structure. Priority will be given to uses considered as a goal of redevelopment within the CRA, such as restaurants.

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The Lake Park CRA offers assistance to new businesses within the CRA for their "Grand Opening". This will include an invitation to elected officials, marketing through the town's social media as well as a ribbon cutting. The business can receive up to \$500 for refreshments or marketing expenses for the event.

### Community Redevelopment Agency (CRA) Eligibility/Application Requirements

### Applicant to initial their understanding of each application requirement

The incentive program benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner or applicant. Properties in the designated CRA areas are not eligible for CRA funded programs when such funding conflicts with the goals expressed in the Community Redevelopment Master Plan

| proje | _ All CRA grants, are reimbursable grants and paid upon completion of the<br>ct.   |
|-------|--|
|       | _ Incomplete applications will not be accepted.  |
|       | It is recommended that no construction begin until a Grant Agreement is signed by all parties. Improvements completed prior to CRA staff review and approval by the CRA Board will not be eligible.  |
|       | Meet with CRA Staff to determine if the project/business is eligible for a CRA grant incentive.  |
|       | Meet with the Community Development Department to determine if the project will be in compliance with the Town of Lake Park codes.   |
|       | Eligible businesses must have a valid Business Tax license with the Town of Lake Park. A copy must be submitted with the application. The property must be free of all municipal and county liens, judgments or encumbrances of any kind.  |
|       | If the project is deemed eligible, a complete incentive application(s) must be submitted to CRA Staff with all applicable documents required for the program including bids from two (2) licensed contractors for each scope of the project. The bids must be typed and contain the following information; contractors license number, name, address, phone number and fax number. Hand written bids will not be accepted. Bids from property owners will not be accepted.   |
|       | CRA Staff will review the application within ten (10) business days of submittal. You will be notified if additional information is required to make a determination on whether your application can be submitted to the CRA Advisory Board (if applicable) and the CRA Board for formal approval. The process for approval by the CRA Board can take a minimum of ninety (90) days from the date of submittal to CRA staff. If additional information is required to finalize the application, additional time will be required for approval. |
| Exe   | cution of Grant Agreements and Setting up a Financial Account  |
|       | Following CRA Board approval, CRA Staff will provide the applicant with following but not limited to legal documents for signature; Grant Agreement, Promissory  |

Note, Mortgage and Security, Guaranty, and Restrictive Covenant. Some

documents may be recorded in the public records.

|               | At this time a Social Security Number/and or Tax Identification number must be provided for financial documentation and reimbursement purposes.   |
|---------------|---|
|               | You will be provided one (1) fully executed original of the Grant Agreement for your file.  |
| <br>ep 3: Gra | Upon receipt of the executed legal documents, CRA staff will request a Purchase Order be issued by the City of West Palm Beach Purchasing Division which will allow for an account to be set up for reimbursement purposes. A Purchase Order will be mailed or faxed to the address provided in the Grant Agreement. The issuance of a Purchase Order may take up to four (4) weeks. nt Reimbursement Procedures  |
|               | All disbursements of the grant proceeds shall be made as a lump sum payment<br>pending full completion of the project as described in Exhibit A of the Grant<br>Agreement.  |
|               | Written verification stating that the project is complete and the applicant is satisfied with the work is required prior to reimbursement submittal.  |
|               | Upon completion of the project, the submission for reimbursement of the grant proceeds must be submitted in writing to the CRA and contain the following information: name as provided in the Grant Agreement, address, reimbursement amount and documentation establishing payment by the applicant of the total cost of all the improvements (all receipts, invoices, canceled checks and any other documents the CRA may require as proof of payment.) |
|               | The CRA will review the grant reimbursement request within ten (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within thirty (30) days of the payment request to the Finance Department.   |
|               | ve read completely and understand the application process, the execution of at Agreements, setting up a financial account and reimbursement procedures.   |
| Sign          | ature Date  |

### **Town of Lake Park Community Redevelopment Agency**



### **IMPROVEMENT PROGRAM**

### FAÇADE AND EXTERIOR IMPROVEMENT GRANT PROGRAM

### **About the Program**

The Façade and Exterior Improvement Grant Program is a targeted incentive to businesses and property owners located in the Lake Park CRA for improvements to the exterior of commercial properties and buildings. Eligible activities include painting, repair and other architectural elements attached to the building exterior, such as awnings, exterior door and window replacement, landscaping, parking lot improvements, lighting and decorative pavement.

### **Funding Areas:**

- Park Avenue: The CRA will provide a grant for 80% of a project cost up to a maximum CRA grant of \$50,000 for projects located on Park Avenue from 7<sup>th</sup> Street to 10<sup>th</sup> Street.
- 10th Street: The CRA will provide a grant of 80% of a project cost up to a maximum CRA grant of \$50,000 for projects located on 10th Street from Northlake Blvd. to Silver Beach Road within the CRA Boundaries.
- Industrial Areas: The CRA will provide a grant of 80% of a project cost up to a maximum CRA grant of \$20,000 for projects located within the Industrial areas of the CRA.

### Example

**Project Cost:** \$62,500 **CRA Grant:** \$50,000 Owner's Responsibility: \$12.500

### **Eligibility Requirements**

- Eligible improvements include aesthetic improvements to the building structure, such as exterior painting, installation of awnings, new windows and/or doors, signage, landscaping or parking lot improvement. In addition, removal of chain link fencing and replacement with decorative fencing and landscaping will be considered an eligible improvement.
  - Reimbursement percentage for exterior door and window replacements is 50% of their cost.
- Adjoining parking lots, landscaping and roofs are ineligible as stand-alone projects however they may be included as a component of the eligible improvements as described above and will only be considered in conjunction with the overall physical facade improvements to the structure.
- Due to limited funding, CRA Staff will evaluate submissions and select those that beautify the neighborhood, will be a catalyst for other businesses and complement area improvements. Since this program is intended as an incentive to go beyond standard code requirements, CRA Staff may request applicants to revise applicable improvements to further enhance the overall property and area where the improvements are located.

