



Lake Park Town Commission, Florida

Special Called Community Redevelopment Agency

Meeting Agenda

Wednesday, November 04, 2026 at 6:30 PM

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

Roger Michaud	—	Chair
Michael Hensley	—	Vice-Chair
John Linden	—	Agency Member
Michael O'Rourke	—	Agency Member
Judith Thomas	—	Agency Member
Vacant	—	Agency Member
Vacant	—	Agency Member
Richard J. Reade	—	Executive Director
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

APPROVAL OF AGENDA:

SPECIAL PRESENTATION/REPORT:

- [1.](#) Presentation - Oceana Coffee Redevelopment Project Update - CRA Redevelopment Grant (5-Year Term)
- [2.](#) Presentation - Lake Park Community Redevelopment Agency (CRA) - Six (6) Month Update

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.

CONSENT AGENDA:

- [3.](#) Special Called CRA Meeting Minutes - September 8, 2026
- [4.](#) Resolution 104-11-26 - 1st Amendment - Park Avenue Decorative Lighting Agreement - Shellard Lighting Designs, LLC

NEW BUSINESS:

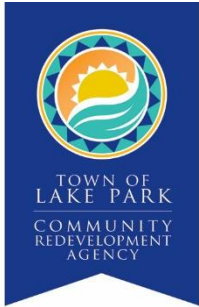
- [5.](#) Presentation, Discussion & Direction - Bert Bostrom Park Master Plan – Prioritize Projects
- [6.](#) Resolution 105-11-26 - Lake Park CRA Economic Development Incentive Programs – Kelsey City Kash Program, Vacant Storefront Window Wrap Program & Clean & Safe Economic Activation Initiative
- [7.](#) Resolution 106-11-26 - 1st Amendment (Time Extension) - Façade and Exterior Improvement Program Grant Agreement – Mr. Ibrahim Ibrahim - Hope Investment Enterprises, Inc. - 903 Park Avenue - Up to \$100,000 [CRA Contribution (Grant Award) - \$100,000 & Hope Investment Enterprises, Inc. \$434,900

CRA ADMINISTRATOR/EXECUTIVE DIRECTOR/BOARD MEMBER COMMENTS:

AGENCY MEMBER REQUESTS:

ADJOURNMENT:

FUTURE MEETING DATE: The next scheduled Community Redevelopment Agency Meeting will be conducted on March 3, 2027.



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: 11/04/2026
Originating Department: CRA
Agenda Title: Presentation - Oceana Coffee Redevelopment Project Update - CRA Redevelopment Grant (5-Year Term)
Agenda Category: Special Presentation/Report
Approved by Town Manager: _____ **Date:** _____

Cost of Item: \$0.00 **Funding Source:** _____
Account Number: _____ **Finance Signature:** _____
Advertised: _____
Date: _____ **Newspaper:** _____

Attachments: Oceana Coffee Project Presentation (to be provided); previously approved Grant Agreement and Resolution (if desired as backup)

Please initial one:
☒ Yes I have notified everyone
☐ Not applicable in this case

Summary Explanation/Background:

In 2021, the Lake Park Community Redevelopment Agency (CRA) approved a Redevelopment Grant Agreement in the amount of \$1,000,000 to support the Oceana Coffee redevelopment project, which was completed at 1301 10th Street. This financial incentive was intended to support the redevelopment and economic revitalization of the property as well as to contribute to the revitalization of other properties within the CRA District.

The approved grant agreement provided for five (5) annual disbursements of \$200,000 from 2022 through 2026, with the final payment being made in October 2026 and fulfilling the financial commitment established under the approved agreement.

The redevelopment project has been completed and is now operational, representing a significant private investment in the Town of Lake Park. The project contributes to the continued revitalization of the 10th Street corridor and supports the CRA's ongoing efforts to encourage business development, private investment, and economic growth within the redevelopment district.

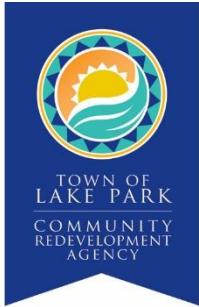
At the request of the CRA Executive Director, Amy Angelo, representing Oceana Coffee and the participating businesses, will provide a presentation to the CRA Board highlighting the project's progress, completion and current operations.

The presentation will provide an overview of the project's transformation, the role of the CRA's financial assistance, business accomplishments, and the project's contributions to the growth and economic vitality of downtown Lake Park.

This item is presented for informational purposes only. No additional funding or formal Board action is requested.

Recommended Motion:

N/A



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026

Originating Department: CRA

Agenda Title: Presentation - Lake Park Community Redevelopment Agency (CRA) - Six (6) Month Update

Agenda Category: Special Presentation/Report

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

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

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

Advertised: _____

Date: _____ **Newspaper:** _____

Attachments: Lake Park CRA Six-Month Update Presentation

Please initial one:

_____ Yes I have notified everyone

_____ Not applicable in this case

Summary Explanation/Background:

The Lake Park Community Redevelopment Agency (CRA) has recently undergone a transition in leadership and has worked extremely aggressively over the past six (6) months to promote the district and to advance its mission of encouraging economic development, supporting local businesses, stimulating private investment and improving the overall appearance and vitality of the CRA District. As a result, the CRA staff will provide the CRA Board with a presentation on how the CRA has increased its

communications, outreach and redevelopment efforts to increase awareness, generate opportunities, encourage private investment, and support the long-term revitalization of the CRA District.

Over the past several months, CRA staff have focused on strengthening community engagement, increasing awareness of available incentive programs, promoting redevelopment projects, and expanding outreach to business and property owners throughout the district.

As part of these efforts, the CRA has implemented a more strategic communications approach designed to highlight redevelopment activity, showcase local businesses, promote investment opportunities, and connect residents, entrepreneurs, and property owners with available resources.

Communications and Community Engagement

The CRA has experienced significant growth in its digital communications and social media engagement. Year-to-date performance highlights include:

- More than 264,800 social media views
- Approximately 72,700 accounts reached/viewers
- More than 4,400 content interactions
- 520 link clicks
- Approximately 4,600 website visits
- 240 new follows

These efforts have helped increase the visibility of CRA projects, programs, local businesses, and redevelopment opportunities throughout the community.

Business and Property Owner Outreach

CRA staff continue to actively engage local business and property owners regarding available incentive programs and redevelopment opportunities. Recent outreach efforts have generated more than 25 grant inquiries and 12 complete grant applications - pending staff and CRA Board review, demonstrating continued interest in property improvements and private investment within the CRA District.

Redevelopment and Investment

The CRA continues to strategically promote ongoing redevelopment projects, public improvements, and private investment throughout the district. By highlighting tangible progress and showcasing the positive changes taking place in Lake Park, these efforts aim to build confidence among prospective investors, developers, business owners, and property owners.

Through consistent communication and increased visibility of redevelopment activity, the CRA seeks to strengthen the district's reputation as an attractive location for investment, encourage continued private-sector participation, and generate momentum for future economic growth.

Downtown Activation and Business Promotion

The CRA has expanded its efforts to promote existing businesses, celebrate grand openings, and encourage activity throughout Downtown Lake Park. Initiatives include business spotlights, ribbon-cutting ceremonies, CRA business meetups, SCORE mentoring opportunities, and promotion of the Rust Market and other community activities.

These efforts are intended to strengthen relationships with local businesses, encourage entrepreneurship, and position the Lake Park CRA District as a vibrant destination for residents, visitors, and prospective

investors.

Upcoming CRA Priorities

Looking ahead, CRA staff will continue advancing key redevelopment initiatives, including downtown gateway signage and branding, ongoing grant and property owner outreach, support for active redevelopment projects, public space improvements, and continued business engagement.

Recommended Motion:

I move to accept the Lake Park Community Redevelopment Agency (CRA) - Six (6) Month Update.

Make *A Stronger Lake Park.*

A real project, program or site gives a message purpose.



REAL
PROGRESS



GREATER
AWARENESS



MORE
INVESTMENT



STRONGER
COMMUNITY



Real Projects. Real Investment.

STRATEGIC INVESTMENTS.
LOCAL JOBS.
A STRONGER DISTRICT.

Item 2.



CULINARY CROSSROADS

1301 10TH STREET



Culinary Crossroads at 1301 10th Street is transforming Downtown Lake Park. Home to Oceana Coffee, the Culinary Studio, and the Florida Canning Company, this **\$11 million investment**—including **\$1 million from the Lake Park CRA**—is creating jobs, attracting new investment, and generating more than **\$100,000** annually in tax increment revenue.

PROJECT IMPACT

INVESTMENT AND OPPORTUNITY



\$11 MILLION

TOTAL INVESTMENT



\$1 MILLION

FROM THE LAKE PARK CRA



JOBS

CREATING NEW OPPORTUNITIES



>\$100,000

ANNUAL TAX INCREMENT REVENUE



3 BUSINESSES

OCEANA COFFEE, THE CULINARY STUDIO,
AND THE FLORIDA CANNING COMPANY



151
LIKES



19
COMMENTS



11
SHARES

Strategic partnerships create lasting community impact.

6 Months of Momentum.

Our communications highlight real projects, real businesses and real progress in the Lake Park CRA.



**MORE
AWARENESS**



**MORE
CONNECTIONS**



**MORE
OPPORTUNITIES**



**STRONGER
BUSINESS
DISTRICT**



From Likes to *Lasting Impact.*

DIFFERENT METRICS. Item 2.
A STRONGER DISTRICT.

THE OLD SCOREBOARD ENGAGEMENT METRICS



Likes



Reach



Followers



Attendance



THE REDEVELOPMENT SCOREBOARD ACTIONS AND IMPACT



Inquiries

People reaching out about opportunities



Site visits

Prospects coming to see the district



Grant applications

Property and business owners taking action



Broker contacts

Sharing available properties and opportunities



Business openings

New and expanded businesses in the district



Private investment

Increased confidence and continued growth

Engagement tells us whether people saw it.

Action tells us whether it mattered.

REAL RESULTS. *A Stronger Lake Park.*

MORE AWARENESS.
MORE CONNECTIONS.
MORE OPPORTUNITIES.

Item 2.

SOCIAL MEDIA PERFORMANCE

YEAR TO DATE



VIEWS

264.8K

↑ 1.1K%



REACH / VIEWERS

72.7K



CONTENT INTERACTIONS

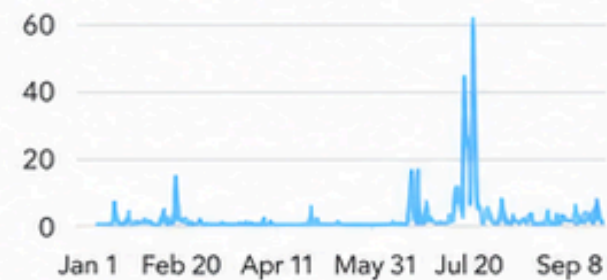
4.4K

↑ 704%



LINK CLICKS

520 ↑ 575.3%



WEBSITE VISITS

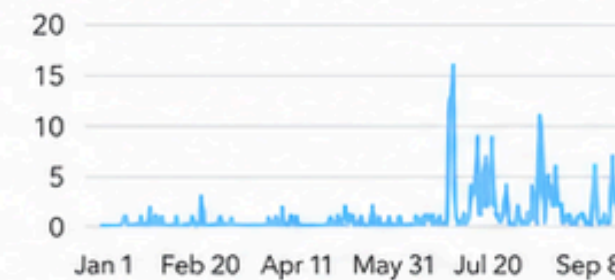
4.6K

↑ 215.9%



FOLLOWS

240 ↑ 220%



REAL-WORLD IMPACT



GRANT APPLICATIONS

100% increase

in grant applications compared to the previous 6 months.

More property and business owners are learning about CRA programs and taking action to improve their properties.



BUSINESS OWNER ENGAGEMENT

Increased inquiries and collaboration

Business owners are reaching out to learn about incentive programs, discuss potential projects and partner with the CRA.



BROKER INTEREST

Increased outreach about property availability

Brokers are contacting the CRA for information on available properties and development opportunities in the district.



STRONGER DISTRICT VISIBILITY

Our content is showcasing CRA investment, highlighting local businesses and telling the redevelopment story — driving more interest, opportunities and activity in Lake Park.

A MORE VIBRANT DOWNTOWN.
A STRONGER TOMORROW.



Engagement tells us whether people saw it.

Action tells us whether it mattered.



04

Real Support. *Real Results.*

BUSINESS SUPPORT.
PROPERTY IMPROVEMENTS.
A STRONGER DOWNTOWN.



25+
GRANT INQUIRIES

Local property and business owners are reaching out to learn more about CRA programs and available opportunities.



12
COMPLETE GRANT APPLICATIONS

12 complete applications received for CRA incentive programs, representing strong interest and continued investment in our downtown.



BUSINESS GROWTH



PROPERTY IMPROVEMENTS



STRONGER DOWNTOWN



INCREASED INVESTMENT

Strategic partnerships create lasting community impact.

Businesses make *the district.*

Downtown Activation and Outreach



Business spotlights and grand openings

Highlighting local businesses and celebrating new and expanding businesses.



CRA meetups and SCORE mentoring

Connecting entrepreneurs with resources and support.



Rust Market and community activation

Bringing the community together through local vendors, events and programs.

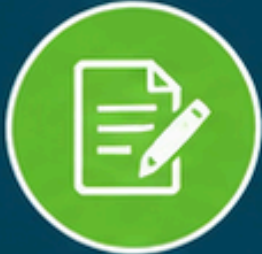


What comes next for *Lake Park*?

Near-Term CRA Priorities



Advance downtown gateway signs and branding



Continue grant and property review outreach



Support active projects, public spaces and businesses



SOCIAL MEDIA IS THE TOOL.

REDEVELOPMENT IS THE PURPOSE.

Item 2.

1

**START WITH
THE PLAN.**



Every communication
should have a purpose.

2

**SHOW THE
INVESTMENT.**



Make progress
visible.

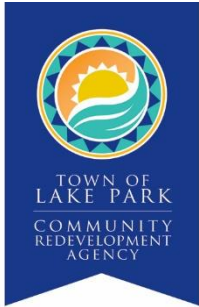
3

**CREATE THE
NEXT ACTION.**



Give people
somewhere to go.

Don't just promote your district.
Help people understand why they should invest in it.



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026
Originating Department: Clerk
Agenda Title: Special Called CRA Meeting Minutes - September 8, 2026
Agenda Category: Consent
Approved by Town Manager: _____ **Date:** _____

Cost of Item: \$0.00 **Funding Source:** _____
Account Number: _____ **Finance Signature:** _____

Advertised:
Date: NA **Newspaper:** _____

Attachments: Minutes

Please initial one:

_____ Yes I have notified everyone
 LW _____ Not applicable in this case

Recommended Motion:

I move to approve the minutes of the September 8, 2026 Special Called CRA Meeting.



Lake Park Town Commission, Florida

Special Called Community Redevelopment Agency (CRA) Meeting Minutes

Tuesday, September 08, 2026

Immediately following the First Public Budget Meeting

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

Roger Michaud	—	Chair
Michael Hensley	—	Vice-Chair
John Linden	—	Agency Member
Michael O'Rourke	—	Agency Member
Judith Thomas	—	Agency Member
Vacant	—	Agency Member
Vacant	—	Agency Member
Richard J. Reade	—	Executive Director
Brett Lashley	—	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.

CALL TO ORDER/ROLL CALL

7:33 P.M.

PRESENT

Chair Roger Michaud

Vice Chair Michael Hensley

Board Member John Linden

Board Member Michael O'Rourke

ABSENT

Board Member Judith Thomas

PLEDGE OF ALLEGIANCE

The Pledge was conducted during the last meeting.

APPROVAL OF AGENDA:

Motion to approve the agenda made by Board Member O'Rourke, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Linden, Board Member O'Rourke.

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.

NONE

CONSENT AGENDA:

Motion to approve the Consent Agenda made by Board Member O'Rourke, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Linden, Board Member O'Rourke.

1. Minutes of the September 2, 2026 CRA Meeting.

NEW BUSINESS:

2. Resolution 78-09-26 Fiscal Year 2027 Budget – CRA.

Executive Director Reade provided a brief and general introduction to the item and asked the Board if they wanted to see a presentation. The Board agreed that a presentation was not necessary.

Motion to approve Resolution 78-09-26 made by Vice Chair Hensley, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Linden, Board Member O'Rourke.

CRA ADMINISTRATOR/EXECUTIVE DIRECTOR/BOARD MEMBER COMMENTS:

- Board Member O'Rourke talked about the return of the Rust Market and encouraged everyone to attend.
- Chair Michaud also spoke highly of the Rust Market.
- Board Member Linden spoke about missed opportunities and stated that they should have a booth at the Rust Market.
- Board Member O'Rourke suggested a talent contest among the Commissioners.

-Board Member Linden informed CRA Administrator Leanna Collazo of an ownership change at the Brew House and that they may need help from the CRA.

AGENCY MEMBER REQUESTS:

ADJOURNMENT:

Motion to adjourn made by Board Member O'Rourke. Seconded by Vice Chair Hensley.

Voting Aye: All.

Meeting adjourned 7:41 P.M.

FUTURE MEETING DATE: The next scheduled Community Redevelopment Agency Meeting will be conducted on December 2, 2026.

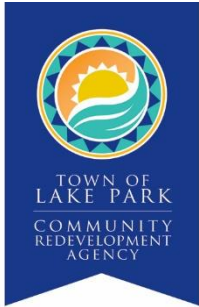
Chair, Roger D. Michaud

Agency Clerk, Vivian Mendez, MMC

Deputy Agency Clerk, Laura Weidgans

Town Seal

Approved on this _____ of _____, 2026



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: 11/04/2026
Originating Department: CRA
Agenda Title: Resolution 104-11-26 - 1st Amendment - Park Avenue Decorative Lighting Agreement - Shellard Lighting Designs, LLC
Agenda Category: Consent
Approved by Town Manager: _____ **Date:** _____

Cost of Item: \$0.00 **Funding Source:** Contractual Services
 110-552-520-
Account Number: 34000 **Finance Signature:** Barbara Gould

Advertised:
Date: _____ **Newspaper:** _____

Attachments: Resolution 104-11-26, First Amendment to Agreement with Shellard Lighting Designs, LLC, and Original Agreement and Exhibit "A"

Please initial one:

☒ Yes I have notified everyone
☐ Not applicable in this case

Summary Explanation/Background:

The CRA has identified a need to amend the current agreement with Shellard Lighting Designs, LLC to clarify the scope of services and associated pricing for the installation, maintenance, repair, and related services for the twinkle lights along Park Avenue within the Downtown District.

The original Agreement with Shellard Lighting Designs, LLC was approved by the CRA Board on March 19, 2025 pursuant to Resolution No. 10-03-25. The Agreement incorporated the vendor's quote as Exhibit

“A”; however, the Resolution approving the Agreement failed to include the related ongoing maintenance & repair costs identified in the quote.

Note: Various documents related to the original competitive process, RFQ No. 105-2025, are available for review by contacting the Town Clerk’s Office. The original executed Agreement is also available for review by contacting the Town Clerk’s Office.

The proposed 1st Amendment clarifies the Scope of Services by expressly referencing the services and pricing contained within Exhibit “A” of the original Agreement. The amendment is intended to provide greater clarity regarding the services being provided and the corresponding costs under the Agreement.

If approved, the CRA would continue to be responsible for the all fees as provided within the approved Exhibit “A” of the original Agreement, including:

- . \$150 per month for scheduled lighting inspections
- . \$47.50 per replacement light strand
- . \$15 per replacement controller
- . \$65 per hour for all labor costs
- . Palm Tree Rewrapping services per the rates established in Exhibit “A.”

The proposed 1st Amendment does not establish new pricing (the pricing above has been previously included within the current agreement – there is no change in pricing); but, instead, clarifies the costs that were included within the previously approved Exhibit A and ensures that monthly inspections must be scheduled and authorized by the CRA. Additional repairs, replacement materials and labor will be billed separately upon prior written authorization.

Funding for these services is available within the current FY 2027 CRA budget.

The proposed 1st Amendment was prepared by the Community Redevelopment Agency Administrator and reviewed by the current vendor, Shellard Lighting Designs, the Public Works Director, the Community Development Director, the Finance Director and the Town Attorney.

The CRA has previously worked with Shellard Lighting Designs and the vendor has provided consistent service under the Agreement.

Recommended Motion:

I move to approve Resolution 104-11-26 and authorize the 1st Amendment to the Park Avenue Decorative Lighting Agreement with Shellard Lighting Designs, LLC to clarify the scope of services and associated pricing; and authorize the Chair to execute the proposed 1st Amendment.

RESOLUTION 104-11-26

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY (CRA) AUTHORIZING AND DIRECTING THE CHAIRMAN TO EXECUTE A FIRST AMENDMENT TO THE AGREEMENT WITH SHELLARD LIGHTING DESIGNS, LLC, FOR DECORATIVE LIGHTING ALONG PARK AVENUE FROM 7TH STREET TO 10TH STREET; 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 the statutory powers conferred upon it by Chapter 163, Part III, Florida Statutes; and

WHEREAS, the CRA previously solicited quotes pursuant to Request for Quote No. 105-2025 for the installation and maintenance of decorative lighting along Park Avenue from 7th Street to 10th Street; and

WHEREAS, the CRA previously approved an Agreement for Park Avenue Decorative Lighting and Maintenance (the Agreement) with Shellard Lighting Designs, LLC (“Shellard”) for the installation and maintenance of the decorative lighting pursuant to Resolution No. 10-03-25; and

WHEREAS, the Agreement provides for ongoing maintenance of the decorative lighting, including a monthly maintenance fee of \$150.00, and Exhibit “A” to the Agreement further identifies certain repair and replacement services and associated pricing; and

WHEREAS, the CRA and Shellard desire to amend the Scope of Services provision of the Agreement to clarify that the \$150.00 monthly maintenance fee applies to scheduled lighting inspections and that additional repairs, replacement materials, and related labor are billed separately in accordance with the applicable pricing contained in Exhibit “A” to the Agreement; and

WHEREAS, the CRA Board has determined that it is in the best interest of the CRA to approve the First Amendment to the Agreement with Shellard Lighting Designs, LLC, to clarify the scope of monthly maintenance services, the application of pricing for additional repair and replacement services, and the authorization requirements for such services; and

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

Section 1. The foregoing recitals are incorporated herein.

Section 2. The Chairman is hereby authorized and directed to execute the First Amendment to the Agreement with Shellard Lighting Designs, LLC, a copy of which is attached hereto and incorporated herein as Exhibit “A”.

Section 3. This resolution shall take effect immediately upon adoption.

#8326842 v1 26508-00003

FIRST AMENDMENT TO THE AGREEMENT FOR PARK AVENUE DECORATIVE LIGHTING AND MAINTENANCE

THIS FIRST AMENDMENT TO THE AGREEMENT FOR PARK AVENUE DECORATIVE LIGHTING AND MAINTENANCE (the “Agreement”) is made and entered into this 4th day of November, 2026, by and between the Town of Lake Park Community Redevelopment Agency, located at 535 Park Avenue, Lake Park, Florida 33403 (“CRA”), and Shellard Lighting Designs, LLC., whose address is 2310 Pinewood Lane, West Palm Beach, FL 33415 (“Contractor”) (individually “Party” or collectively “Parties”).

RECITALS

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 is empowered to enter into contractual arrangements with public agencies, private corporations, or other persons; and

WHEREAS, pursuant to Request for Quote No. 105-2025, the CRA solicited quotes for the installation and maintenance of decorative lighting along Park Avenue; and

WHEREAS, on March 19, 2025, the CRA entered into the Agreement for Park Avenue Decorative Lighting and Maintenance (Agreement) with the Contractor for the installation and maintenance of decorative lighting along Park Avenue; and

WHEREAS, the Parties desire to amend the Scope of Services provision of the Original Agreement to clarify the services included in the \$150.00 monthly maintenance fee and the application of pricing contained in Exhibit “A” for additional repair and replacement services;

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

- 1. Recitals** – The above recitals are true and correct and are incorporated herein.
- 2. Amendment to Section 2. Scope of Services.** Section 2 of the Agreement is hereby amended to read as follows:

Scope of Services.

- a. The Contractor shall provide installation and maintenance services for the decorative lighting along Park Avenue from 7th Street to 10th Street in accordance with the Original Agreement and Exhibit “A” thereto. Monthly inspection services shall be performed upon scheduling and authorization by the CRA.

- b. In addition to the monthly maintenance services, the Contractor may perform necessary repair and replacement services to maintain the decorative lighting system in proper working condition, including, but not limited to, the replacement of damaged or nonfunctioning lighting strands, replacement of controllers and blown fuses, correction of sliding or displaced lighting sets, rewiring of lighting where necessary, and other related repairs.
 - c. The monthly maintenance fee of \$150.00 identified in Exhibit "A" to the Original Agreement shall apply to a scheduled monthly drive-through inspection of the decorative lighting system for the purpose of identifying damaged or malfunctioning lighting strands, controllers, blown fuses, displaced lighting sets, and other maintenance concerns. The monthly inspection fee shall apply only when such inspection services are scheduled and authorized by the CRA. The monthly inspection fee shall not include the cost of replacement materials, repairs, or additional labor, which shall be billed separately in accordance with the applicable pricing contained in Exhibit "A" to the Original Agreement, subject to the prior written authorization requirements set forth in subsection (d) below.
 - d. Repair or replacement services resulting in charges beyond the regular monthly maintenance fee shall require prior written authorization from the CRA Administrator or designee before the work is performed. Any repair or replacement service not specifically priced in Exhibit "A" to the Agreement shall require a written quote from the Contractor and prior written authorization from the CRA.
 - e. Invoices for repair or replacement services beyond the monthly maintenance fee shall identify the services performed, materials replaced, labor hours, as applicable, and the corresponding pricing.
- 3. No Further Modifications** – Except as specifically modified by this First Amendment, all other terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have executed this First Amendment as of the day and year last executed below.

CRA OF LAKE PARK

Shellard Lighting Designs, LLC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

#8326832 v1 26508-00003

RESOLUTION NO. 10-03-25

A RESOLUTION OF COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIR TO EXECUTE AN AGREEMENT WITH SHELLARD LIGHTING DESIGNS, LLC, FOR THE INSTALLATION AND MAINTENACE OF LIGHTING ALONG PARK AVENUE FROM 7TH STREET TO 10TH STREET; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town of Lake Park's Community Redevelopment Agency (the CRA) has such powers and authority as have been conferred upon it by Chapter 163, Part III, Florida Statutes; and

WHEREAS, The CRA is empowered to enter into contractual arrangements with public agencies, private corporations, or other persons; and

WHEREAS, the CRA solicited quotes from companies pursuant to a Request for Quote (RFQ 105-2025) for services to install and maintain decorative lighting along Park Avenue from 7th to 10th Street; and

WHEREAS, the CRA received one quote, that being from Shellard Lighting Designs, LLC (the Contractor) in the amount of \$12,855 for the installation of the decorative lighting and thereafter a monthly fee to maintain the lighting for \$150 per month; and

WHEREAS, the CRA has reviewed the Quote and determined that it is responsive and that Shellard Lighting Designs, LLC, is qualified to provide the Services.

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

Section 1: The foregoing recitals are incorporated herein.

Section 2: The Chair of the CRA is hereby authorized and directed to execute the Agreement, a copy of which is attached hereto and incorporated herein as Exhibit "A".

Section 3: This resolution shall take effect immediately upon its execution.

#6022895 v1 26508-00003

The foregoing Resolution was offered by Board Member Thomas who moved its adoption. The motion was seconded by Board Member Linden and upon being put to a roll call vote, the vote was as follows:

	AYE	NAY
CHAIR ROGER D. MICHAUD	<u>/</u>	—
BOARD MEMBER MICHAEL HENSLEY	<u>/</u>	—
BOARD MEMBER JOHN LINDEN	<u>/</u>	—
BOARD MEMBER MICHAEL O'ROURKE	<u>/</u>	—
BOARD MEMBER JUDITH E. THOMAS	<u>/</u>	—
VACANT	—	—
VACANT	—	—

The Community Redevelopment Agency thereupon declared the foregoing Resolution 10-03-25 duly passed and adopted this 19 day of March, 2025.

TOWN OF LAKE PARK, FLORIDA

BY: 
 ROGER D. MICHAUD
 CHAIR

ATTEST:


 VIVIAN MENDEZ
 AGENCY CLERK



Approved as to form and legal sufficiency:

BY: 
 THOMAS J. BAIRD
 AGENCY ATTORNEY

AGREEMENT

This Agreement for Park Avenue Decorative Lighting and Maintenance ("Agreement") is made and entered into this 19 day of March, 2025, by and between the Town of Lake Park Community Redevelopment Agency, located at 535 Park Avenue, Lake Park, Florida 33403, and Shellard Lighting Designs, LLC., located at 2310 Pinewood Lane, West Palm Beach, FL 33415, (hereinafter referred to as the "Contractor").

RECITALS

WHEREAS, the Town of Lake Park's Community Redevelopment Agency (the CRA) has such powers and authority as have been conferred upon it by Chapter 163, Part III, Florida Statutes; and

WHEREAS, The CRA is empowered to enter into contractual arrangements with public agencies, private corporations, or other persons; and

WHEREAS, the CRA solicited quotes from companies pursuant to a Request for Quote (RFQ 105-2025) for services to install and maintain decorative lighting along Park Avenue from 7th to 10th Street; and

WHEREAS, the CRA received only one quote, that being from Shellard Lighting Designs, LLC (the Quote) to provide the CRA services for the installation and maintenance of decorative lighting (the Services) along Park Avenue from 7th to 10th Street; and

WHEREAS, pursuant to the Quote, the Contractor has agreed to provide the Services in the amount of \$12,855 for the initial installation of lighting and thereafter a monthly fee of \$150 for maintenance; and

WHEREAS, the CRA has determined that the Services to be provided meet the CRA's requirements for Park Avenue Decorative Lighting Installation and Maintenance; and

WHEREAS, the CRA has determined that the Contractor's Quote was responsive and that the Contractor is qualified to perform the services solicited.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the CRA and the Contractor agree as follows:

1. Recitals:

The recitals are true and correct and are incorporated herein.

2. Scope of Services.

- a. The Contractor agrees to provide to the CRA services for the installation of decorative lighting along Park Avenue from 7th Street to 10th Street and thereafter to maintain the lighting for \$150 per month during the term of the Agreement. A copy of the response to Request for Quote (RFQ 105-2025) is attached hereto and incorporated herein as Exhibit A.

3. Term.

- a. The term of this Agreement shall begin upon execution by both parties and shall be for three years. The Town may elect to renew the Agreement for two additional three year terms, by notifying Contractor.

4. Consideration.

- a. The CRA agrees to pay the Contractor according to the pricing structure established in the Quote. Payments by the CRA shall be made upon its determination that a proper invoice has been submitted.

5. Compliance with Laws.

- a. The Contractor shall comply with all applicable federal, state, and town laws when performing the Services.

6. Records Retention/Ownership/Audit.

- a. The Contractor shall maintain records pertaining to its performance of the Services and shall upon the reasonable request of the CRA provide it with access to the records it maintains. Upon the request of the CRA, the Contractor shall transfer any records it is maintaining associated with the Services at no cost, to the CRA upon the termination of the Agreement and destroy any duplicate public records that are exempt of confidential and exempt from public disclosure requirements. All records stored electronically shall be provided to the CRA in a format compatible with the CRA's information technology systems.
- b. The Town has not performed a pre-audit of the Contractor's financial and accounting records to verify actual or average direct labor payroll rates or the general overhead factor and profit margin. However, the Contractor shall permit the CRA or its designated agent to inspect such records at the location where they are kept upon reasonable notice. Furthermore, the CRA shall have the right to audit the Contractor's financial and accounting records, by generally accepted governmental auditing standards, within one year after completion of this Agreement. The CRA or its designated agent may perform this audit.

7. Public Records.

The Consultant shall comply with Florida's Public Records Law. Specifically, the Contractor shall:

- a. Keep and maintain public records required by the CRA to perform the Services.
- b. Upon the request of the CRA's custodian of public records, provide the CRA with such public records within a reasonable time at a cost that does not exceed the costs provided for in Chapter 119, Florida Statutes.

- c. 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 work and services to be provided pursuant to this Agreement and following completion of this Agreement.
- d. Upon the completion of the final Term pursuant to this Agreement, the Contractor shall transfer, at no cost, to the CRA all public records in its possession, or keep and maintain the public records associated with the Services for such time as required by law. If the Contractor transfers the public records to the CRA, the Contractor shall destroy any duplicate public records that are exempt from public records disclosure. The Consultant acknowledges that it is required to comply with all applicable requirements pertaining to the retention of public records. All records stored electronically shall be provided to the CRA, upon request from the CRA's custodian of public records, in a format that is compatible with the information technology systems of the CRA.
- e. IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, THE CONTACTOR SHOULD CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT: TOWN CLERK, 535 Park Avenue, Lake Park, Florida 33403, 561-881-3311, Townclerk@lakeparkflorida.gov.

8. Insurance and Indemnification.

- a. The CONSULTANT shall maintain, or cause to be maintained, the following specified insurance coverage in the amounts set forth hereafter during the full period of the Contract and any extensions thereof, which must include the following coverage and minimum limits of liability:

WORKERS' COMPENSATION AND EMPLOYERS' LIABILITY INSURANCE for all employees of the CONSULTANT for Statutory Limits in compliance with the 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 and all subcontractors. EMPLOYERS LIABILITY LIMITS shall not be less than One Million (\$1,000,000.00) Dollars each accident; One Million (\$1,000,000.00) Dollars disease-policy limit; and, One Million (\$1,000,000.00) Dollars disease-each employee.

COMPREHENSIVE GENERAL LIABILITY with the minimum limits of One Million (\$1,000,000.00) Dollars, per occurrence, premises and operations, independent contractors, products and completed operations, personal and

advertising injury, XCU coverage, and a contractual liability endorsement of Two Million (\$2,000,000.00) Dollars aggregate.

PROFESSIONAL LIABILITY INSURANCE in the minimum amount of \$1,000,000 per occurrence

BUSINESS AUTO LIABILITY with minimum limits of one million (\$1,000,000.00) Dollars or combined Single Limit for Bodily Injury and Property Damage Liability. This insurance must be an "any-auto" policy including Owned, Hired, Non-Owned, and Employee Non-Ownership Coverage.

The CRA shall be included as an Additional Named Insured under the General Liability and Automobile Liability policies and a waiver of subrogation against the TOWN shall be included in all Workers' Compensation policies. Current valid insurance policies meeting the requirements herein identified shall be maintained during the duration of this Contract and any extensions thereof. There shall be a thirty (30) day notification to the TOWN, in the event of cancellation or modification of any stipulated insurance policy. It shall be the responsibility of the CONSULTANT to ensure that all subcontractors are adequately insured or covered under their policies.

All Certificates of Insurance shall be kept on file with the TOWN, and approved by the TOWN prior to the commencement of any work activities. The TOWN may at its discretion, require the CONSULTANT to provide a complete certified copy of the insurance policy(s). If this Contract includes the installation of machinery and/or equipment into an existing structure, the Comprehensive General Liability policy must include an endorsement covering same, including installation and transit.

- b. The required insurance coverage shall be issued by an insurance company duly authorized and licensed to do business in the State of Florida with the following minimum qualifications in accordance with the latest edition of A.M. Best's Insurance Guide: Financial Stability: A+ to B+.
- c. All required insurance shall preclude any underwriter's rights of recovery or subrogation against the TOWN with the express intention of the parties being that the required coverages protect both parties as the primary insurance for any and all losses covered by the above described insurance.
- d. The clauses "Other Insurance Provisions" and "Insured Duties in the Event of an Occurrence, Claim or Suit" as they appear in any policy of insurance in which the TOWN is named as an additional named insured shall not apply to TOWN.
- e. Violation of the terms of this Section 13 and its sub-parts shall constitute a material breach of the Contract by the CONSULTANT and the TOWN, at its sole discretion, may cancel the Contract and all rights, title and interest of the CONSULTANT shall thereupon cease and terminate.

IN WITNESS WHEREOF, the parties duly authorized representatives hereby execute this **AGREEMENT** on the date first written above.

ATTEST:

BY: *Vivian Mendez*

Vivian Mendez, Town Clerk

LAKE PARK CRA:

BY: *Roger Michaud*

Roger Michaud, Chair



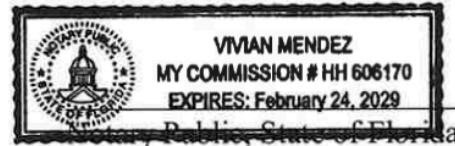
APPROVED AS TO FORM
AND LEGAL SUFFICIENCY

BY: *Thomas J. Baird*

Thomas J. Baird, Town Attorney

State of Florida
County of Palm Beach

The foregoing instrument has been acknowledged before me this 19 day of March 2025, by Roger Michaud, Chair of the Lake Park CRA, who is personally known to me.



CONTRACTOR

Shellard Lighting Displays, LLC

By: *Spencer Shellard*

Its: **MGR/Owner**

Spencer Shellard

Printed

#6022874 v1 26508-00003

9. Termination.

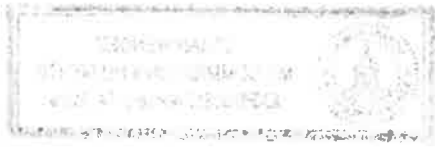
- a. Either party may terminate this Agreement for convenience by providing the other party with 90 days advance written notice of its intention to do so. In the event of termination, the Contractor shall be paid for all work performed up to the written notice of termination date.

10. Governing Law and Venue.

- a. This Agreement is governed by the laws of the state of Florida. Venue pertaining to the litigation of any disputes arising under this Agreement shall be in the state or federal courts of Palm Beach County, Florida.

11. Entire Agreement.

- a. This Agreement constitutes the entire understanding between the parties concerning the subject matter hereof and supersedes all prior agreements, negotiations, and discussions between the parties. Any amendments to this Agreement must be made in writing and signed by both parties.



EXHIBIT

A



Request For Quote:

(RFQ) 105-2025

Park Avenue Decorative Lighting Installation and Maintenance

On Park Ave, between 7th and 10th Shellard Lighting will provide year round lighting on the light poles and palm trees. The poles and trees will be decorated with RGB LED coaxial lights. They have several functions and color capabilities. Red lights for Valentines Day, green for St. Patricks Day and red, white and blue for July 4th.

- **Functions:** Steady, Color Change, Jump, Fade, Flash Warm White, Chase, Flash Out, and Flash Opal
- **Color Options:** Red, Blue, Green, Berry, Warm White, Harvest, Aqua, Opal and Multi

Area A: Light Poles



1. Shellard Lighting will wrap the 21 light poles with 4" RGB LED coaxial lights. Each pole will receive 2 sets of lights and 1 RGB controller.
 - 42 RGB sets total
 - 21 RGB controllers

INITIAL INSTALL COST: 21 light poles at \$110.00 a pole = \$2310.00

Area B: Medjool Palms

1. There are two pedestrian cross walks that feature dual mejool palm trees on each side for a total of eight palms. These trunks will be lit with 6" RGB LEDs.

- 71 sets total
- 8 RGB controllers

71 sets at \$47.50 a set = \$3372.50

8 controllers at \$15.00 each = \$120.00

INITIAL INSTALL COST: \$3492.50

Area C: Royal Palms In Median

1. Down this stretch of road there are 11 royal palm trees in the medians. We will light the trunks with 6" RGB LEDs.

- 145 sets total
- 11 RGB controllers

145 sets at \$47.50 a set = \$6887.50

11 controllers at \$15.00 each = \$165.00

INITIAL INSTALL COST: \$7052.50

There will be a 3 month warranty on all materials and labor. We will provide monthly care and maintenance for all items lit. This will include a once per month drive through to ensure;

- All light strands on all poles and trees are in proper working condition
- Replace any damaged strands
- Replace and blown fuses
- Fix any sliding sets

COST: Monthly Drive Through = \$150.00

COST: Replacement Strand = \$47.50

COST: Replacement Controller = \$15.00

LABOR COST; \$65.00/hour

We recommend a rewrap of the lights on all palm trees every 6-8 months. As the palms grow the tension on the strands increases causing them to rip. A rewrap resets the tension from the growth of the trees.

REWRAP COST FOR MEDJOOLS: \$603.50 plus any replacement sets if needed

REWRAP COST FOR ROYALS: \$1232.50 plus any replacement sets if needed

Proof of Insurance:



CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
02/11/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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 this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Pettineo Insurance Agency, Inc. 2428 E Commercial Blvd Fort Lauderdale FL 33308		CONTACT NAME: Customer Service PHONE (A/C, No, Ext): 954-493-9424 FAX (A/C, No): 954-493-9424 E-MAIL ADDRESS: coi@pettineo.com	
INSURED Shellard Lighting Designs, LLC. 2310 Pinewood Lane West Palm Beach FL 33415		INSURER(S) AFFORDING COVERAGE INSURER A: Heritage Property & Casualty Insurance Company NAIC # 14407 INSURER B: Technology Insurance Company, Inc. 42376 INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES
CERTIFICATE NUMBER:
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, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR ☒ Primary & Non Contributory GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PROJECT ☐ LOC OTHER:	Y	Y	HCR011676	10/09/2024	10/09/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☐ HIRED AUTOS ONLY ☐ SCHEDULED AUTOS ☐ NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB ☐ OCCUR EXCESS LIAB ☐ CLAIMS-MADE DED ☐ RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/ MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	Y	TWC4501167	09/25/2024	09/25/2025

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 CERTIFICATE HOLDER ALSO LISTED AS ADDITIONAL INSURED.

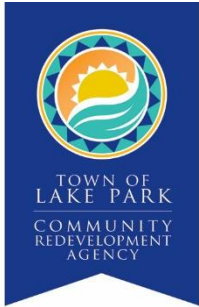
CERTIFICATE HOLDER
CANCELLATION

Lake Park CRA and the Town of Lake Park 535 Park Ave West Palm Beach FL 33403	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	---

© 1988-2015 ACORD CORPORATION. All rights reserved.

ACORD 25 (2016/03)

The ACORD name and logo are registered marks of ACORD



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026
Originating Department: Special Events Department
Agenda Title: Presentation, Discussion & Direction - Bert Bostrom Park Master Plan – Prioritize Projects

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

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

New Business

Cost of Item: \$0.00 **Funding Source:** _____
Account Number: _____ **Finance Signature:** _____

Advertised:

Date: _____ **Newspaper:** _____

Attachments: Bert Bostrom Park Master Plan

Please initial one:

_____ Yes I have notified everyone
 _____ X Not applicable in this case

Summary Explanation/Background:

On June 17, 2026, the Lake Park Community Redevelopment Agency (CRA) Board approved the Bert Bostrom Park Master Plan pursuant to Resolution 49-06-26. Given the vast number of projects identified in the Master Plan, staff is requesting direction from the CRA Board on priority of projects to be completed.

Funding to support prioritized projects will be dependent on availability (i.e., grant funding, impact fees upon approval and collection, CRA and/or General Fund Budget, donation, etc.) and may be completed on a phased basis.

Note: The approved FY 2027 Budget provided for \$650,000 and the Town has recently submitted a

\$200,000 Florida Recreation Development Assistant Program (FRDAP) grant application, which if approved may be included within the state's FY 2028 budget (available after July 2027).

As a result, staff would recommend, at this time, that the projects selected to be completed are easily constructed as standalone and subsequently followed by those that fall in logical construction order.

Thus, the CRA Board is requested to consider the various projects and provide direction on which projects to prioritize within Bert Bostrom Park:

- **Playground & Existing Pavilion (\$400,000)**

The first project will include the site work preparation and installation of a new playground with a rubberized surface and shade sail. It will also include the renovation of the existing pavilion located on the east side of the park. This includes roof and structural repairs, and the installation of new ADA compliant picnic tables and walkway. The estimated total for both projects provided in the Bert Bostrom Master Plan exceeds 1 million dollars. However, staff created a budget that decreases that amount to \$400,000.00. In addition, on October 14, 2026 staff submitted a Florida Recreation Development Assistance Program Grant Application (FRDAP) requesting a \$200,000.00 matching grant.

- **Basketball Courts - Renovation (\$118,381)**

The renovation of the outdoor basketball courts will include resurfacing the courts, color coating, line striping, replace backboards/nets/fencing and repairing and/or upgrading the lights.

- **Concession Stand and Restroom Building – Renovation (\$189,564)**

The Special Events Department and the soccer program organized by JetSetV F.C. currently use the concession stand for storing recreation equipment. Town staff previously discussed the renovation project with PBSO as part of starting a new Police Athletic League (PAL) Program in Lake Park. PBSO has offered to help fund the renovation, however that discussion are on hold until the end of the year.

- **Multi-Use Sports Field (\$59,190)**

Move/Refurbish/Install fencing, lights and line striping.

- **Play Mound (\$93,208.00)**

The play mound will be a raised structure on the west side of the park, used to encourage climbing, running, rolling and open-ended activities. Play mounds promote physical and social growth, including balance, spatial awareness and motor coordination. They also facilitate exploration and support the development of creativity, teamwork and problem solving.

- **Communal Lawn (\$73,044)**

The communal lawn will be designed to be a public, open area of grass to be used for general non-instructional recreation activities, social events and relaxation. Including, but not limited to, throwing a football or Frisbee, kicking a soccer ball, flying a kite, exercising, outdoor movie nights, live performances, reading a book or just enjoying the outdoors. The adaptable design means it can be activated by small town events, private events and casual resident usage. Trees frame the edges of the lawn to provide a sense of enclosure and provide some shade for users.

- **Park Monument Sign (East Side)**

The Bert Bostrom Park monument sign will be located on the east side of the park near the communal lawn, play mound and on-street parking.

- **Ninja Course (\$376,757)**

The ninja course was one of the most talked about projects during the community outreach phase. It will include a series of dynamic physical obstacles designed to test upper-body strength, grip, balance, speed and agility. Common elements include hanging rings, grip balls, monkey bars, slacklines, cargo nets, balance beams and rotating wheels. The concept was inspired by the TV show American Ninja Warrior.

- **Picnic Area (\$49,403)**

Designed outdoor space for picnics in the park. Trees around the area to provide some shade for users. This is a separate space from the communal lawn and existing pavilion.

- **Dog Friendly Walk (\$276,032)**

Walking path/trail throughout the park and fenced play area on the north side of the park. This project could be completed in phases depending on the relevant location to other prioritized projects.

- **Athletic Complex -Building, Parking Lot, Signage (\$7,213.487)**

Multi-use sports facility designed to host games, tournaments, team practices, fitness programs, facility rentals and community events. This will possibly include, but not limited to, a lobby, gymnasium, offices, activity rooms, restrooms, storage spaces, concession area, warming kitchen and seating area.

- *****General Sitework and Park Improvements (\$802,998)**

This will include, but not limited to, the refurbishment of existing or installation of new Electric, Lighting, Water, Sewer, Storm Water, Plantings, and Landscapes throughout the park.

- *****Parking (\$810,366)**

The parking projects will be completed in separate phases depending on the relevant location to other prioritized projects. This includes on-street parking around the park on 6th Street, 7th Street and Bayberry Drive as well as the parking lot that is located between the basketball court and athletic complex.

Note: All estimated Master Plan project pricing (as show above) are estimates and were developed during the completion of the Master Plan document. Pricing is expected to change based on market conditions at the time that the project(s) are planned to be completed.

Recommended Motion:

The CRA Board is requested to consider, discuss, and provide direction regarding the priority to complete the various projects within the Bert Bostrom Master Plan.

RESOLUTION 49-06-26

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA (“CRA”), APPROVING A MASTER PLAN FOR BERT BOSTROM PARK; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the 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 approved a contract with Wannaemacher Jensen Architects, LLC (“WJA”) pursuant to Resolution 53-09-25 for the development of a Master Plan for Bert Bostrom Park; and

WHEREAS, in accordance with its approved contract, WJA has developed a Master Plan for the CRA ; and

WHEREAS, the Town’s Community Redevelopment Agency recommends that the CRA Board approve the Master Plan developed by WJA for Bert Bostrom Park.

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

Section 1. The whereas clauses are incorporated herein.

Section 2. The CRA Board hereby approves the Master Plan developed by WJA, a copy of which is incorporated by reference as Exhibit A.

Section 3. This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Board Member Thomas who moved its adoption. The motion was seconded by Vice-Chair Hensley, and upon being put to a roll call vote, the vote was as follows:

	AYE	NAY
CHAIR ROGER D. MICHAUD	<u>/</u>	—
VICE CHAIR MICHAEL HENSLEY	<u>/</u>	—
BOARD MEMBER JOHN LINDEN	—	<u>/</u>
BOARD MEMBER MICHAEL O'ROURKE	—	<u>/</u>
BOARD MEMBER JUDITH E. THOMAS	<u>/</u>	—
VACANT	—	—
VACANT	—	—

The Community Redevelopment Agency thereupon declared the foregoing Resolution 49-06-26 duly passed and adopted this 17 day of June, 2026.

TOWN OF LAKE PARK, FLORIDA

BY: 
 ROGER D. MICHAUD
 CHAIR

ATTEST:


 VIVIAN MENDEZ
 AGENCY CLERK

 TOWN OF LAKE PARK
 (TOWN SEAL)
 SEAL
 FLORIDA

Approved as to form and legal sufficiency:

BY: 
 THOMAS J. BAIRD
 AGENCY ATTORNEY



Bert Bostrom Park

June 17, 2026

Public Input Opportunities

Public Input Opportunities

- Events
 - Holiday Celebration on December 5, 2025
 - MLK Movie In the Park January 16, 2026
 - Sunset Celebration January 29, 2026
- Stakeholder Meeting
 - January 24, 2026
- Online Survey
 - Distributed to the 5,000 +/- households in Lake Park, FL
 - Email outreach to stakeholders



Public Engagement Event December 5, 2025

Public Engagement Event Stations



**Welcome
Station**



**Existing
Conditions**



**Priority
Voting**



**Ornament
Wish List**

Results

Existing Conditions Station

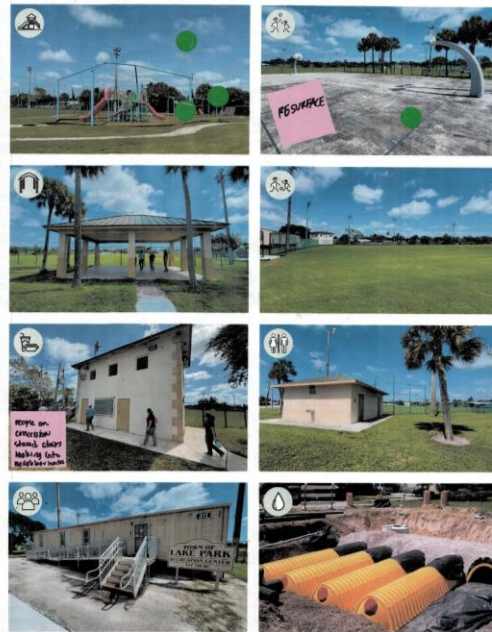
- Desire to remove certain facilities, including the concession stand/restroom building and the community center trailer
- Opportunity to resurface the basketball courts
- Reinstate the Rec Center Sports program



Item 5.

Bert Bostrom Park

Existing conditions
Condiciones existentes
Kondisyon ki egziste deja



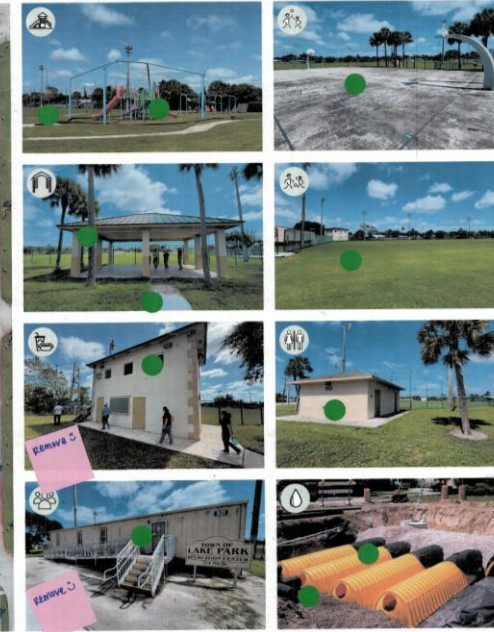
INSTRUCTIONS: Please share your feedback on the questions below using the provided post-it notes.
INSTRUCCIONES: Por favor, comparta sus comentarios sobre las preguntas a continuación utilizando los post-its proporcionados.
ENSTRIKSYON: Silvoupilè fè nou konnen sa ou panse de keksyon ki anba yo.

What are your favorite aspects of this park?
¿Cuáles son tus aspectos favoritos del parque?
Kisa ou pi renmen de pak la?

What would you like to see in the future?
¿Qué te gustaría ver en el futuro?
Kisa ou ta renmen wè nan lavni?

Bert Bostrom Park

Existing conditions
Condiciones existentes
Kondisyon ki egziste deja



INSTRUCTIONS: Please share your feedback on the questions below using the provided post-it notes.
INSTRUCCIONES: Por favor, comparta sus comentarios sobre las preguntas a continuación utilizando los post-its proporcionados.
ENSTRIKSYON: Silvoupilè fè nou konnen sa ou panse de keksyon ki anba yo.

What are your favorite aspects of this park?
¿Cuáles son tus aspectos favoritos del parque?
Kisa ou pi renmen de pak la?

What would you like to see in the future?
¿Qué te gustaría ver en el futuro?
Kisa ou ta renmen wè nan lavni?

Priority Voting Station

- Highest priorities were the inclusion of soccer facilities and a ninja course
- Other top priorities identified included dog-friendly areas, playgrounds, and a fitness center
- Written suggestions featured bocce ball, handball, dodgeball, swings for all ages, volleyball, water fountains, and monkey bars
- The Town has very few dog-friendly areas

Priority Dot Voting Station	
Soccer	94
Ninja Course	43
Dog-Friendly Areas	42
Playground	41
Fitness Center	41
Community Events	34
Fitness Equipment	32
Shade	30
Football	29
Indoor Gymnasium Court	29
Walking/Multi-Use Path	26
Pickleball	25
Tennis	24
Picnic Pavilion	24
Rental Space	22
Baseball	21
Basketball	20
Meeting Room/Classes	13

What could Bert Bostrom Park look like?

¿Cómo podría lucir el parque Bert Bostrom?

Ki jan pak Bert Bostrom ta ka parèt?



INSTRUCTIONS: Place a green dot sticker on each activity you'd like to see in your new park, place a red dot sticker on each you'd like to avoid.
INSTRUCCIONES: Coloca una pegatina verde en cada actividad que te gustaría ver en tu nuevo parque, coloca una pegatina roja en cada una que quieras evitar.
ENSTRIKSYON: Mete yon ti etikèt vèt sou chak aktivite ou ta renmen wè nan nouvo pak ou a, mete yon ti etikèt wouj sou chak aktivite ou ta renmen evite.



Write in your own ideas!
 ¡Escribe tus propias ideas!
 Ekri nan pwòp ide ou!

What could Bert Bostrom Park look like?

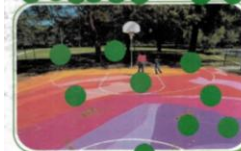
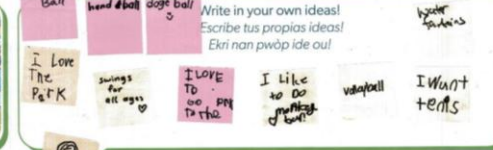
¿Cómo podría lucir el parque Bert Bostrom?

Ki jan pak Bert Bostrom ta ka parèt?



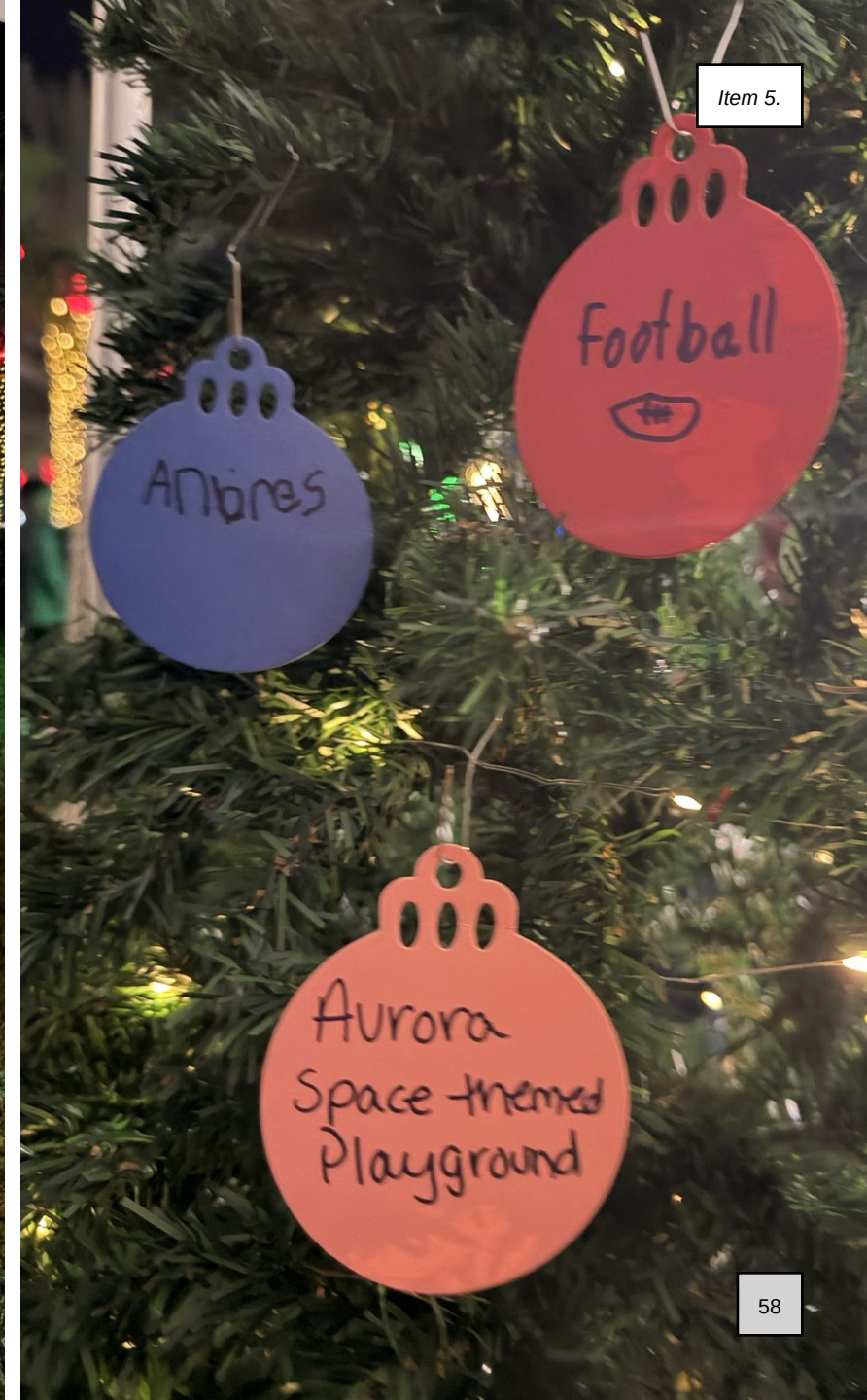
Item 5.

INSTRUCTIONS: Place a green dot sticker on each activity you'd like to see in your new park, place a red dot sticker on each you'd like to avoid.
INSTRUCCIONES: Coloca una pegatina verde en cada actividad que te gustaría ver en tu nuevo parque, coloca una pegatina roja en cada una que quieras evitar.
ENSTRIKSYON: Mete yon ti etikèt vèt sou chak aktivite ou ta renmen wè nan nouvo pak ou a, mete yon ti etikèt wouj sou chak aktivite ou ta renmen evite.



Ornament Wish List Station

- Children shared a variety of amenities they would like to see in the park, along with activities they enjoy when visiting
- Responses included soccer fields, playgrounds, swings, monkey bars, and slides
- Prefer spaces where they can play freely and have room to run around





Stakeholders Meeting

Existing Conditions Station

- Desire to remove existing community center trailer
- Update the concession stand, as well as adding an autolocking system to the restroom building
- Desire for interpretive signage to explain the stormwater system
- Resurfacing the existing basketball court
- Enhancing the pavilion with added seating



Existing conditions
Condiciones existentes
Kondisyon ki egziste deja



What are your favorite aspects of this park?
¿Cuáles son tus aspectos favoritos del parque?
Kisa ou pi renmen de pak la?

What would you like to see in the future?
 ¿Qué te gustaría ver en el futuro?
 Kisa ou ta renmen wè nan lavni?

Existing conditions
Condiciones existentes
Kondisyon ki egziste deja



What are your favorite aspects of this park?
¿Cuáles son tus aspectos favoritos del parque?
Kisa ou pi renmen de pak la?

What would you like to see in the future?
¿Qué te gustaría ver en el futuro?
Kisa ou ta renmen wè nan lavni?

- Restrooms inside field perimeter
- Storage for sports
- Lights moved for field
- Lightning detector

Keep to street
parking. It's been
writing this long.
No new parking lot.

Signage for
parking return.
We used to call it
the "6th Street lot"
because / basketball court
corner lot.

Priority Voting Station

- Highest priorities were the inclusion of soccer facilities and walking paths
- Other top priorities identified included community event space, ninja course, and picnic pavilions

Priority Dot Voting Station	
Soccer	12
Walking/Multi-Use Path	11
Community Events	10
Ninja Course	8
Picnic Pavilion	8
Football	7
Indoor Gymnasium Court	6
Meeting Room/Classes	6
Shade	6
Playground	5
Baseball	4
Basketball	3
Dog-Friendly Areas	2
Pickleball	2
Outdoor Fitness Equipment	2
Indoor Fitness Center	0
Rental Space	0
Tennis	0

What could Bert Bostrom Park look like?

¿Cómo podría lucir el parque Bert Bostrom?
Ki jan pak Bert Bostrom ta ka parèt?



INSTRUCTIONS: Place a green dot sticker on each activity you'd like to see in your new park, place a red dot sticker on each you'd like to avoid.
INSTRUCCIONES: Coloca una pegatina verde en cada actividad que te gustaría ver en tu nuevo parque, coloca una pegatina roja en cada una que quieras evitar.
ENSTRIKSYON: Mete yon ti etikèt vèt sou chak aktivite ou ta renmen wè nan nouvo pak ou a, mete yon ti etikèt wouj sou chak aktivite ou ta renmen evite.



Soccer
Fútbol
Foutbòl



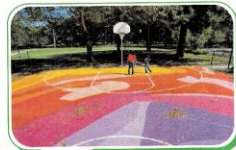
Football
Fútbol Americano
Foutbòl Ameriken



Baseball
Béisbol
Bezbol



Picnic Pavilion
Pabellón de picnic
Paviyon Piknik



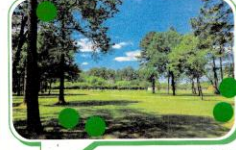
Basketball
Baloncesto
Baskètbòl



Tennis
Tenis
Tenis



Pickleball
Pickleball
Pickleball



Shade
Sombra
Lakou Lonbraj



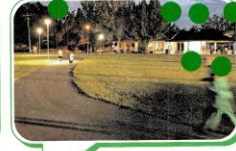
Playground
Parque Infantil
Lakou rekreyasyon



Ninja Course
Carrera de obstáculos
Kous ak obstak



Fitness Equipment
Equipo de ejercicio
Ekipman fòm fizik pou deyò



Walking/Multi-use Path
Sendero multiuso
Chemen pou mache



Indoor Gymnasium Court
Cancha de gimnasio cubierta
Gymnasium avek teren andedan



Meeting Room/Classes
Salas de reuniones/Clases
Sal Reinyon/ Klas



Rental Space
Espacio de alquiler
Pou lwe



Fitness Center
Centro de fitness
Sant ekzesis



Dog-Friendly Areas
Áreas para perros
Zòn Ke chen ka vini



Community Events
Eventos Comunitarios
EVENMAN Kominoté

Write in your own ideas!
¡Escribe tus propias ideas!
Ekrri nan pwòp ide ou!

What could Bert Bostrom Park look like?

¿Cómo podría lucir el parque Bert Bostrom?
Ki jan pak Bert Bostrom ta ka parèt?



Item 5.

INSTRUCTIONS: Place a green dot sticker on each activity you'd like to see in your new park, place a red dot sticker on each you'd like to avoid.
INSTRUCCIONES: Coloca una pegatina verde en cada actividad que te gustaría ver en tu nuevo parque, coloca una pegatina roja en cada una que quieras evitar.
ENSTRIKSYON: Mete yon ti etikèt vèt sou chak aktivite ou ta renmen wè nan nouvo pak ou a, mete yon ti etikèt wouj sou chak aktivite ou ta renmen evite.



Soccer
Fútbol
Foutbòl



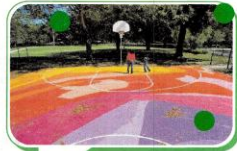
Football
Fútbol Americano
Foutbòl Ameriken



Baseball
Béisbol
Bezbol



Picnic Pavilion
Pabellón de picnic
Paviyon Piknik



Basketball
Baloncesto
Baskètbòl



Tennis
Tenis
Tenis



Pickleball
Pickleball
Pickleball



Shade
Sombra
Lakou Lonbraj



Playground
Parque Infantil
Lakou rekreyasyon



Ninja Course
Carrera de obstáculos
Kous ak obstak



Fitness Equipment
Equipo de ejercicio
Ekipman fòm fizik pou deyò



Walking/Multi-use Path
Sendero multiuso
Chemen pou mache



Indoor Gymnasium Court
Cancha de gimnasio cubierta
Gymnasium avek teren andedan



Meeting Room/Classes
Salas de reuniones/Clases
Sal Reinyon/ Klas



Rental Space
Espacio de alquiler
Pou lwe



Fitness Center
Centro de fitness
Sant ekzesis



Dog-Friendly Areas
Áreas para perros
Zòn Ke chen ka vini



Community Events
Eventos Comunitarios
EVENMAN Kaminoté

Write in your own ideas!
¡Escribe tus propias ideas!
Ekrri nan pwòp ide ou!

Open Forum

- Support for adding a fence around the playground
- Open-play playgrounds and ninja-style courses
- Shade trees, walking trails, benches, and educational signage
- Sports programming, including soccer, baseball, and flexible recreation spaces.
- Desire for multigenerational design
- Mixed views on indoor facilities: some prefer a fully outdoor park, while others support a small multipurpose building for offices, restrooms, storage, or flexible indoor sports.
- Recommendations to avoid duplicating amenities already available elsewhere
- Additional ideas included a park renaming process with public involvement

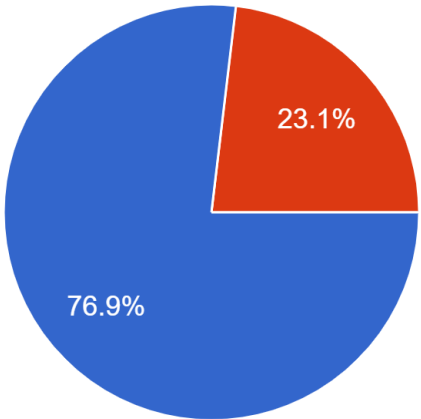


Online Survey

Survey Results

Are you a resident of Lake Park, FL?

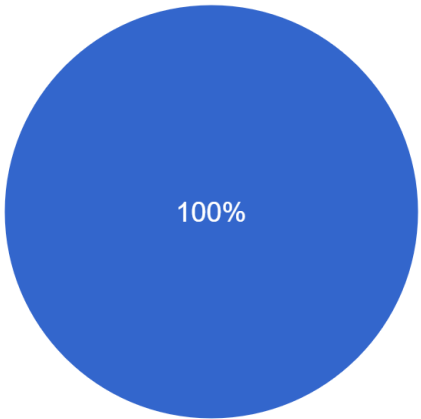
199 responses



● Yes
● No

¿Es usted residente de Lake Park, FL?

4 responses

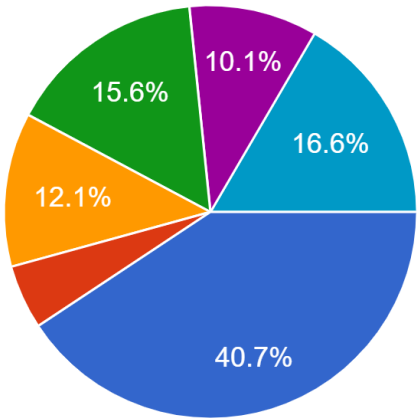


● Sí
● No

Survey Results

Which of the following best describes your household?

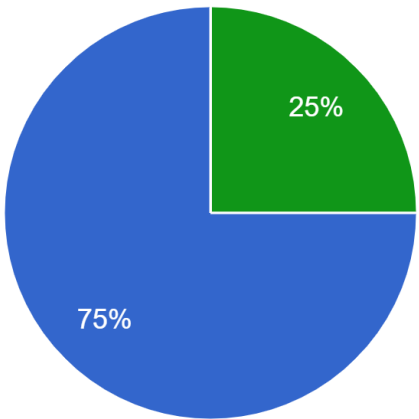
199 responses



- Couple with children at home
- Single with children at home
- Empty nester
- Couple, no children
- Single, no children
- Multi-generational home (grandparents, parents, children)

¿Cuál de los siguientes mejor describe su hogar?

4 responses

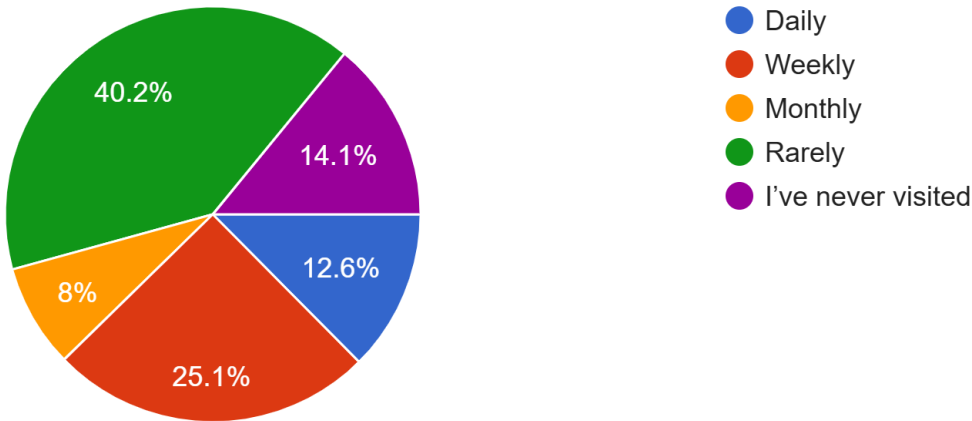


- Pareja con niños en el hogar
- Soltero(a) con niños en el hogar
- Nido Vacío
- Pareja sin niños
- Soltero(a) sin niños
- Hogar multi generacional (abuelos, padres, niños)

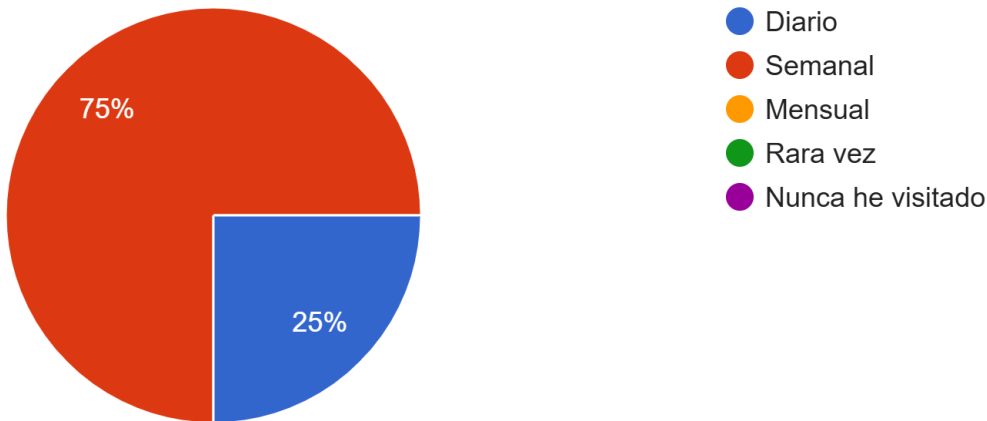
Survey Results

How often do you currently visit Bert Bostrom Park?
199 responses

Item 5.



¿Con que frecuencia visita usted el Parque Bert Bostrom actualmente?
4 responses

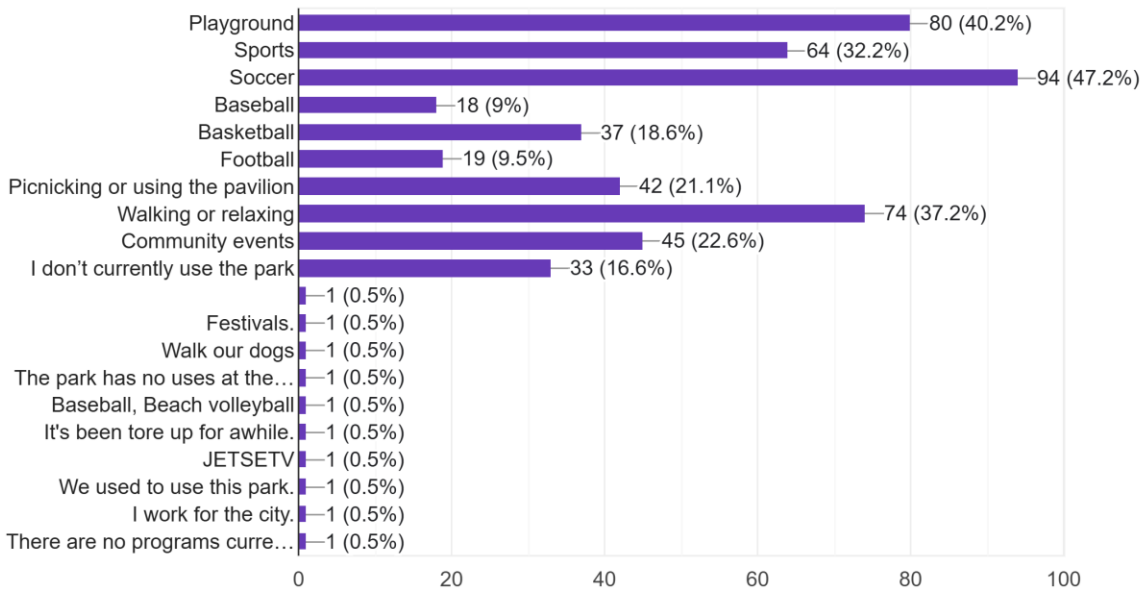


Survey Results

Item 5.

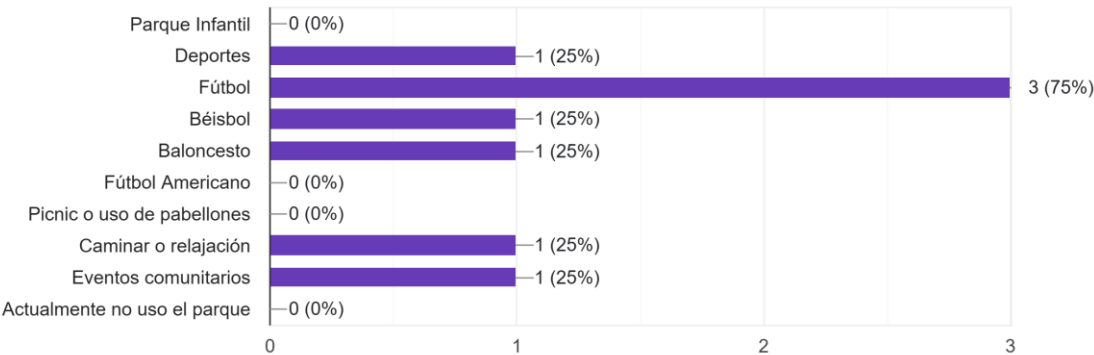
What activities do you or your family typically enjoy at the park? (Select all that apply)

199 responses

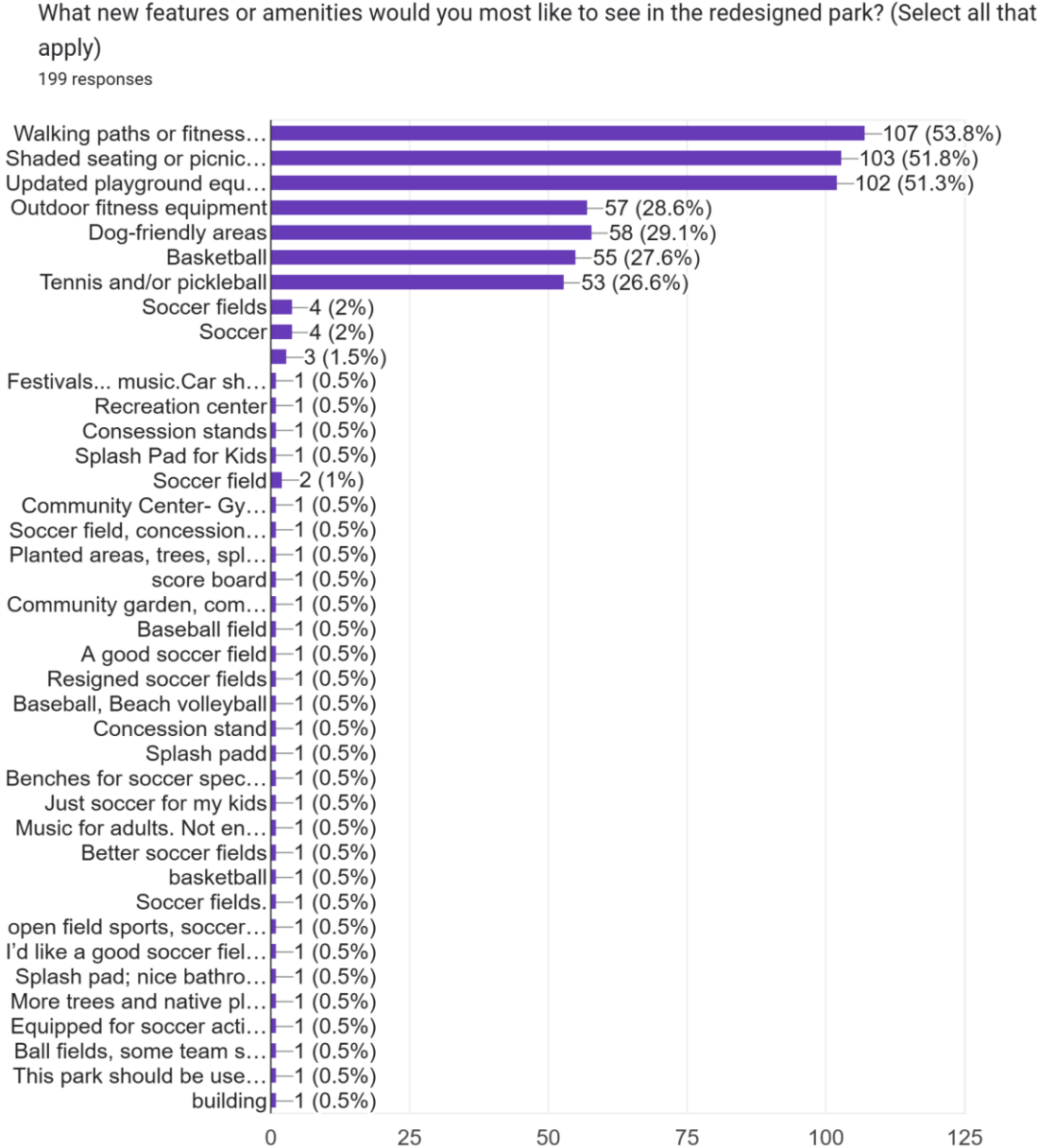


¿Qué actividades disfrutan típicamente usted y su familia en el parque? (Seleccione todas la que apliquen)

4 responses



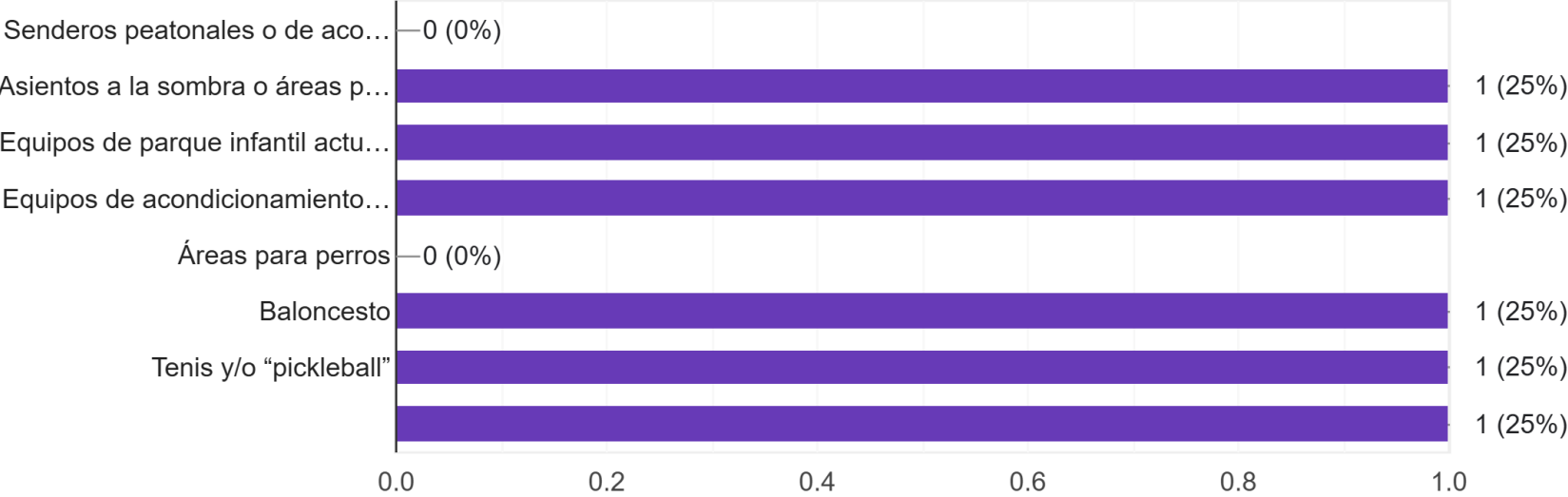
Survey Results



Survey Results

¿Qué elementos o servicios le gustaría ver más que nada en el nuevo diseño del parque? (Seleccione todos los que apliquen)

4 responses

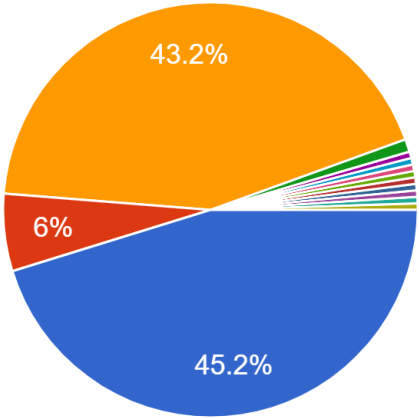


Survey Results

The central field must remain open space due to underground stormwater infrastructure.
would you prefer this space be used?