- Applications (or multiple applications submitted in tandem) that improve one full City block or represent large scale redevelopment or multiple addresses for one of the targeted uses may be eligible for additional funding at the discretion of the CRA Board of Commissioners.
- Property to be improved must be free of all municipal and county liens, judgments or encumbrances of any kind. This provision can be waived by the CRA Board of Commissioners if development plans for said property meets the goals and objectives as set forth in the Lake Park CRA Master Plan. Upon grant approval, said property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.
- Non-profit owned and residentially zoned properties are NOT eligible.
- If tenant is applying, applicant must have an executed multi-year lease (two-year minimum).
- All work must be done in compliance with applicable Town of Lake Park Building Codes and Land Development Regulations. All contractors must be licensed in Palm Beach County.
- It is recommended that no construction begin until a Grant Agreement is signed by all parties. Improvements completed prior to CRA staff review and approval by the CRA Board will not be eligible.
- Properties that are sold within twenty-four months of receiving grant funding must repay the full amount if it's the property owner applying for the grant.
- CRA Staff will review the application within ten (10) business days of submittal. You will be notified if additional information is required. Approval from the CRA Board could take up to 90 days from CRA Staff approval; however, all efforts will be made to expedite approvals of applications that are complete.

### FAÇADE AND EXTERIOR IMPROVEMENT GRANT PROGRAM APPLICATION

| Date of Application  |
|--|
| Address of project requesting incentive:   |
| Applicant Information:   |
| Name:  |
| Business:  |
| Address:   |
| Phone: Fax:  |
| Email:   |
| Does the applicant own property? YesNo   |
| If "No", when will property be in control (own or long-term lease) of applicant? |
| Indicate the owning entity of the property (i.e. name on property title)         |
| Description of the Business (use) that will occupy this property:                |
| Project Description (proposed improvements per this application):                |
|  |
| Project cost per this application  |
| Total Funding Request  |

| <br>Pri | int Name                       | Print Name  |
|---------|--------------------------------|---|
| Bu      | siness Owner Signature         | Property Owner Signature (If different)   |
| Au      | thorized Representative        |   |
| 8.      | Attach and Sign Eligibility an | d Application Requirements Form.  |
|         | Estimated Cost:                |   |
| 7.      |                                | or plans to complete any other improvements to the of this application (i.e., interior)? If so what and when? |

The Façade and Exterior Improvement Grant Program benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner or applicant. Properties in the designated CRA areas are not eligible for CRA funded programs when such funding conflicts with the goals expressed in the CRA Community Redevelopment Master Plan.

### **EXHIBIT A** Community Redevelopment Agency (CRA) Eligibility and Application Requirements Form

\*\*Please read and initial beside each application requirement once complete.

### **Step 1: Application Process/Requirements**

| Meet with CRA Staff to determine if the property/business is eligible for a CRA grant.   |  |  |
|--|--|--|
| Complete application and review checklist to ensure all requirements have been met Incomplete applications will not be accepted. <i>Please contact CRA Staff with any questions of the application.</i>  |  |  |
| Meet with the Community Development Department to determine that the initial review of the project will be in compliance with the Town of Lake Park codes subject to final review during the building permit process.  |  |  |
| Signature of Planning Staff person Meeting Date  |  |  |
| Provide a photograph of the property showing the area(s) for improvement.  |  |  |
| Conceptual design drawing(s) and/or site plan of the proposed improvements. Visual improvements must be shown. If your site plan or application request includes landscaping, the landscaping must be a species and variety of native plants that are drought tolerant, require little irrigation and withstand the environmental conditions of Lake Park. Irrigation systems must prevent over spray and water waste and it is recommended a drip irrigation system be installed. |  |  |
| Two (2) bids from licensed contractors. Bids must be typed and contain the following information; contractors license number, name, address, phone number and fax number. Hand written bids will not be accepted.  |  |  |
| If this is a tenant improvement, a copy of the lease agreement must be provided.   |  |  |
| If applicable, include a list of jobs to be created and filled, including job descriptions, pay range and a weekly schedule. For current businesses, provide a list of all current positions.  |  |  |
| If applicable, a copy of a valid Business Tax License with the Town of Lake Park.  |  |  |
| Submit the Eligibility and Application Requirements Form initialed and signed by applicant.  |  |  |

If additional information is required to finalize the application, additional time will be required for approval.

### Step 2: Execution of Grant Agreements and Setting up a Financial Account

| Following CRA Board approval, CRA S                | taff will provide the applicant with the following, |
|--|---|
| but not limited to, legal documents for signature. | Some documents may be recorded in the public        |
| record. Examples of agreements could include:      |   |

- Grant Agreements
- Promissory Note
- Mortgage and Security
- Guaranty

| Restrictive Covenant  |
|---|
| A Federal W-9 form and Taxpayer Identification form must be provided for financial documentation and reimbursement purposes.  |
| The CRA will require 3 original copies of the Grant Agreement be fully executed. One (1) shall be retained by the applicant.  |
| Upon receipt of the executed legal documents, CRA staff will request a Purchase Order be issued which will allow for reimbursement.   |
| Step 3: Grant Reimbursement Procedures  |
| All grant funded improvements must commence prior to 180 days after CRA Board approval and must be substantially complete within 60 days of the grant expiration. Any request for modification of the Grant Agreement must be submitted not less than 60 days prior to the grant expiration in order to be considered by CRA Staff. |

Grant payments are on a reimbursable basis at the completion of the project. All disbursements of the grant proceeds shall be made as a lump sum payment pending full completion of the project as described in the Grant Agreement.