Item 5.

199 responses

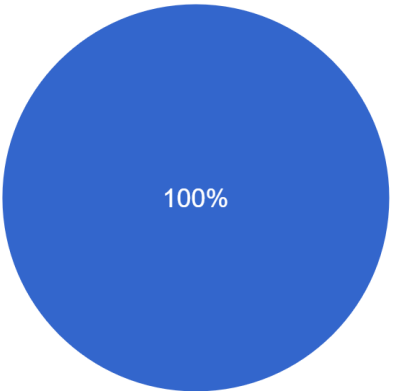


- Multi-use sports field (e.g., soccer, foo...)
- Open lawn for informal play and events
- Combination of both
- Just soccer
- Stregth station
- Quiet picnics
- Dog Park Section
- Baseball field

1/2

El campo central deberá permanecer como espacio abierto debido a la infraestructura para aguas pluviales. ¿Como preferiría que se usara este espacio?

4 responses

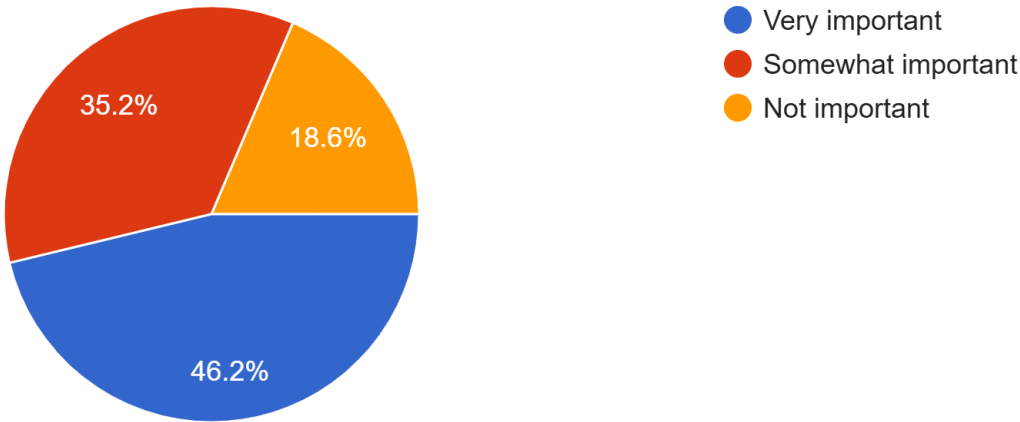


- Campo deportivo multiuso (p.ej., fútbol, fútbol americano)
- Césped abierto para obras y eventos informales
- Una combinación de ambos

Survey Results

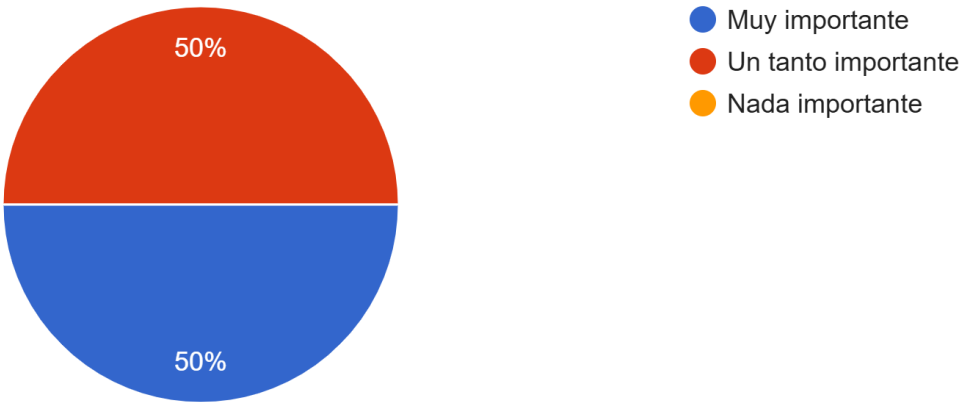
How important is it to you that the park includes spaces for community gatherings or even (concerts, markets, movie nights)? Item 5.

199 responses



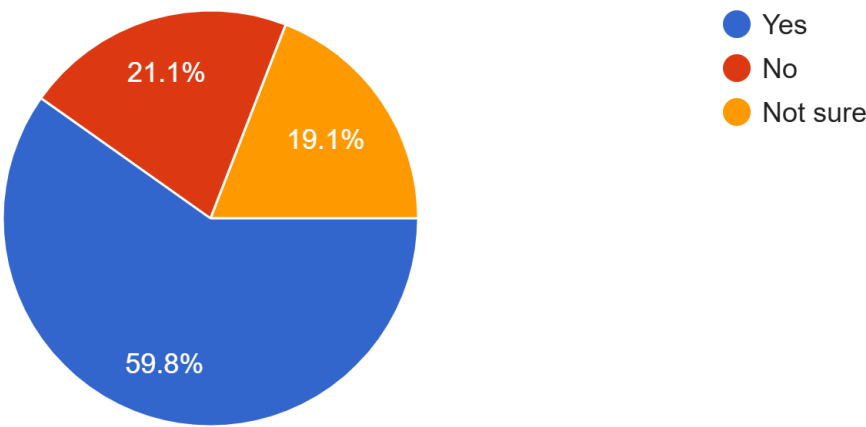
¿Qué tan importante es para usted que el parque incluya espacios para encuentros comunitarios o eventos (p.ej., conciertos, mercados, noches de películas)?

4 responses

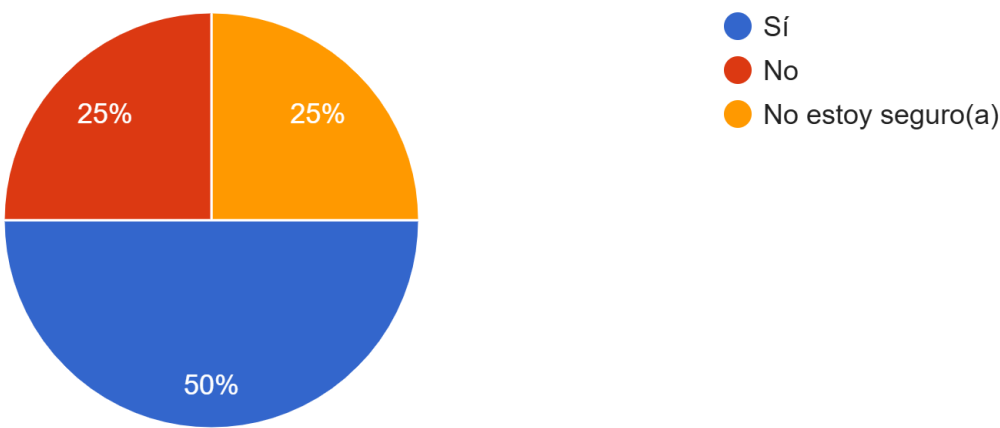


Survey Results

Would you support a community center/gymnasium building in the park?
199 responses



¿Apoyaría usted la edificación de un centro comunitario/gimnasio en el parque?
4 responses

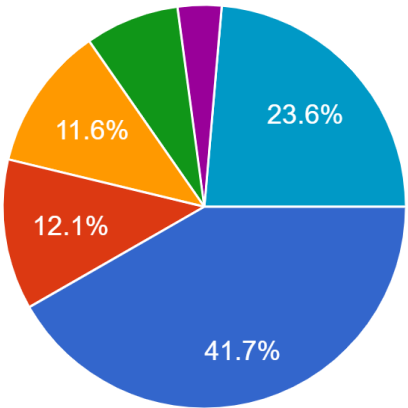


Survey Results

If a community center/gymnasium building were added to this park, what new amenities or features would you like to be included?

Item 5.

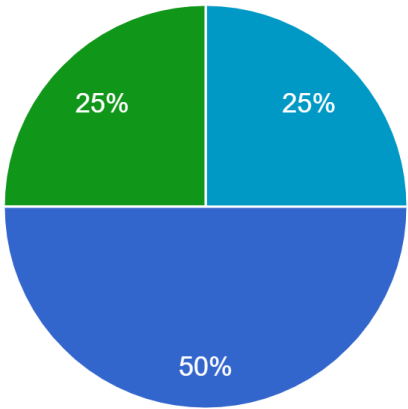
199 responses



- Gymnasium court (e.g. basketball, pickleball, volleyball, etc.)
- Meeting rooms (e.g. after school, summer camp, homeschooling, senior...)
- Fitness class space (e.g. yoga, pilates, Zumba, etc.)
- Fitness center (e.g. cardio, free weights, etc.)
- Rental space with kitchen
- I don't want a community center/gymn...

¿Si se edifica un centro comunitario/gimnasio en este parque, que nuevos elementos/servicios le gustaría que incluyera?

4 responses

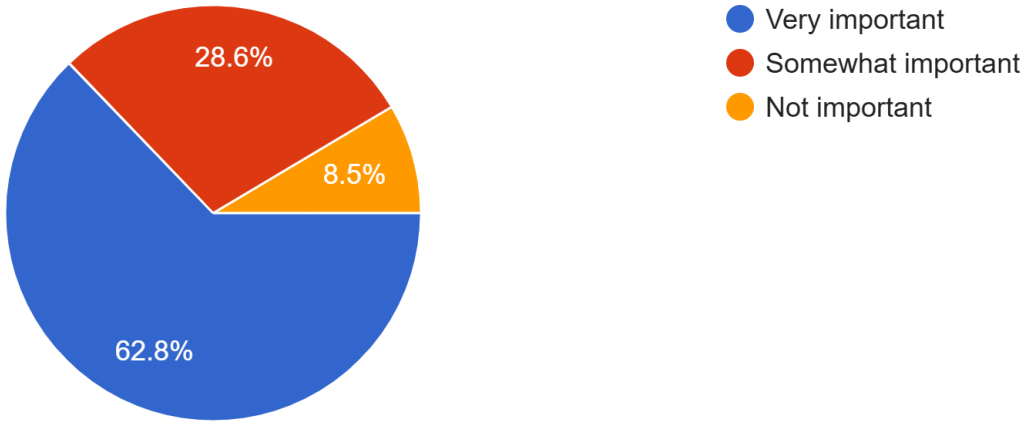


- Canchas en el gimnasio (p.ej., baloncesto, "pickleball," vóleibol, etc.)
- Salas de reuniones (p.ej., para después de la escuela, campo de verano, educ...)
- Espacio para clases de acondicionamiento físico (p.ej., yoga,...)
- Centro de acondicionamiento físico (p.ej., cardio, pesas para ejercicio, etc.)
- Espacio para alquilar con cocina
- Yo no quiero la edificación de un centr...

Survey Results

How important is it that the park includes environmentally sustainable features (e.g., native landscaping, shade trees, stormwater-friendly design)? Item 5.

199 responses



¿Qué tan importante es que el parque incluya elementos ambientalmente sostenibles (p.ej., paisajismo autóctono, árboles de sombra, diseño amigable con las aguas pluviales)?

4 responses



Survey Results

- Category Breakdown:
- ADA/Accessibility: 13 responses (18.1%)
 - Other Suggestions: 12 responses (16.7%)
 - No/None/N/A: 9 responses (12.5%)
 - Sports Facilities: 6 responses (8.3%)
 - Benches/Scoreboard: 5 responses (6.9%)
 - Security/Safety: 5 responses (6.9%)

Do you have any accessibility needs or suggestions to make the park more inclusive for all users?

84 responses

No
no
N/A
ADA
n/a
Have the kids play soccer on the field
Benches , concession stands , and a Score board.
ADA provisions
No

Survey Results

- Category Breakdown:
- Soccer / Sports: 22 answers (29.33%)
 - Kids & Families: 14 answers (18.67%)
 - Amenities: 13 answers (17.33%)
 - Budget / Funding Concerns & Opposition: 8 answers (10.67%)
 - Community Events & Programming: 7 answers (9.33%)
 - Safety & Security: 6 answers (8%)
 - Trails / Dogs / Open Space: 5 answers (6.67%)

Do you have any additional comments or ideas for the future of Bert Bostrom Park?

81 responses

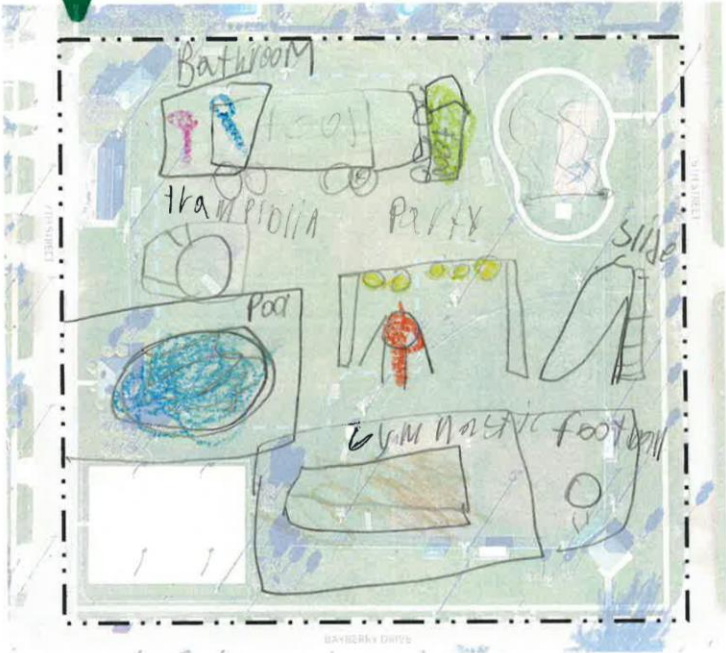
No
benches, consession stands, and scoreboard.
Would love to see any type of improvement
It would be nice to have seating, a scoreboard for games, and consession options. Shaded picnic/eating areas would be appreciated especially during games or being at the park with kids.
Bert Bostrom park would be a great place for soccer fields.
Please, when asking the question "Do you support a community center at Bert Bostrum Park" give at least a cost estimate that residents would be agreeing to if they said they will support a community center.
A community center is a tremendous never ending expense for the taxpayers. It serves a small percentage of residents and often non residents.
We share a fence with Bert Bostrom. We'd like to see adequate lighting and guidelines put in place to make

School Outreach Park Design Activity



DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

Party

Pool

Gymnastics

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Marilyn

Age: 9

Date: 3/13/26





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

Swings

food trucks

trampolines

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Janelle C

Age: 9

Date: 3/10/26





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

Food truck

Trampoline

Gymnastic

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Wendy

Age: 9

Date: 3/10/2026

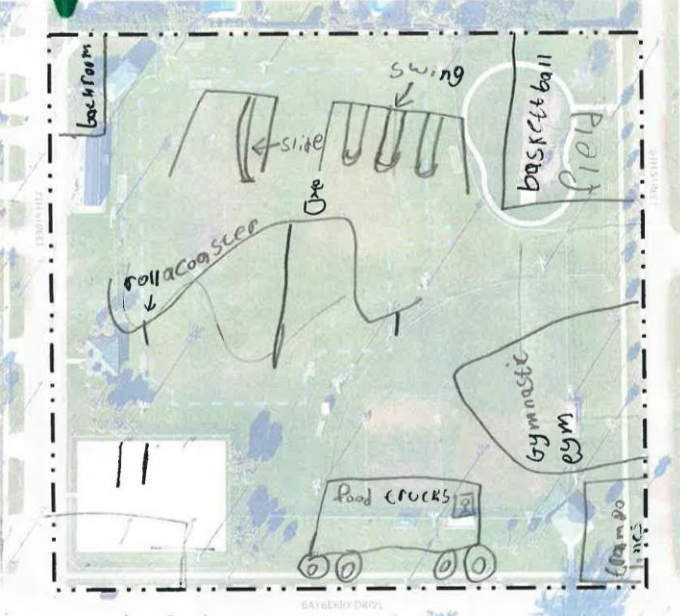


i don't have enough time 😞



DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

free food trucks

swing

roller coaster

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Eleine

Age: 9

Date: 3/10/26





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

rock climbing

jungle gym

pool

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: darlens Date: 26/3/20

Age: 9





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

trampolines

swings

slides

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: marc arlene Noel Date: 3/10/26

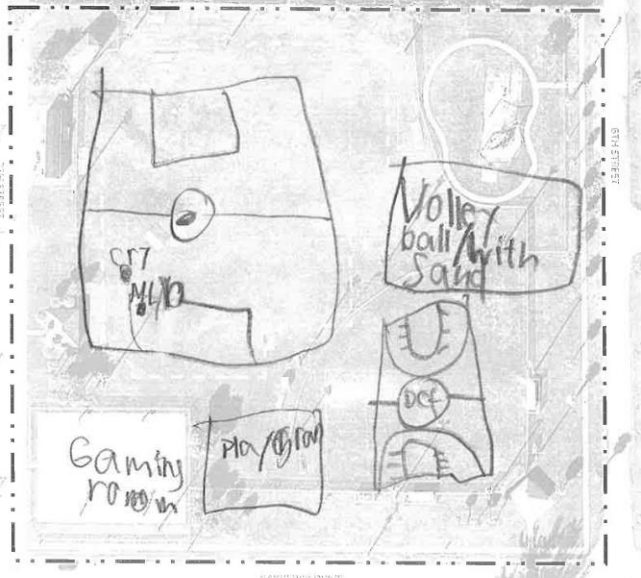
Age: 9





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

Basketball

Soccer

Gaming

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Dorffedon Date: 3/9/25

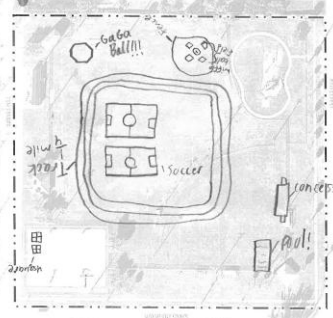
Age: 11 years old age





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

#1 Wreck ball field/kickball

Pool!!! (please!)

GAGA BALL!!!!

Concession stand

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Aster Hubner Date: 3/10/26

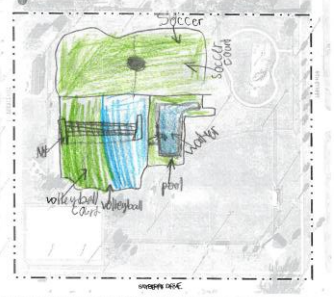
Age: 12





DRAW YOUR DREAM BERT BOSTROM PARK

What does your dream park look like? What activities would you like to do?



Top 3 activities:

Soccer

Gym

pool

Hey parents!
Let us know what you would like to see in Bert Bostrom Park
Survey QR Code:



Name: Zuny Date: 3/10/26

Age: 10



Program Statement

- Multi-Use Field
- Backstop
- Walking Path
- Outdoor Fitness
- Playground
 - Netting
 - Gaga ball
 - Zipline
- Ninja Course
- Basketball
- Dog Friendly

~~Woodland~~ Woodland Park, PSL FL - Great Nature Trails example for parameter

Item 5.

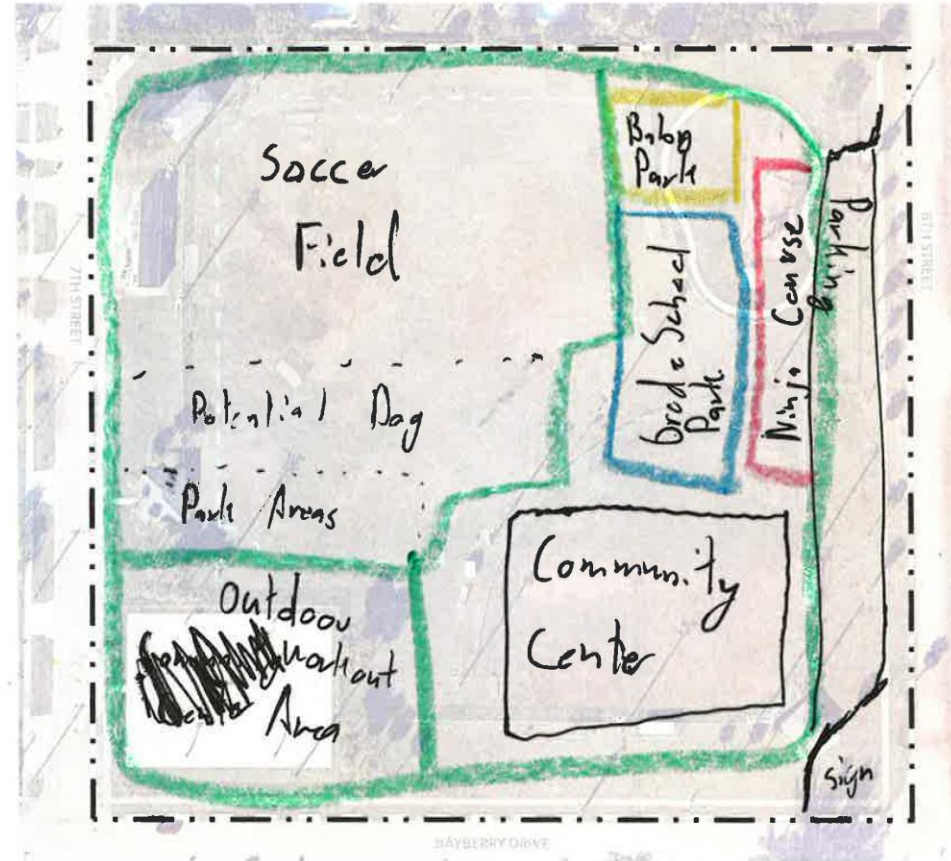


DRAW YOUR DREAM PARK

What does your dream park look like? What activities would you like to do?

Outdoor workout
Area can include
Basketball courts

- Concept is
Building Blocks
of life - Different
Areas for all
ages.



- Nature Trail
- Small Garden Boxes along path
- Ninja Course
- Pre-School Park
- Grade School Park

Name: _____
Age: _____

Date: _____



COMMUNITY
SOLUTIONS
GROUP

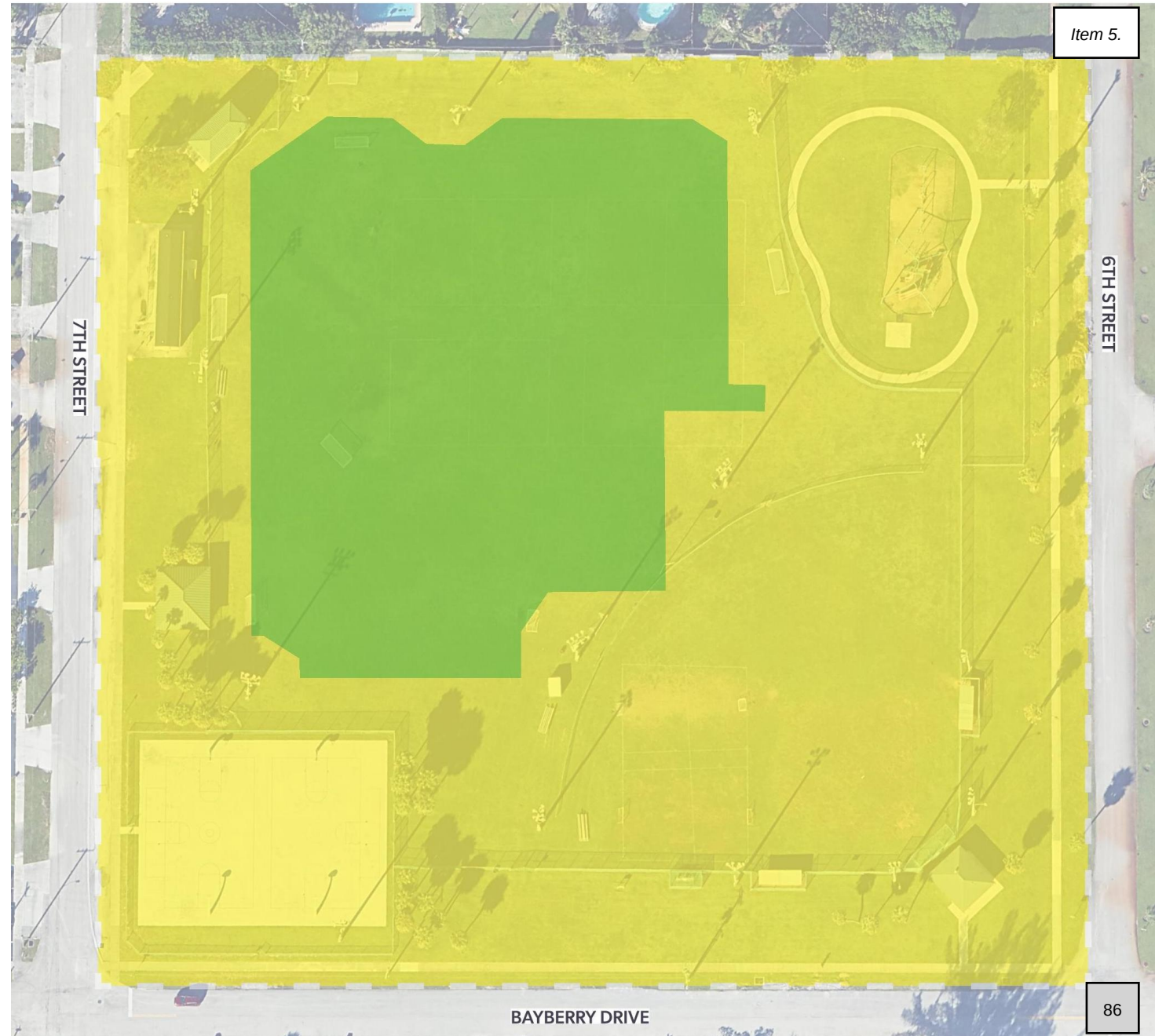
Existing Conditions

Underground Storage



Underground Storage

- Space available for things other than multi-use field in yellow



Ninja Course Examples

Greenfields Outdoor Recreation

A photograph of an outdoor recreation area with people using various exercise equipment. The equipment is white and red, featuring arches and ropes. People are seen using the equipment on a green lawn. The background shows trees and a clear sky.



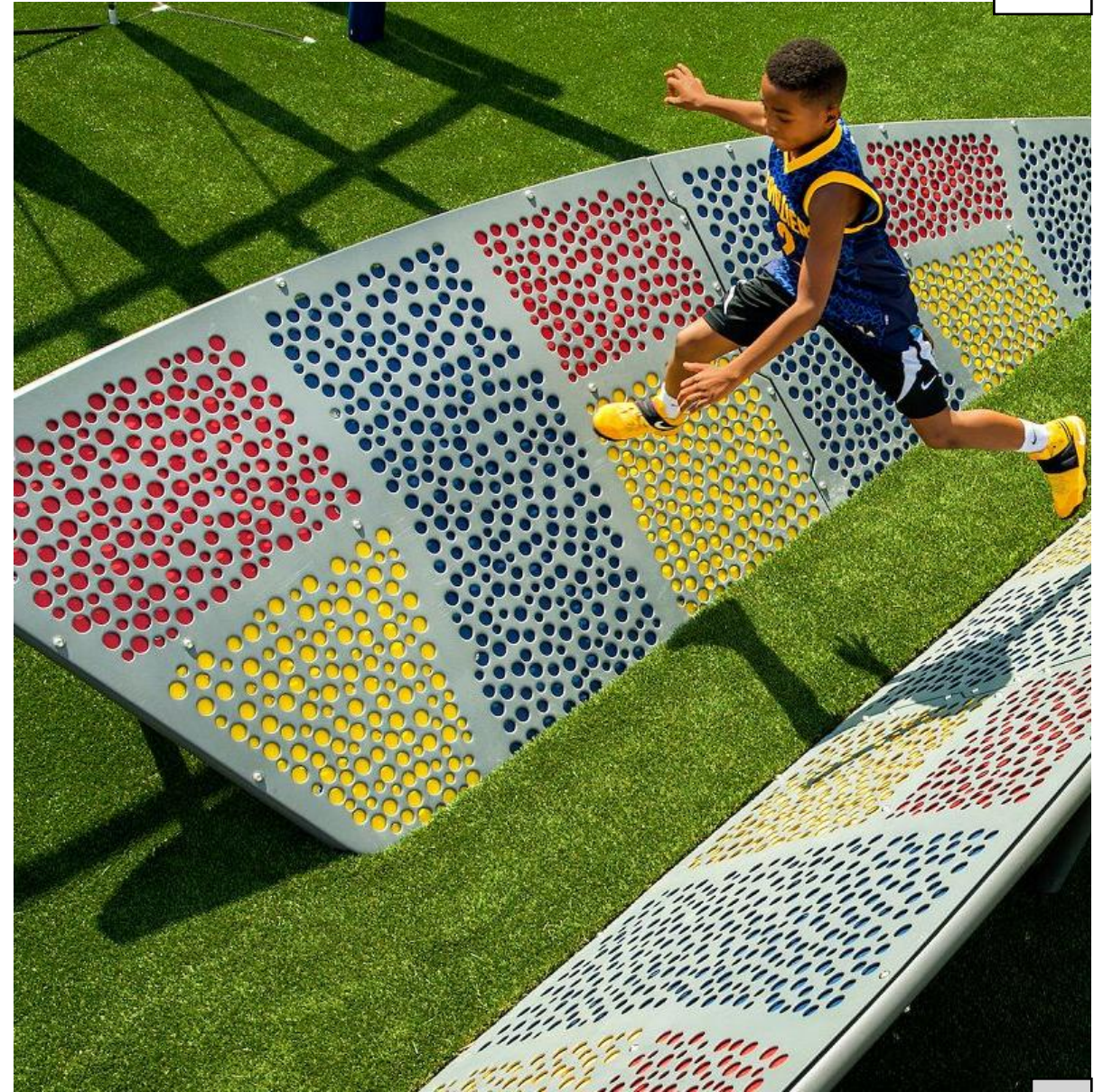
Riverside Park
205 Coral Ridge Dr,
Coral Springs, FL 33071

GameTime



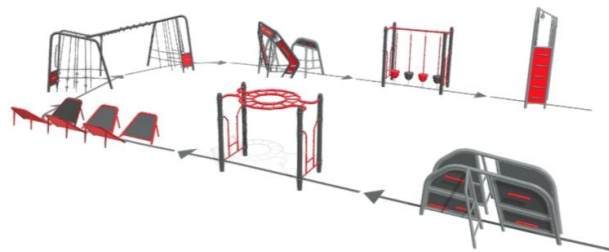
Item 5.





Miracle Recreation

PRODUCT NUMBER	464-5002
AGES	5-12
CAPACITY	50-60
ELEVATED ACTIVITIES	0
GROUND ACTIVITIES	9
PROTECTIVE AREA	77' x 55' (23.5m x 16.8m)
WEIGHT	4,665 lb (2,116 kg)
MORE INFO	 



PRODUCT NUMBER	714-5686
AGES	5-12
CAPACITY	55-65
ELEVATED ACTIVITIES	0
GROUND ACTIVITIES	10
PROTECTIVE AREA	48' x 39' (12.7m x 11.9m)
WEIGHT	3,125 lb (1,417 kg)
MORE INFO	 



PRODUCT NUMBER	464-5009
AGES	5-12
CAPACITY	100-110
ELEVATED ACTIVITIES	0
GROUND ACTIVITIES	12
PROTECTIVE AREA	121' x 89' (36.9m x 26.8m)
WEIGHT	7,420 lb (3,365 kg)
MORE INFO	 



Landscape Structures



Bayhead Action Park



18738-1-1 2022 • 01.28.2022

©2022 Landscape Structures. All Rights Reserved.



Item 5.



Bayhead Action Park



18738-1-1 2022 • 01.28.2022

©2022 Landscape Structures. All Rights Reserved.



Largo



Bayhead Action Park



18738-1-1 2022 • 01.28.2022

©2022 Landscape Structures. All Rights Reserved.



96

Playgrounds

Berliner Seilfabrik







Kompan



Item 5.

Shade Options



Item 5.

Walking Trails



Dog Friendly Spaces



Item 5.



Master Plan

Item 5.



LEGEND

- A** Multi-Use Sports Field
- B** Athletic Complex
- C** Basketball Courts (existing)
- D** Playground
- E** Play Mound
- F** Ninja Course
- G** Picnic Area
- H** Communal Lawn
- I** Existing Concessions/Restroom Building
- J** Existing Trailer
- K** Existing Pavillion
- L** Dog Friendly Walk
- M** Parking
- N** Park Monument Sign
- O** Shade Pavillion

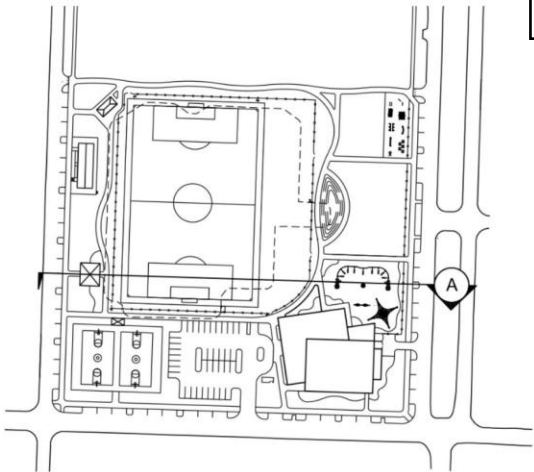
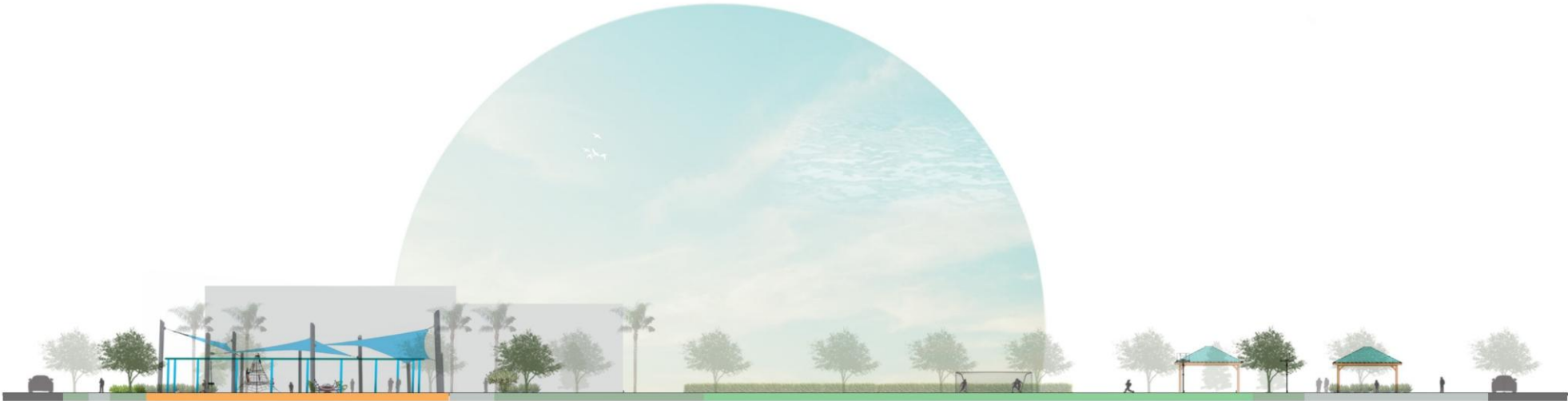
Master Plan



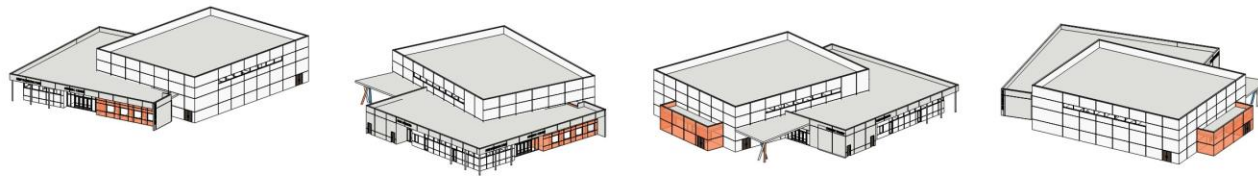
Item 5.

Section

Item 5.

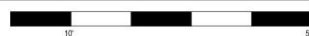


A SECTION
Scale: 1"=20'-0"



1 PROPOSED BUILDING PLAN
3/32" = 1'-0"

TOTAL BLDG FOOTPRINT = 14,744 SF



Bert Bostrom Park

ESTIMATE OF PROBABLE CONSTRUCTION COST

Rough Order of Magnitude Estimate

6/3/2026

Item 5.

SUMMARY (BY COMPONENT)

<u>DIVISION / DESCRIPTION</u>	<u>AMOUNT</u>	<u>% OF TOTAL</u>
A MULTI-USE SPORTS FIELD (EXISTING)	59,190	0.53%
B ATHLETIC COMPLEX	7,213,487	64.61%
C BASKETBALL COURTS (EXISTING)	118,381	1.06%
D PLAYGROUND	1,040,455	9.32%
E PLAY MOUND	93,208	0.83%
F NINJA COURSE	376,757	3.37%
G PICNIC AREA	49,403	0.44%
H COMMUNAL LAWN	73,044	0.65%
I EXISTING CONCESSIONS / RESTROOM BUILDINGS	189,564	1.70%
J EXISTING TRAILER	Not in Scope	0.00%
K EXISTING PAVILLION	61,601	0.55%
L DOG FRIENDLY WALK	276,032	2.47%
M PARKING	810,366	7.26%
Y GENERAL SITE WORK & PARK IMPROVEMENTS	802,998	7.19%

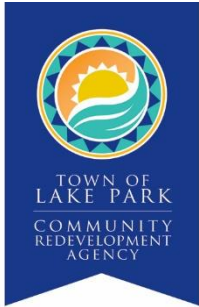
ESTIMATE TOTAL:

\$

11,164,486



Thank you



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026
Originating Department: Community Redevelopment Agency
Agenda Title: Resolution 105-11-26 - Lake Park CRA Economic Development Incentive Programs – Kelsey City Kash Program, Vacant Storefront Window Wrap Program & Clean & Safe Economic Activation Initiative
Agenda Category: New Business
Approved by Town Manager: _____ **Date:** _____

Cost of Item: \$90,000.00 **Funding Source:** Lake Park Community Redevelopment Agency Trust Fund
Account Number: 110-552-520-48102 **Finance Signature:** _____
(\$30,000)
110-552-520-82118
(\$60,000)
Advertised: _____
Date: _____ **Newspaper:** _____

Attachments: Clean & Safe Economic Activation Initiative Program Guidelines, Vacant Storefront Window Wrap Program Guidelines, Kelsey City Kash Program Guidelines, CRA Master Plan, CRA Strategic Marketing Plan, Marketing Implementation Matrix, CRA Initiatives Presentation

Please initial one:
x Yes I have notified everyone
 _____ Not applicable in this case

Summary Explanation/Background:

The Lake Park Community Redevelopment Agency (CRA) has identified a need for additional economic development tools to encourage activation of our downtown core and to promote customer spending at local businesses, improve the appearance and marketability of vacant commercial properties, and reduce

barriers to business-focused activities within the CRA District.

As a result, staff is requesting the CRA Board to consideration and approval of three (3) proposed programs to complement the CRA's existing property improvement and redevelopment incentives:

Kelsey City Kash Program

This proposed program would promote shopping and dining at participating CRA businesses through campaign-specific promotional vouchers, called Kelsey City Kash (in honor of the founder of Kelsey City and Lake Park), that will be distributed by the CRA during various promotions and community activities.

Eligible businesses must be located in the CRA District, maintain an active Town Business Tax Receipt and meet program requirements (i.e., maintaining a marketing plan to promote their business and the CRA District, willingness to participate in activating the downtown area, etc.). CRA staff would coordinate offers and redemption periods with participating businesses.

Each participating business be eligible to receive up to \$1,500 in reimbursement per campaign and subject to available funds and documented qualifying transactions. Original redeemed vouchers and a feedback survey would be required to support reimbursement and program evaluation.

Vacant Storefront Window Wrap Program

This proposed program would improve the appearance of vacant storefronts and promote leasing opportunities through professionally designed perforated-vinyl graphics featuring CRA branding, public art, historic imagery or approved recruitment and leasing information.

Eligible commercial, mixed-use and industrial properties must meet location, visibility, zoning and code requirements.

Each participating business/property would be eligible to receive up to 100% of eligible design, production and installation expenses, subject to window area and zoning limits:

- Up to \$3,500 for commercial/mixed-use properties
- Up to \$1,500 for industrial properties.
- Separately approved removal reimbursement may be provided when a new tenant occupies the space.

To qualify, CRA approval and required agreements must precede all work to be undertaken/completed.

Clean & Safe Economic Activation Initiative

This proposed initiative would help businesses and organizations conduct public activities that generate measurable commercial benefits within the CRA District by addressing eligible safety, sanitation and related infrastructure needs. Potential assistance includes, but is not limited to, traffic-control barricades and road-closure coordination, portable restrooms, janitorial services, security, temporary safety lighting and CRA promotional support.

Priority may be given to activities involving multiple CRA businesses.

The initiative (and in accordance with state law) would not be able to fund entertainment, food or beverages, decorations, merchandise, general administrative costs or private business operating expenses. Each request would be subject to staff review, available funding and CRA Board approval.

Funding to support the proposed economic incentive programs (\$90,000) has been approved within the FY 2027 CRA Budget.

Collectively, each of the three (3) proposed programs, if approved, would advance the approved CRA Redevelopment Plan objectives related to business activity, small business assistance, business recruitment and retention, district marketing, place making, public safety and improvements to the visual character of commercial areas. The proposed program guidelines identify the specific applicable plan initiatives for each program.

The proposed Incentive Programs were prepared by Project/ Marketing Coordinator and reviewed by CRA Administrator, the Finance Director, the Community Development Director, the Special Events Director, and Town Attorney.

Recommended Motion:

I move to approve Resolution 105-11-26 and establish three (3) new Lake Park CRA Economic Development Incentive Programs (i.e., Kelsey City Kash Program, Vacant Storefront Window Wrap Program, and Clean & Safe Economic Activation Initiative).

New CRA Incentives



Vacant Storefront Window Wrap Program

Turning Vacant Windows Into Opportunities

Improve vacant commercial properties while promoting available spaces and strengthening Downtown Lake Park's visual character.

- Up to 100% reimbursement of eligible costs
- Professional design, production, and installation
- Awards ranging from \$500–\$3,500 for installation
- Can feature art, historic imagery, Downtown branding, or “Available for Lease” messaging

Goal: Reduce the appearance of vacancy while supporting business recruitment and redevelopment.



Clean & Safe Economic Activation Initiative

Removing Barriers to Economic Activation

Provides targeted support for activities that generate economic activity within the CRA District.

Eligible assistance may include:

- Traffic control & road closure support
- Portable restrooms
- Janitorial services
- Security
- Temporary lighting
- CRA promotional support

Goal: Make it easier to activate Downtown while supporting a clean, safe, and welcoming environment.



Kelsey City Kash

Driving Customers to Local Businesses

A promotional voucher program designed to encourage residents, visitors, and event attendees to shop, dine, and spend locally.

- Promotional offers through participating CRA businesses
- Up to \$1,500 reimbursement per campaign
- Can be coordinated with Town events and community activities
- Tracks participation, redemptions, and economic impact

Goal: Turn events and promotions into direct economic activity for local businesses.



How the Programs Support the CRA Plan



- **Supports Small Businesses & Entrepreneurship** – Provides targeted assistance that helps existing businesses grow and succeed.
- **Increases Customer Traffic & Local Spending** – Encourages residents and visitors to patronize businesses throughout the CRA District.
- **Expands Marketing & Promotion** – Builds awareness of Lake Park businesses, Downtown Lake Park, and the CRA District.
- **Encourages Business Recruitment & Private Investment** – Creates a more attractive and supportive environment for new businesses, tenants, and investment.
- **Enhances Placemaking & Commercial Vitality** – Activates storefronts, businesses, events, and public spaces to create a more vibrant and welcoming destination.
- **Strengthens Downtown Lake Park as a Destination** – Collectively supports the Master Plan's vision for a thriving retail, restaurant, cultural, and business environment for residents and visitors.

Revitalizing Today. Inspiring Tomorrow.



QUESTIONS?

RESOLUTION 105-11-26

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, ESTABLISHING THREE ECONOMIC DEVELOPMENT INCENTIVE PROGRAMS; ADOPTING PROGRAM GUIDELINES AND FUNDING LIMITATIONS; AUTHORIZING ADMINISTRATIVE REVIEW AND APPROVAL OF ELIGIBLE APPLICATIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

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

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

WHEREAS, the CRA seeks to implement its adopted Community Redevelopment Plan by supporting business activity, commercial revitalization, and improvement of vacant storefronts within the CRA District; and

WHEREAS, The CRA Executive Director and staff have developed three proposed initiatives which would provide eligibility criteria, marketing-plan requirements, application procedures, and defined financial assistance limits; and

WHEREAS, pursuant to this resolution, the CRA Board of Commissioners (CRA Board) hereby adopts program guidelines and establishes an administrative process for applications for the programs described herein.

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

Section 1. RECITALS. The foregoing recitals are incorporated herein.

Section 2. PROGRAM ADOPTION. The CRA Board hereby establishes and approves the following programs, in substantially the forms attached and incorporated by reference: Exhibit A – Kelsey City Kash Program; Exhibit B – Clean & Safe Economic Activation Initiative; and Exhibit C – Vacant Storefront Window Wrap Program. Each program shall be administered in accordance with its adopted guidelines.

Section 3. DELEGATED ADMINISTRATIVE AUTHORITY. Subject to the limitations in this resolution, applicable law, the adopted program guidelines, appropriated funds, and applicable Town and CRA purchasing, finance, and internal-control requirements, the CRA Board delegates to the CRA Executive Director the authority to approve, condition, or deny individual applications that satisfy the adopted program criteria. The Community Redevelopment Administrator shall be responsible for reviewing applications, verifying eligibility, and making recommendations to the CRA Executive Director. The Executive Director shall provide final written approval of the expenditure of funds, including the approved amount. Applications exceeding established program limits or applicable approval authority shall be referred to the appropriate official or governing body.

Section 4. PROGRAM LIMITS. The CRA Executive Director shall not authorize the award of funds exceeding the following thresholds for the respective programs: (a) Kelsey City Kash: reimbursement of no more than \$1,500 per participating business per approved campaign, subject to the approved campaign budget and voucher documentation. (b) Clean & Safe: CRA assistance of no more than \$2,500 per eligible applicant per fiscal year, with cumulative assistance counted across applications; eligible services may be provided directly by the CRA. (c) Vacant Storefront Window Wrap: reimbursement of eligible installation expenses according to the adopted size- and property-type-based schedule, not exceeding \$3,500 for commercial/mixed-use properties or \$1,500 for industrial-zoned properties; separately approved removal reimbursement shall follow the adopted schedule, not exceeding \$1,000 and \$750, respectively.

Section 5. REQUIRED MARKETING PLANS. Each application shall submit a marketing or marketing-and-recruitment plan that complies with the applicable program guidelines. The Community Redevelopment Administrator shall verify and document that this requirement has been satisfied before recommending the application for approval by the CRA Executive Director.

Section 6. FUNDING. Expenditures and reimbursements are authorized only to the extent funds have been lawfully appropriated and budgeted for the applicable program.

Section 7. IMPLEMENTATION AND REPORTING. The Community Redevelopment Administrator shall be responsible for implementing this administrative review process, including application review, recordkeeping, and routine administrative procedures consistent with the adopted guidelines and shall maintain records of any awards or reimbursements. The CRA Administrator shall also be responsible for providing all program activity information to the CRA Executive Director and the CRA Board, as requested or directed. All funding approvals require written authorization by the CRA Executive Director.

Section 8. SEVERABILITY. If any provision of this resolution is held invalid, the remaining provisions shall remain in effect to the extent permitted by law.

Section 9. EFFECTIVE DATE. This resolution shall take effect immediately upon execution.

ATTACHMENTS:

Exhibit A – Kelsey City Kash Program;

Exhibit B – Clean & Safe Economic Activation Initiative;

Exhibit C – Vacant Storefront Window Wrap Program.

#8395923 v1 26508-00003

Lake Park Community Redevelopment Master Plan 2022



This plan was created by

CRA Board:

Michael O'Rourke, Chair
 Kimberly Glas-Castro, Vice-Chair
 John Linden, Board Member
 Roger Michaud, Board Member
 Mary Beth Taylor, Board Member
 Dr. Henry Stark, Board Member

Executive Director:

John O. D'Agostino

Community Development Director:

Nadia DiTommaso

Planners:

Anders R. Viane
 Karen J. Golonka

Special thanks;

The Lake Park stakeholders and residents who provided their support and contributed to the development of this redevelopment plan.

Consultant Team:

BusinessFlare®

Kevin Crowder
 Farrell Tiller
 Camilo Lopez
 Alicia Alleyne
 Charita Allen

Ken Stapleton & Associates

Ken Stapleton

The graphics and layout were provided by BusinessFlare® Design



Contents

Executive Summary	1	Redevelopment Program Initiatives	12
<ul style="list-style-type: none"> Introduction The Redevelopment Plan Concept Financial Summary How to Read this Document CRA Boundary Map 		<ul style="list-style-type: none"> Goals and Strategies Potential Catalyst Redevelopment Projects 	
Authority to Undertake Redevelopment	3	Financial Projections	18
<ul style="list-style-type: none"> Chapter 163 Checklist 		Case Studies	20
Background	5		
<ul style="list-style-type: none"> Existing Conditions Economic Conditions Summary of Public Input 			
Redevelopment Goals	11		
<ul style="list-style-type: none"> Economic Development Housing and Residential Life Public Improvements and Infrastructure Transportation, Transit, and Parking Redevelopment Support 			

Executive Summary

Roadmap to the Lake Park CRA



The creation and adoption of the Community Redevelopment Plan is a critical step to improve the economic conditions and quality of life of its residents, business owners, and stakeholders, as the Plan is a guiding document that provides a toolkit for implementation.

INTRODUCTION

The Lake Park Community Redevelopment Plan will help Town leaders, the business community, non-profit organizations, and residents, ensure that change in Lake Park redevelopment area diversifies the neighborhood's economy, increases employment opportunities, improves the health of residents, improves homeownership and housing conditions, and upgrades the quality of life.

THE REDEVELOPMENT PLAN CONCEPT

The Redevelopment Plan is designed to identify the main strategies, goals, program initiatives, and key catalytic projects recommended to be implemented within the Lake Park Community Redevelopment Area. We must emphasize that the purpose of this area's redevelopment plan is to strengthen the Lake Park community and its residents, add vitality to its commercial corridors, reinvigorate its aging structures, and personify the strong sense of pride in this historic community. The outlined implementation projects and programs are not intended to promote gentrification or wholesale removal of existing elements of the area.

FINANCIAL SUMMARY

It is vital that in implementing projects and programs, the CRA should continue to review the area's conditions, the needs of its residents and property owners regularly to create and establish effective, positive, and cost-efficient projects and programs.

REDEVELOPMENT GOALS

- + Economic Development
- + Housing and Residential Life
- + Public Improvements and Infrastructure
- + Transportation, Transit, and Parking
- + Redevelopment Support

REDEVELOPMENT PROGRAM INITIATIVES & PROJECTS

Railsite Site – TOD / P3 / Mixed-Use Development
 Old Dixie/FEC Crossover
 Industrial Septic to Sewer
 Park Avenue and 10th Street
 Watertower and Old Dixie Industrial Opportunity Sites
 Park Avenue Extension
 Downtown Residential
 Parking Management
 Potential CRA Expansion

HOW TO READ THIS DOCUMENT

Executive Summary

This section provides a summary of the plan concept, financial summary, plan organization, and boundary map.

Authority to Undertake Redevelopment

This section provides a checklist of the Chapter 163 Part III of the Florida Statutes with statutory requirements of the Community Redevelopment Act

Background

This section provides a summary of the existing conditions (physical assessment), economic market conditions, and recent public and stakeholder input.

Redevelopment Goals

This section introduces redevelopment goals and provides an assessment of residential neighborhood impact.

Redevelopment Goals

This section itemizes future Lake Park CRA redevelopment initiatives and potential redevelopment projects. This section gives the Agency the legislative authority to carry out programs.

Financial Projections

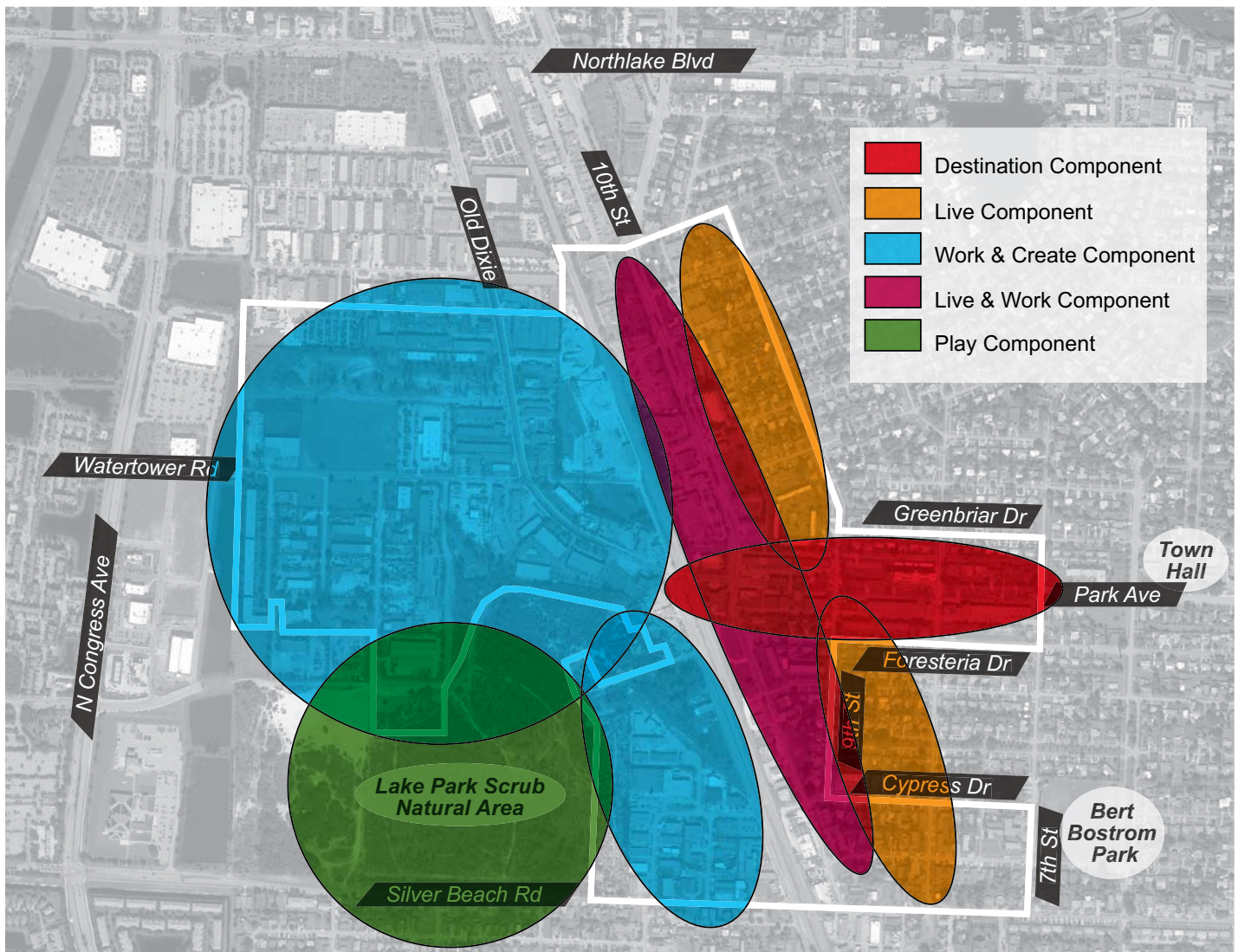
This section contains financial projections, plan cost, and implementation timeline.

CRA BOUNDARY MAP



REDEVELOPMENT CONCEPT DIAGRAM

The redevelopment concept diagram for Lake Park CRA is based off a circular economy model which involves the creation of zones guided by lifestyle components that keep dollars within the community. These components and/or type of places include, live, work, create, and play.



Authority to Undertake Redevelopment

Chapter 163 Checklist

FLORIDA STATUTES

In accordance with 163.362 Florida Statutes, the Community Redevelopment Plan must include the elements described below. The following section includes language from the statute shown in italic type, with a brief response to each element in normal type

- ☒ 1) *Contain a legal description of the boundaries of the community redevelopment area and the reasons for establishing such boundaries shown in the plan.*

A legal description of the boundaries of the Lake Park CRA is included as an exhibit to the Plan.

- ☒ 2) *Show by diagram and in general terms: (a) The approximate amount of open space to be provided and the street layout. (b) Limitations on the type, size, height, number, and proposed use of buildings. (c) The approximate number of dwelling units. (d) Such property as is intended for use as public parks, recreation areas, streets, public utilities, and public improvements of any nature.*

Maps of the Lake Park CRA and a general description of the existing physical and regulatory conditions are included in the Existing Conditions and Market Assessment. The area within the Lake Park CRA remains subject to the Town's Comprehensive Plan and zoning regulations, which stipulate limits on locations, sizes, height, etc. of dwelling units, streets, and park and recreation areas, among other things.

- ☒ 3) *If the redevelopment area contains low or moderate income housing, contain a neighborhood impact element which describes in detail the impact of the redevelopment upon the residents of the redevelopment area and the surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other matters affecting the physical and social quality of the neighborhood.*

- ☒ 4) *Identify specifically any publicly funded capital projects to be undertaken within the community redevelopment area.*

The Project section includes recommended capital projects for collaboration. The Financial Projections section includes revenue and expense projections. Specific public capital projects are identified in these projections. Publicly funded projects will be evaluated on an ongoing basis.

- ☒ 5) *Contain adequate safeguards that the work of redevelopment will be carried out pursuant to the plan. Specific programs and expenditures must be enumerated in the Plan in order for the CRA to have the authority to undertake them. CRA activities are overseen by a Board of Commissioners that meets periodically in public session to review and monitor all CRA activities.*

Refer to Redevelopment Initiatives and Financial Projections for a description of both general and specific programs.

- ☒ 6) *Provide for the retention of controls and the establishment of any restrictions or covenants running with land sold or leased for private use for such periods of time and under such conditions as the governing body deems necessary to effectuate the purposes of this part.*

Regulatory and zoning authority within the CRA is governed by the Town. Any recommendations regarding regulatory amendments and design guidelines to assist with redevelopment efforts must be implemented by Town Staff and Commission

- ☒ 7) *Provide assurances that there will be replacement housing for the relocation of persons temporarily or permanently displaced from housing facilities within the community redevelopment area.*

The Redevelopment Goals and Neighborhood Impact section includes a discussion of neighborhood impacts of redevelopment and includes a recommendation that the CRA adopt a relocation policy to provide adequate protections and assistance for any persons displaced by redevelopment activities.

- ☒ 8) *Provide an element of residential use in the redevelopment area if such use exists in the area prior to the adoption of the plan or if the plan is intended to remedy a shortage of housing affordable to residents of low or moderate income, including the elderly, or if the plan is not intended to remedy such shortage, the reasons therefore.*

The Introduction section; Economic Conditions; and the Redevelopment Goals, Initiatives and Neighborhood Impact sections highlight residential redevelopment.

- ☒ 9) *Contain a statement of the projected costs of the redevelopment, including the amount to be expended on publicly funded capital projects in the community redevelopment area and any indebtedness of the community redevelopment agency, the county, or the municipality proposed to be incurred for such redevelopment if such indebtedness is to be repaid with increment revenues.*

Financial projections are provided in the Financial Projections section. These financial projections will be reviewed and updated at least annually so that the CRA is always able to look ahead and plan for adequate financial resources to undertake its activities.

- ☒ 10) *Provide a time certain for completing all redevelopment financed by increment revenues. Such time certain shall occur no later than 30 years after the fiscal year in which the plan is approved, adopted, or amended pursuant to s. 163.361(1). However, for any agency created after July 1, 2002, the time certain for completing all redevelopment financed by increment revenues must occur within 40 years after the fiscal year in which the plan is approved or adopted.*

This Plan for the Lake Park CRA provides for completion of redevelopment activities within the proposed sunset date.

Background

One of Florida's first master-planned communities.



Lake Park, formerly Kelsey City, was one of Florida's first master-planned communities. The Town was founded by Harry Kelsey who dreamed of creating a resort mecca and winter playground. Kelsey sought help from the Olmsted Brothers, sons of Frederick Law Olmsted, to design the Town.

In the early 1900s, Kelsey City attracted nationwide attention as a revolutionary town experiencing exceptional growth, and in 1923 the Town was officially incorporated.

The Florida land boom started to slow in 1925, and a devastating hurricane in 1928 coupled with the stock market crash in 1929 devastated the local economy, forcing many businesses and residents to leave the state. In 1939, Kelsey City was renamed Lake Park in an effort to revitalize the community.

Lake Park experienced a resurgence in the 1950s as after World War 2 many military personnel and their families began to locate to the Town. Multi-millionaire John D. MacArthur began investing large sums of money in Lake Park and aircraft manufacturer Pratt & Whitney opened a plant nearby.

The 1980s brought another period of decline to Lake Park. Most of the land had been built out with an aging housing stock. The Town had a tough time remaining competitive with the newer communities in the region, and the introduction of regional shopping centers hurt the Town's Downtown. In 1996, the Town created the Community Redevelopment Agency to address the area's blight and to revitalize the Town's core along Park Avenue, 10th Street, and Old Dixie Highway.

The 2010 CRA Plan update came on the heels of the Great Recession, which greatly impacted the Town of Lake Park. Despite the recession's challenges, much progress has been made, particularly along Park Avenue. The re-emergence of Kelsey Theater along with new destination breweries and restaurants are paving the way for Lake Park to evolve as one of South Florida's next hip destinations. One of the keys to this revitalization is that much of the original Kelsey City character has been preserved, adding to Lake Park's charm and authenticity.



EXISTING CONDITIONS

This entire length of the study area may be characterized simply as typical suburban industrial and commercial development, apart from Park Avenue which has the potential of becoming a lively pedestrian-oriented traditional "main street" environment.

Many structures are older, and some parcels are underutilized and lack adequate landscaping. The typical configuration of these parcels void the potential walkability of the place by having the building setback and large parking lots in the front adjacent to the public right-of-way/ sidewalk.

PARK AVENUE

Park Avenue runs east-west between the FEC train track and 7th Street is considered the downtown main street. This street is lined with a beautiful promenade of native landscape and palm trees making it a real appeal to the pedestrian. However, most of the commercial establishments are old and, in many instances, has unattractive signage. Better regulation of signage is important to enhance and preserve an identity that will differentiate your town from others. In addition to wayfinding and street furnishing that will tie the whole identity.

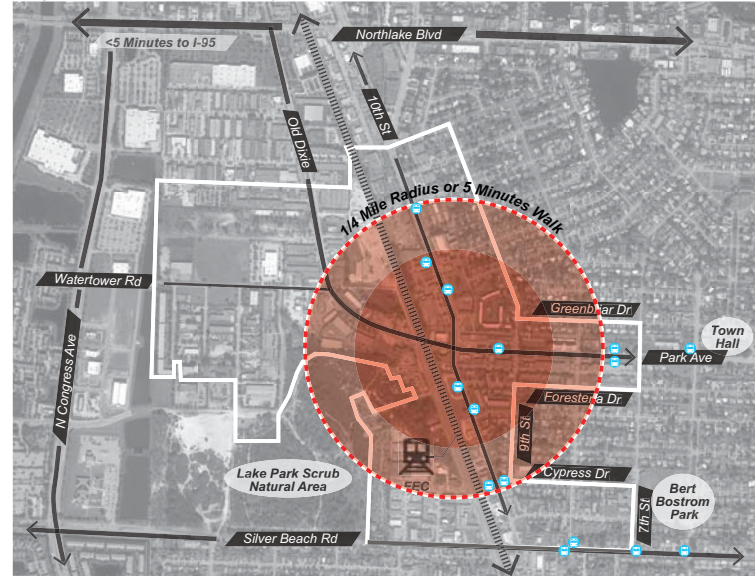
10TH STREET CORRIDOR

10th Street runs north-south between Northlake Boulevard and Silver Beach Road is a typical suburban commercial development characterized by shopping plazas. This street is wide with 4-travel lanes two in each direction, narrow sidewalk space, buildings are pushed back with parking lots in the front, and lack of street trees making it not pedestrian friendly.

OLD DIXIE HIGHWAY

Old Dixie Highway runs north-south between the Northlake Boulevard and Silver Beach Road and is considered an industrial and commercial cluster within Lake Park. This area is the typical warehouse-like development with large one- or two-story bays and parking lots. This area is home to a large cement plant, auto related businesses, junkyard, boat repair shops, air conditioner contractors, antique furniture store, grill store, auto repair shops, lawn irrigation equipment supplier, distributions centers, wine wholesaler, and garage door supplier among many more similar uses.

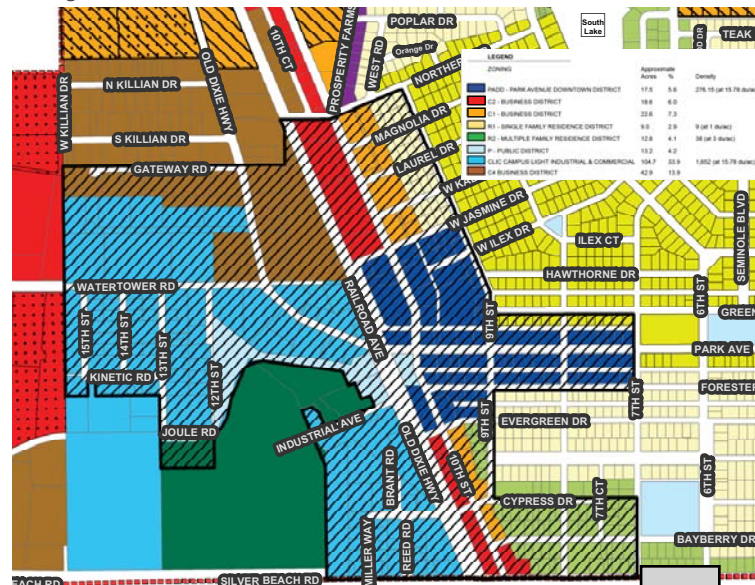
Major Corridors/ Walkability



Land Availability



Zoning/ Land Use



ECONOMIC CONDITIONS

The Economic Conditions Assessment evaluates economic, financial and market conditions that influence the Lake Park CRA. The information presented has been analyzed to best understand investment and redevelopment potential. An important element of the data collection and background review process are interviews with key stakeholders such as CRA board members and staff, local residents, businesses, real estate professionals.

This analysis is structured in line with the six drivers of economic development:

LAND

As strong market conditions continue to drive South Florida land prices higher, Lake Park remains attainable as one of the best residential real estate values in South Florida. Walkability and small town scale are increasingly unique and desirable in the growing South Florida metropolis and are key quality of life drivers for attracting investment. Strong redevelopment momentum is already occurring in the Downtown and Industrial areas.

Retail space is generally leased up (except for One Park Place) which limits the ability to attract new businesses. This is partially due to the fact that a number of the ground floor retail spaces within the Town are occupied by office or other non-retail uses. Additionally, landscaping and parking lots in front of buildings limit visibility for businesses that already lack exposure, since Park Avenue is not a main thoroughfare.

Current market conditions are rapidly raising real estate values and construction costs in South Florida. As these costs are passed on to the property owners, higher building height and density as well as workforce housing initiatives may be necessary to maintain affordability and should be considered within the Town's character.

Industrial real estate in Lake Park and the CRA is highly desirable, evidenced by recent transactions and developments. While the office market in Lake Park is limited, Palm Beach County is experiencing a surge and there may be an opportunity to introduce a limited, boutique office market in Lake Park for entrepreneurs and remote workers that desire part time, shared office space.

The walkable main street character of Park Avenue makes Lake Park attractive to companies such as Dedicated IT, that feature a mainly millennial workforce to whom an area's character is important.

Though not located in the CRA, New developments along the US1 corridor, such as Nautilus 220 and Northlake Promenade Apartments will support long-term CRA objectives. Additionally, the Town of Lake Park and the Lake Park CRA currently own key properties in the CRA that could be leveraged as part of large, public/private partnership redevelopment scenarios.

LABOR

Lake Park and the Lake Park CRA are strong employment centers. Proximity to Palm Beach International Airport, Interstate 95, the Florida Turnpike, Tri-Rail, Brightline, and the Port of Palm Beach is an asset in terms of business and workforce attraction, retention, and expansion. The COVID-19-Pandemic has caused a decline in employment in the Retail, Food, Beverage, and Other Service sectors while office-related industries such as Finance and Insurance, Professional, Scientific and Technical Services, and Healthcare have grown within the 33403 zip code.

Lake Park's unemployment rate amongst residents ages 16-24 and 65+ is significantly higher than the Palm Beach County averages. This is concerning as research shows that workers who are unemployed as young adults generally earn lower wages for many years following their period of unemployment due to forgone work experience and missed opportunities to develop skills.

Over 96% of Lake Park's residents leave the town to commute to work. Retaining more of the resident workforce in local jobs will be an important metric as Lake Park establishes itself as a live/work/play community.

CAPITAL

The Lake Park CRA has historically received limited tax increment financing (TIF) funds. The current CRA budget has allowed the CRA to remain successful but has limited opportunities for game-changing projects. However, recent projects and property value growth should provide a boost in revenues to the CRA in coming years, which should be carefully allocated to drive tax base growth. Expenditures should also be evaluated on an annual basis according to the year's workplan to ensure that the CRA's resources match expectations and initiatives.

Lake Park CRA's incentive scheme can seem ambiguous and confusing; a more particular and adaptable incentive program tailored to market conditions will increase the area's redevelopment potential. There will be a boost to the CRA and town's ability to implement economic development initiatives with new federal funding options like the CARES Act and the American Recovery and Reinvestment Act.

Lake Park has a diverse and eclectic business mix; however many businesses brand themselves as West Palm Beach rather than as Lake Park. Much of the current infrastructure in Lake Park is approaching 100 years of age and in need of repair. The CRA is currently preparing to implement a septic to sewer conversion in the industrial area West of Old Dixie Highway. Since Lake Park is a smaller, built-out community, little opportunities exist for tax-base enhancing projects without creating incentives such as TIF rebates, density and height increases, infrastructure improvements, and other initiatives that improve market conditions.

MARKETS

Lake Park's population has remained low as the town is largely built-out with limited opportunities for new residential development. Lake Park is a young community, the median age (37.9 years) is significantly lower than the County (45.9). Limited population (1,230) live within the CRA, representing a limited customer market businesses can tap into.

Though not in the CRA, the redevelopment of Nautilus 220, Northlake Promenade Commons, and additional mixed-use redevelopment along US1 will introduce an influx of new residents to the area. Lake Park also has a significant Caribbean population, particularly Haitian, Jamaican and West Indian. Consumer household spending levels are lower in Lake Park compared to Palm Beach County as a whole, representing less buying power that businesses can tap into. Despite this, the large concentration of big-box retailers on the west side of town has positioned Lake Park to attract significant levels of customer traffic from outside the town, although this spending does not make its way into Downtown businesses in a meaningful way. Median income levels in Lake Park are also lower compared to Palm Beach Countywide, though Lake Park's median income levels have increased dramatically since 2015.

There is only one traditional main-street area in northern Palm Beach County, and that is Park Avenue. The district has great potential, but still experiences many challenges such as limited vehicle traffic, inadequate lighting, blighted entrance ways along 10th Street and Dixie Highway, and negative safety perceptions. As Downtown grows more vibrant, so does the opportunity to introduce micro-mobility options such as bike and scooter sharing and improvements to the public realm and visitor experience.

QUALITY OF LIFE

The COVID-19 Pandemic has strengthened humans' desires to enjoy the outdoors and is increasingly becoming an important factor in choosing where to live, work, and open a business. Parks, recreation, and open spaces have been an important piece of Lake Park's brand and history. The Lake Park CRA is bookended by Kelsey Park to the East and the Lake Park Scrub area to the West, located just outside of the CRA. Additional open spaces in the CRA include the Town Green just West of One Park Place, as well as 610 7th Street, a property that is currently being contemplated as a pocket park/dog park. While Lake Park is home to wonderful park spaces, Park Avenue lacks a true central gathering place, which is typically a key attribute in high-functioning downtown areas.

As open space improvements are made, connectivity between open spaces, businesses and residents should become a focal point. The Town of Lake Park has created preliminary plans for the creation of “Lake Park Legacy Loop” bike trail connecting recreation areas and points of interest in Lake Park.

While not in the CRA, the Lake Park Marina is a major asset, home to notable businesses such as fishing, diving, and boat cruise charters that draw outside customers to Lake Park. The development of Nautilus 220 will ultimately grow more awareness and contribute to the attractiveness of Lake Park Marina. The Town and CRA should explore ways to connect the Lake Park Marina with its Downtown through wayfinding and business promotion.

Kelsey Park is a gem for Lake Park residents and visitors, the Park is currently undergoing major renovations. The Lake Park Scrub Area is an additional recreational asset, but parking and access are difficult. If the park could be curated with walking trails and activities, it would become a major asset to the Downtown while improving walkability in Lake Park.

Wayfinding signage to and from Downtown Lake Park is limited and difficult for motorists to recognize. Currently, the only wayfinding signs to Downtown Lake Park are located Northbound on Federal Highway near Kelsey Park and Northbound Old Dixie Highway near Park Avenue. There is no wayfinding signage on Northlake Boulevard or Congress Avenue (heavily traveled corridors). The Clock Tower is an attractive and inviting Gateway feature, similar landmarks are needed at US1 and Park Avenue as well as Dixie Highway and Park Avenue to enhance aesthetics of the area and draw more customers from busy roadways into Downtown. Additionally, public art features such as murals, sculptures, street paintings etc., can improve wayfinding and overall awareness of an area by creating noticeable landmarks that residents and guests can connect and share their experiences via social media.

The Lake Park CRA currently has a mural program for property owners who wish to participate, but no incentives are available.

The Pandemic has intensified the need for quality schools and childcare in communities. Lake Park Elementary and Lake Park Baptist are highly regarded schools. While there are no hotels in Lake Park, a cottage Bed and Breakfast industry is currently growing. Historic Old-Florida homes and a blossoming arts district, coupled with the proximity to waterfront, beaches, and countless other amenities make Lake Park attractive to tourists.

REGULATIONS

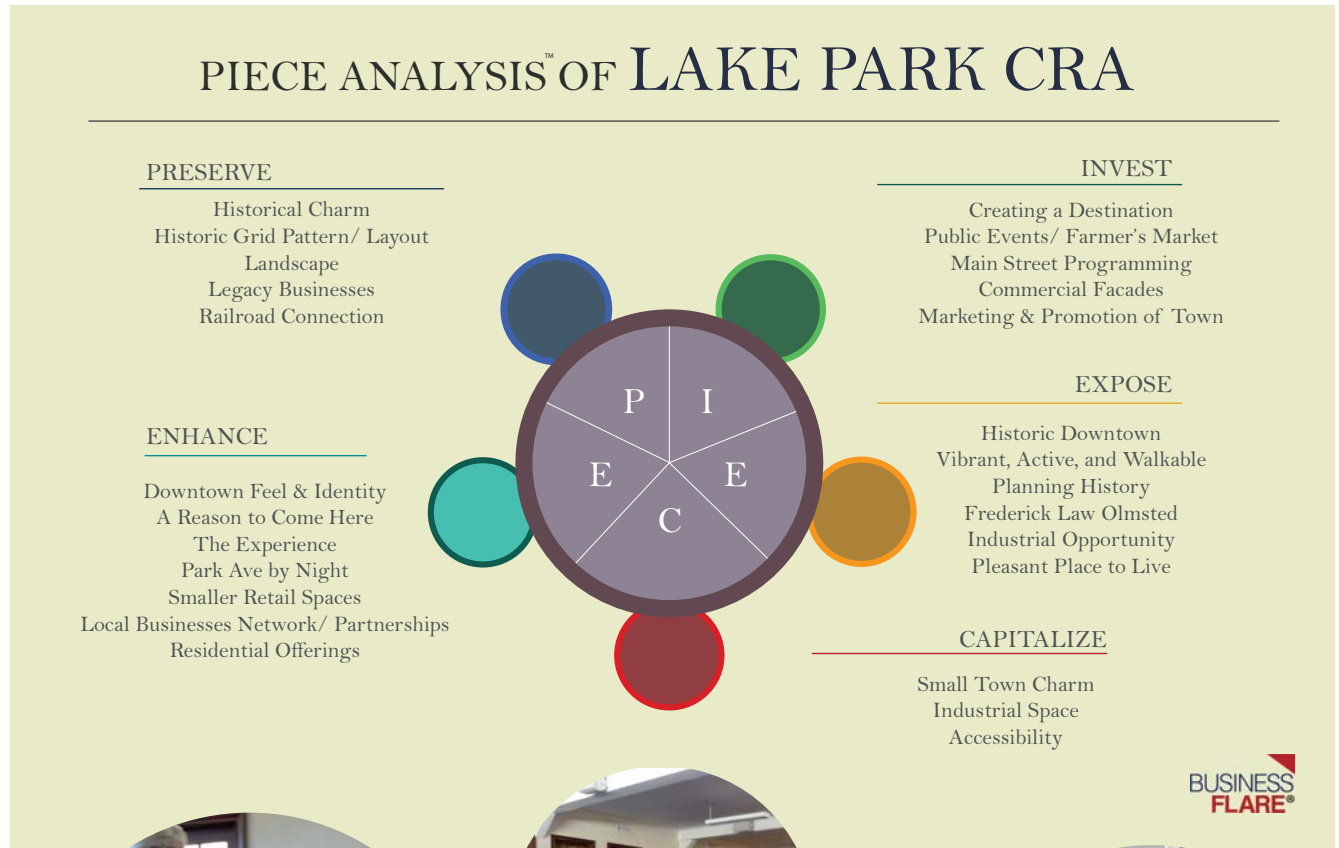
To understand the regulatory challenges facing the Lake Park CRA, the following documents/plans have been reviewed: 2010 CRA Master Plan, 2009 University of Miami Design Approach Manual, CRA Annual Reports, CRA Marketing Plan 2019, Twin City Mall Market Analysis, Lake Park Comprehensive Plan, and the Palm Beach County Chamber North Strategic Plan.

Lake Park has what many cities in Florida lack, an authentic Main Street/downtown. Preservation of Lake Park’s old town charm is key to maintaining its uniqueness and enhancing its identity. While Park Avenue has the structure to become a vibrant district, physical layout challenges exist, such parking lots and building setbacks along Park Avenue that are more suburban in nature. The combined streetscape and landscape along Park Avenue is a positive attribute, but needs to be extended down 10th Street in a cohesive manner. Additional efforts must be made to improve gateways along 10th Avenue and Dixie Highway, as well as connectivity across Dixie Highway. The Park Avenue Downtown District zoning designation provides a solid framework for redevelopment, though changes in height and density as well as incentives for mixed-use development could facilitate game-changing projects that are market responsive.

SUMMARY OF PUBLIC INPUT

As part of the public engagement process the BusinessFlare® team conducted multiple site tours, visited local businesses, interviewed business owners and stakeholder, met with elected officials and town staff, interviewed the police chief, and facilitated a well attended public worksop meeting on January 29, 2022 at the Town Hall Commission Chambers.

The following diagram highlights the main themes identified by stakeholders during the PIECE analysis of the public input process.



Lake Park Redevelopment Goals!

GOAL
PROGRAM INITIATIVE

#1

Economic Development

- 1.A - Establish one clear identity in which visitors and businesses connect with.
- 1.B - Retain and expand targeted anchor industries.
- 1.C - Work with and support not-for-profit organizations to implement strategies that support CRA Plan goals.
- 1.D - Utilize Code Enforcement and Community Policing to reduce signs of disorder and continue to address real and perceived safety issues within the CRA.
- 1.E - Continue supporting small businesses and establish Lake Park as a hub for entrepreneurship
- 1.F - Expand marketing and promotion efforts to grow awareness of Lake Park.

#2

Housing and Residential Life

- 2.A - Establish a healthy and sustainable housing mix
- 2.B - Improve the quality of life within the Lake Park CRA.