Upon completion of the project, the submission for reimbursement of the grant proceeds must be submitted in an invoice to the CRA and contain the following information:

- Name as provided in the Grant Agreement
- Address
- Reimbursement amount
- Purchase Order Number
- Certificate of Occupancy and documentation establishing payment by the applicant of the total cost of all the improvements
  - Receipts, invoices, cancelled checks and any other documents the CRA may require as proof of payment.
- Digital photos of the completed project

The CRA will review the grant reimbursement requires within then (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within forty-five (45) days of the payment requires to the Finance Department.

| Acknowledgments (Please initial indic  | cating your understanding):  |
|--|--|
| encumbrances of any kind. This provision development plans for said property mee   | free of all municipal and county liens, judgments or on can be waived by the CRA Board of Commissioners if ts the goals and objectives as set forth in Lake Park CRA property must remain free of all municipal and county y kind under the term of the agreement. |
| •  | e initially reviewed by CRA Staff within ten (10) business to finalize the application, additional time will be required   |
| The application must be signification must be signification must be signification. | ned by the property owner authorizing the proposed   |
| Properties that are sold within trepay the full amount if it's the property of     | ewenty-four months of receiving grant funding must owner applying for the grant.   |
| described within this document.  I have read and completely under                  | stand the program, including the Eligibility and Reimbursement requirements and procedures.  |
|  |  |
| Applicant Signature  | Date   |
| Print Applicant Name   |  |
| I authorize the improvements as state  | d in this application:   |
| Property Owner Signature   | Date   |
| Print Owner Name   |  |

## **Town of Lake Park Community Redevelopment Agency**



**Residential Incentive** 

### PAINT PLANT AND PAVE RESIDENTIAL INCENTIVE PROGRAM

### About the Program

The objective of the Paint Plant and Pave program is to immediately enhance the aesthetics of Single-Family and select Multi-Family properties within the Lake Park CRA. The proposed improvements should include visual aesthetic improvements and may include pressure cleaning, painting, minor facade repairs, landscaping, awnings, lighting, sidewalks, driveways and/or parking lot sealing, irrigation systems and fence repair or removal. All improvements to the property shall be visible from the public right-of-way.

### **Funding**

The CRA will assist with 100% of all eligible costs up to \$10,000 per property for exterior improvements and must contain a visual aesthetic upgrade to the property.

### **Eligibility Requirements**

Complete applications will be approved on a first-come, first-serve, priority basis and must meet the following minimum criteria:

- The property must be free of Town liens.
- The property must be in compliance with all Town regulatory requirements, including but not limited to code enforcement and rental housing licensing. (This requirement may be requested to be waived by the CRA Board if the improvements will help to remedy minor outstanding code violations. No guarantees of approval are implied by this provision).
- Priority will be given to single-family, owner occupied homes.
- Multi-family properties with 2 or more dwelling units are eligible.
- A security system may be installed as part of the proposed improvements.

The Owner shall maintain the improvements to the property. Should the Owner fail to maintain the improvements, Owner will be required to repay the CRA/City for the cost of improvements, including labor.

Properties listed for sale may not apply. Properties sold within eighteen (18) months of receiving façade funding must repay the full amount. Work on the project must begin within thirty (30) days following CRA approval process.

The Paint, Plant and Pave Program benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner or applicant. Properties in the designated CRA areas are not eligible for CRA funded programs when such funding conflicts with the goals expressed in the Lake Park Master Plan.

Property to be improved must be free of all municipal and county liens, judgments or encumbrances of any kind. This provision may be waived by the CRA Board of Commissioners if development plans for said property meets the goals and objectives as set forth in the CRA Master Plan. Upon grant approval, said property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.

### PAINT, PLANT & PAVE PROGRAM APPLICATION

| Date of Application:                         | <del></del>           |                  |
|--|-----------------------|------------------|
| Address of project requesting incentive:     |                       |                  |
| Name of Applicant:                           |                       |                  |
| Address of Applicant:                        |                       |                  |
| Phone:                                       | Fax:                  |                  |
| Email:                                       |                       |                  |
| Does the applicant own property?             | Yes _                 | No               |
| If "No", when will property be in control (o | wn or long-term lease | e) of applicant? |
| Indicate the owning entity of the property ( |                       | ,                |
| Project Description:                         |                       |                  |
| Total Project Cost:                          |                       | lest:            |
| Attach and Sign Eligibility and Application  | Requirements Form.    |                  |
| Authorized Representative(s):                |                       |                  |
| Property Owner Signature                     |                       |                  |

### **Print Name**

required for approval.

### **Print Name**

### **EXHIBIT A**

### Community Redevelopment Agency (CRA) **Eligibility and Application Requirements Form**

\*\*Please read and initial beside each application requirement once complete.

| Step 1: Application Process/Requirements  |  |
|---|--|
| Meet with CRA Staff to determine if the prope   | erty is eligible for a CRA grant.  |
| Complete application and review checklist to Incomplete applications will not be accepted. <i>Please of the application</i> .   |  |
| Meet with the Community Development Depa of the project will be in compliance with the Town of Lake the building permit process.  |  |
| Signature of Planning Staff person  | Meeting Date   |
| Provide a photograph of the property showing Conceptual design drawing(s) and/or site plan improvements must be shown. If your site plan or appl landscaping must be a species and variety of native planirrigation and withstand the environmental conditions prevent over spray and water waste and it is recommentated.  Two (2) bids from licensed contractors. Bids information; contractors license number, name, address | n of the proposed improvements. Visualication request includes landscaping, the ints that are drought tolerant, require little of Lake Park. Irrigation systems musurded a drip irrigation system be installed.  must be typed and contain the following |
| written bids will not be accepted If this is a tenant improvement, a copy of the le   | ease agreement must be provided.   |
| If applicable, include a list of jobs to be created range and a weekly schedule. For current businesses,  |  |
| If applicable, a copy of a valid Business Tax L   |  |
| Submit the Eligibility and Application Requiapplicant.  | irements Form initialed and signed by  |

If additional information is required to finalize the application, additional time will be

| Step | 2: Execution of | of Grant Agreen | nents and Setting | up a | a Financial | <b>Account</b> |
|------|-----------------|-----------------|-------------------|------|-------------|----------------|
|------|-----------------|-----------------|-------------------|------|-------------|----------------|

| Following CRA Board approval, CRA Staff will provide the applicant with a Grant Agreement for signature. Some documents may be recorded in the public record.   |
|---|
| A Federal W-9 form and Taxpayer Identification form (if applicable) must be provided for financial documentation and reimbursement purposes.  |
| The CRA will require 3 original copies of the Grant Agreement be fully executed. One (1) shall be retained by the applicant.  |
| Upon receipt of the executed legal documents, CRA staff will request a Purchase Order be issued which will allow for reimbursement.   |
| Step 3: Grant Reimbursement Procedures  |
| All grant funded improvements must commence prior to 180 days after CRA Board approval and must be substantially complete within 60 days of the grant expiration. Any request for modification of the Grant Agreement must be submitted not less than 60 days prior to the grant expiration in order to be considered by CRA Staff. |
| Grant payments are on a reimbursable basis at the completion of the project. All disbursements of the grant proceeds shall be made as a lump sum payment pending full completion of the project as described in the Grant Agreement.  |
| Upon completion of the project, the submission for reimbursement of the grant proceeds must be submitted in an invoice to the CRA and contain the following information:  |