#3

Public Improvements and Infrastructure

- 3.A - Enhance CRA visibility through gateways and wayfinding
- 3.B - Improve walkability and safety perceptions through targeted lighting enhancements.
- 3.C - Improve aesthetics throughout the CRA.
- 3.D - Improve infrastructure for commercial and industrial areas.
- 3.E - Enhance the relationship between the businesses along Park Avenue and the roadway through creative partnerships to address parking lot aesthetics.

#4

Transportation, Transit, and Parking

- 4.A - Encourage safe, convenient, efficient, and effective motorized and alternative-means transportation and transit systems
- 4.B - As the Lake Park Creator's District continues to grow, seek opportunities to expand transit options.
- 4.C - Create safe, efficient, and attractive parking to support retail, restaurant, cultural, office, and light industrial facilities within the redevelopment area.

#5

Redevelopment Support

- 5.A - Encourage and support sound, redevelopment-friendly, Land Use Regulations.
- 5.B - Use Powers of Borrowing, Land Acquisition & Disposition to further CRA goals and initiatives
- 5.C - Provide Economic Incentives and other support to projects that further CRA Redevelopment Goals and Initiatives
- 5.D - Provide sufficient CRA resources and talent



Redevelopment Program Initiatives

ECONOMIC DEVELOPMENT PROJECTS

GOAL #1 - Economic Development

1.A - Establish one clear identity in which visitors and businesses connect with.

- ☐ 1. Lake Park Creators District- Establish the Lake Park CRA as the “Lake Park Creators District,” a place that celebrates entrepreneurs and creators. Targeted to millennials, start-up businesses, non-profits, and those seeking satellite office space.
- ☐ 2. Create a thriving Main Street through public private partnerships to encourage a quality retail, restaurant, cultural, and business environment serving Lake Park residents and visitors.
- ☐ 3. Create photo worthy places where millennials and other generations can share their experiences in Lake Park via social media.
- ☐ 4. Use Hanging Lights to reduce dark spaces and enhance vibrancy

1.B - Retain and expand targeted anchor industries.

- ☐ 1. Work with the Business Development Board, Palm Beach County, and the Palm Beach County North Chamber of Commerce to retain and expand targeted, anchor industries:
 - Creators
 - Craft Breweries
 - Locally owned restaurants
 - Fitness
 - Marine
 - Entrepreneurial endeavors

1.C - Work with and support not-for-profit organizations to implement strategies that support CRA Plan goals.

- ☐ Continue supporting non-profits

1.D - Utilize Code Enforcement and Community Policing to reduce signs of disorder and continue to address real and perceived safety issues within the CRA.

- ☐ Continue supporting code enforcement and police

1.E - Continue supporting small businesses and establish Lake Park as a hub for entrepreneurship

- ☐ 1. Establish business assistance programs such as small business lending, shared marketing, entrepreneurship training, trade expansion programs, data and research sharing.
- ☐ 2. Establish an Ombudsman to act as a liaison between the CRA and business community, understanding opportunities, challenges and how to best position the CRA for positive growth.
- ☐ 3. Create aesthetic improvement grants such as paint, plant and pave program to eliminate blight.
- ☐ 4. Create Job training and apprenticeship programs, particularly for targeted industries
- ☐ 5. Provide more downtown parking, in a way that strategically enhances the brand image of Downtown Lake Park. Providing for increased walkability, businesses visibility, and safety.
- ☐ 6. Authorize programs to recruit a mix of supportive businesses that aligns with the plan’s goals.

1.F - Expand marketing and promotion efforts to grow awareness of Lake Park.

- ☐ 1. Incorporate the arts and culture as a critical part of economic development. Celebrate Lake Park/Kelsey City’s rich history.
- ☐ 2. Incorporate public art wherever possible, such as new development/redevelopment projects and public spaces.
- ☐ 3. Prioritize public art that pays homage to Lake Park’s founding fathers and early settlers, while also tying in the future of the Town as a vibrant, creative, mixed-use district
- ☐ 4. Establish a more business-friendly mural program. Create a goal to improve three properties annually through mural or façade improvements. Consider providing matching grants or other incentives for mural creation.

- ☐ 5. Partner with a local property owner and local artist to create a "Lake Park" Centennial mural, which celebrates 100 years of Lake Park. (*Examples- Vero Beach, Titusville)
- ☐ 6. Use CRA owned property along 10th Street and FEC railway to leverage a larger redevelopment scenario. Consider issuing an RFP that prioritizes projects that include an assemblage of properties that furthers the goals of the LPCRA.
- ☐ 7. Create signature events that encourage residents and visitors shop, live, work, and play in Lake Park.
- ☐ 8. Create a Taste of Lake Park event that samples the unique eateries and drinking places.
- ☐ 9. Create a Military Appreciation that connects with the U.S. Army reserve base in Lake Park.
- ☐ 10. Create a Lake Park Centennial Celebration that celebrates 100 years in Lake Park. Provide funding and support for programs and activities that further the marketing and branding of Lake Park and the CRA.
- ☐ 6. Incentivize projects with Increment Revenue, if necessary, when appropriate and possible.
- ☐ 7. Target infill residential and mixed-use development in the CRA, especially in the Southwest Area.
- ☐ 8. Acquire problem properties, rehabilitate and resell to homebuyers or to builders.
- ☐ 9. Support neighborhood improvement initiatives to improve aesthetics and reduce slum and blight conditions in residential neighborhoods.
- ☐ 10. Create a Multifamily Workforce Housing Development Program.
- ☐ 11. Utilize CRA powers to acquire and dispose of property, borrow funds, and support redevelopment-friendly land development regulations to expand the inventory of workforce housing.
- ☐ 12. Create a process for for-profit property owners to apply and receive affordable housing incentives in the form of TIF rebates.
- ☐ 13. Establish Rental to Homeowner program partnership with the Palm Beach County to implement existing Rental to Homeownership programs.

HOUSING AND RESIDENTIAL LIFE PROJECTS

GOAL #2 - Housing and Residential Life

2.A - Establish a healthy and sustainable housing mix.

- ☐ 1. Multifamily rehab- Implement funding programs for rehabilitation and beautification of multifamily buildings.
- ☐ 2. Single family rehab- Implement funding programs for rehabilitation and beautification of single family buildings.
- ☐ 3. Encourage the private sector to create Mixed-Use, Affordable, Workforce, Market Rate, Luxury, and Mixed-Income Housing within the CRA.
- ☐ 4. Explore opportunities for to introduce residential spaces with smaller footprints to introduce more density and improve housing attainability.
- ☐ 5. Amend zoning to allow densities to align with infill housing models such as the "Missing Middle" concept.

2.B - Improve the quality of life within the Lake Park CRA.

- ☐ 1. Establish alleyways as linear parks to improve aesthetics and connectivity.
- ☐ 2. Open Space- Create and support Open Space and Community Enhancement Projects, including neighborhood improvements and park improvements in the residential areas of the CRA.
- ☐ 3. Establish a community center in the CRA or CRA expansion area.
- ☐ 4. Introduce Smart Cities Initiatives and technology to support better planning, decision making, and efficiency, such as:
 - Smart government
 - Mobility/Wifi
 - Smart buildings
 - Smart transportation

PUBLIC IMPROVEMENTS AND INFRASTRUCTURE PROJECTS

GOAL #3 - Public Improvements and Infrastructure

3.A - Enhance CRA visibility through gateways and wayfinding.

- ☐ 1. Enhance CRA gateways to create an appealing and inviting environment.
- ☐ 2. Consider adding public art, recreating the famous Kelsey City archway, or other enhancements that pay tribute to Lake Park's rich history.
- ☐ 3. Provide funding and support for gateway and wayfinding signage to improve visibility for the Lake Park Creators District. Connect points of interest that are outside of the CRA boundaries, such as the Lake Park marina and Nautilus 220, Congress and Northlake shopping areas

3.B - Improve walkability and safety perceptions through targeted lighting enhancements.

- ☐ 1. Provide lighting enhancements to dark areas, particularly Park Avenue and 10th Street.
- ☐ 2. Consider adding hanging lights along Park Avenue and in parking lots.

3.C - Improve aesthetics throughout the CRA.

- ☐ 1. Consider providing incentive for businesses to stay open later, or at least keep lights on to reduce dark spaces.
- ☐ 2. Provide funding and support for improvement to signage, sidewalks, and swale areas within the CRA, especially along 10th Street.
- ☐ 3. Require street furniture, such as trash and recycle receptacles, bike racks, and benches in commercial areas.
- ☐ 4. Create a street trees program to provide adequate tree canopy throughout the CRA, between Park Avenue and the adjoining areas.

3.D - Improve infrastructure for commercial and industrial areas.

- ☐ 1. Septic to Sewer- Continue with implementation of septic to sewer conversion program. Leverage recently awarded grant funds to improve infrastructure to facilitate redevelopment in the CRA.

3.E - Enhance the relationship between the businesses along Park Avenue and the roadway through creative partnerships to address parking lot aesthetics.

- ☐ 1. Parking Lot Grants- Consider issuing grants for parking lot improvements, prioritizing projects that emphasize activation and vibrancy of the Lake Park Creators District.

TRANSPORTATION, TRANSIT, AND PARKING PROJECTS

GOAL #4 - Transportation, Transit, and Parking

4.A - Encourage safe, convenient, efficient, and effective motorized and alternative-means transportation and transit systems.

- ☐ 1. Alley connections- Enhance alleyways North and South of Park Avenue to improve Pedestrian Connectivity. (Specifically the potential extension of Greenbriar Drive)
- ☐ 2. Lake Park Legacy Loop- Continue to pursue the creation of the Lake Park Legacy Loop, a pedestrian/bike route that connects points of interest in Lake Park.
- ☐ 3. Park Avenue Extension- Extend Park Avenue West bound at Dixie Highway to connect with Park Avenue West.
- ☐ 4. Encourage awnings and canopies over public sidewalks to provide shade and rain protection for pedestrians.
- ☐ 5. Create a bicycle master plan within the CRA that provides connectivity to nearby areas and potential customers.
- ☐ 6. Encourage the City to adopt a Safe Routes to School Program

4.B - As the Lake Park Creator's District continues to grow, seek opportunities to expand transit options.

- ☐ 1. Micro Mobility- Explore opportunities to establish Lake Park as a model for sustainability and connectivity by introducing micro-mobility options such bicycles, e-bikes, electric scooters, electric skateboards, shared bicycles, and electric pedal assisted bicycles.
- ☐ 2. Last mile solutions – Explore the potential for a "Last Mile" local circulator between the potential train station to points of interest in
- ☐ 3. Lake Park to enhance connectivity within and to areas outside of the redevelopment area.

4.C - Create safe, efficient, and attractive parking to support retail, restaurant, cultural, office, and light industrial facilities within the redevelopment area.

- ☐ 1. Create a Downtown Parking Management Plan to best utilize parking supply while also allowing for business visibility, events, outdoor dining, etc.
- ☐ 2. Increase downtown parking supply, consider introducing structured parking as part of a larger public private partnership redevelopment effort.
- ☐ 3. Amend land use regulations to allow excess, underutilized parking or other spaces to be used for alternative activities such as outdoor dining, farmer's market, pop-up retail, and similar events.
- ☐ 4. Encourage on-street parking, off-site, public parking lot and shared parking arrangements.
- ☐ 5. Reduce off-street parking requirements within the CRA.
- ☐ 6. Encourage tactical urbanism and placemaking strategies, such as protected bike lanes, pop-up retail, pop-up parks, pop-up cafes, pavement to plazas, PARK(ing) Day, Open Streets, Guerilla Gardening, Depaving, De-fencing, and chair bombing.

REDEVELOPMENT SUPPORT PROJECTS

GOAL #5 - Redevelopment Support

5.A - Encourage and support sound, redevelopment-friendly, Land Use Regulations.

- ☐ 1. Encourage and support sound, redevelopment-friendly, Land Use Regulations.
- ☐ 2. Increase residential entitlements
 - Upzone
 - Basket
 - TDR
- ☐ 3. Consider vacating right-of-way in alleyways North and South of Park Avenue to enhance downtown entitlements
- ☐ 4. Use the Design Approach Manual for architectural reference for developers.
- ☐ 5. Enhance and update the Design Approach Manual as needed to reflect contemporary trends and the impact of the pandemic on behavior trends. Also, to enhance focus on gateway architecture for key locations.
- ☐ 6. Create open space requirements as part of new developments.

5.B - Use Powers of Borrowing, Land Acquisition & Disposition to further CRA goals and initiatives.

- ☐ 1. Utilize CRA owned property at 800 Park Avenue in a way that creates a high return on investment and improves Lake Park's brand image.
- ☐ 2. Consider issuing an RFP to seek operators that are creative in nature, fit within Lake Park's targeted industries, and further the goals of the Lake Park CRA.
- ☐ 3. Consider providing incentives such as reduced rent, marketing, etc.
- ☐ 4. Explore options for the redevelopment of the car park site located at 1306 Silver Beach Road.
- ☐ 5. Consider redevelopment options for the current Lake Park Public Works Site. As Park Avenue is eventually extended West to Park Avenue West, the gateway to Downtown Lake Park at Park Avenue and Old Dixie Highway can be completely reimaged to create a vibrant and attractive entryway.

5.C - Provide Economic Incentives and other support to projects that further CRA Redevelopment Goals and Initiatives.

- ☐ 1. TIF incentives for residential development
- ☐ 2. Debt capacity

5.D - Provide sufficient CRA resources and talent for plan implementation.

- ☐ 1. Introduce smart data programs such as;
 - A real estate inventory that prioritizes key redevelopment sites and tracks metrics such as vacancy, capitalization rates, rents, etc.
- ☐ 2. Smart Data for investors and business recruitment, utilizing the baseline data provided in the market analysis done for this plan and update annually.
- ☐ 3. Hire a redevelopment professional within the next 1-2 years. Duties should include CRA ombudsman, business development, maintain smart databases, CRA administration, redevelopment marketing.
- ☐ 4. Provide funding and support for programs and activities that encourage safety through Crime Prevention through Environmental Design (CPTED).

POTENTIAL REDEVELOPMENT CATALYST PROJECTS

Implement Potential Redevelopment Catalyst Projects

6.A - Railsite Site – TOD / P3 / Mixed-Use Development

The preferred redevelopment program for this site includes a transit station (future train stop), parking, pocket park/ plaza, ground floor commercial, and multi-family residential units. Position the site for redevelopment, and conduct any necessary environmental, survey, and any other pre-development assessment to have a development-ready site. Pursue redevelopment of the property by leveraging Town ownership with private investment.

6.B - Old Dixie/FEC Crossover

Encourage crossing improvements for pedestrians and bicyclists. This may include wider sidewalks, buffers, bike lanes, signage, and markings. Work with the City on opportunities to install a gateway monument, and to enhance design guidelines for development projects at this important gateway and crossroads.

6.C - Industrial Septic to Sewer

Provide support as is feasible to transition industrial areas from Septic to Sewer conversion as a catalyst for job growth, investment and new development.

6.D - Park Avenue and 10th Street

Encourage walkability and safety improvements for pedestrians and bicyclists. The CRA should seek ways to promote and assist in the redevelopment of the SE corner property as a gateway development and mixed-use catalyst project.

6.E - Watertower and Old Dixie Industrial Opportunity Sites

Work with the property owners and prospective users to align any potential development project(s) with Lake Park CRA vision for this area.

6.F - Park Avenue Extension

Conduct a feasibility analysis for the potential extension of Park Avenue connecting Downtown Lake Park (FEC crossover) to Congress Avenue and begin the planning and construction process if feasible.

6.G - Downtown Residential

Promote and facilitate the development of One Park Place Phase II (a mixed-use development).

6.H - Parking Management

Facilitate and encourage aesthetic improvements to public and private parking facilities and lots through parking management efforts to satisfy parking needs while improving sense of place.

6.I - Potential CRA Expansion

Evaluate and explore potential limited expansion of the CRA to connect to the 10th Street gateway and adaptive reuse opportunity at Northlake Boulevard and to retain workforce housing and improve the conditions of the residential community along the north side of Silver Beach Road.

POTENTIAL REDEVELOPMENT CATALYST PROJECTS MAP

Implement Potential Redevelopment Catalyst Projects

6.A - Railsite Site – TOD / P3 / Mixed-Use Development

6.B - Old Dixie/FEC Crossover

6.C - Industrial Septic to Sewer

6.D - Park Avenue and 10th Street

6.E - Watertower and Old Dixie Industrial Opportunity Sites

6.F - Park Avenue Extension

6.G - Downtown Residential

6.H - Parking Management

6.I - Potential CRA Expansion



Financial Projections

TIF Projections

Year	County Contribution (\$)	Town Contribution (\$)	Total (\$)
2022	521,178	959,790	1,482,990
2023	536,813	988,584	1,527,420
2024	552,918	1,018,241	1,573,183
2025	569,505	1,048,788	1,620,319
2026	586,590	1,080,252	1,668,869
2027	604,188	1,112,660	1,718,875
2028	622,314	1,146,039	1,770,381
2029	640,983	1,180,421	1,823,433
2030	660,213	1,215,833	1,878,076
2031	680,019	1,252,308	1,934,358
2032	700,420	1,289,878	1,992,329
2033	721,432	1,328,574	2,052,039
2034	743,075	1,368,431	2,113,540
2035	765,367	1,409,484	2,176,886
2036	788,328	1,451,768	2,242,133
2037	811,978	1,495,322	2,309,337
2038	836,338	1,540,181	2,378,557
2039	861,428	1,586,387	2,449,853

Current TIF allocation

2022	(\$)
Projected Revenue	1,510,968
Sheriff	133,680
Operating	261,389
Capital Outlay	252,343
Grants	135,000
Transfers and Cost Allocation	748,556
Total Expense	1,530,968

Redevelopment Implementation Cost Example

	2023-2027	2023	2024	2025	2026	2027
	(\$)					
Revenue Forecast	8,262,592	1,556,297	1,602,986	1,651,076	1,700,608	1,751,626
Economic Development						
Identity, Marketing, Branding	275,000	50,000	75,000	75,000	50,000	25,000
Business Grants and Support	500,000	100,000	100,000	100,000	100,000	100,000
Capital Projects						
Gateways	250,000	-	250,000	-	-	-
Lighting (String)	20,000	10,000	2,500	2,500	2,500	2,500
Streetscapes	1,000,000	100,000	150,000	500,000	250,000	-
Infrastructure- Septic to Sewer	1,000,000	500,000	250,000	250,000	-	-
Housing & Residential						
Rehabilitation	500,000	100,000	100,000	100,000	100,000	100,000
Development Incentives		-				
Green Space	200,000	50,000	50,000	50,000	25,000	25,000
Clean and safe	500,000	100,000	100,000	100,000	100,000	100,000
Transportation & Parking						
Park Avenue Extension	1,500,000	46,297	50,486	123,576	723,108	556,533
Parking Management	400,000	150,000	100,000	50,000	50,000	50,000
Redevelopment Support						
LDR Enhancements	125,000	50,000	75,000	-	-	-
Land Acquisition	500,000	-	-	-	-	500,000
Staffing and Administration	1,492,592	300,000	300,000	300,000	300,000	292,592
Expense Projection	8,262,592	1,556,297	1,602,986	1,651,076	1,700,608	1,751,625

Case study



Image: Plaza 98 Miami Shores Village. (Source: Safe Streets Summit)

Plaza 98

Plaza 98 Tactical Urbanism Destinations & Activations

The Village of Miami Shores, originally a Pineapple Plantation, is predominantly a residential community located north of the City of Miami. Created more than 85 years ago, the community was designed for automobiles and has been a gateway community through which travelers pass on the way to somewhere else. As a result, historically there has been no clearly defined downtown area. No natural gathering space indicating, “You’re arrived, come join us”.

As a result of a downtown district analysis and in collaboration with multiple partners Miami Shores created a low-cost, pedestrian-friendly destination gathering place by enhancing , existing road infrastructure. The finished Plaza 98 project allows for local neighborhood programming and destination activities for outsiders. The project was nominated for The People’s Choice Award by the Safe Streets Summit as an example of a project that has created safer, more equitable, more livable streets.

The project implementation details included:

- + Project management: Street Plans, an urban design firm, spearheaded the project.
- + Parties involved (including City Departments): Plaza 98 was a collaboration between Miami Shores Village, the Greater Miami Shores Chamber of Commerce, Miami REALTORS, Miami Dade Department of Transportation, and Street Plans.

--

<https://www.safestreetssummit.org/peoples-choice-awards>

Case study



Image: Downtown Hollywood Mural Project Map. (Source: Safe Streets Summit)

Mural Project

Mural Project and Mural Only Program Grant Cultural Arts & Entertainment

The City of Hollywood, Florida CRA's Mural Project goal is to curate contemporary outdoor murals at key locations in Downtown Hollywood in an effort to enhance and enrich the existing cultural fabric of our community, thereby attracting more art related activities, businesses and events. Incentives include a Mural Only Program (MOP), a reimbursement grant program that uses tax increment funds to leverage private investment for on-site property improvements. The MOP utilizes an application process and offers a 50% reimbursement grant up to a maximum reimbursement amount of \$10,000 per property for costs associated with the creation and installation of a painted or mosaic mural, including design, labor, materials and equipment, on the exterior surface of buildings and structures located within the CRA Districts.

The Mural Only Program and a similar Paint Only Program providing matching funds for the use of licensed paint contractors for exterior cleaning, patching and painting, serve to beautify and reduce slum and blight in the core business district. In return, the applicable structures and murals become destination attractions for local and tourists.

--

<http://hollywoodcra.org/188/Downtown-Hollywood-Mural-Project>

Case study

Home Repair

Choice Neighborhoods Exterior Owner-Occupied Rehab Program

Maintenance & Rehabilitation

This owner-occupied program helps lower-income residents remain in their home by offering deferred forgivable loans up to \$70,000 to make improvements to their homes for exterior, health and safety repairs. Priority is given to residents 55 or older, veterans, disabled head of households and those that have lived in their homes for at least 15 years. Funds will be provided in the form of a forgivable loan at a 0% interest rate with payments deferred and forgiven until the earlier of loan maturity, sale, transfer of ownership, or failure to maintain the property as the primary residence during the loan term. The maximum loan amount per home is \$70,000, inclusive of all construction related costs and closing costs. Loan term will be determined.

--

<https://www.investatlanta.com/homebuyers/owneroccupied-rehab>



Image: Before, during, and after images for a home repair. (Source: Go Humans News)

Case study



Image: Marketing Project: NoMi, North Miami, Florida. (Source: North Miami CRA)

North Miami Branding & Marketing Business Attraction & Retention

The North Miami Community Redevelopment Agency (NMCRA) was established in 2005 and is charged with the responsibility of eliminating conditions of blight that exist within the City and helping improve the quality of life by revitalizing the City's physical, economic, educational and social resources. The designated area includes 3,250 acres, approximately 60% of the City. The NMCRA is an example of a successful revitalization process that utilizes marketing and branding tools at its core. Some of the initiatives include:

- + The Downtown Revitalization project which seeks to attract investment by a shared vision for North Miami's urban core as a vibrant area where people live, shop, work, and play.
- + The MOCA Plaza and Courtyard Renovation project serves as a business attraction technique by sending a message that the City invested in this central public space to bring the community together.
- + Downtown NOMI Strategic Marketing Plan project.

All of these projects are examples that marketing and business attraction is a public investment that creates a flare that attracts millions of dollars in private investment, improves quality of life, creates jobs, attracts businesses and real estate development, creates affordable housing, and leverage public infrastructure costs. Find out what makes you authentic and your physical assets.

--

<https://www.northmiamicra.org>

Case study



Image: Fence Repairs and Replacement.
(Source: Budget Fence & Gate Systems West Palm Beach)

Paint Plant & Pave

Paint Plant and Pave Program

Housing Rehabilitation (Fence Repairs and Replacement)

This incentive is created to provide curb appeal to single-family and multi-family properties in disrepair in Pleasant City. The proposed improvements may include pressure cleaning, painting, minor facade repairs, landscaping, awnings, driveways and/or parking lot sealing, irrigation systems, exterior lighting and fence repair or removal. The CRA will provide 100% of the project cost on owner occupied singlefamily structures and 80% of the project cost on non-owner occupied single-family or multifamily structures up to \$20,000 per property for exterior improvements.

The West Palm Beach CRA limits this program to a particular neighborhood; it is not available throughout the entire CRA district. In addition, it is available to both single family and multifamily properties. While there are no design specifications related to fencing, non-chain link fencing is preferred.

An inventory of code violations and properties noted in the Finding of Necessity provides a starting point in creating a fence repair and replacement program. The fence repair program will be an initiative that beautifies the physical environment, reduces blight conditions, increases value, and most importantly it gives the community a sense of pride for their place. When the community is empowered they will give back and the return on investment will be manifested in the revitalization process.

--

<https://www.wpb.org/government/community-redevelopment-agency/incentives>

Case study



Image: Hallandale City Center Rendering, Photo: CFM Architects

P3 Development

Hallandale City Center Public Private Partnership

Hallandale City Center, a proposed 2-acre, mixed-use project of 89 rental apartments with 14 of those set aside for affordable housing, is a great example of housing diversity development with potential for rental to homeownership incentives within a CRA-owned land. The project consists of rental apartments, affordable units, commercial/retail spaces, and parking spaces with a set aside number of parking spaces as public parking for the City. The project estimated cost is approximately \$17 million; and, it is expected to create temporary and permanent jobs, as well as continuing tax revenues.

The 89 apartments would be two-bedroom, two bathroom units; most would have the rent set at \$1,375, according to Glendon Hall, the CRA's economic development manager. Fourteen apartments would be set aside for affordable housing, with rents at about \$1,100, Hall said.

Since 2012, the Hallandale Beach CRA has spent \$6 million in acquiring the land — made up of 13 parcels

As part of this development, the developer and City seek that Hallandale City Center LLC provide a leading worldwide approach to affordable housing production commonly known as the 'Vienna Model. Unlike traditional affordable housing development models, where construction costs are the main priority, the Vienna Model has four equally essential pillars: Architectural Quality, Environmental Considerations, Social Sustainability, and Economic Costs. This has resulted in beautiful, yet affordable housing projects that are assets to the public realm.

--

<https://cohbcra.org/folio/hallandale-city-center/>

Case study



Image: Redevelopment Support/ Economic Incentives: Tax Increment Recapture, Infrastructure Grant & Community Benefits Agreements, North Miami, Florida. (Source: North Miami CRA)

Infrastructure

Tax Increment Recapture, Infrastructure Grant & Community Benefits Agreements Economic Incentives

The North Miami Community Redevelopment Agency (NMCRA) will use tax increment revenues to encourage economic development in the Community Redevelopment Area. The NMCRA is proposing to provide a Tax Increment Recapture to the owner of a qualifying project. A qualifying project is one that is anticipated to create at least \$2 million in Net New taxable value in the first full year following completion.

Any new commercial and residential developments to be constructed within the Redevelopment Area in an amount of \$200,000 shall enter into a community benefits agreement with the Agency. To the extent allowed by law, a community benefits agreement shall include provisions for hiring the labor workforce for the project financed by the grant or agreement from residents of the Redevelopment Area that are unemployed or underemployed.

The amount of the Base Tax Increment Recapture shall be 25% to 50% of the Net New Tax Increment Revenue generated by the project. If the taxable assessed value of the Property (as determined by the Miami-Dade County Property Appraiser, taking into consideration any allowable adjustments by the Value Adjustment Board) in any year during the Recapture Period exceeds the Base Year Value, the Tax Increment Recapture shall be no more than 50% percentage of the project's Net New Tax Increment Revenue. In any fiscal year, the Tax Increment Recapture shall be subordinate in all respects to all CRA Debt. At no time will the Tax Increment Recapture exceed 50%.

--

https://www.northmiamicra.org/sites/default/files/tif_incentives_program_062017.pdf

<https://www.northmiamifl.gov/DocumentCenter/View/8324/Agreement-CRA-and-West-Bank-Investment-02-05-2020-PDF>

thank you.

Town of Lake Park Community

We Provide Economic Development Solutions.

Kevin Crowder, CEcD
kevin@businessflare.net
305.281.2279

--

Rachel Bach, AICP
rachel@businessflare.net
954.520.3727

--

Alicia Alleyne, MBA
alicia@businessflare.net
786.247.2762

--

Farrell Tiller, MBA
farrell@businessflare.net
561.281.8777

--

Camilo Lopez, Planning
camilo@businessflare.net
954.696.4106

Town of Lake Park

Community Redevelopment Agency



Strategic Marketing Plan

December 2024



TABLE OF CONTENTS

Item 6.

ACKNOWLEDGMENTS	1
INTRODUCTION & EXECUTIVE SUMMARY	2-3
SITUATION ANALYSIS	4-29
OBJECTIVES, STRATEGIES & TACTICS	30-35
EXHIBIT 1: RETAIL MARKET POTENTIAL	36-40
EXHIBIT 2: RETAIL DEMAND BY INDUSTRY	41-42

DRAFT

ACKNOWLEDGMENTS

Item 6.

RMA expresses its gratitude to the Town of Lake Park and the members of the public who have contributed to the 2024 Strategic Marketing Plan by providing invaluable insights:



Town of Lake Park Commission

Mayor Roger Michaud
Vice Mayor Kimberly Glas-Castro
Commissioner Michael Hensley
Commissioner Mary Beth Taylor
Commissioner Judith Thomas

Town of Lake Park CRA

Bambi Turner, Interim Executive Director
Allison Justice, Community Redevelopment Administrator

Town of Lake Park Staff

Bambi Turner, Interim Town Manager
Nadia DiTommaso, Community Development Director
Lamar Gibbs, Marketing Specialist
Merrell Angstreich, Grant Writer/Chief Public Information Officer
Riunite Franks, Special Events Director
Sara Notgarnie, Special Events Coordinator

Town of Lake Park Community Stakeholders

Plans Reviewed

CRA Master Plan Update November 2022
Lake Park Market Study and Brand Report 2018
Lake Park Report Design Manual 2009



REINVENTING YOUR CITY

Prepared by

Redevelopment Management Associates
Sharon McCormick, Director of Business Attraction & Marketing
Lorena Ledesma, Project Manager

The Lake Park Community Redevelopment Agency (CRA) was created in 1996, and Lake Park Community Redevelopment Master Plan was recently updated in November of 2022. The Master Plan outlines the focus for continuing redevelopment initiatives within the CRA area and details goals in five areas, including economic development; housing and residential life; public improvements and infrastructure; transportation, transit and parking; and redevelopment support. The strong real estate market, particularly along the waterfront, has contributed to the growth of the Town and positioned the CRA, especially Downtown, for a bright future.

Within the updated CRA Master Plan, there are several initiatives outlined that require comprehensive marketing strategies to achieve the desired goals. The downtown core of Lake Park, including Park Avenue and 10th Street, serve as the main retail business corridors and are crucial to the success of other focus areas within the CRA.

The 2024 Strategic Marketing Plan (“SMP” or “Plan”) focuses on initiatives to support Downtown Lake Park as well as existing and future business attraction and retention objectives in other CRA areas. Downtown is generally described as Park Avenue from 7th Street to 10th Street. This area is generally defined due to its current design and walkability. Future developments planned for 10th and Park will further support the connection to 10th Street and improve walkability of this area, potentially leading to an expansion of what is currently referred to as “Downtown Lake Park.” Additional areas within the CRA boundary include residential neighborhoods along Silver Beach Road, the industrial district, and 10th Street from Northlake Boulevard to Silver Beach Road. According to research findings in this area and following the goals in the CRA Master Plan, the marketing strategies outlined in this SMP address business development and growth within Downtown Lake Park and the CRA along with promotion, advertising and capitalizing on existing special events.

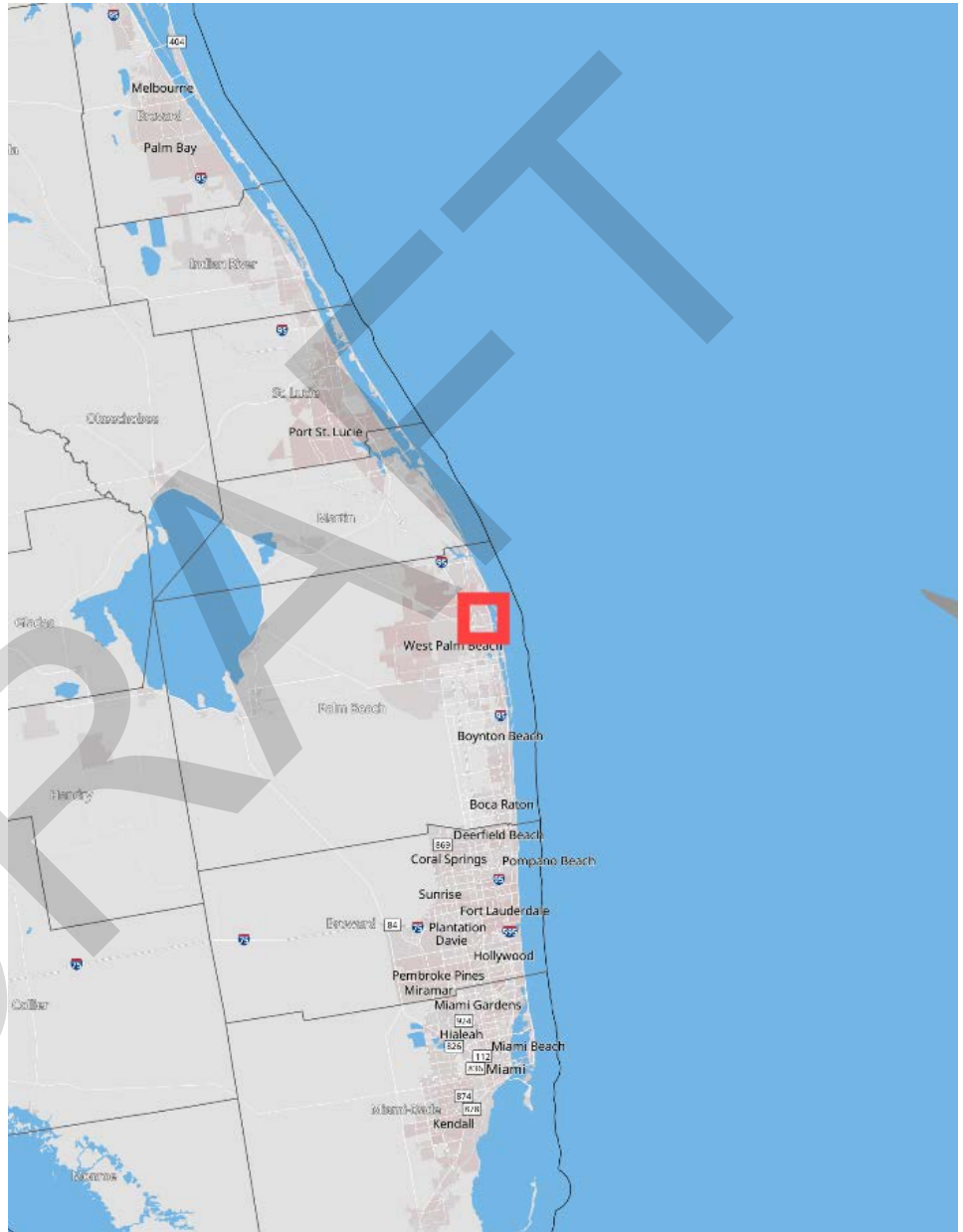


Figure 2.1. Location of the Town of Lake Park. Source: US Census Bureau, 2021.

The adoption of a unified theme is a key component for achieving redevelopment success. The process of branding and positioning Downtown Lake Park based on market potential, existing downtown assets, and stakeholder input is addressed in the action items of this Plan and will be the first implemented. The positioning and messages developed of the downtown must be consistent with the CRA Master Plan which states, “...the purpose of this area’s redevelopment plan is to strengthen the Lake Park community and its residents, add vitality to its commercial corridors, reinvigorate its aging structures, and personify the strong sense of pride in this historic community.”

PIECE ANALYSIS™ OF LAKE PARK CRA

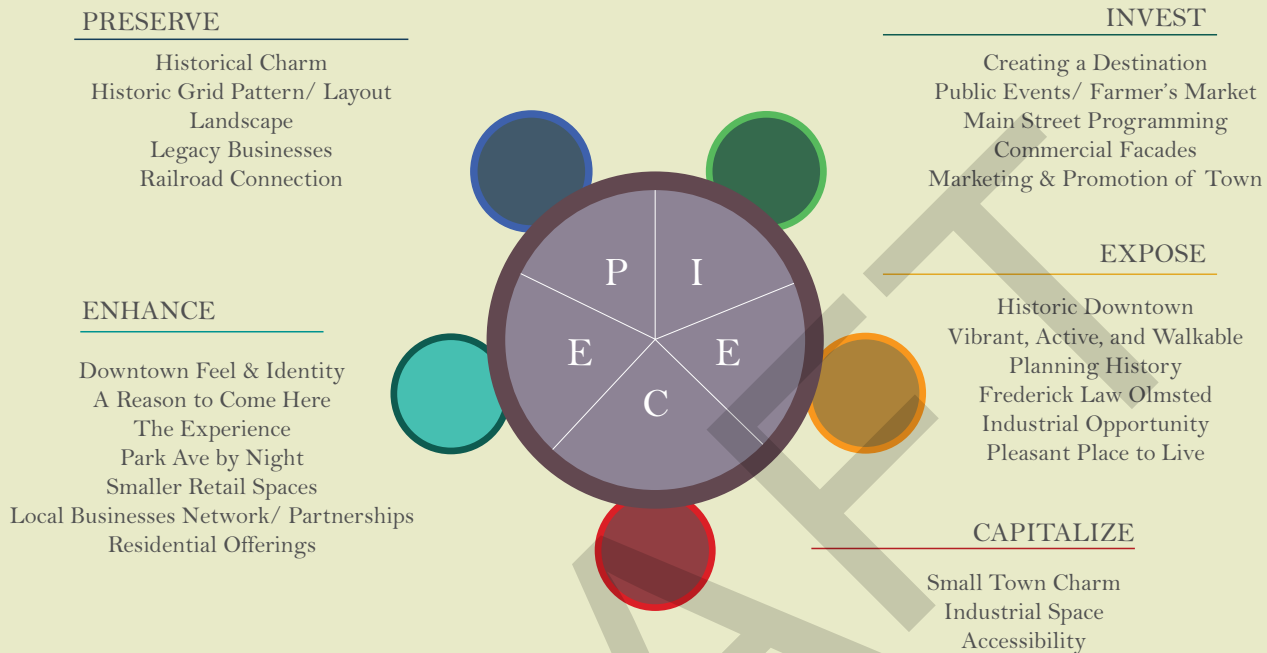


Figure 2.2 Public engagement summary. Source: Lake Park CRA Master Plan, 2022.

Marketing strategies will aim to attract target businesses, developers, and investors to the CRA district, engage the current customer base, and draw new visitors. This will be achieved by promoting incentive programs, launching advertising, public relations, and digital media campaigns, and leveraging special events that support the new Downtown Lake Park and CRA brand to foster business growth. The Situation Analysis section of the SMP will explore the strengths, weaknesses, opportunities, and threats facing Downtown Lake Park and the CRA, providing a comprehensive overview to inform strategic planning and marketing efforts. As more research is conducted and redevelopment efforts continue, specific market trends will continue to emerge. The Strategic Marketing Plan is developed to respond to current market trends and to guide the Lake Park CRA's presence.

The following analysis and strategic plan include data to provide demographic and psychographic information on the existing Lake Park CRA area as well as the primary, secondary, and tertiary markets to form the basis for positioning Downtown Lake Park and the CRA for growth and prosperity.

A situation analysis is a comprehensive examination of the current makeup of residents, visitors, and businesses to understand the strengths and opportunities for the community, with consideration of neighboring markets and geographic assets. For the purpose of this project, the study area is defined by the Town of Lake Park Community Redevelopment Agency (LPCRA) area boundaries and the areas within 10-, 20-, and 30-minutes' drive. The map below, Figure 3.1, illustrates the primary study area within the Town of Lake Park for context and the specific boundaries.