- Name as provided in the Grant Agreement
- Address
- Reimbursement amount
- Purchase Order Number (if applicable)
- Documentation establishing payment by the applicant of the total cost of all the improvements
  - o Receipts, invoices, cancelled checks and any other documents the CRA may require as proof of payment.
- Digital photos of the completed project

The CRA will review the grant reimbursement requires within then (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within forty-five (45) days of the payment requires to the Finance Department.

| Acknowledgments (Please initial indicating you  | ır understanding):  |
|---|---|
| Property to be improved is free of al encumbrances of any kind. This provision can be a development plans for said property meets the goal Master Plan. Upon grant approval, said property liens, judgments or encumbrances of any kind und | s and objectives as set forth in Lake Park CRA must remain free of all municipal and county     |
| Completed application(s) shall be initially redays. If additional information is required to finalize for approval process.   | eviewed by CRA Staff within ten (10) business the application, additional time will be required |
| The application must be signed by th improvements.  | e property owner authorizing the proposed   |
| Properties that are sold within twenty-fou repay the full amount if it's the property owner apple   |   |
| I fully understand the Grant Reimbudescribed within this document.  | rsement Requirements and Procedures as  |
| I have read and completely understand the<br>Application requirements and Grant Reimburse   |   |
| Applicant Signature   | Date  |
| Print Applicant Name  |   |
| I authorize the improvements as stated in this a  | application:  |
| Property Owner Signature  | Date  |
| Print Owner Name  |   |

## **Town of Lake Park Community Redevelopment Agency**



### **COMMERCIAL INTERIOR BUILD-OUT PROGRAM**

### COMMERCIAL INTERIOR BUILD-OUT ASSISTANCE GRANT PROGRAM

### **About the Program**

The Commercial Interior Build-Out Assistance Program is designed to help facilitate the establishment of new restaurants, (including breweries and distilleries) and aid in the expansion of existing restaurants within the Lake Park CRA. The program is designed to provide financial assistance to new and existing restaurants (breweries and distilleries) in the form of a reimbursable grant intended to reduce the initial costs associated with the repair and rehabilitation of existing buildings. Improvements paid for by the CRA must be permanent and stay with the building. The goal of this program is too attract the desired merchandise mix within the CRA and assist with the rehabilitation of commercial properties.

The CRA will provide a grant for 80% of the project cost up to a maximum CRA grant of \$50,000 for projects within the Lake Park CRA.

### **Example**

**Project Cost:** \$62.500 CRA Grant: \$50,000 Owner's Responsibility: \$12,500

### **Eligibility Requirements**

- Businesses deemed eligible for this program must be restaurants and must be determined as compatible uses that support the redevelopment and merchandise mix of the Lake Park CRA.
- Projects and items eligible for funding under the program must be leasehold improvements that remain with the property and include items such as:
  - Interior walls
  - Interior plumbing
  - Flooring
  - Grease trap installation
  - o HVAC system
  - Interior electrical system including lighting
  - o Hood and fire suppression
  - Exterior improvements to remain with the property
- Due to limited funding, CRA staff will evaluate submissions and select those businesses that contribute to the redevelopment of the neighborhood, which will be a catalyst for other businesses and complement area improvements.

- The Interior Build-Out Program may only be used one time in any five-year period for any one property. Properties may reapply for additional grants any time after five years from previous grant approval.
- Property to be improved must be free of all municipal and county liens, judgments or encumbrances of any kind. This provision can be waived by the CRA Board of Commissioners if development plans for said property meets the goals and objectives as set forth in the Lake Park CRA Master Plan. Upon grant approval, said property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.
- Non-profit owned and residentially zoned properties are NOT eligible.
- If tenant is applying, applicant must have an executed multi-year lease (two-year minimum).
- All work must be done in compliance with applicable Town of Lake Park Building Codes and Land Development Regulations. All contractors must be licensed in Palm Beach County.
- It is recommended that no construction begin until a Grant Agreement is signed by all parties. Improvements completed prior to CRA staff review and approval by the CRA Board will not be eligible.
- CRA Staff will review the application within ten (10) business days of submittal. You will
  be notified if additional information is required. Approval from the CRA Board could take
  up to 90 days from CRA Staff approval; however, all efforts will be made to expedite
  approvals of applications that are complete.

### **COMMERCIAL INTERIOR BUILD-OUT ASSISTANCE GRANT PROGRAM**

| Date of Application  |
|--|
| Address of project requesting incentive:   |
| Applicant Information:   |
| Name:  |
| Business:  |
| Address:   |
| Phone: Fax:  |
| Email:   |
| Website:   |
| Does the applicant own property? YesNo   |
| If "No", when will property be in control (own or long-term lease) of applicant? |
| Indicate the owning entity of the property (i.e. name on property title)         |
| Existing Business: Yes No Number of years in existence:                          |
| Time at current location:  |
| New Business to Lake Park: Yes No  |
| Do you have a lease agreement: Yes No  |
| If so, monthly base rent:  |
| Square footage of current location: Square footage of new location:              |
| Type of food:  |
| Number of employees: Hours of Operation:   |
| List of improvements seeking reimbursement for:                                  |
| Requested Grant Amount:  |
| Estimated Total Cost of Improvements   |

| Attach and Sign Eligibility and Application Requirements Form. |   |  |
|--|---|--|
| Authorized Representative(s):                                  |   |  |
|  |   |  |
| Business Owner Signature                                       | Property Owner Signature (If different) |  |
|  |   |  |
| Print Name   | Print Name                              |  |

The Restaurant Build Out Grant Program benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner or applicant. Properties in the designated CRA areas are not eligible for CRA funded programs when such funding conflicts with the goals expressed in the CRA Community Redevelopment Master Plan.

# EXHIBIT A Community Redevelopment Agency (CRA) Eligibility and Application Requirements Form

\*\*Please read and initial beside each application requirement once complete.

| Step ' | 1: Ap | plication | Process/ | /Rec | uirements |
|--------|-------|-----------|----------|------|-----------|
|--------|-------|-----------|----------|------|-----------|

| Meet with CRA Staff to determine if the property/business is eligible for a CRA grant.  |
|---|
| Complete application and review checklist to ensure all requirements have been met. Incomplete applications will not be accepted. <i>Please contact CRA Staff with any questions on the application</i> .             |
| Meet with the Community Development Department to determine that the initial review of the project will be in compliance with the Town of Lake Park codes subject to final review during the building permit process. |
| Signature of Planning Staff person Meeting Date   |
| Provide a photograph of the property showing the area(s) for improvement.   |
| Conceptual design drawing(s) and/or site plan of the proposed improvements. Visual improvements must be shown.  |
| Two (2) bids from licensed contractors. Bids must be typed and contain the following information; contractors license number, name, address, phone number and fax number. Hand written bids will not be accepted.     |
| If this is a tenant improvement, a copy of the lease agreement must be provided.  |
| If applicable, include a list of jobs to be created and filled, including job descriptions, pay range and a weekly schedule. For current businesses, provide a list of all current positions.                         |
| If applicable, a copy of a valid Business Tax License with the Town of Lake Park.   |
| Submit the Eligibility and Application Requirements Form initialed and signed by applicant.   |
| If additional information is required to finalize the application, additional time will be  |

required for approval.

### Step 2: Execution of Grant Agreements and Setting up a Financial Account

Following CRA Board approval, CRA Staff will provide the applicant with the following, but not limited to, legal documents for signature. Some documents may be recorded in the public record. Agreements may include:

- Grant Agreements
- Promissory Note
- Mortgage and Security
- Guaranty
- Restrictive Covenant

| A Federal W-9 form and Taxpayer Identification form must be provided for financia documentation and reimbursement purposes.   |
|---|
| The CRA will require 3 original copies of the Grant Agreement be fully executed. One (1) shall be retained by the applicant.  |
| Upon receipt of the executed legal documents, CRA staff will request a Purchase Orde be issued which will allow for reimbursement.  |
| Step 3: Grant Reimbursement Procedures  |
| All grant funded improvements must commence prior to 180 days after CRA Board approval and must be substantially complete within 60 days of the grant expiration. Any request |
| for modification of the Grant Agreement must be submitted not less than 60 days prior to the grar expiration in order to be considered by CRA Staff.                          |

\_ Upon completion of the project, the submission for reimbursement of the grant proceeds must be submitted in an invoice to the CRA and contain the following information:

Name as provided in the Grant Agreement

completion of the project as described in the Grant Agreement.

- Address
- Reimbursement amount
- Purchase Order Number
- Certificate of Occupancy and documentation establishing payment by the applicant of the total cost of all the improvements
  - o Receipts, invoices, cancelled checks and any other documents the CRA may require as proof of payment.
- Digital photos of the completed project

The CRA will review the grant reimbursement requires within then (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within forty-five (45) days of the payment requires to the Finance Department.

| Acknowledgments (Please initial indica   | ting your understanding):  |
|--|--|
| encumbrances of any kind. This provision development plans for said property meets | ee of all municipal and county liens, judgments or can be waived by the CRA Board of Commissioners if the goals and objectives as set forth in Lake Park CRA property must remain free of all municipal and county kind under the term of the agreement. |
|  | initially reviewed by CRA Staff within ten (10) business of finalize the application, additional time will be required   |
| The application must be signed improvements.                                       | ed by the property owner authorizing the proposed  |
| Properties that are sold within tw repay the full amount if it's the property ow   | venty-four months of receiving grant funding must wher applying for the grant.   |
| I fully understand the Grant described within this document.                       | Reimbursement Requirements and Procedures as   |
|  | tand the program, including the Eligibility and imbursement requirements and procedures.   |
| Applicant Signature  | Date   |
| Print Applicant Name   |  |
| I authorize the improvements as stated   | in this application:   |
| Property Owner Signature   | Date   |
| Print Owner Name   |  |

## **Town of Lake Park Community Redevelopment Agency**



## REAL ESTATE DEVELOPMENT **ACCELERATOR PROGRAM (REDA)**

**Tax Incentive for Projects** Over \$5,000,000

### REAL ESTATE DEVELOPMENT ACCELERATOR PROGRAM (REDA)

### **About the Program**

Projects in the Town of Lake Park Community Redevelopment Agency ("CRA") area may be eligible for a tax incentive known as the Real Estate Development Accelerator (REDA). This incentive will be instituted to assist with public capital improvements associated with new development in the CRA.

REDA, a performance-based tax incentive, is a phased-in program that provides larger incentives to developers during the initial development stage that provide a public benefit to the Town of Lake Park. The developers who bring projects to the area in the early stages are accepting more risk; they will incur more costs for marketing their development and may experience slower sales than projects that are built after the market is established. Costs to develop the projects are also generally higher due to the lenders ability to mitigate risk by charging higher interest rates or to require more up front equity, thus negatively effecting the developer's pro forma.

A clearly defined need must exist and be proven by each development initiative before funding under REDA will be considered. Any incentive that is approved by the CRA Board will be paid during and/or after construction of a project.

\*\*Approved projects will require a Development Agreement among the Town of Lake Park, the CRA and the developer and a financial ProForma will be required.

### **Eligibility Requirements**

- Examples of eligible improvements are not limited to, but could include the following:
  - Land Mark Down
  - o Infrastructure Assistance
  - Assembly Assistance
  - Public Benefits identified by the CRA Board
  - o Demolition, Site Prep & Remediation
  - Relocation Assistance
  - **Development Costs**
- Property to be improved must be free of all municipal and county liens, judgments or encumbrances of any kind. Upon grant approval, said property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.
- The REDA program will be available for a five-year period, and costs may be paid from budgeted TIF funds or future TIF rebates to the developer.

The Real Estate Development Accelerator (REDA) incentive is contingent on funding availability and CRA approval, and is not to be construed as an entitlement or right of a property owner or applicant. Properties in the CRA areas are not eligible for City/CRA funded programs when such funding conflicts with the goals expressed in the CRA Redevelopment Master Plan.