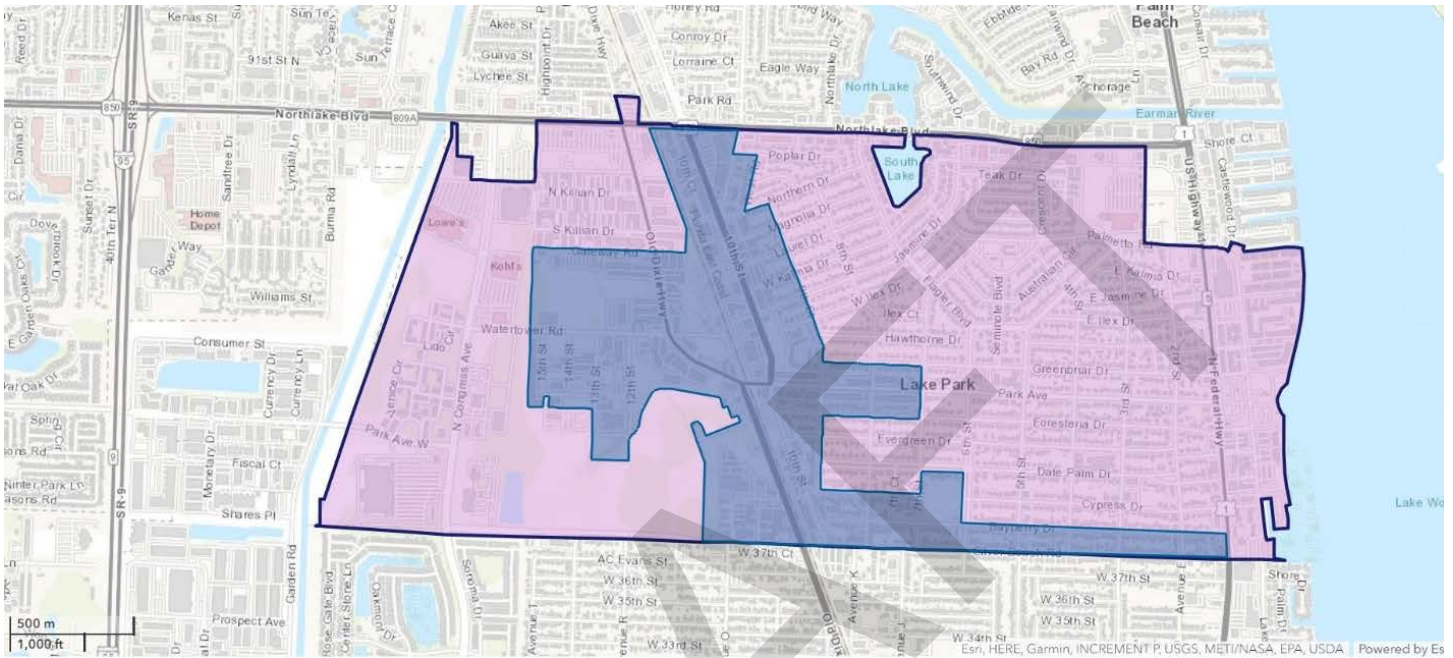


Figure 3.1: Map of the LPCRA within the Town of Lake Park. Source: Esri and the Town of Lake Park, 2024.

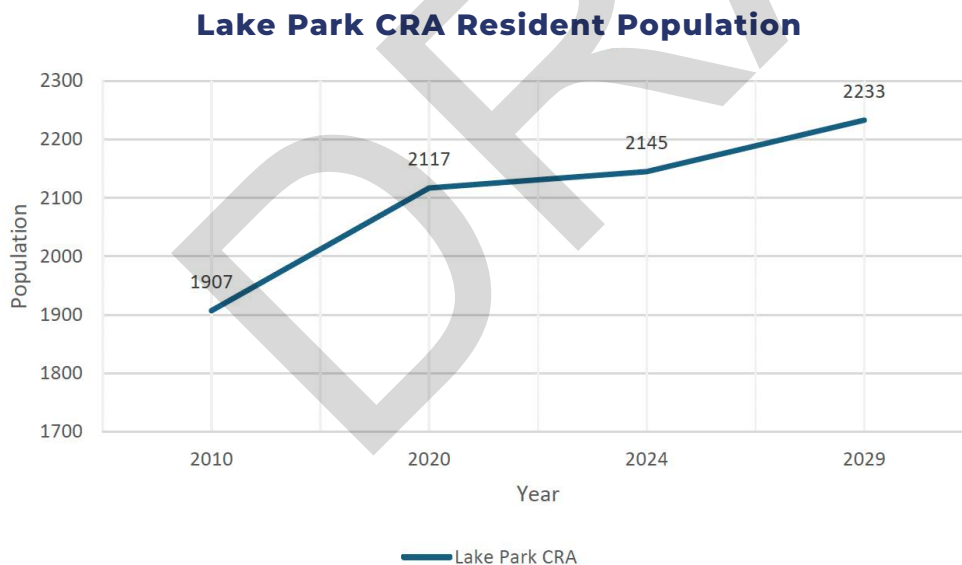


Figure 3.2. Lake Park CRA Resident Population. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Population & Income

Resident population refers to people who reside in a given area and are typically present during the evening and nighttime hours. In the ten-year period from 2010 until 2020, the LPCRA's population grew approximately 11.01% to 2,117. Presently, there are approximately 2,145 residents (Esri, 2024), an increase of 1.32% since 2020. Between 2024-2029, the population is expected to grow by 4.10% (see Figure 3.2, Lake Park CRA Resident Population). (Note: Projections do not include the new developments proposed for Downtown Lake Park.)

Population by Age

In 2024, the median age in Lake Park CRA was 37.4 years old, a slight increase from the median age reported in 2020 (36.5 years old), and older than the 2010 median age by 3.7 years (33.7). As forecasted by Esri, Lake Park CRA will have a median age of 38.5 in 2029.

When comparing 2020 and 2024 population data by age bracket, the population in ages 5 to 64 decreased, with the exception of 15-24 and 35-44, which increased.

Lake Park CRA Population by Age	2020	2024
0 – 4	6.1%	6.2%
5 – 9	6.5%	6.1%
10 – 14	7.5%	6.3%
15 – 24	12.8%	13.6%
25 – 34	15.2%	14.3%
35 – 44	12.9%	13.9%
45 – 54	12.0%	11.7%
55 – 64	14.3%	13.3%
65 – 74	8.3%	9.5%
75 – 84	3.2%	3.8%
85 +	1.1%	1.3%
Median Age	36.5	37.4

Figure 3.3. Lake Park CRA Population by Age. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Daytime Population

Unlike the resident population, daytime population refers to the number of people, including workers, who are present during normal business hours, in a given area. Lake Park CRA's daytime population of 4,065 people is attributed to the 1,127 residents who remain in Lake Park CRA during business hours, plus 2,938 employees who are present within the CRA limits during the same time frame. The number of workers present is over 2.5 times the number of residents who stay within the area (Figure 3.4, Lake Park CRA 2024 Daytime Population).

Lake Park CRA 2024 Daytime Population

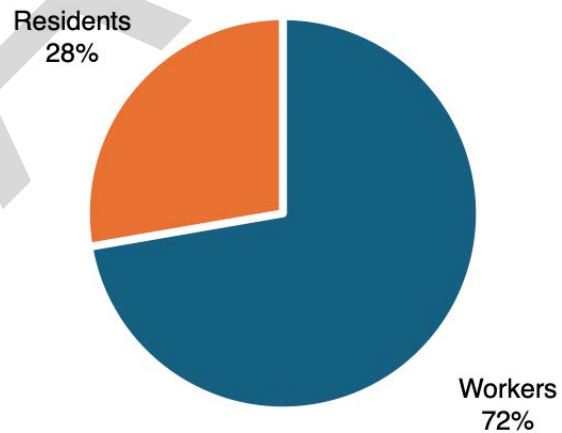


Figure 3.4. Lake Park CRA 2024 Daytime Population. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Laborshed

The US Census Bureau reports on the Laborshed, the number of employees entering and exiting a defined the area or region. In other words, this analysis shows the flow of workers into and out of Lake Park CRA. According to the latest available data in 2021, 754 of Lake Park CRA's employed residents commuted outside of LPCRA for their primary jobs. Conversely, 1,996 people were employed within the LPCRA, 1,976 of whom traveled from outside of the LPCRA for work.



Figure 3.5. Laborshed of LPCRA. Source: Inflow/Outflow Analysis, US Census Bureau, 2021.

Population by Race and Ethnicity

Many people of varying racial backgrounds call Lake Park CRA "home." Figure 3.6, "Population by Race," illustrates the racial makeup of Lake Park CRA's residents, as reported and projected by the US Census Bureau. The dominant racial groups of Lake Park CRA, as estimated in 2024 in terms of percentage of residents, are Black Alone (67%), White Alone (20.7%), and people of Two or More Races (7.6%).

For the most part, the Lake Park CRA has experienced little change in their racial makeup since 2010. The only category to show a marked shift was Two or More Races, which more than doubled between 2010 and 2020 (3.2% and 7.3%, respectively). Since then, the Two or More Races population has grown to 7.6% in 2024, and is expected to reach 8.1% in 2029.

The US Census Bureau distinguishes Hispanic heritage as an ethnicity, rather than a race, because Hispanic people may be one or more races. In the Lake Park CRA, the Hispanic population grew from 6.8% in 2010 to 9.9% in 2020. It is projected to steadily rise and reach nearly 11.5%, come 2029. The projected number of Hispanic residents in 2029 is about 257 people, which is almost twice the number of residents present in 2010 (about 130).

Population by Race

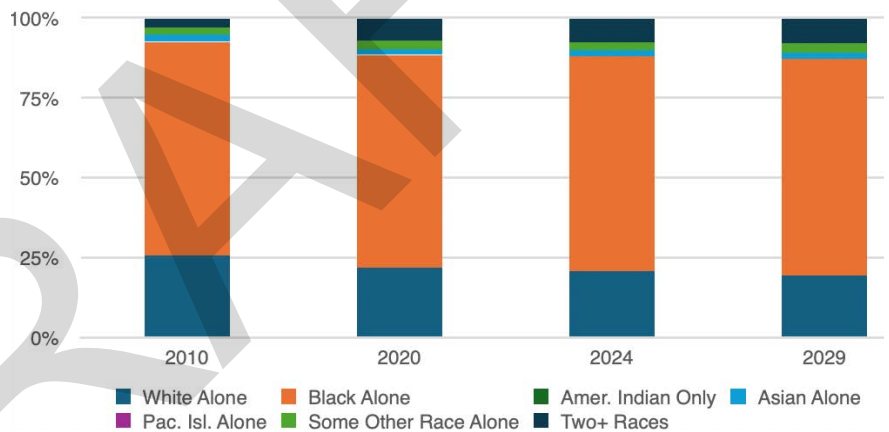


Figure 3.6. Population by Race. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Population Trends: Hispanic Ethnicity

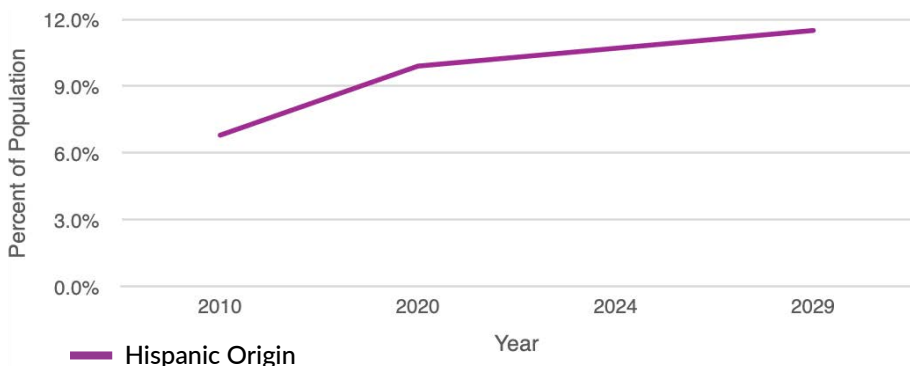


Figure 3.7. Population Trends: Hispanic Ethnicity. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Households

Household population includes people not residing in group quarters. At the time of this study, there were approximately 737 households in the Lake Park CRA, according to Esri. According to Esri's 2024 estimates, approximately 65.54% of all households are considered to be families. Additionally, the median household income in 2024 is \$54,766 and is projected to increase to a median of \$71,206 by 2029 (Figure 3.8).

Lake Park CRA Household Summary	2010	2020	2024	2029
Households	639	698	737	771*
Average Household Size	2.91	2.96	2.84	2.83
Average Family Size	3.49	N/A	3.52	3.51
Median Household Income	N/A	N/A	\$54,766	\$71,206
Median Home Value	N/A	N/A	\$384,574	\$526,620

Figure 3.8. Lake Park CRA Household Summary. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

*A new mixed-use development project, The Residences at 10th and Park, is currently proposed that would add 595 household units to the CRA.

Type of Occupancy in Lake Park CRA

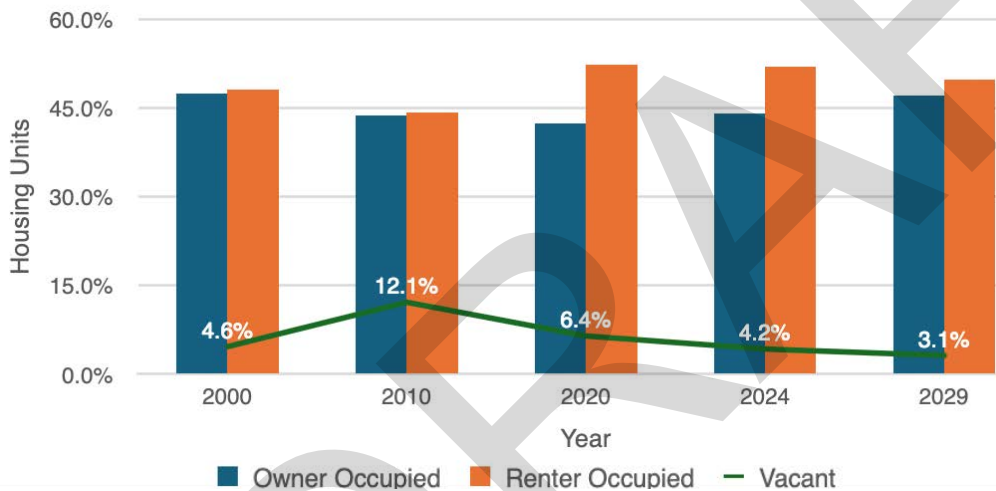


Figure 3.9. Type of Occupancy in Lake Park CRA. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Lake Park CRA Households by Income



Figure 3.10. Lake Park CRA Households by Income. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Average Daily Traffic Count

The map presented in Figure 3.11 represents the average daily traffic (ADT) volume, or number of vehicles that cross a certain point of a street location in bidirectional travel. In addition to population and income level, retailers analyze traffic counts during the site selection process. Many retailers prefer to locate in areas with a 20,000 ADT at a minimum. The perimeter of the Lake Park CRA experiences an ADT volume of 34,500 at Northlake Boulevard near 10th Street and 21,690 at Federal Highway, just north of Silver Beach Road. Within the CRA on Old Dixie Highway, the ADT volume is 15,800 in the area just north of Watertower Road. Though not inside the boundary of the CRA, Northlake Boulevard and Old Dixie Highway have an ADT of 34,600, and Federal Highway and Park Avenue have an ADT of 22,811.



Traffic Count Map

Lake Park CRA
Area: 0.56 square miles

Prepared by RMA

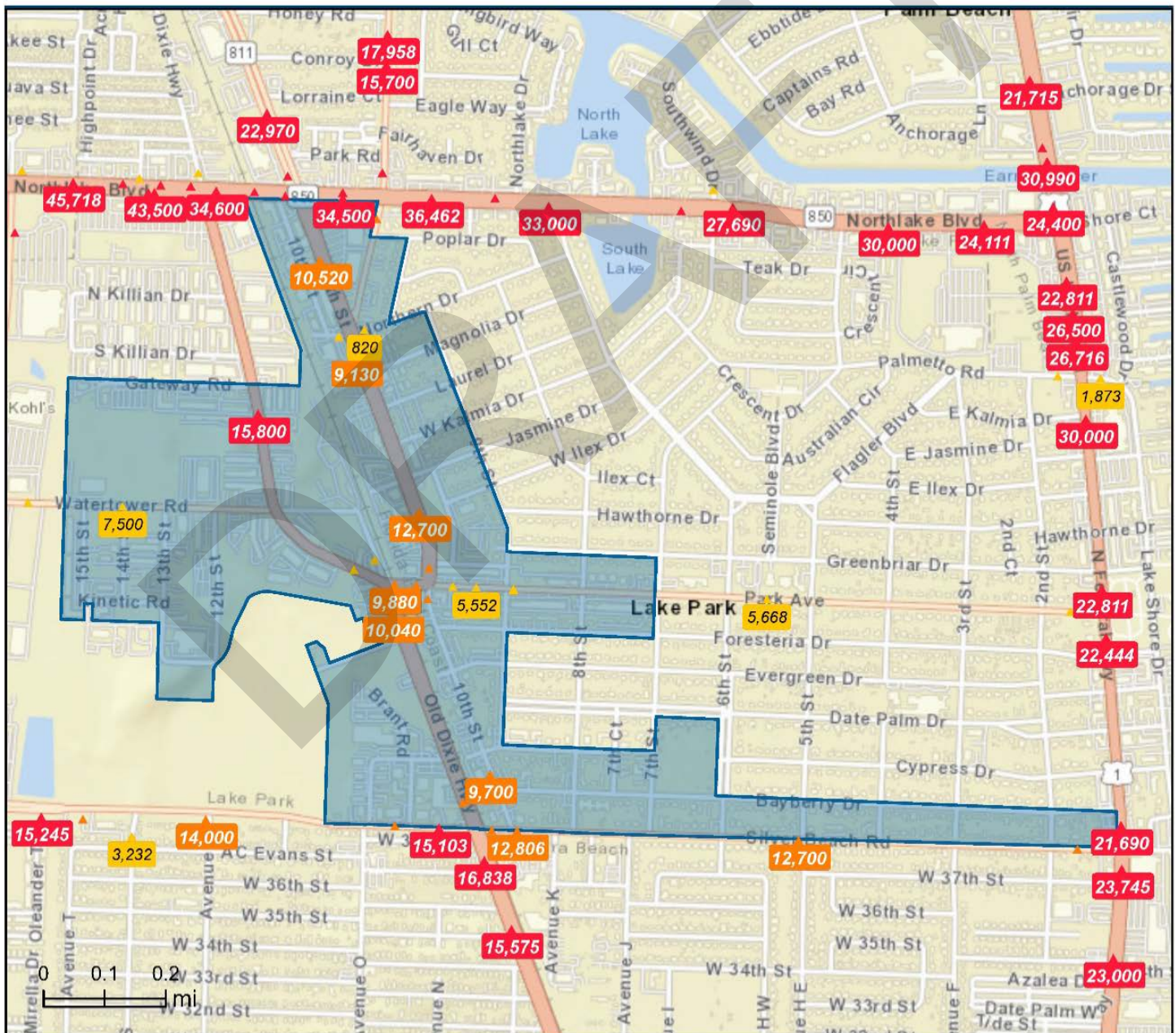


Figure 3.11. Traffic Count Map. Source: 2024 Kalibrate Technologies (Q2 2024).

Tapestries in Lake Park CRA

Based on spending, employment, and quality-of-life characteristics, Esri classifies the population of an area into “Tapestries.” There are 67 total tapestry segments to provide an accurate, detailed description of citizens of a given geography. Restaurateurs, retailers, and other participants of the commercial sector will evaluate the same type of information when weighing the decision of whether or not to locate to or expand into an area. The predominant tapestry segment in Lake Park CRA is Fresh Ambitions (47.9%). The next two tapestries, Rustbelt Traditions and Urban Edge Families, register at 30.9% and 20.9%, respectively.



Who Are We?

These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multi-unit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

Our Neighborhood

- ◆ Reside in mostly row houses or 2- to 4-unit buildings; many were built before 1950, located in major urban cities.
- ◆ Predominantly renters; average gross rent is a little below the US average.
- ◆ Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.
- ◆ Nearly half of the households have children of all ages and are composed of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

Socioeconomic Traits

- ◆ Nearly one in four is foreign-born.
- ◆ Supporting large families, many earners will take on overtime work when possible.
- ◆ One in three has earned a high school diploma.
- ◆ Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand-savvy children
- ◆ When traveling, seek out discount fares over convenience.

Market Profile

- ◆ Young families are the focus; Fresh Ambitions residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material.
- ◆ These young, newly established residents own cell phones, not landlines.
- ◆ Almost half of all households can access the internet via home PC; Spanish-language web sites and downloading video games and music are popular.
- ◆ Nearly half of all households subscribe to a cable service; Spanish TV networks, BET, and children's shows are popular.
- ◆ Half of all residents have owned or used a credit or debit card within the past year. Nearly a third maintain a savings account. When possible, money is often wired to family abroad.



LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

Rustbelt Traditions (30.9%)

Who Are We?

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Our Neighborhood

- ◆ Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- ◆ Average household size is slightly lower at 2.47.
- ◆ They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.
- ◆ Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- ◆ Nearly three quarters own their homes; nearly half of households have mortgages.
- ◆ A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- ◆ Most households have one to two vehicles available.

Socioeconomic Traits

- ◆ Most have graduated from high school or spent some time at a college or university.
- ◆ Labor force participation slightly higher than the US at 67%.
- ◆ While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- ◆ Family-oriented consumers who value time spent at home.
- ◆ Most have lived, worked, and played in the same area for years.
- ◆ Budget-aware shoppers that favor American-made products.
- ◆ Read newspapers, especially the Sunday editions.

Market Profile

- ◆ Residents take advantage of convenience stores for fueling up and picking up incidentals.
- ◆ Watching television is a common pastime; many households have more than four TVs.
- ◆ Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- ◆ Residents are connected; entertainment activities like online gaming dominate their internet usage.
- ◆ Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- ◆ Radio dials are typically tuned to classic rock stations.



LifeMode Group: Sprouting Explorers

Urban Edge Families

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: \$50,900

7C

Urban Edge Families (20.9%)

Who Are We?

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the internet.

Our Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multi-generational homes are common (Index 201).
- Average household size is higher at 3.19 (Index 123).
- Residents tend to live farther out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).
- Three quarters of all housing were built 1970 or later.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university.
- Labor force participation is higher at 66%.
- Most Urban Edge Families residents derive income from wages or salaries.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the internet primarily for socializing but also for convenience, like paying bills online.

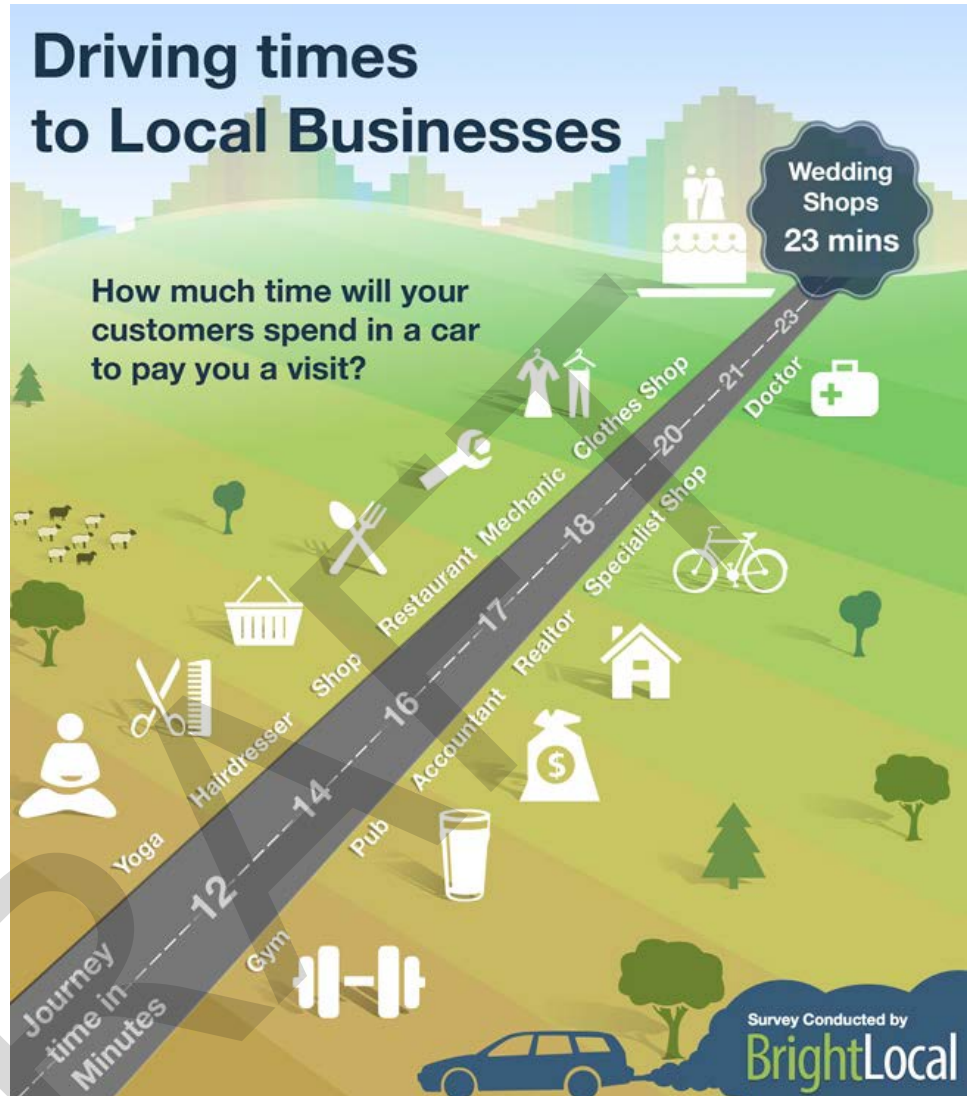
Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Freeform, Bravo, and Nick Jr., as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

Primary, Secondary, and Tertiary Audience

Identifying Lake Park CRA's primary, secondary, and tertiary audiences is important in order to develop tailored communication that is effective and targeted, allocates proper resources, and ensures comprehensive engagement. By recognizing and addressing the unique characteristics of each audience segment, Lake Park CRA can achieve the goals outlined in the 2022 LPCRA Master Plan.

The primary audience for any commercial area is usually within a 10-minute drive. Secondary audiences are often area employees or other residents that live within approximately 20 to 30 minutes from the commercial area, and the tertiary audience is typically tourists.



Primary Audience

- Local residents from within a 10-minute. (Note: depending on the business mix, the primary market may extend to a 20-minute drive)

Secondary Audience

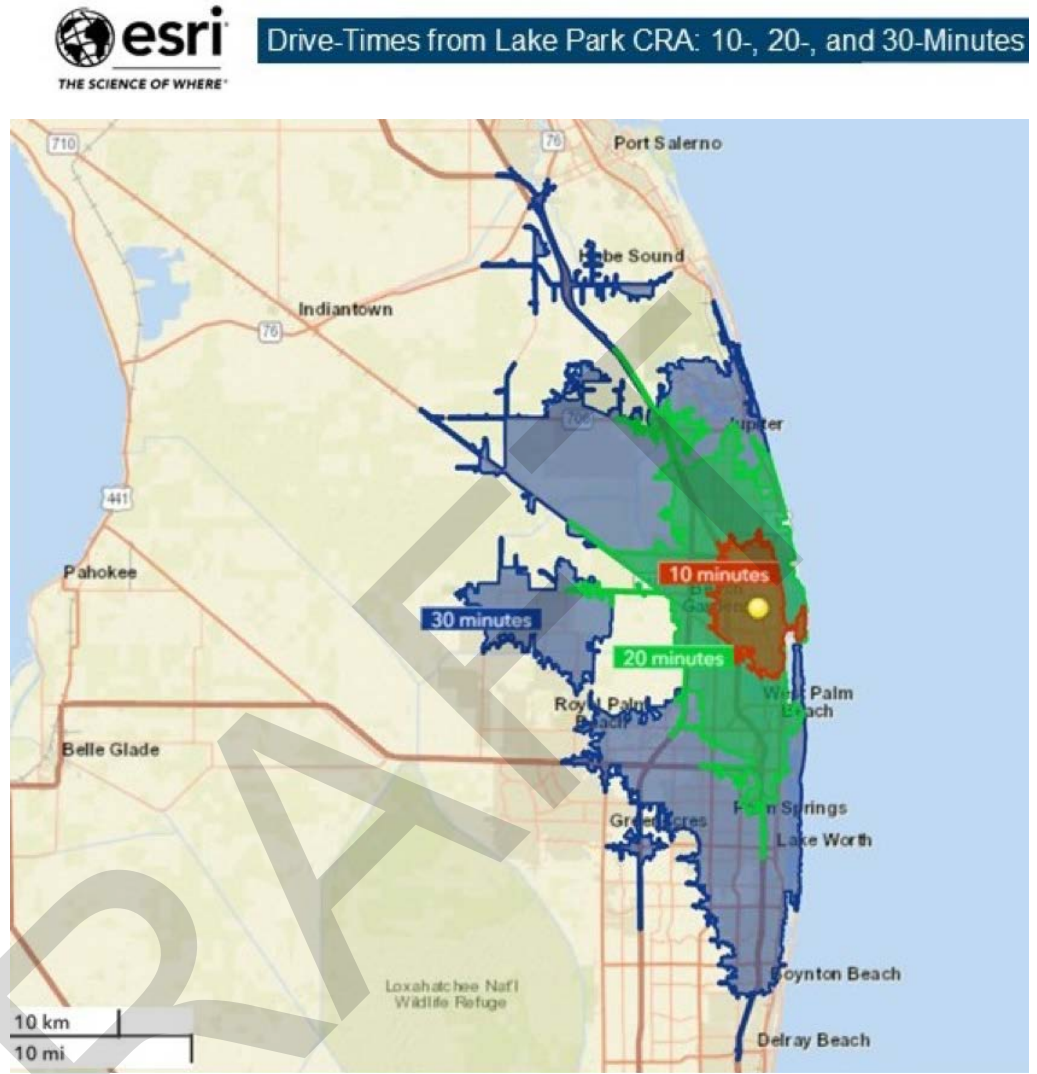
- Regional residents within a 30-minute drive-time, people employed in the area but who live outside the area, and seasonal residents

Tertiary Audience

- Event attendees who may specifically come to the area for special events and can be encouraged to visit more often and the tourism market of Palm Beach County

Tapestries by Drive-Time

The Tapestries described in the previous section, Tapestries in Lake Park CRA, represent the profile of residents within the LPCRA boundary. However, for the purpose of marketing and branding, it is important to also look at market profile within the 10-, 20-, and 30-minute drives.



In areas that are thirty minutes or less from the Lake Park CRA, tapestry profiles are very varied, revealing a diverse demographic. None of the top three tapestries within any of the drive-times have a strong lead. For instance, the plurality of the population within 10 minutes' drive from LPCRA is categorized as "Modest Income Homes," but their presence is still only 14.7%. Aside from Modest Income Homes, the leading tapestries identified make up anywhere from 5.7% to 7.8% in any of the areas.

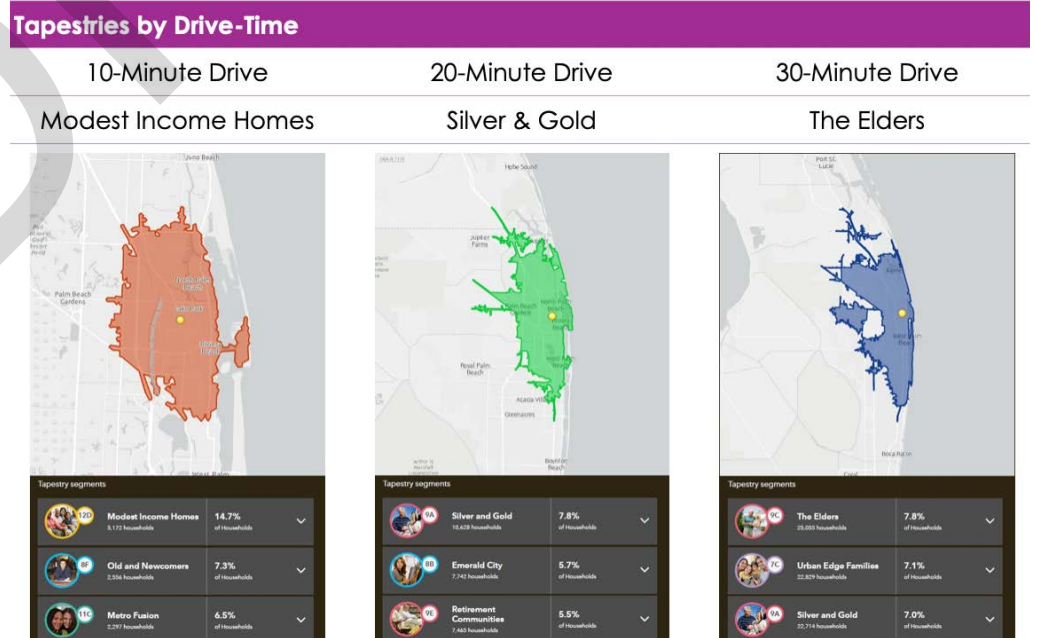


Figure 3.12. Source: Esri, 2024.

Although tapestry profiles, which are indicative of behavioral patterns, are not consistent in the trade areas, there is insight attained from the economic characteristics of the population captured within the 10-minute and 20-minute drive. As these markets are part of the Primary Audience, it is important to consider their economic data.

2024 Economic Data of the Population at 10 and 20 Minutes from Lake Park CRA		
	10 Minutes	20 Minutes
Population	86,692	322,479
Owner Occupancy	50.6%	49.4%
Average Household Income	\$102,445	\$122,257
Median Household Income	\$68,937	\$78,891
High School Degree*	25.1%	19.5%
Associate Degree*	11.4%	10.5%
Bachelor's Degree*	23.2%	26.4%
Graduate Degree*	12.4%	16.6%
Expenditures, Average Spent By Household Per Year		
Apparel	\$2,216.40	\$2,626.00
Food Away From Home	\$3,593.64	\$4,325.19
Entertainment	\$3,680.28	\$4,379.71

Figure 3.13. Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography. *Population 25+ years old.



Source: Palm Beach Post

Tourist Market

Discover the Palm Beaches and Palm Beach Tourist Development Council recently announced the following statistics:

- ✦ From January to June 2024, The Palm Beaches welcomed 5.19 million visitors, marking an all-time high compared to the same period from previous years. This growth in visitors solidifies its status as a premier vacation hotspot that offers 47 miles of pristine and uncrowded beaches, vibrant culture, and genuine hospitality as a way of life.
- ✦ Key highlights include three record-breaking amounts:
 - Total visitation: The Palm Beaches had an all-time high of 5.19 million visitors, a 1.7% increase compared to the first half of 2023.
 - International visitation: International visitation grew to an all-time high of 488,100 visitors, an 11.9% increase compared to the first half of 2023.
 - Strengthening the economy: Visitor spending reached an all-time high of \$4.05 billion, a 2.4% increase compared to the first half of 2023, contributing to the economic vitality of the region.

Currently, the Discover the Palm Beaches page about Lake Park does not focus on the assets and amenities in Lake Park.



EXPLORE STAY DINE EVENTS PLAN MEETINGS MENU

Popular Things to Do in and Nearby Lake Park

Snorkel, dive, and thrive! The [Blue Heron Bridge](#) is one of The Palm Beaches' best snorkel and dive sites and just minutes away from Lake Park! Internationally known as a top dive site and named "Best Shore Diving in The Americas," you can see beautiful tropical fishes, octopuses, seahorses, manatees, and even statues and small boat wrecks in these clear blue waters! The best part about diving or snorkeling here is that's extremely accessible. You can wade out from the shore at [Phil Foster Park](#) in Riviera Beach and begin diving or snorkeling in a matter of minutes. The depth ranges from four feet to 20.

Located just a stone's throw from Lake Park, [Peanut Island](#) is one of Palm Beach County's most iconic parks! This 80-acre park is a go-to spot for both locals and visitors, especially on the weekends. Bring your boat or kayak out to the island. If you don't have a vessel, you can take the [Peanut Island Shuttle Boat](#) over.

Traveling with kids? [Rapids Water Park](#) in Riviera Beach offers over 40 exhilarating and memorable slides and rides, this 35-acre water park features rides for every thrill level, making it fun for the whole family.

When you've had your fill of adventure and excitement for the day, Lake Park offers plenty of ways to relax and unwind. [Coastal Karma Brewing](#) is a popular hangout spot with "good beers, good times, and good karma." Enjoy a local brew while playing board games, swinging on the swings, and listening to live music.



- ☐ Mexican Cuisine (5)
- ☐ Restaurants / Bars (2)
- ☐ Rooftop (6)
- ☐ Seafood (16)
- ☐ Steak Houses (6)
- ☐ Sushi (7)
- ☐ Waterfront Dining (14)
- ☐ Winery (1)

LOCATION

- ☐ Boca Raton (10)
- ☐ Delray Beach (12)
- ☐ Highland Beach (1)
- ☐ Jupiter (11)
- ☒ Lake Park (1)
- ☐ Lake Worth (1)
- ☐ Lake Worth Beach (2)
- ☐ Manalapan (4)
- ☐ North Palm Beach (1)
- ☐ Palm Beach (20)
- ☐ Palm Beach Gardens (12)
- ☐ Palm Beach Shores (1)

SEARCH



The Catch Seafood & Sushi

766 Northlake Blvd.
Lake Park, FL 33408

4.5 (1020 reviews)

[DETAILS](#) [WEBSITE](#)

Furthermore, the links for Lake Park events and dining redirect the visitor to a list of all Palm Beach County events and restaurants. Only one restaurant is listed in Lake Park on the site:

Retail Market Potential

The Retail Market Potential, as presented by the chart of the same name (see Exhibit 1), measures the Market Potential Index (MPI), which indicates the likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. The Retail Market Potential helps gauge the individual or household probability of consuming a good or service. In other words, this is a useful representation of spending propensities in the community.

Retail Demand by Industry

The Retail Demand by Industry report provides insight into the anticipated transactions in a given NAICS category of goods or services. As opposed to the MPI of the Retail Market Potential, the report is strictly household-based, and the Spending Potential Index (SPI) represents the amount spent on a product or service relative to a national average of 100. Additionally, the Retail Demand by Industry displays the average amount spent per household, per NAICS code, as well as the cumulative amount expected to be spent by all Lake Park CRA households in 2024, based on historical trends.

The Retail Demand by Industry report (see Exhibit 2) serves to show the strength of each NAICS industry code in Lake Park CRA. Among the top industry subsectors in Lake Park CRA are Clothing and Clothing Accessories Stores (SPI 86), Electronics and Appliance Stores (SPI 86), Food and Beverage Stores (SPI 85), and Gasoline Stations (SPI 85).

It is important to note that CRAs are in the business of creating new markets and focused on highlighting market potential, rather than the current market reality. This data is useful to understand the current market and to use as a baseline to measure success as the LPCRA works toward its goals.

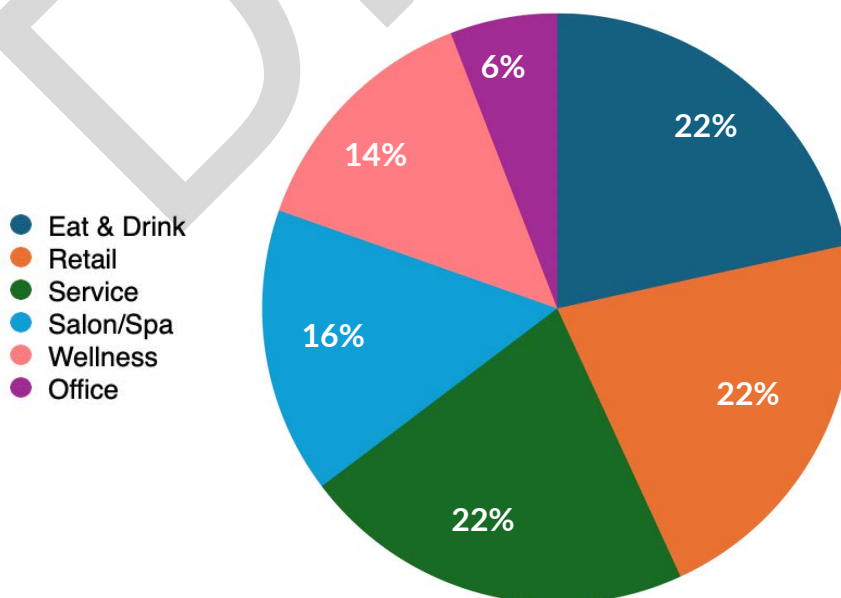
Summary of Existing Business Tax Receipts

In the LPCRA, there are currently about 513 registered businesses. Approximately 50 of them are located in Downtown Lake Park.

Downtown Lake Park CRA Businesses

The “Service” sector leads as the most prominent business sector by a narrow margin over “Retail” and “Eat & Drink.” The Service sector relates to such areas of expertise as educational tutors, the U.S. Postal Service, and a tattoo shop. Eat & Drink (21%) and Retail (21%) are tied for second, just behind the Service sector (22%).

Downtown Lake Park Distribution of Businesses, by Sector



174

CRA Development Projects Completed



DXD Self Storage

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet
Coston Marine	Office, Warehouse	1 story	5,880 SF
DXD Self Storage	Warehouse	4 stories	24,692 SF



Dalfen Watertower Industrial

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet
Dalfen Watertower Industrial	Warehouse	1 story	184,880 SF

CRA Development Projects Under Construction



Oceana Coffee

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet
Oceana Coffee	Commercial	3 stories	28,075 SF



Clean Sweep Refuse

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023

Project	Type	Height	Square Feet
Clean Sweep Refuse	Industrial	2 stories	12,353 SF

Development Projects Outside LPCRA, Complete & Under Construction



Texas Roadhouse

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet	Status
Texas Roadhouse	Restaurant	1 story	7,925 SF	Complete



Congress Warehouse

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet	Status
Congress Warehouse	Office, Warehouse	1 story	44,500 SF	Complete

Development Projects Outside LPCRA, Complete & Under Construction



Lake Park Innovation Center.