## **Town of Lake Park Community Redevelopment Agency**



## STRATEGIC INVESTMENT PROGRAM (SIP)

For Projects Up to \$5,000,000

### STRATEGIC INVESTMENT PROGRAM (SIP)

### **About the Program**

The Strategic Investment Program (SIP) is a targeted incentive to businesses and property owners located in the Lake Park CRA for improvements to the exterior or interior of commercial properties and buildings. Grand funding will be based on a formula detailed below and for businesses that are determined as compatible uses that support the redevelopment and merchandise mix of the Lake Park CRA. Eligible activities could include interior or exterior improvements that will stay with the property and increase the taxable value.

### **Eligibility Requirements**

- Eligible activities could include interior or exterior improvements that are not limited to, but could include:
  - Exterior Aesthetic Improvements: Façade, landscaping, awnings, painting
  - Plumbing
  - o HVAC
  - o Hood/Grease Trap
  - Electrical
- Due to limited funding, CRA Staff will evaluate submissions and select those that beautify the neighborhood, will be a catalyst for other businesses and complement area improvements. Since this program is intended as an incentive to go beyond standard code requirements, CRA Staff may request applicants to revise applicable improvements to further enhance the overall property and area where the improvements are located.
- Applications (or multiple applications submitted in tandem) that improve one full City block or represent large scale redevelopment for one of the targeted uses may be eligible for additional funding at the discretion of the CRA Board of Commissioners.
- Property to be improved must be free of all municipal and county liens, judgments or encumbrances of any kind. This provision can be waived by the CRA Board of Commissioners if development plans for said property meets the goals and objectives as set forth in the Lake Park CRA Master Plan. Upon grant approval, said property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.
- Non-profit owned and residentially zoned properties are NOT eligible.
- If tenant is applying, applicant must have an executed multi-year lease (two-year minimum).
- All work must be done in compliance with applicable Town of Lake Park Building Codes and Land Development Regulations. All contractors must be licensed in Palm Beach County.

- It is recommended that no construction begin until a Grant Agreement is signed by all parties. Improvements completed prior to CRA staff review and approval by the CRA Board will not be eligible.
- Properties that are sold within twenty-four months of receiving grant funding must repay the full amount if it's the property owner applying for the grant.
- CRA Staff will review the application within ten (10) business days of submittal. You will be notified if additional information is required. Approval from the CRA Board could take up to 90 days from CRA Staff approval; however, all efforts will be made to expedite approvals of applications that are complete.

### **Funding Formula:**

Funding for this program will be based on the increase in taxable value of the property based on the following formula.

Step 1: Calculate the increase in property value for the improved property

Future Assessed Property Value minus (-) Current Assessed Property Value

equals (=) Increase in Property Value

**E.G.** \$3,000,000 (future) - \$1,000,000 (current) = \$2,000,000

\*Future Assessed Property is valued by multiplying the construction costs for the project. multiplied by 80%. Note: This is an estimate based on real estate market.

**E.G.** \$3,750,000 (construction costs) X 80% = \$3,000,000 (future assessed value)

Step 2: Calculate the estimated TIF (Tax Increment) to the CRA annually

Increase in Property Value *multiplied by (X)* County and Town Millage Rate

Divided by (/) 1,000 multiplied by (X) 95% = Annual TIF

**E.G.** \$2,000,000 (Increase)  $\times$  9.687 (current millage) / 1,000 = \$19,374

Step 3: Multiply the estimated annual TIF by 15 years = Maximum Grant Amount

 $$19,374 \times 15 = $290,610$ 

Item 5.

### STRATEGIC INVESTMENT PROGRAM (SIP) APPLICATION

| Date of Application  |
|--|
| Address of project requesting incentive:   |
| Applicant Information:   |
| Name:  |
| Business:  |
| Address:   |
| Phone: Fax:  |
| Email:   |
| Does the applicant own property? YesNo   |
| If "No", when will property be in control (own or long-term lease) of applicant? |
| Indicate the owning entity of the property (i.e. name on property title)         |
| Description of the Business (use) that will occupy this property:                |
| Project Description (proposed improvements per this application):                |
|  |
| Project cost per this application  |
| Total Funding Request  |

| 7. |                                       | ans to complete any other improvements to the sapplication (i.e., interior)? If so what and when? |
|----|---------------------------------------|---|
|    | Estimated Cost:                       |   |
| 8. | Attach and Sign Eligibility and Appli | cation Requirements Form.   |
| Αu | ithorized Representative              |   |
| Bu | usiness Owner Signature               | Property Owner Signature (If different)   |
| Pr | int Name                              | Print Name  |

The Strategic Investment Program (SIP) benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner or applicant. Properties in the designated CRA areas are not eligible for CRA funded programs when such funding conflicts with the goals expressed in the CRA Community Redevelopment Master Plan.

# EXHIBIT A Community Redevelopment Agency (CRA) Eligibility and Application Requirements Form

\*\*Please read and initial beside each application requirement once complete.

### **Step 1: Application Process/Requirements**

| Meet with CRA Staff to determine if the property   | y/business is eligible for a CRA grant.  |
|--|--|
| Complete application and review checklist to el Incomplete applications will not be accepted. <i>Please co the application</i> .   |  |
| Meet with the Community Development Departr of the project will be in compliance with the Town of Lake F the building permit process.  |  |
| Signature of Planning Staff person   | Meeting Date   |
| Provide a photograph of the property showing the   | he area(s) for improvement.  |
| Conceptual design drawing(s) and/or site plan of improvements must be shown. If your site plan or application landscaping must be a species and variety of native plant irrigation and withstand the environmental conditions of prevent over spray and water waste and it is recommended. | ation request includes landscaping, the<br>s that are drought tolerant, require little<br>f Lake Park. Irrigation systems must |
| Two (2) bids from licensed contractors. Bids m information; contractors license number, name, address, written bids will not be accepted.  |  |
| If this is a tenant improvement, a copy of the lea   | se agreement must be provided.   |
| If applicable, include a list of jobs to be created a range and a weekly schedule. For current businesses, pr  |  |
| If applicable, a copy of a valid Business Tax Lice   | ense with the Town of Lake Park.   |
| Submit the Eligibility and Application Require applicant.  | ments Form initialed and signed by   |
|  |  |

If additional information is required to finalize the application, additional time will be required for approval.

### Step 2: Execution of Grant Agreements and Setting up a Financial Account

Following CRA Board approval, CRA Staff will provide the applicant with the following, but not limited to, legal documents for signature. Some documents may be recorded in the public record. Examples of agreements could include:

- Grant Agreements
- Promissory Note
- Mortgage and Security
- Guaranty

| Restrictive Covenant  |
|---|
| A Federal W-9 form and Taxpayer Identification form must be provided for financial documentation and reimbursement purposes.  |
| The CRA will require 3 original copies of the Grant Agreement be fully executed. One (1) shall be retained by the applicant.  |
| Upon receipt of the executed legal documents, CRA staff will request a Purchase Order be issued which will allow for reimbursement.   |
| Step 3: Grant Reimbursement Procedures  |
| All grant funded improvements must commence prior to 180 days after CRA Board approval and must be substantially complete within 60 days of the grant expiration. Any request for modification of the Grant Agreement must be submitted not less than 60 days prior to the grant expiration in order to be considered by CRA Staff. |

Grant payments are on a reimbursable basis at the completion of the project. All disbursements of the grant proceeds shall be made as a lump sum payment pending full completion of the project as described in the Grant Agreement.

Upon completion of the project, the submission for reimbursement of the grant proceeds must be submitted in an invoice to the CRA and contain the following information:

- Name as provided in the Grant Agreement
- Address
- Reimbursement amount
- Purchase Order Number
- Certificate of Occupancy and documentation establishing payment by the applicant of the total cost of all the improvements
  - Receipts, invoices, cancelled checks and any other documents the CRA may require as proof of payment.
- Digital photos of the completed project

The CRA will review the grant reimbursement requires within then (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within forty-five (45) days of the payment requires to the Finance Department.

| Acknowledgments (Please initial indica  | iting your understanding):   |
|---|--|
| encumbrances of any kind. This provision development plans for said property meets  | ee of all municipal and county liens, judgments or can be waived by the CRA Board of Commissioners if the goals and objectives as set forth in Lake Park CRA property must remain free of all municipal and county kind under the term of the agreement. |
|   | initially reviewed by CRA Staff within ten (10) business of finalize the application, additional time will be required   |
| The application must be signed improvements.  | ed by the property owner authorizing the proposed  |
| Properties that are sold within tw<br>repay the full amount if it's the property ov | venty-four months of receiving grant funding must wner applying for the grant.   |
| I fully understand the Grant described within this document.                        | Reimbursement Requirements and Procedures as   |
|   | tand the program, including the Eligibility and imbursement requirements and procedures.   |
| Applicant Signature   | Date   |
| Print Applicant Name  |  |
| I authorize the improvements as stated  | in this application:   |
| Property Owner Signature  | Date   |
| Print Owner Name  |  |

### Community Redevelopment Agency (CRA) Eligibility/Application Requirements

### Applicant to initial their understanding of each application requirement

The incentive program benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner or applicant. Properties in the designated CRA areas are not eligible for CRA funded programs when such funding conflicts with the goals expressed in the Community Redevelopment Master Plan

| Step 1: App | olication Process  |
|-------------|--|
| proje       | _ All CRA grants, are reimbursable grants and paid upon completion of the ect.   |
|             | Incomplete applications will not be accepted.  |
|             | It is recommended that no construction begin until a Grant Agreement is signed by<br>all parties. Improvements completed prior to CRA staff review and approval by the<br>CRA Board will not be eligible.  |
|             | Meet with CRA Staff to determine if the project/business is eligible for a CRA grant<br>incentive.   |
|             | Meet with the Community Development Department to determine if the project will<br>be in compliance with the Town of Lake Park codes.  |
|             | Eligible businesses must have a valid Business Tax license with the Town of Lake<br>Park. A copy must be submitted with the application. The property must be free<br>of all municipal and county liens, judgments or encumbrances of any kind.  |
|             | If the project is deemed eligible, a complete incentive application(s) must be submitted to CRA Staff with all applicable documents required for the program including bids from two (2) licensed contractors for each scope of the project. The bids must be typed and contain the following information; contractors license number, name, address, phone number and fax number. Hand written bids will not be accepted. Bids from property owners will not be accepted.   |
|             | CRA Staff will review the application within ten (10) business days of submittal. You will be notified if additional information is required to make a determination on whether your application can be submitted to the CRA Advisory Board (if applicable) and the CRA Board for formal approval. The process for approval by the CRA Board can take a minimum of ninety (90) days from the date of submittal to CRA staff. If additional information is required to finalize the application, additional time will be required for approval. |
| Step 2: Exe | ecution of Grant Agreements and Setting up a Financial Account   |
|             | Following CRA Board approval, CRA Staff will provide the applicant with following but not limited to legal documents for signature: Grant Agreement, Promissory  |

Note, Mortgage and Security, Guaranty, and Restrictive Covenant. Some

documents may be recorded in the public records.

|        | At this time a Social Security Number/and or Tax Identification number must be provided for financial documentation and reimbursement purposes.   |
|--------|---|
|        | You will be provided one (1) fully executed original of the Grant Agreement for your file.  |
| Step 3 | Upon receipt of the executed legal documents, CRA staff will request a Purchase Order be issued by the City of West Palm Beach Purchasing Division which will allow for an account to be set up for reimbursement purposes. A Purchase Order will be mailed or faxed to the address provided in the Grant Agreement. The issuance of a Purchase Order may take up to four (4) weeks.  Grant Reimbursement Procedures                                      |
|        | All disbursements of the grant proceeds shall be made as a lump sum payment pending full completion of the project as described in Exhibit A of the Grant Agreement.  |
|        | Written verification stating that the project is complete and the applicant is satisfied with the work is required prior to reimbursement submittal.  |
|        | Upon completion of the project, the submission for reimbursement of the grant proceeds must be submitted in writing to the CRA and contain the following information: name as provided in the Grant Agreement, address, reimbursement amount and documentation establishing payment by the applicant of the total cost of all the improvements (all receipts, invoices, canceled checks and any other documents the CRA may require as proof of payment.) |
|        | The CRA will review the grant reimbursement request within ten (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within thirty (30) days of the payment request to the Finance Department.   |
|        | I have read completely and understand the application process, the execution of Grant Agreements, setting up a financial account and reimbursement procedures.  |
|        | Signature Date  |



### Town of Lake Park Community Redevelopment Agency (CRA)

### **BEAUTIFY LAKE PARK PROGRAM**

### **About the Program**

Print Applicant Name

The Lake Park CRA Beautify Lake Park Program is an opportunity for businesses located in the Lake Park CRA to request assistance for minor exterior cosmetic improvements such as painting, lighting, and signage. The CRA will provide 100% funding up to a maximum amount of \$5,000.00 for qualifying project costs up to \$5,000.00.