Source: Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet	Status
Lake Park Innovation Center	Office, Warehouse	1 story	23,940 SF	Complete



Silver Beach Industrial

Source Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Square Feet	Status
Silver Beach Industrial	Warehouse	1 story	371,928 SF	Complete

Development Projects Outside LPCRA, Complete & Under Construction



Nautilus 220

Source Town of Lake Park CRA PBNCC Economic Development Committee Meeting, September 28, 2023.

Project	Type	Height	Units	Status
Nautilus 220	Mixed Use Commercial & Residential	23 stories	342 units	Under Construction

Competitive Analysis

Art & Culture

Palm Beach County is home to several vibrant arts districts, each with its own unique character and offerings. To continue to position Downtown Lake Park as a hub for arts and culture, capitalizing on the existing business mix and monthly Rust Market, it is important to look at other successful arts and culture districts within a 30-minute drive-time of Downtown.

1. **Northwood Village:** Located in West Palm Beach, Northwood Village is known for its eclectic mix of galleries, boutiques, and restaurants. The area features colorful murals and the West Palm Beach CRA hosts quarterly events, where visitors can explore businesses, local art and enjoy live music.
2. **The Peach:** This arts district in West Palm Beach is a creative hub housed in a former warehouse. It offers studio spaces for artists, galleries, and event spaces. The Peach is known for its community-focused events and vibrant art scene.
3. **Grandview Public Market & Warehouse District:** Also in West Palm Beach, this district combines food, art, and culture. The Grandview Public Market is a food hall with various vendors, while the surrounding Warehouse District features murals, art studios, and unique shops.
4. **Boynton Beach Arts District:** This area is known for its vibrant street art and murals. The Boynton Beach Art District hosts monthly Art Walks and other events that showcase local artists and their work.
5. **Lake Worth Beach:** This city has a strong artistic presence with numerous galleries, vintage shops, and public art. The annual Street Painting Festival is a major highlight, attracting artists from around the world.
6. **Pineapple Grove Arts District** (approximately 40 minutes but significant due to the popularity of Delray Beach): Located in Delray Beach, this district is a cultural hotspot with galleries, public art installations, and the Arts Warehouse, which provides studio space for artists and hosts exhibitions and workshops.

Shopping & Dining

Being close to other communities presents the opportunity to convert the occasional visitor to a loyal customer.

Lake Park's location is very accessible and well connected to neighboring communities. The Town competes with North Palm Beach, Palm Beach Gardens, Jupiter, and West Palm Beach for audiences to their respective amenities and attractions.

People who are ready to spend time shopping are likely to go to stores in Palm Beach Gardens. Located ten minutes from Downtown Lake Park, two of the most popular shopping destinations in Palm Beach Gardens are the Gardens Mall and Legacy Place, which offer a variety of stores in an upscale setting with food options.

In terms of restaurants, Lake Park offers popular, charming dining options that are generally laid-back and locally owned. While North Palm Beach and Palm Beach Gardens have some casual eating options, both cities also offer several chain restaurants, ranging from casual to elegant.

Lake Park, however, distinguishes itself from its neighbors thanks to Harry Kelsey and the Olmsted Brothers' historical influence. With the exception of West Palm Beach, Lake Park is the only one of its aforementioned neighbors to include a downtown area at the time it was planned. Today, about 21% of the businesses in Downtown Lake Park are eating or drinking places.

Public Input

The 2024 Lake Park CRA Business Survey has been collecting responses from the LPCRA Business Community since August 26, 2024. Business owners were asked to complete the survey through an email blast and at in-person meetings for businesses during the week of September 30th and October 14th. The survey remains open.

The in-person meetings revealed a strong vision for an artistic and cultural Downtown with events as an opportunity for businesses to participate and exhibit their services and to promote the history of Lake Park. Collaboration and coordination with neighboring cities was discussed, specifically surrounding the topic of public transportation and lighting. Wayfinding would be helpful not only for visitors, but even residents to familiarize themselves with the longstanding assets of the Town.

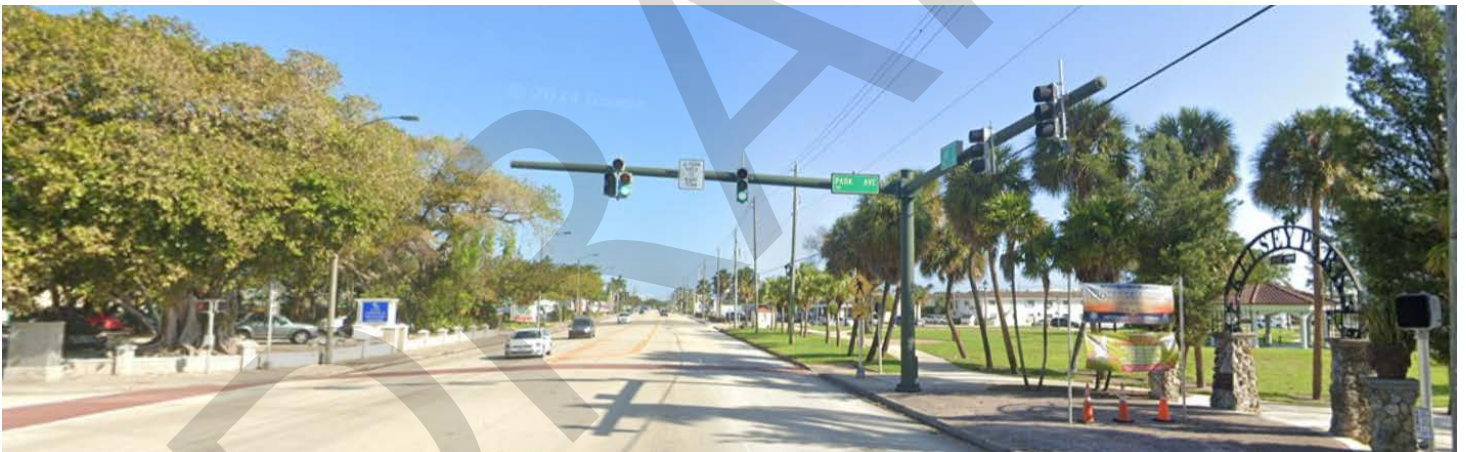
Marketing, Digital Presence, & Branding

Wayfinding and Signage Overview



The Town currently has some wayfinding signage as shown above; however, it lacks gateway features and consistency.

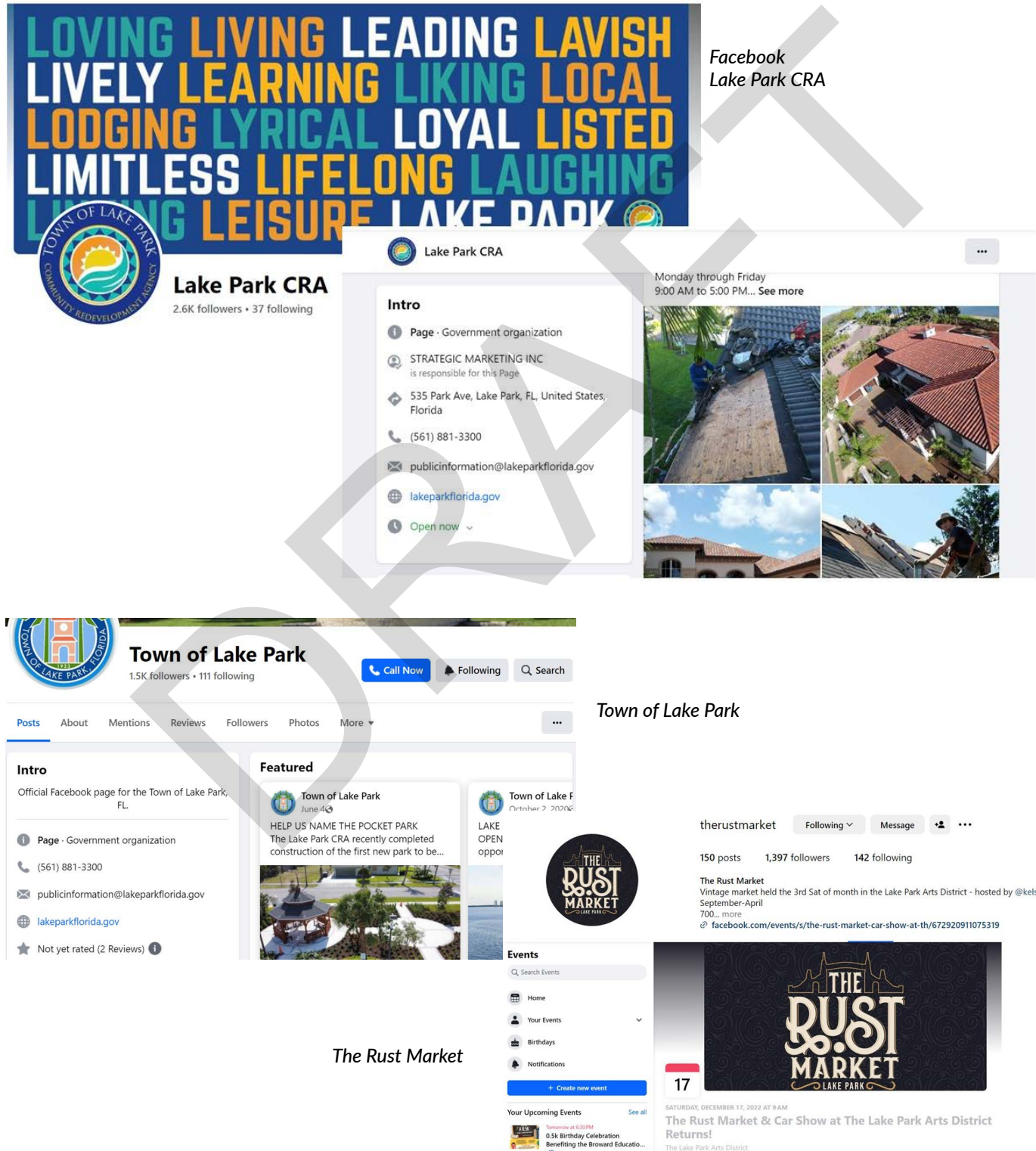
Additionally, the Town has three to four locations where banners can be placed to promote events and meetings (location on US 1 at Kelsey Park shown below).



Digital Presence

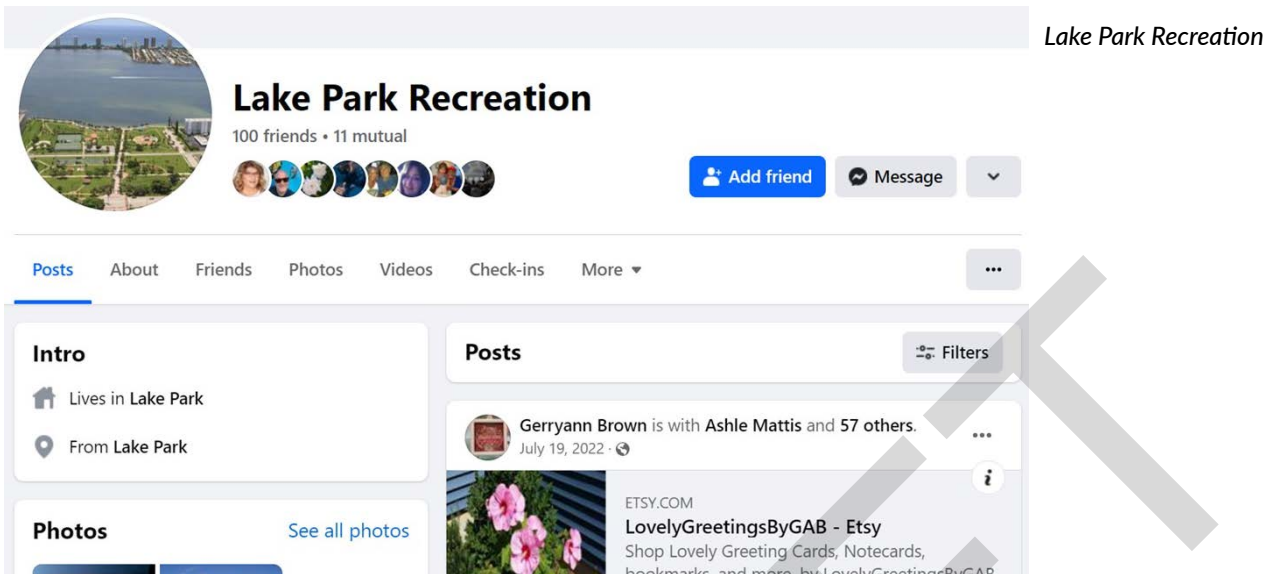
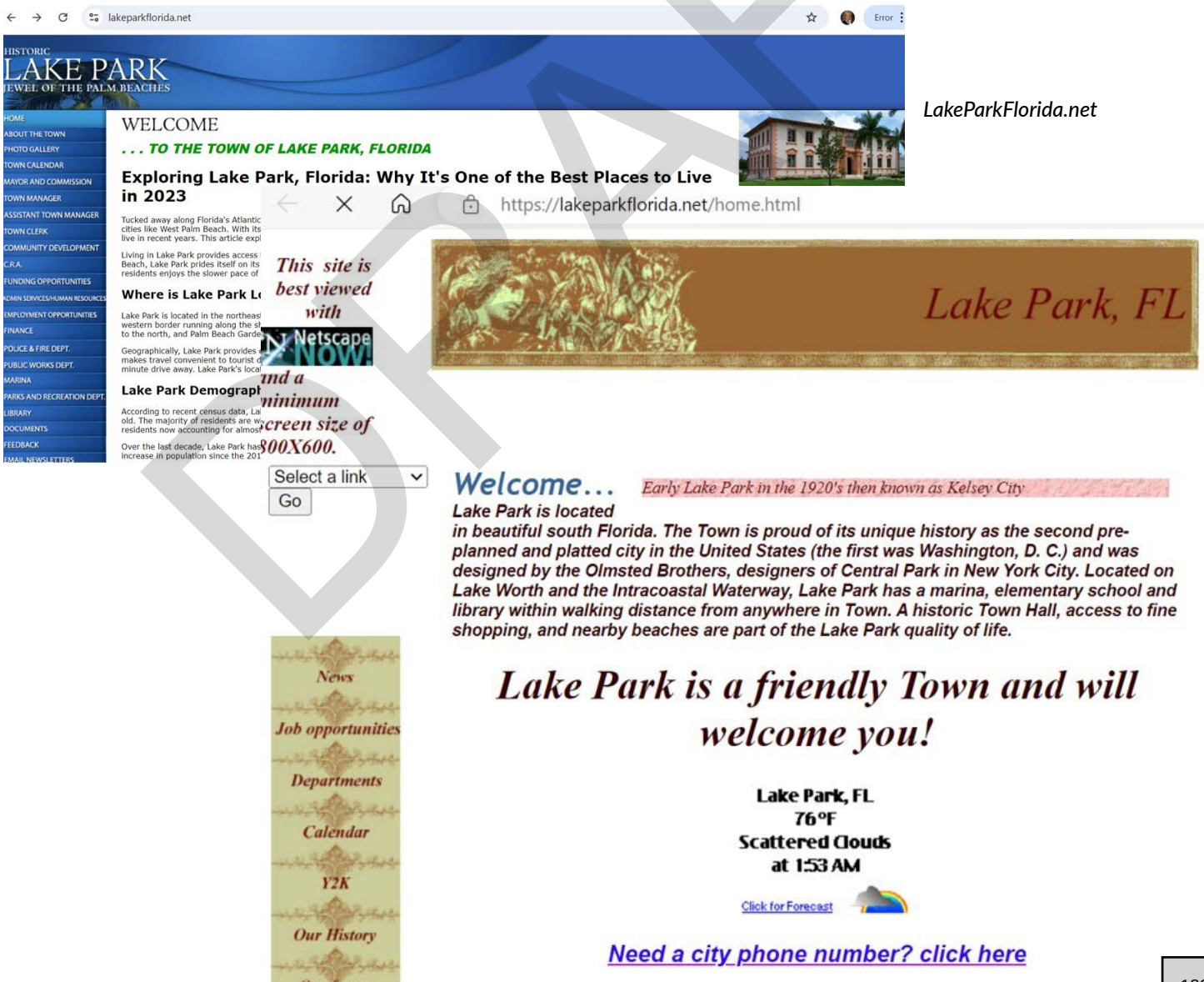
Social Media & Digital Search Analysis

The Lake Park CRA social media accounts are currently being managed by the Town's Office of Public Information and Grants. The content on the Lake Park CRA profile typically mirrors the content posted on the Town's profile. For the Holiday Bouquets event on December 6, 2024, the CRA developed a plan for posts to promote the event, and the results of the two-week campaign will be reviewed for impressions and other analytics.



SITUATION ANALYSIS

Item 6.



Microsoft Copilot Ai-Generated Content

What is special about the town of Lake Park, Florida?

Sent by Copilot:

Lake Park, Florida, has a rich history and several unique features that make it special:

1. **Historical Significance:** Originally founded as Kelsey City in 1923 by Harry Seymour Kelsey, it was the first zoned municipality in Florida¹. The town was designed by the Olmsted brothers, who were renowned landscape architects¹.
2. **Eclectic Downtown Arts District:** Lake Park boasts a vibrant arts district with various galleries, studios, and cultural events¹.
3. **Marina and Waterfront:** The town is located on Lake Worth and the Intracoastal Waterway, offering a popular marina and beautiful waterfront views².
4. **Community and Amenities:** With a tight-knit community, Lake Park provides a high quality of life with amenities like a historic town hall, elementary school, library, and access to fine shopping and nearby beaches². Proximity to Major Cities: It is conveniently located near West Palm Beach, providing residents with easy access to larger city amenities while enjoying a quieter, small-town atmosphere³.

Cited Sources:

1. lakeparkflorida.gov
2. lakeparkflorida.net
3. lakeparkflorida.net

What is the most interesting thing about Lake Park, Florida?

Sent by Copilot:

One of the most interesting things about Lake Park, Florida, is its monthly Sunset Celebration at the Lake Park Harbor Marina. This event, held on the last Friday of every month, features live music, food vendors, arts and crafts, and a full cash bar with happy hour prices¹. It's a vibrant community gathering that showcases local talent and offers a great way to enjoy the beautiful waterfront.

Additionally, Lake Park is known for its Kelsey Park, a scenic spot by the Lake Worth Lagoon where you can enjoy kayaking, paddleboarding, and fishing¹. The park is named after the town's founder, Harry Seymour Kelsey, and has a playground with a marine life theme, making it a fun place for families¹.

Cited Sources:

1. thecrazytourist.com
2. tripadvisor.com
3. floridaepic.com

Tell me about the history of Lake Park.

Sent by Copilot:

Lake Park, originally known as Kelsey City, was founded in 1923 by Harry Seymour Kelsey, a Boston entrepreneur^{1,2}. Kelsey envisioned the town as a resort destination and winter playground. He invested heavily in the area, purchasing large tracts of land and hiring renowned planners and landscape architects, including the Olmsted Brothers and Dr. John Nolan, to design the town^{1,2}.

Kelsey City was notable for being the first zoned municipality in Florida, with distinct areas for residential, commercial, and industrial use¹. The town featured a grand archway on Dixie Highway, welcoming visitors to what was promoted as the "Gateway to the World's Winter Playground"¹.

In 1939, the town was renamed Lake Park². Despite the challenges of the Great Depression and hurricanes, the town continued to grow and develop. The Lake Park Town Hall, constructed in 1927, is a historic landmark that survived the 1928 Okeechobee hurricane and still stands today².

Lake Park's history reflects its transformation from a planned resort community to a vibrant town with a rich heritage.

Cited Sources:

1. lakeparkflorida.gov
2. en.wikipedia.org
3. lakespark.org
4. citytowninfo.com

What are the street names in Lake Park, Florida that are flowers, shrubs, plants, and trees?

In Lake Park, Florida, several streets are named after flowers, shrubs, plants, and trees. Here are some examples:

- ◆ Bayberry Drive
- ◆ Cypress Drive
- ◆ Evergreen Drive
- ◆ Poplar Drive
- ◆ Redwood Drive
- ◆ Teak Drive
- ◆ W Jasmine Drive
- ◆ W Kalmia Drive

These names reflect the town's effort to create a pleasant and nature-inspired environment^{1,2}.

Cited Sources:

1. Geographic.org
2. Lakeparkflorida.gov
3. Leafyplace.com
4. C.lakecountyfl.gov
5. Leafyplace.com
6. Fyn.ifas.ufl.edu

Email Database and Communications

Similar to social media, the Town's Office of Communications and Grants currently manages the email database and communications from the CRA. The Office of Communications and Grants maintains a business email database and adds new businesses to it generally monthly, based on reports of newly issued business tax receipts. Currently, there are no consistent, regularly scheduled e-mail newsletters with businesses of the CRA.

The examination of quantitative data, the public input, and the Lake Park Community Redevelopment Master Plan 2022 provide context to identify the Lake Park CRA's strengths, weaknesses, opportunities, and threats.



Objectives, Strategies, & Tactics of the Strategic Marketing Plan

The 2024 Lake Park CRA Strategic Marketing Plan (“SMP” or “Plan”) follows the Lake Park CRA Master Plan, which is comprised of five (5) key areas to guide potential future capital improvements and the continuing redevelopment of the Lake Park CRA. Using this overarching vision, the CRA Master Plan has goals that are related to marketing, communications, and placemaking.

CRA Goals Related to Marketing

GOAL #1 – Economic Development

GOAL #2 – Housing & Residential Life

GOAL #3 – Public Improvements and Infrastructure

GOAL #4 – Transportation, Transit, and Parking

For detailed initiatives, please see the Lake Park Community Redevelopment Master Plan 2022.

The SMP features and builds upon each of those goals and identifies objectives, strategies and tactics to further the CRA Goals in Lake Park. The four main topics of the SMP are:

1. Establish the Brands/Identities of Downtown Lake Park and the CRA
2. Increase Business & Community Engagement
3. Attract Private Investment & Recruit Target Industry Business
4. Attract New Consumer Base (aka Local, Regional Visitors/Tourism)

Marketing Opportunities, Objectives, Strategies and Tactics

1. Establish the Brands/Identities of Downtown Lake Park and the CRA

With popular shopping and dining destinations for its neighbors, Downtown Lake Park is often driven past, unnoticed. Al Reis described a brand as “the singular thought you hold in the mind of a prospect.” That was stated in the 1960s and has held true. Currently, LPCRA does not have one consistent branding theme in its printed communications, wayfinding, nor in its virtual channels.

As one of the only true historical downtowns in Palm Beach County, the application of branding standards would support converting Downtown Lake Park into a destination all its own. The adoption of the Lake Park CRA Strategic Marketing Plan and implementation of branding for the CRA and Downtown will guide how the CRA and Downtown Lake Park may represent itself with consistency across all media for a recognizable impression to its various target audiences.

CRA Goals

- ◆ #1 Economic Development
- ◆ #3 Public Improvements and Infrastructure

Objective

- ◆ Develop a recognizable identity for Downtown Lake Park & the CRA

Tactics

- ◆ Develop a brand for Downtown Lake Park as a sub-brand of the Town and the LPCRA, with accompanying brand standards guide
- ◆ Host business and property owner brand development meetings on a recurring basis
- ◆ Present brand to CRA Board for adoption
- ◆ Host a brand launch event in collaboration with business and property owners (may be in coordination with the Rust Market and/or with Town Event Team)
- ◆ Incorporate the new logo and brand standards guide into internal and external communications tools
- ◆ Create co-branded templates (Downtown and CRA) for print and electronic collateral (e-newsletters, social media sites, letterheads, maps, envelopes, etc.)
- ◆ Consider producing branded merchandise for prize giveaways or for sale in collaboration with businesses and/or business organization (e.g. T-shirts/high-end tote bags)
- ◆ Communicate the adoption of the brand and marketing plan to County and State tourism organizations (see also Goal 4)
- ◆ Coordinate media announcements and public relations strategy with Town Public Information Officer
- ◆ Create CRA collateral to promote the incentives and opportunities within the CRA, including brochures, leasing packages, presentation booth backdrop, scrim banners, etc.
- ◆ Design and install light pole banners on Park Avenue, 10th Street and US-1 (if permitted by all presiding agencies). Ensure pole banners and future wayfinding systems are coordinated

2. Increase Business & Community Engagement

Online communication is the new yardstick to understanding the level of engagement an entity has with its audience. As printed forms of messaging become increasingly expensive, a strong, interactive online presence proves itself an effective and efficient way to target your audience at any distance, breaking your message free from the challenge of proximity. Social media platforms and e-newsletters provide an opportunity to increase community engagement with residents, guests, and business owners. Improving engagement through social media requires the implementation of a social media strategy. Additionally, email communication continues to be a relevant and important source of news and information for citizens.

Events and community engagement programs are proven offline methods to build awareness and engagement, and to retain existing businesses and attract new ones. There is an opportunity to continue to harness the value of existing events and build new engaging strategies to continue to improve outreach and increase positive feelings and awareness about the Lake Park CRA areas. The Lake Park CRA has the opportunity to creatively capitalize on existing events to further the goals of the CRA.

CRA Goals

- ◆ #1 Economic Development
- ◆ #2 Housing and Residential Life
- ◆ #4 Transportation, Transit, and Parking

Objectives

- ◆ Improve Social Media Engagement & E-Communications
- ◆ Launch Comprehensive Local Events/Assets Marketing Strategy

Tactics

- ◆ Repurpose the CRA social media pages to focus on the Agency incentive programs, business success, and opportunities to invest and discover Lake Park. Consider the development of new Downtown Lake Park social media pages as the new brand is launched
- ◆ Initially, change CRA profile pictures to a branded image and include the new Downtown logo as appropriate, fitting properly within guidelines of outlet and linking back to CRA pages on the main website
- ◆ Conduct engagement analysis every 3 to 6 months
- ◆ Initiate an advertising plan within the first 30 days of the new social media strategy: 60% for local market, 20% to grow fans of the CRA and Downtown, and 20% to reach surrounding areas
- ◆ Segment social media content to provide a variety of information and brand content, and adjust every 3 to 6 months
- ◆ Use hashtags: #TurnOnPark #Park&10th #TownofLakePark #LakeParkCRA Campaign Developed During Branding. Additional hashtags to be included for digital consistency and alert to specific programs/activities when appropriate: #LPCRAEvents #LakeParkArts #LakeParkBusiness #LakeParkCulture #LakeParkTips
- ◆ Develop 2-year social media plan & analyze monthly reports to review the success of follower growth, likes, and engagement
- ◆ **Facebook (FB):** Focus on featuring businesses, Downtown events, incentive programs, and available spaces. Develop a schedule and a plan for weekdays
- ◆ **Instagram (IG):** Focus on real-time images around town, with the intent to make the page a photo gallery
- ◆ **X (formerly Twitter):** If unique content is developed, allocate 70% to news, 20% to the brand, and 10% to events & programs. Use platform as a news-based channel only (no engagement) that specifically provides links to press releases, important information, upcoming events
- ◆ **LinkedIn (LI):** Launch a Lake Park CRA LinkedIn page focusing primarily on development and investor/business attraction
- ◆ **YouTube:** Use the Town of Lake Park YouTube channel to create a CRA channel. Create a premier video to highlight Downtown Lake Park and the LPCRA and business promotional videos supporting business attraction. Post on the YouTube channel, website and CRA pages
- ◆ **E-Newsletter:** Launch a monthly CRA business e-newsletter and collaborate with the Town to include a CRA Corner in the townwide e-newsletter if available. Collect email addresses at community events, CRA meetings, town halls, and other meetings to sign up for periodic news and information from the CRA

- ◆ Subscribe to Google Alerts or other third-party outlets to monitor positive stories about Lake Park. Feature relevant stories in the newsletter CRA Corner and in social media posts with links to the original stories
- ◆ Invite interested and engaged citizens to become “neighborhood ambassadors.” Host Neighborhood Ambassador “socials” or “meetups” monthly or quarterly (Utilize Neighborhood Ambassadors to extend communications strategies (reaching their spheres of influence – also referred to as influencer marketing or digital ambassadors - to know the news and share the news about all things Downtown Lake Park), as volunteers and as champions for Downtown Lake Park’s brand and the CRA
- ◆ Participate in existing business and community events to disseminate information about CRA projects and programs. This activity may include setting up and manning a branded booth space (for example at City events held Downtown or in Kelsey Park) or be a coordinated strategy with private business owners producing events

Goal 2 Examples

- **Spotlight Posts:** Feature local businesses, artists, and community members to build connections.
- **User-Generated Content:** Encourage followers to share their experiences in Downtown Lake Park using a specific hashtag
- **Behind-the-Scenes:** Share stories and insights from local business owners and event organizers.

Sample Social Media Themes:

- **Monday Business Memo:** Highlight a local business each week. Share their story, special offers, and what makes them unique. Encourage followers to support local! Feature businesses who have received LPCRA incentives.
- **Taste of Tuesday:** Feature a different restaurant or food vendor each week. Share mouthwatering photos of their dishes, along with any special promotions or events.
- **Wellness Wednesday:** Focus on health and wellness activities in the area (especially Kelsey Park and connection to Downtown). Promote local fitness classes, wellness workshops, or outdoor activities that encourage a healthy lifestyle.
- **Throwback Thursday:** Share historical photos or stories about the history of Lake Park. Engage the community by asking followers to share their memories or experiences. Feature the history of the LPCRA and historical milestones.
- **Fun Fact Friday:** Post interesting facts about Downtown, its history, or local attractions.
- **Spotlight Saturday:** Highlight local artists, musicians, or community leaders. Share their work and contributions to the community, fostering a sense of connection.
- **Sunday Funday:** Promote upcoming events for the week ahead. Encourage followers to plan their visits and participate in local activities.
- **Note:** Saturday and Sunday posts are optional. Ideally LPCRA pages would have one post per day, 4 to 5 days per week.

Other Ideas

- **Monthly Themes:** Consider having a monthly focus, whether by block, type of business, public art, special opportunities, etc.
- **Engagement Posts:** Incorporate polls or questions on any day to encourage interaction, like asking followers to vote on their favorite local dish, event, public art, activity, etc.

3. Attract Private Investment & Recruit Target Industry Business

The Town of Lake Park has been discovered by investors/developers with, at the time of this writing, over 2000 residential units planned and over 700,000 square feet of commercial development planned (numbers based on June 2024 Town of Lake Park Project Map – Community Development Department). Analyzing the current development status and daytime population data from Esri (the Lake Park CRA's daytime population of 4,065 people is attributed to the 1,127 residents who remain in Lake Park CRA during business hours, plus 2,938 employees who are present within the CRA limits during the same time frame), one can readily reach the conclusion that Lake Park is a premier up-and-coming hotspot of working and living.

Building upon this momentum is an important next step for the LP CRA to ensure that existing businesses remain in the area and new targeted businesses are attracted to the area.

CRA Goals

- ◆ #1 Economic Development

Objectives

- ◆ Increase Awareness of and Market Available Opportunities for New Development and Redevelopment to Target Audiences
- ◆ Increase Communications with County, Regional, and State Economic Development Organizations
- ◆ Increase Communications with Local Commercial Real Estate Community
- ◆ Launch Strategic Marketing Campaign to Target Industries

Tactics

- ◆ Partner with the Northern Palm Beaches Chamber of Commerce, local property owners and business owners to host an annual Banker-Broker-Developer Meet-and-Greet event to introduce and promote development and redevelopment opportunities in Lake Park
- ◆ Ensure new development projects, available privately owned sites, and government-owned sites are promoted and/or announced via communications platforms
- ◆ Determine the feasibility of creating a Redevelopment/Investment Tourism committee with the local business owners and property owners
- ◆ Initiate a fence banner or window cling program in Downtown Lake Park to promote vacant commercial spaces on-site
- ◆ Promote vacant commercial spaces of Downtown Lake Park and the CRA through online platforms
- ◆ Promote the recently adopted available incentive programs (social sites and collateral)
- ◆ Consider the development of an independent and/or more comprehensive redevelopment website (see DelrayCRA.org and NorthMiamiCRA.org)
- ◆ Utilize public relations and marketing contracted consultants to develop the newsworthy storylines to garner articles in newspapers and magazines and/or for internal publishing via newsletters and CRA website

4. Attract New Consumer Base (aka local, regional visitors/tourism)

Lake Park is well-positioned to begin collaboration with Discover the Palm Beaches and leverage regional tourism strategies. This marketing initiative aims to distinctly establish Downtown Lake Park as a unique destination within the Palm Beaches, continuing its focus on arts, culture and small businesses. Lake Park as a destination has the opportunity to complement nearby communities and attractions (i.e. Singer Island) while also establishing and marketing the unique vintage vibe that has been strongly established. The CRA's tourism/visitor attraction strategies will focus on messaging that also highlight investment opportunities in the area, such as purchasing a home or condominium, renting a new apartment, or starting a business.

The journey from visitor to investor or resident often begins with that first visit, igniting interest in the community.

CRA Goals

- ◆ #1 Economic Development
- ◆ #2 Housing and Residential Life

Objectives

- ◆ Leverage tourism to promote opportunities to live, work, and invest in Lake Park (Investment Tourism)
- ◆ Develop and/or support Neighborhood Ambassador / Visitor tours (Experience Downtown Lake Park "Like a Local")

Tactics

- ◆ Meet with Discover the Palm Beaches, develop key contacts, consider partnership options and participate in marketing co-op opportunities. Determine feasibility base on customized package and potential business participation for co-op
- ◆ Capitalize on Discover the Palm Beaches existing website listing: <https://www.thepalmbeaches.com/explore-cities/lake-park>. Ensure the content is updated to reflect Lake Park information
- ◆ Develop visitor "packages" featuring authentic experiences to encourage cross-promotion of businesses in Downtown Lake Park, i.e. "Enjoy a morning in Downtown Lake Park: Breakfast at (name location), Vintage Shopping Excursion at (name location), Lunch at (name location), and Afternoon Art Class at (name location)"
- ◆ Extend Neighborhood Ambassador Program to include guided tours and/or partner with a local "Food Tour" operator to feature the Downtown Lake Park experience
- ◆ Create the appropriate message points to reach the potential investor (Investment Tourism), such as "Love Lake Park? Own a slice of our bohemian, historic destination," "Turn on Park...Be on Park," or other advertising message that supports the adopted brand
- ◆ Consistently push Investment Tourism by including targeted messages to every communication piece to promote and "plant the seed" in the minds of the visiting consumer (which encompasses every visitor that does not currently live in Lake Park). Collateral may include: Brochures/Pole banners/Website/Social media/Travel and tourism ads/Co-op advertising pieces/In-room video for hotels
- ◆ Consider partnership with the Northern Palm Beaches Chamber of Commerce to establish an Investment Tourism Committee (see also Goal 3) to develop ongoing strategies to increase awareness of existing businesses in the Lake Park CRA and opportunities to open a business in the area
- ◆ Add all the information to the website

Exhibit 1: Retail Market Potential

August 27, 2024



Retail Market Potential

Lake Park CRA
Area: 0.56 square miles

Prepared by RMA

Demographic Summary		2024	2029
Population		2,145	2,233
Population 18+		1,658	1,752
Households		737	771
Median Household Income		\$54,766	\$71,206
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men's Clothing/12 Mo	961	58.0%	92
Bought Women's Clothing/12 Mo	887	53.5%	102
Bought Shoes/12 Mo	1,204	72.6%	97
Bought Fine Jewelry/12 Mo	404	24.4%	112
Bought Watch/12 Mo	268	16.2%	122
Automobiles (Households)			
HH Owns or Leases Any Vehicle	638	86.6%	95
HH Bought or Leased New Vehicle/12 Mo	53	7.2%	78
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	1,430	86.2%	96
Bought or Changed Motor Oil/12 Mo	870	52.5%	98
Had Vehicle Tune-Up/12 Mo	358	21.6%	90
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	707	42.6%	114
Drank Beer or Ale/6 Mo	603	36.4%	95
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	103	6.2%	64
Own Digital SLR Camera or Camcorder	112	6.8%	65
Printed Digital Photos/12 Mo	350	21.1%	81
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	616	37.2%	103
Have a Smartphone	1,553	93.7%	100
Have Android Phone (Any Brand) Smartphone	725	43.7%	114
Have Apple iPhone Smartphone	870	52.5%	91
HH Owns 1 Cell Phone	249	33.8%	112
HH Owns 2 Cell Phones	243	33.0%	84
HH Owns 3+ Cell Phones	225	30.5%	107
HH Has Cell Phone Only (No Landline Telephone)	527	71.5%	99
Computers (Households)			
HH Owns Computer	582	79.0%	94
HH Owns Desktop Computer	261	35.4%	91
HH Owns Laptop or Notebook	479	65.0%	94
HH Owns Apple/Mac Brand Computer	160	21.7%	88
HH Owns PC/Non-Apple Brand Computer	495	67.2%	96
HH Purchased Most Recent Home Computer at Store	250	33.9%	91
HH Purchased Most Recent Home Computer Online	167	22.7%	83
HH Spent \$1-499 on Most Recent Home Computer	95	12.9%	93
HH Spent \$500-999 on Most Recent Home Computer	126	17.1%	90
HH Spent \$1K-1499 on Most Recent Home Computer	60	8.1%	72
HH Spent \$1500-1999 on Most Recent Home Computer	22	3.0%	74
HH Spent \$2K+ on Most Recent Home Computer	41	5.6%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

August 27, 2024



Retail Market Potential

Lake Park CRA
Area: 0.56 square miles

Prepared by RMA

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,040	62.7%	96
Bought Brewed Coffee at C-Store/30 Days	197	11.9%	95
Bought Cigarettes at C-Store/30 Days	125	7.5%	124
Bought Gas at C-Store/30 Days	592	35.7%	89
Spent \$1-19 at C-Store/30 Days	109	6.6%	97
Spent \$20-39 at C-Store/30 Days	144	8.7%	104
Spent \$40-50 at C-Store/30 Days	106	6.4%	96
Spent \$51-99 at C-Store/30 Days	96	5.8%	103
Spent \$100+ at C-Store/30 Days	364	22.0%	93
Entertainment (Adults)			
Attended Movie/6 Mo	739	44.6%	101
Went to Live Theater/12 Mo	113	6.8%	78
Went to Bar or Night Club/12 Mo	253	15.3%	86
Dined Out/12 Mo	763	46.0%	82
Gambled at Casino/12 Mo	184	11.1%	93
Visited Theme Park/12 Mo	276	16.6%	106
Viewed Movie (Video-on-Demand)/30 Days	140	8.4%	90
Viewed TV Show (Video-on-Demand)/30 Days	99	6.0%	91
Used Internet to Download Movie/30 Days	103	6.2%	99
Downloaded Individual Song/6 Mo	337	20.3%	104
Used Internet to Watch Movie/30 Days	567	34.2%	100
Used Internet to Watch TV Program/30 Days	351	21.2%	94
Played (Console) Video or Electronic Game/12 Mo	192	11.6%	92
Played (Portable) Video or Electronic Game/12 Mo	116	7.0%	102
Financial (Adults)			
Have 1st Home Mortgage	493	29.7%	81
Used ATM or Cash Machine/12 Mo	1,010	60.9%	99
Own Any Stock	160	9.7%	65
Own U.S. Savings Bonds	94	5.7%	77
Own Shares in Mutual Fund (Stocks)	142	8.6%	64
Own Shares in Mutual Fund (Bonds)	78	4.7%	57
Have Interest Checking Account	479	28.9%	74
Have Non-Interest Checking Account	577	34.8%	94
Have Savings Account	1,102	66.5%	92
Have 401(k) Retirement Savings Plan	301	18.2%	74
Own or Used Any Credit/Debit Card/12 Mo	1,480	89.3%	96
Avg \$1-110 Monthly Credit Card Expenditures	188	11.3%	111
Avg \$111-225 Monthly Credit Card Expenditures	153	9.2%	134
Avg \$226-450 Monthly Credit Card Expenditures	156	9.4%	107
Avg \$451-700 Monthly Credit Card Expenditures	150	9.0%	98
Avg \$701-1000 Monthly Credit Card Expenditures	108	6.5%	83
Avg \$1001-2000 Monthly Credit Card Expenditures	174	10.5%	87
Avg \$2001+ Monthly Credit Card Expenditures	100	6.0%	48
Did Banking Online/12 Mo	873	52.7%	92
Did Banking by Mobile Device/12 Mo	750	45.2%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