The Beautify Lake Park Program opportunity is contingent upon funding availability and CRA staff approval and is not to be construed as an entitlement or right of a property owner, business owner or applicant.

| Application Guidelines (please initial below acknowledging your understanding)   |  |  |
|--|--|--|
| Property to be improved is free of all municipal and county liens, judgments or encumbrances of any kind. Upon grant approval, said property shall remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.   |  |  |
| Application(s) shall be initially reviewed by CRA Staff within ten (10) business days. If additional information is required to finalize the application, additional time will be required for approval process.   |  |  |
| Application (s) must be signed by the property owner authorizing the proposed improvements.  |  |  |
| The CRA will review the grant reimbursement requires within then (10) business days of submittal of the required documentation and forward it to the Finance Department to process the reimbursement payment. A check will be disbursed within forty-five (45) days of the payment requires to the Finance Department. |  |  |
| The applicant is responsible for ensuring that all improvements are in compliance with Town of Lake Park Code of Ordinances and completing the full scope of the proposed project including hiring contractors and obtaining permits, where necessary.   |  |  |
| This Grant may be approved and funded administratively by the CRA Executive Director and does not require CRA Board Approval.  have read completely and understand the program, including the application guidelines and grant reimbursement process.  |  |  |
| Date<br>Applicant Signature  |  |  |
| tpphoditt dignature  |  |  |

CRA Executive Director Date

### BEUTIFY LAKE PARK APPLICATION

| Date  | e of Application:                                   |                                   |                          |
|-------|---|-----------------------------------|--------------------------|
| 1.    | . Address of business requesting incentive:         |                                   |                          |
| 2.    | Name of Applicant:                                  |                                   |                          |
|       | Address of Applicant:                               |                                   |                          |
|       | Phone:  | Fax:                              |                          |
|       | Email:  |                                   |                          |
| 3.    | Does the applicant own property?                    | Yes                               | No                       |
| If "N | lo", when will property be in control (ow           | n or long-term lease) of applican | t?                       |
| Indi  | cate the owning entity of the property (i.          | e. name on property title)        |                          |
| 4.    | Photo of the existing property attache              | ed as Attachment A.               |                          |
| 5.    | Description of proposed improvement as Attachment B | its (renderings, product photos a | ind/or samples) attached |
| 6.    | Total Project Cost:                                 | Total Funding Reques              | sted:                    |
| Aut   | horized Representative(s):                          |                                   |                          |
| Bus   | iness Owner Signature                               | Property Owner Signature (        | If different)            |
| Prin  | nt Name   | Print Name                        |                          |

## **Town of Lake Park Community Redevelopment** Agency



# **ASSISTANCE PROGRAM**

### **GRAND OPENING ASSISTANCE PROGRAM:**

The Lake Park Community Redevelopment Agency (CRA) offers assistance to new businesses within the CRA for their "Grand Opening". It is at the discretion of the individual business (with the advice of the CRA) as to what style and size of grand opening they wish to have. Retail stores, for instance, may offer light hors-d'oeuvres & wine to invited guests while they look through the store, where a new restaurant may have a full band and open bar. Other businesses may wish to purchase advertising or mailings to announce their new location.

#### THE CRA OFFERS THE FOLLOWING:

- The CRA will assist in coordinating a publicizing grand opening events and fund up to \$500 of qualifying expenses.
- The CRA will make every effort to invite available Mayor and Commissioners.
- The CRA will provide the ribbon and scissors for the ribbon cutting.
- CRA advertise the event on the Town of Lake Park/CRA social media sites.

#### **REQUIREMENTS:**

- The CRA & the Business will mutually agree on a date and time for the Grand Opening. The processing and approval for an application could take up to four (4) weeks.
- The Business is responsible for providing the CRA with the Grand Opening schedule, activities and promotions. Business must let the CRA know what time the ribbon cutting will take place in order to invite the Mayor and Commissioners.

### APPLICATION MUST BE SUBMITTED AT LEAST FOUR (4) WEEKS PRIOR TO EVENT DATE.

- Business must receive written approval from the CRA.
- Please provide to the CRA a W-9 indicating your business's legal name, invoices and copies of your paid receipts for reimbursement. Please allow 45 days for processing.

The CRA must be listed on the invitation and the logo will be provided. Mail or Email a draft copy of your invitation before printing.

EXAMPLE: Sponsored by the Lake Park Community Redevelopment Agency or (Business name) and the Lake Park Community Redevelopment Agency Cordially invite you to attend the Grand Opening of ... Or Grand Opening in partnership with the Lake Park Community Redevelopment Agency.

\*Grand Opening Assistance will be approved administratively by CRA Staff and does not require CRA Board Approval.

| Application Date:   | _                                    |                  |
|---|--------------------------------------|------------------|
| Applicants Name:  |                                      |                  |
| Phone Number:   | Cell Phone:                          |                  |
| Email:  | <u> </u>                             |                  |
| Business Name:  |                                      |                  |
| Business Address:   |                                      | -                |
| Business Phone:   | Fax:                                 | -                |
| Website:  |                                      |                  |
| Anticipated Grand Opening Date:   | Event Start/End Time:                |                  |
| Please describe the grand opening sche promotions to take place during the ev | vent:                                |                  |
|   |                                      |                  |
| I have read and understand the eligib<br>GrantProgram.                        | oility requirements for the Grand Op | ening Assistance |
| Applicant(s) Signature  | Da                                   | te               |

| Completed by CRA Staff Only |              |         |  |
|-----------------------------|--------------|---------|--|
| Date Received:              | Approved:    | Denied: |  |
| Additional Details:         |              |         |  |
|                             |              |         |  |
|                             |              |         |  |
|                             |              |         |  |
| Date: Sta                   | off Initial: |         |  |
| Date5ta                     | <u></u>      |         |  |