August 27, 2024



Retail Market Potential

Lake Park CRA
Area: 0.56 square miles

Prepared by RMA

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	694	94.2%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	543	73.7%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	137	18.6%	90
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	431	58.5%	99
HH Used Fresh Fruit or Vegetables/6 Mo	641	87.0%	98
HH Used Fresh Milk/6 Mo	591	80.2%	98
HH Used Organic Food/6 Mo	195	26.5%	104
Health (Adults)			
Exercise at Home 2+ Times/Wk	755	45.5%	94
Exercise at Club 2+ Times/Wk	180	10.9%	93
Visited Doctor/12 Mo	1,268	76.5%	96
Used Vitamins or Dietary Supplements/6 Mo	1,074	64.8%	98
Home (Households)			
HH Did Home Improvement/12 Mo	237	32.2%	89
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	212	28.8%	82
HH Purchased Low Ticket HH Furnishing/12 Mo	152	20.6%	92
HH Purchased Big Ticket HH Furnishing/12 Mo	169	22.9%	89
HH Bought Small Kitchen Appliance/12 Mo	192	26.1%	104
HH Bought Large Kitchen Appliance/12 Mo	113	15.3%	95
Insurance (Adults/Households)			
Currently Carry Life Insurance	751	45.3%	88
Personally Carry Any Med/Hosp/Accident Insur	1,313	79.2%	93
Homeowner Carries Home/Personal Property Insurance	802	48.4%	80
Renter Carries Home/Pers Property Insurance	236	14.2%	111
HH Has 1 Vehicle Covered w/Auto Insurance	265	36.0%	112
HH Has 2 Vehicles Covered w/Auto Insurance	217	29.4%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	148	20.1%	77
Pets (Households)			
HH Owns Any Pet	318	43.1%	85
HH Owns Cat	144	19.5%	83
HH Owns Dog	236	32.0%	83
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	336	20.3%	119
Buying American Is Important: 4-Agr Cmpl	421	25.4%	87
Buy Based on Quality Not Price: 4-Agr Cmpl	248	15.0%	103
Buy on Credit Rather Than Wait: 4-Agr Cmpl	203	12.2%	98
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	182	11.0%	108
Will Pay More for Env Safe Prods: 4-Agr Cmpl	218	13.1%	117
Buy Based on Price Not Brands: 4-Agr Cmpl	499	30.1%	113
Reading (Adults)			
Bought Digital Book/12 Mo	252	15.2%	83
Bought Hardcover Book/12 Mo	382	23.0%	86
Bought Paperback Book/12 Mo	500	30.2%	88
Read Daily Newspaper (Paper Version)	166	10.0%	93
Read Digital Newspaper/30 Days	984	59.3%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	1,427	86.1%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

August 27, 2024



Retail Market Potential

Lake Park CRA
Area: 0.56 square miles

Prepared by RMA

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	1,165	70.3%	99
Went to Family Restrnt/SteakHse 4+ Times/30 Days	393	23.7%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	1,509	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	693	41.8%	106
Ordered Eat-In Fast Food/6 Mo	439	26.5%	92
Ordered Home Delivery Fast Food/6 Mo	263	15.9%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	762	46.0%	87
Ordered Take-Out/Walk-In Fast Food/6 Mo	361	21.8%	96
Television & Electronics (Adults/Households)			
Own Tablet	900	54.3%	95
Own E-Reader	212	12.8%	81
Own E-Reader/Tablet: Apple iPad	517	31.2%	85
HH Owns Internet Connectable TV	259	35.1%	86
Own Portable MP3 Player	137	8.3%	92
HH Owns 1 TV	134	18.2%	98
HH Owns 2 TVs	200	27.1%	97
HH Owns 3 TVs	167	22.7%	101
HH Owns 4+ TVs	151	20.5%	92
HH Subscribes to Cable TV	219	29.7%	96
HH Subscribes to Fiber Optic TV	37	5.0%	98
HH Owns Portable GPS Device	117	15.9%	86
HH Purchased Video Game System/12 Mo	65	8.8%	113
HH Owns Internet Video Device for TV	374	50.7%	96
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	809	48.8%	83
Took 3+ Domestic Non-Business Trips/12 Mo	182	11.0%	67
Spent \$1-999 on Domestic Vacations/12 Mo	174	10.5%	86
Spent \$1K-1499 on Domestic Vacations/12 Mo	112	6.8%	99
Spent \$1500-1999 on Domestic Vacations/12 Mo	58	3.5%	79
Spent \$2K-2999 on Domestic Vacations/12 Mo	63	3.8%	73
Spent \$3K+ on Domestic Vacations/12 Mo	91	5.5%	57
Used Intrnt Travel Site for Domestic Trip/12 Mo	90	5.4%	87
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	505	30.5%	101
Took 3+ Foreign Trips by Plane/3 Yrs	85	5.1%	94
Spent \$1-999 on Foreign Vacations/12 Mo	86	5.2%	93
Spent \$1K-2999 on Foreign Vacations/12 Mo	67	4.0%	121
Spent \$3K+ on Foreign Vacations/12 Mo	98	5.9%	99
Used General Travel Site: Foreign Trip/3 Yrs	86	5.2%	92
Spent Night at Hotel or Motel/12 Mo	721	43.5%	86
Took Cruise of More Than One Day/3 Yrs	130	7.8%	92
Member of Frequent Flyer Program	347	20.9%	75
Member of Hotel Rewards Program	363	21.9%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

August 27, 2024

Exhibit 2: Retail Demand by Industry

October 9, 2024



Retail Demand by Industry

Lake Park CRA
Area: 0.56 square miles

Prepared by RMA

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	82	\$24,739.37	\$18,232,916
44-45	Retail Trade	82	\$21,067.40	\$15,526,674
722	Food Services & Drinking Places	83	\$3,671.97	\$2,706,241
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	78	\$2,429.28	\$1,790,377
4411	Automobile Dealers	80	\$2,061.96	\$1,519,661
4412	Other Motor Vehicle Dealers	60	\$148.94	\$109,771
4413	Auto Parts, Accessories & Tire Stores	82	\$218.38	\$160,944
442	Furniture and Home Furnishings Stores	79	\$863.58	\$636,456
4421	Furniture Stores	81	\$579.12	\$426,814
4422	Home Furnishings Stores	75	\$284.45	\$209,642
443, 4431	Electronics and Appliance Stores	86	\$277.35	\$204,405
444	Bldg Material & Garden Equipment & Supplies Dealers	72	\$1,103.66	\$813,394
4441	Building Material and Supplies Dealers	72	\$1,000.37	\$737,276
4442	Lawn and Garden Equipment and Supplies Stores	73	\$103.28	\$76,118
445	Food and Beverage Stores	85	\$4,803.88	\$3,540,456
4451	Grocery Stores	85	\$4,496.73	\$3,314,088
4452	Specialty Food Stores	86	\$152.63	\$112,489
4453	Beer, Wine, and Liquor Stores	81	\$154.52	\$113,879
446, 4461	Health and Personal Care Stores	80	\$632.86	\$466,418
447, 4471	Gasoline Stations	85	\$3,077.59	\$2,268,186
448	Clothing and Clothing Accessories Stores	86	\$1,040.36	\$766,747
4481	Clothing Stores	86	\$825.98	\$608,746
4482	Shoe Stores	88	\$199.15	\$146,775
4483	Jewelry, Luggage, and Leather Goods Stores	83	\$15.23	\$11,225
451	Sporting Goods, Hobby, Musical Instrument, and Book	82	\$387.99	\$285,949
4511	Sporting Goods, Hobby, and Musical Instrument Stores	82	\$309.49	\$228,096
4512	Book Stores and News Dealers	86	\$78.50	\$57,853
452	General Merchandise Stores	84	\$3,692.95	\$2,721,706
4522	Department Stores	86	\$329.87	\$243,113
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	84	\$3,363.09	\$2,478,594
453	Miscellaneous Store Retailers	79	\$476.75	\$351,363
4531	Florists	72	\$22.07	\$16,264
4532	Office Supplies, Stationery, and Gift Stores	83	\$80.09	\$59,026
4533	Used Merchandise Stores	79	\$64.14	\$47,271
4539	Other Miscellaneous Store Retailers	79	\$310.45	\$228,801
454	Nonstore Retailers	81	\$2,281.17	\$1,681,219
4541	Electronic Shopping and Mail-Order Houses	82	\$1,984.57	\$1,462,627
4542	Vending Machine Operators	85	\$33.72	\$24,853
4543	Direct Selling Establishments	75	\$262.87	\$193,738
722	Food Services & Drinking Places	83	\$3,671.97	\$2,706,241
7223	Special Food Services	84	\$13.16	\$9,699
7224	Drinking Places (Alcoholic Beverages)	84	\$88.81	\$65,451
7225	Restaurants and Other Eating Places	83	\$3,570.00	\$2,631,091

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

October 09, 2024

DRAFT

Town of Lake Park

Community Redevelopment Agency

800 Park Avenue
Lake Park, FL 33403
561-881-3700
lakeparkflorida.gov/cra
ajustice@lakeparkflorida.gov

Priority Recommendations and Activities	Timeframe	Estimated Budget (hard cost)	Actual Budget (hard cost)	Department Responsible	Notes
1. Establish the Downtown and CRA Brands/Identities					CRA staff includes support by Consultants and future CRA Project Coordinator
CRA Goals:					
#1 Economic Development					
#3 Public Improvements and Infrastructure					
Objective: Develop a recognizable identity for Downtown Lake Park & the CRA					
Develop a brand for Downtown Lake Park as a sub-brand of the Town and the LPCRA, with accompanying brand standards guide	2nd-3rd Qtr 2025	TBD		CRA Staff / Comm Staff / Board	
Host business and property owner brand development meetings on a recurring basis	2nd-3rd Qtr 2025	0		CRA Staff	
Present brand to CRA Board for adoption	3rd -4th Qtr 2025	0		CRA Staff	
Host a brand launch event in collaboration with business and property owners (may be in coordination with the Rust Market and/or with Town Event Team)	4th Qtr 2025-1st Qtr 2026	\$10,000		CRA Staff	
Incorporate the new logo and brand standards guide into internal and external communications tools	Upon Adoption	0		CRA Staff / Comm Staff	
Create co-branded templates (Downtown and CRA) for print and electronic collateral (e-newsletters, social media sites, letterheads, maps, envelopes, etc.)	Upon Adoption	TBD with Brand Development		CRA Staff	
Consider producing branded merchandise for prize giveaways or for sale in collaboration with businesses and/or business organization (e.g. T-shirts/high-end tote bags)	Upon Adoption	\$2,500		CRA Staff	
Communicate the adoption of the brand and marketing plan to County and State tourism organizations (see also Goal 4)	Upon Adoption	0		CRA Staff	
Coordinate media announcements and public relations strategy with Town Public Information Officer	Upon Adoption	0		CRA Staff / Comm Staff	
Create CRA collateral to promote the incentives and opportunities within the CRA, including brochures, leasing packages, presentation booth backdrop, scrim banners, etc.	Upon Adoption	\$5,000		CRA Staff / Comm Staff	CRA Brochure with incentives and downtown businesses is produced - additional materials TBD
Design and install light pole banners on Park Avenue, 10th Street and US-1 (if permitted by all presiding agencies). Ensure pole banners and future wayfinding systems are coordinated	4th Qtr 2025-1st Qtr 2026	\$10,000 - \$15,000		CRA Staff / Comm Staff / Public Works	
2. Increase Business & Community Engagement					
CRA Goals					
#1 Economic Development					
#2 Housing and Residential Life					
#4 Transportation, Transit, and Parking					
Objectives:					
Improve Social Media Engagement & E-Communications					
Launch Comprehensive Local Events/Assets Marketing Strategy					
Repurpose the CRA social media pages to focus on the Agency incentive programs, business success, and opportunities to invest and discover Lake Park. Consider the development of new Downtown Lake Park social media pages as the new brand is launched	1st to 2nd Qtr 2025	0		CRA Staff	Determine if CRA can control and manage pages due to heavy content strategy
Initially, change CRA profile pictures to a branded image and include the new Downtown logo as appropriate, fitting properly within guidelines of outlet and linking back to CRA pages on the main website	Upon Completion of Brand	0		CRA Staff	
Conduct engagement analysis every 3 to 6 months	ongoing	0		CRA Staff	

Initiate an advertising plan within the first 30 days of the new social media strategy: 60% for local market, 20% to grow fans of the CRA and Downtown, and 20% to reach surrounding areas	TBD	\$300-\$600/month		CRA Staff	
Segment social media content to provide a variety of information and brand content, and adjust every 3 to 6 months	ongoing	0		CRA Staff	
Use hashtags: #TurnOnPark #Park&10th #TownofLakePark #LakeParkCRA Campaign Developed During Branding. Additional hashtags to be included for digital consistency and alert to specific programs/activities when appropriate: #LPCRAEvents #LakeParkArts #LakeParkBusiness #LakeParkCulture #LakeParkTips Use hashtags: #TurnOnPark #Park&10th #TownofLakePark #LakeParkCRA Campaign Developed During Branding. Additional hashtags to be included for digital consistency and alert to specific programs/activities when appropriate: #LPCRAEvents #LakeParkArts #LakeParkBusiness #LakeParkCulture #LakeParkTips	ongoing	0		CRA Staff	
Develop 2-year social media plan & analyze monthly reports to review the success of follower growth, likes, and engagement	ongoing	0		CRA Staff	
FB: Focus on featuring businesses, downtown events, incentive programs, and available spaces. Develop a schedule and a plan for weekdays	ongoing	0 (see ad budget above)		CRA Staff	
IG: Focus on real-time images around town, with the intent to make the page a photo gallery	ongoing	0		CRA Staff	
X: If unique content is developed, allocate 70% to news, 20% to the brand, and 10% to events & programs. Use platform as a news-based channel only (no engagement) that specifically provides links to press releases, important information, upcoming events	ongoing	0		CRA Staff	
LI: Launch a Lake Park CRA LinkedIn page focusing primarily on development and investor/business attraction	1st to 2nd Qtr 2025	0		CRA Staff	
YT: Use the Town of Lake Park YouTube channel to create a CRA channel. Create a premier video to highlight Downtown Lake Park and the LPCRA and business promotional videos supporting business attraction. Post on the YouTube channel, website and CRA pages	2nd to 3rd Qtr 2025	\$8,000 to \$12,000		CRA Staff	First video in production - utilizing Making Waves Video Productions - a local vendor
E-Newsletter: Launch a monthly CRA business e-newsletter and collaborate with the Town to include a CRA Corner in the townwide e-newsletter if available. Collect email addresses at community events, CRA meetings, town halls, and other meetings to sign up for periodic news and information from the CRA	1st to 2nd Qtr 2025	0		CRA Staff ' / Comm Staff	
Subscribe to Google Alerts or other third-party outlets to monitor positive stories about Lake Park. Feature relevant stories in the newsletter CRA Corner and in social media posts with links to the original stories		0		CRA Staff	
Invite interested and engaged citizens to become “neighborhood ambassadors.” Host Neighborhood Ambassador “socials” or “meetups” monthly or quarterly (Utilize Neighborhood Ambassadors to extend communications strategies (reaching their spheres of influence – also referred to as influencer marketing or digital ambassadors - to know the news and share the news about all things Downtown Lake Park), as volunteers and as champions for the Downtown brand and the CRA	1st to 2nd Qtr 2025	\$500-\$1000 per month or quarter		CRA Staff	
Participate in existing business and community events to disseminate information about CRA projects and programs. This activity may include setting up and manning a branded booth space (for example at City events Downtown or in Kelsey Park) or be a coordinated strategy with private business owners producing events	ongoing	0		CRA Staff	
3. Attract Private Investment & Recruit Target Industry Business					
CRA Goal					
#1 Economic Development					

Objectives: Increase Awareness of and Market Available Opportunities for New Development and Redevelopment to Target Audiences Increase Communications with County, Regional, and State Economic Development Organizations Increase Communications with Local Commercial Real Estate Community Launch Strategic Marketing Campaign to Target Industries					
Partner with the Northern Palm Beaches Chamber of Commerce, local property owners and business owners to host an annual Banker-Broker-Developer Meet-and-Greet event to introduce and promote development and redevelopment opportunities in Lake Park	FY 2025	\$10,000-\$15,000		CRA Staff	
Ensure new development projects, available privately owned sites, and government-owned sites are promoted and/or announced via communications platforms	ongoing	0		CRA Staff / Comm Staff	
Determine the feasibility of creating a Redevelopment/Investment Tourism committee with the local business owners and property owners	FY2025/26	0		CRA Staff	
Initiate a fence banner or window cling program in Downtown Lake Park to promote vacant commercial spaces on-site	1st to 2nd Qtr 2025	TBD		CRA Staff / Comm Staff	
Promote vacant commercial spaces of Downtown Lake Park and the CRA through online platforms	ongoing	0		CRA Staff	
Promote the recently adopted available incentive programs (social sites and collateral)	ongoing	0		CRA Staff / Comm Staff	Incentives Brochure produced
Consider the development of an independent and/or more comprehensive redevelopment website (see DelrayCRA.org and NorthMiamiCRA.org)	FY2025/LaunchFY2026	\$10,000-\$25,000		CRA Staff / Comm Staff	
Utilize public relations and marketing contracted consultants to develop the newsworthy storylines to garner articles in newspapers and magazines and/or for internal publishing via newsletters and CRA website	ongoing	\$100 to \$500+per release, plus additional sponsored advertorials as needed		CRA Staff / Comm Staff	
4. Attract New Consumer Base (aka Local, Regional Visitors/Tourism)					
CRA Goals					
#1 Economic Development					
#2 Housing and Residential Life					
Objectives: Leverage tourism to promote opportunities to live, work, and invest in Lake Park (Investment Tourism) Develop and/or support Neighborhood Ambassador / Visitor tours (Experience Downtown Lake Park "Like a Local")					
Meet with Discover the Palm Beaches, develop key contacts, consider partnership options and participate in marketing co-op opportunities. Determine feasibility base on customized package and potential business participation for co-op	1st to 2nd Qtr 2025	0		CRA Staff	
Capitalize on Discover the Palm Beaches existing website listing: https://www.thepalmbeaches.com/explore-cities/lake-park . Ensure the content is updated to reflect Lake Park information	1st Qtr 2025	0		CRA Staff	
Develop visitor "packages" featuring authentic experiences to encourage cross-promotion of businesses in Downtown Lake Park, i.e. "Enjoy a morning in Downtown Lake Park: Breakfast at (name location), Vintage Shopping Excursion at (name location), Lunch at (name location), and Afternoon Art Class at (name location)"	FY2025	\$1,000		CRA Staff	Budget is allocated for printing materials if necessary. Ideally, packages and promotions will be online and digital ads would be included in the monthly social media budget above.
Extend Neighborhood Ambassador Program to include guided tours and/or partner with a local "Food Tour" operator to feature the Downtown Lake Park experience	FY2026	0		CRA Staff / Volunteers / Partners	

Create the appropriate message points to reach the potential investor (Investment Tourism), such as "Love Lake Park? Own a slice of our bohemian, historic destination," "Turn on Park...Be on Park," or other advertising message that supports the adopted brand	Upon completion of Brand	0	CRA Staff / Comm Staff	
Consistently push Investment Tourism by including targeted messages to every communication piece to promote and "plant the seed" in the minds of the visiting consumer (which encompasses every visitor that does not currently live in Lake Park). Collateral may include: Brochures/Pole banners/Website/Social media/Travel and tourism ads/Co-op advertising pieces/In-room video for hotels	ongoing	TBD	CRA Staff / Comm Staff	
Consider partnership with the Northern Palm Beaches Chamber of Commerce to establish an Investment Tourism Committee (see also Goal 3) to develop ongoing strategies to increase awareness of existing businesses in the Lake Park CRA and opportunities to open a business in the area	FY2025	0	CRA Staff	
Add all the information to the website	ongoing	0	CRA Staff	

Town of Lake Park Community Redevelopment Agency



KELSEY CITY KASH PROGRAM

Kelsey City Kash Program

About the Program

The Lake Park Community Redevelopment Agency (CRA) is committed to supporting local businesses, increasing customer traffic, and encouraging spending within the Lake Park CRA District.

The Kelsey City Kash Program is designed to encourage residents, visitors, and event attendees to visit and patronize participating businesses through promotional vouchers and special offers.

The initiative is intended to:

- Increase customer traffic to businesses within the CRA District.
- Encourage local spending.
- Promote participating businesses.
- Support CRA-sponsored events and community activities.
- Increase exposure and potential sales for local businesses.
- Strengthen the economic vitality of the Lake Park CRA District.

Participation in the Kelsey City Kash Program is subject to available funding, program eligibility, and final administrative approval by the CRA Executive Director following review and recommendation by CRA staff.

Eligibility Requirements

To be eligible to participate, a business must:

- Be located within the Lake Park CRA District.
- Maintain an active Business Tax Receipt (BTR) issued by the Town of Lake Park.
- Be in good standing with the Town of Lake Park and applicable licensing requirements.
- Meet any additional campaign-specific requirements established by the CRA.
- Submit all required program application materials by the established deadline.
- Submit a brief marketing plan outlining how the business will promote its participation in the Kelsey City Kash Program, including proposed advertising methods, target customers, promotional activities, and strategies to encourage voucher redemption and customer visits.
- Demonstrate a willingness to support and participate in efforts to activate and promote downtown Lake Park, including Town- and CRA-sponsored events, business promotions, community activities, and other initiatives intended to increase visitation, encourage local spending, and strengthen economic activity within the CRA District, as opportunities arise.
- Agree to provide quarterly progress updates during the approved program participation period, as applicable, and a final report upon completion of participation. Reports shall summarize promotional activities, participation in downtown activation efforts, customer engagement, voucher redemptions, and other relevant outcomes.

For event-specific campaigns, priority may be given to businesses participating in or located near the associated CRA-sponsored event.

Promotional Campaigns

Kelsey City Kash campaigns may be offered in conjunction with CRA-sponsored promotions and community activities.

Attendees may receive vouchers redeemable at participating businesses during the event or within a designated redemption period established by the CRA.

Participating businesses may receive promotional materials or signage identifying them as Kelsey City Kash participants.

Promotional Offers

CRA staff will work with participating businesses on a case-by-case basis to establish an appropriate promotional offer and reimbursement amount prior to each campaign.

Each participating business may receive up to \$1,500 in total reimbursement per campaign, subject to available funding.

A limited number of vouchers will be issued for each campaign. Voucher quantities and promotional amounts will be determined based on the approved campaign budget.

Voucher Distribution

Kelsey City Kash vouchers may be distributed by the CRA during applicable activations or promotional campaigns from a designated information booth, promotional area, or other approved location.

Vouchers:

- Are subject to availability.
- May only be redeemed during the designated redemption period.
- May not be reproduced or duplicated.
- May not be exchanged for cash.

Voucher Redemption

Step 1 – Customer

The customer must complete the required information on the voucher, including:

- ZIP Code.
- How the customer heard about the participating business.

Businesses should only accept vouchers containing all required customer information.

Step 2 – Business

At the time of redemption, the business must document the transaction by either:

Option 1: Attach a copy of the receipt to the redeemed voucher.

OR

Option 2: Complete the required information on the voucher, including:

- Date redeemed.
- Amount spent by the customer.

The business must retain the original voucher for reimbursement.

Reimbursement

Following the applicable campaign, participating businesses must submit all redeemed vouchers to the Lake Park CRA for reimbursement.

Each business may receive up to \$1,500 in total reimbursement per campaign.

Reimbursement is subject to:

- Submission of the original redeemed voucher.
- Complete and legible documentation.
- Proof of the qualifying transaction.
- Available program funding.
- Compliance with all program requirements.

The CRA will not reimburse vouchers without the original redeemed voucher. Requests exceeding the \$1,500 maximum will not be honored.

Businesses are responsible for ensuring all required documentation is complete before submission.

Feedback Survey

Participating businesses must complete the Kelsey City Kash Feedback Survey before reimbursement is issued.

The survey may request information regarding:

- Customer participation.
- Voucher redemptions.
- Sales activity.
- Overall campaign effectiveness.

Feedback will be used by the CRA to evaluate the program and determine whether future campaigns should be offered.

The required Feedback Survey may serve as the final program report, provided it includes the information required by CRA staff regarding promotional activities, voucher redemptions, customer engagement, downtown activation participation, and overall campaign outcomes.

Program Administration

The Lake Park CRA reserves the right to establish campaign-specific eligibility requirements, promotional offers, voucher quantities, redemption periods, and other program requirements based on available funding and campaign goals.

Participation does not guarantee reimbursement. All reimbursements are subject to program compliance, required documentation, available funding, and CRA approval.

The Lake Park CRA reserves the right to approve, deny, modify, suspend, or discontinue the Kelsey City Kash program at any time.

CRA Redevelopment Program Initiatives

The Kelsey City Kash Program directly supports the following Redevelopment Program Initiatives identified in the Lake Park CRA Master Plan:

- **1.A.1 – Economic Development:** Establish the Lake Park CRA as the “Lake Park Creators District,” a place that celebrates entrepreneurs and creators and is targeted to millennials, start-up businesses, nonprofits, and those seeking satellite office space.
- **1.A.2 – Economic Development:** Create a thriving Main Street through public-private partnerships to encourage a quality retail, restaurant, cultural, and business environment serving Lake Park residents and visitors.
- **1.B – Economic Development:** Retain and expand targeted anchor industries.
- **1.E – Economic Development:** Continue supporting small businesses and establish Lake Park as a hub for entrepreneurship.
- **1.E.1 – Economic Development:** Establish business assistance programs such as small business lending, shared marketing, entrepreneurship training, trade expansion programs, and data and research sharing.
- **1.F – Economic Development:** Expand marketing and promotion efforts to grow awareness of Lake Park.

KELSEY CITY KASH PROGRAM APPLICATION**Date of Application:** _____**BUSINESS INFORMATION****Business Name:** _____**Business Address:** _____

Business Owner/Authorized Representative: _____**Phone:** _____**Email:** _____**Business Tax Receipt (BTR) No.:** _____**CAMPAIGN INFORMATION**

Proposed Voucher Amount per Transaction: \$ _____**Requested Maximum Reimbursement:** \$ _____

Maximum reimbursement is \$1,500 per business per campaign, subject to available funding and CRA approval.

Proposed Redemption Period: _____**BUSINESS PARTICIPATION**

Briefly describe how your business will participate in the Kelsey City Kash campaign and how the promotion will encourage customers to visit your business:

MARKETING PLAN

Describe how your business intends to promote its participation in the Kelsey City Kash Program. Include the marketing channels to be utilized, such as social media, email, in-store signage, website promotions, or other outreach efforts, and how these activities will encourage customers to visit and redeem vouchers.

REQUIRED DOCUMENTATION

- Completed application.
- Active Town of Lake Park Business Tax Receipt.
- Description of proposed promotional offer.
- Any additional information requested by CRA Staff.
- Marketing Plan

BUSINESS ACKNOWLEDGMENT

I understand that participation in the Kelsey City Kash Program is subject to CRA approval, available funding, and compliance with all program requirements.

I understand that reimbursement requires submission of the original redeemed vouchers and complete documentation of each qualifying transaction. I understand that vouchers must include the required customer information and that the business must document each redemption as required by the program.

I understand that the maximum reimbursement is \$1,500 per business per campaign and that requests exceeding this amount will not be reimbursed.

I agree to retain original redeemed vouchers and submit them to the CRA following the applicable campaign. I also agree to complete the required Kelsey City Kash Feedback Survey before reimbursement is issued.

Authorized Representative Signature: _____

Print Name: _____

Title: _____

Date: _____

EXHIBIT
COMMUNITY REDEVELOPMENT AGENCY (CRA)
KELSEY CITY KASH PROGRAM
ELIGIBILITY AND APPLICATION REQUIREMENTS FORM

Please read and initial beside each requirement once complete.

STEP 1: APPLICATION REQUIREMENTS

_____ Confirm that the business is located within the Lake Park CRA District.

_____ Provide an active Business Tax Receipt (BTR) issued by the Town of Lake Park.

_____ Confirm that the business is in good standing with the Town of Lake Park and applicable licensing requirements.

_____ Complete the Kelsey City Kash Program Application.

_____ Provide the proposed promotional offer and requested reimbursement amount.

_____ Submit a marketing plan outlining how the business will promote its participation in the Kelsey City Kash campaign and encourage customer visits and voucher redemption.

_____ I agree to support downtown activation efforts by participating in or promoting Town- and CRA-sponsored events, business promotions, and community activities, as opportunities arise.

_____ I agree to provide quarterly progress updates during my participation in the program, as applicable, and a final report upon completion, documenting promotional activities, customer engagement, voucher redemptions, and participation in downtown activation efforts.

STEP 2: CAMPAIGN REQUIREMENTS

_____ I understand that the CRA will establish the campaign-specific voucher quantity, promotional amount, and redemption period based on available funding and campaign goals.

_____ I understand that participation does not guarantee reimbursement.

_____ I understand that each business may receive up to \$1,500 in total reimbursement per campaign, subject to available funding and CRA approval.

_____ I agree to honor the approved promotional offer during the designated redemption period.

STEP 3: VOUCHER REDEMPTION & REIMBURSEMENT

_____ I understand that customers must complete the required information on each voucher, including ZIP code and how they heard about the participating business.

_____ I agree to accept only vouchers containing all required customer information.

_____ I will document each qualifying transaction by attaching a copy of the receipt to the voucher OR completing the required transaction information on the voucher.

_____ I will retain the original redeemed vouchers and submit them to the CRA for reimbursement.

_____ I understand that reimbursement requires complete and legible documentation and proof of the qualifying transaction.

_____ I understand that the CRA will not reimburse vouchers without the original redeemed voucher.

_____ I agree to complete the required Kelsey City Kash Feedback Survey before reimbursement is issued.

ACKNOWLEDGMENT

_____ I understand that participation is subject to available funding, program eligibility, CRA approval, and compliance with all program requirements.

_____ I understand that the CRA reserves the right to approve, deny, modify, suspend, or discontinue the program or individual campaigns.

_____ Applications shall be reviewed by CRA staff for eligibility, completeness, compliance with program requirements, and available funding. The CRA Executive Director shall have final administrative approval authority for eligible applications within the established program funding limits. Individual applications meeting these requirements shall not require separate CRA Board approval.

I have read and completely understand the Kelsey City Kash Program, including the eligibility, participation, voucher redemption, reimbursement, and feedback requirements.

Authorized Representative Signature: _____

Print Name: _____

Title: _____

Date: _____

Town of Lake Park Community Redevelopment Agency



CLEAN & SAFE ECONOMIC ACTIVATION INITIATIVE

Clean & Safe Economic Activation Initiative

About the Program

The Lake Park Community Redevelopment Agency (CRA) is committed to fostering economic redevelopment by supporting activities that increase commercial activity, attract visitors, encourage private investment, and strengthen existing businesses within the CRA District.

The **Clean & Safe Economic Activation Initiative** is designed to remove barriers that may prevent businesses and organizations from hosting public activations that contribute to the economic vitality of the Town of Lake Park CRA area. Rather than providing financial assistance for programming or entertainment, the initiative focuses on funding the essential public safety, sanitation, and operational infrastructure necessary to create welcoming, well-managed public spaces that encourage commerce.

The program recognizes that successful economic activations require an environment that is safe, clean, accessible, and attractive to residents and visitors alike.

The initiative is intended to:

- Increase customer traffic to businesses located within the CRA District.
- Encourage commercial activity and private investment.
- Support business recruitment, retention, and expansion.
- Activate public spaces in a manner that promotes commerce and economic growth.
- Improve the visitor experience by ensuring activations are clean, safe, and professionally managed.
- Strengthen the Town of Lake Park CRA area as a destination for shopping, dining, and entertainment.

Funding under the Clean & Safe Economic Activation Initiative is subject to the availability of appropriated CRA funds and is not guaranteed. All requests are subject to review by CRA staff and final administrative approval by the CRA Executive Director.

Applications will be accepted and reviewed on a first-come, first-served basis during each fiscal year, beginning October 1, and will continue until all allocated program funds have been committed. Submission of an application does not guarantee funding or approval.

The CRA reserves the right to approve, deny, or modify funding requests based on program eligibility, available funding, anticipated economic impact, consistency with the Lake Park CRA Redevelopment Plan, and the overall public benefit of the proposed activation.

The Clean & Safe Economic Activation Initiative is an investment in Town of Lake Park CRA's area economic future. By assisting with the public infrastructure and safety services necessary to support commercial activations, the CRA helps create an environment where businesses can thrive, visitors are encouraged to spend more time downtown, and private investment is supported.

This initiative complements the CRA's broader economic development strategy by encouraging business collaboration, increasing commercial visibility, and reinforcing the Town of Lake Park as a vibrant destination for commerce, dining, and community engagement.

Eligibility Requirements

Eligible businesses may receive assistance through the Clean & Safe Economic Activation Initiative in an amount not to exceed \$2,500 per eligible applicant per fiscal year (October 1 through September 30). Applications meeting the established program guidelines may be reviewed by CRA staff and approved administratively by the CRA Executive Director, without requiring individual CRA Board approval, subject to the authority delegated by the CRA Board, available funding, and applicable Town policies and procedures.

Businesses may submit multiple applications during the fiscal year, provided the cumulative amount of CRA assistance approved for that business does not exceed the \$2,500 annual maximum.

Funding may be considered for public activations that demonstrate a measurable economic benefit to businesses located within the CRA District, including but not limited to:

- Business district promotions
- Retail and restaurant activations
- Small business collaborative promotions
- Downtown marketing initiatives
- Seasonal commercial activations
- Community events designed to increase patronage of local businesses
- Other public initiatives that encourage visitation and economic activity

Preference will be given to initiatives that involve multiple businesses and demonstrate the potential to increase spending within the CRA District. Applicants must submit a marketing and promotional plan demonstrating how the proposed activation will attract visitors, increase customer traffic, and encourage economic activity within the CRA District.

Applicants must demonstrate a willingness to support and participate in efforts to activate and promote downtown Lake Park, including Town- and CRA-sponsored events, business promotions, community activities, and other initiatives intended to increase visitation, encourage local spending, and strengthen economic activity within the CRA District, as opportunities arise.

Applicants shall provide quarterly progress updates during the approved activation period, as applicable, and a final report following completion of the activation. Reports shall document promotional efforts, participating businesses, estimated attendance, downtown activation activities, and the anticipated or demonstrated economic benefits to businesses within the CRA District.

Subject to available funding and CRA approval, the CRA may provide assistance for infrastructure and operational services that directly support a clean, safe, and accessible environment, including:

- Road closure coordination and traffic control barricades

- Portable restroom facilities
- Janitorial services before, during, and after the activation
- Security services
- Temporary lighting necessary for public safety
- Promotional assistance through CRA communication platforms, including social media, newsletters, website, and other marketing channels

Assistance may be provided directly by the CRA.

Applications will be evaluated based on their ability to:

- Increase customer visits to Lake Park CRA businesses.
- Generate measurable economic activity.
- Promote multiple CRA businesses.
- Attract visitors from outside the immediate area.
- Enhance the image and marketability of the CRA District.
- Encourage repeat visitation and long-term business growth.
- Align with the applicable Redevelopment Goals and Program Initiatives identified in the Lake Park CRA Master Plan.

Decisions will also consider available program funding, project readiness, anticipated return on investment, and overall community benefit.

Recipients shall be responsible for:

- Obtaining all required permits and approvals.
- Maintaining appropriate insurance coverage.
- Coordinating with Town departments.
- Managing all operational aspects of the activation.
- Complying with all applicable local, state, and federal regulations.
- Demonstrating how the activation supports economic activity within the CRA District.

Ineligible Costs

The program is not intended to subsidize the operational costs of an event or business. The following are ineligible:

- Entertainment or performer fees
- Food, beverages, or alcohol
- Decorations
- Merchandise
- Administrative expenses
- Equipment purchased for permanent ownership by the applicant
- Private business operating expenses

CRA Redevelopment Program Initiatives

The Clean & Safe Economic Activation Initiative directly supports the following Redevelopment Program Initiatives identified in the Lake Park CRA Master Plan:

- **1.A.2 – Economic Development:** Create a thriving Main Street through public-private partnerships to encourage a quality retail, restaurant, cultural, and business environment serving Lake Park residents and visitors.
- **1.D – Economic Development:** Utilize Code Enforcement and Community Policing to reduce signs of disorder and continue to address real and perceived safety issues within the CRA.
- **1.E.1 – Economic Development:** Establish business assistance programs such as small business lending, shared marketing, entrepreneurship training, trade expansion programs, and data and research sharing.
- **1.F – Economic Development:** Expand marketing and promotion efforts to grow awareness of Lake Park.
- **3.B – Public Improvements and Infrastructure:** Improve walkability and safety perceptions through targeted lighting enhancements.
- **3.C – Public Improvements and Infrastructure:** Improve aesthetics throughout the CRA.
- **4.C.6 – Transportation, Transit, and Parking:** Encourage tactical urbanism and placemaking strategies, including pop-up retail, pop-up parks, pop-up cafés, pavement-to-plaza initiatives, and Open Streets activities.
- **5.D.4 – Redevelopment Support:** Provide funding and support for programs and activities that encourage safety through Crime Prevention through Environmental Design (CPTED).

CLEAN & SAFE ECONOMIC ACTIVATION INITIATIVE APPLICATION

Date of Application: _____

Name of Activation/Event: _____

Date of Activation: _____ **Time:** _____

Location: _____

Name of Applicant/Organization: _____

Address of Applicant/Organization: _____

Phone: _____

Email: _____

Primary Contact: _____

ACTIVATION INFORMATION

Marketing and Promotional Plan: Describe how the proposed activation will be marketed to residents, visitors, and potential customers. Identify the marketing channels to be utilized, and strategies intended to encourage attendees to visit and patronize businesses within the CRA District.

Participating CRA District Businesses:

Estimated Attendance: _____

Estimated Number of CRA Businesses Benefiting: _____

CLEAN & SAFE ASSISTANCE REQUESTED

Please check all that apply:

- ☐ Road Closure Coordination / Traffic Control Barricades
- ☐ Portable Restrooms
- ☐ Janitorial Services
- ☐ Security Services
- ☐ Temporary Lighting
- ☐ CRA Promotional Assistance
- ☐ Other:

Describe the requested assistance:

Total Estimated Activation Cost: \$ _____

Total Funding/Service Request: \$ _____

Applicant Contribution: \$ _____

I understand that the maximum assistance available under this program is \$2,500 per eligible applicant per fiscal year, subject to available funding and final administrative approval by the CRA Executive Director.

REQUIRED DOCUMENTATION

- Completed and signed Eligibility and Application Requirements Form.
- Site plan or activation layout, if applicable.
- List of participating CRA District businesses.
- Marketing/promotional plan identifying target audiences, advertising methods, and strategies for generating measurable economic activity.
- Required permits and approvals.
- Proof of required insurance, if applicable.

APPLICANT CERTIFICATION

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this application does not guarantee funding or approval.

I understand that CRA assistance is limited to eligible Clean & Safe services and promotional assistance and may not be used for entertainment, food or beverages, decorations, merchandise, administrative expenses, permanent equipment, or private business operating expenses.

Applicant Signature: _____

Print Name: _____

Title: _____

Date: _____

EXHIBIT A

**COMMUNITY REDEVELOPMENT AGENCY (CRA)
CLEAN AND SAFE ECONOMIC ACTIVATION INITIATIVE
ELIGIBILITY AND APPLICATION REQUIREMENTS FORM**

Please read and initial beside each application requirement once complete.

STEP 1: APPLICATION REQUIREMENTS

_____ Meet with CRA Staff, if required, to determine if the proposed activation is eligible for the program.

_____ Complete the application and review the checklist to ensure all required information has been provided. Incomplete applications may not be accepted.

_____ Provide a site plan or activation layout and a list of participating CRA District businesses, as applicable.

_____ Submit a marketing and promotional plan outlining how the activation will attract visitors, promote participating businesses, and encourage spending within the CRA District.

_____ Obtain required permits, approvals, insurance, required for activation if applicable.

_____ Confirm that the business owner is in compliance with applicable Town codes and regulations.

_____ Submit the completed Eligibility and Application Requirements Form, initialed and signed.

_____ I agree to support downtown activation efforts, including participation in or promotion of Town- and CRA-sponsored events and activities that encourage visitation and economic activity within the CRA District, as opportunities arise.

_____ I agree to submit quarterly progress updates during the approved activation period, as applicable, and a final report following completion of the activation, documenting promotional activities, participating businesses, attendance, and economic benefits to the CRA District..

STEP 2: CRA REVIEW & APPROVAL

_____ I understand that applications are reviewed on a first-come, first-served basis, subject to available program funding.

_____ I understand that the maximum CRA assistance available through the Clean & Safe Economic Activation Initiative is \$2,500 per eligible applicant per fiscal year.

_____ I understand that submission of an application does not guarantee funding or approval.

_____ I understand that the CRA reserves the right to approve, deny, or modify funding requests based on eligibility, available funding, project readiness, and consistency with CRA redevelopment objectives.

_____ Applications shall be reviewed by CRA staff for eligibility, completeness, compliance with program requirements, and available funding. The CRA Executive Director shall have final administrative approval authority for eligible applications within the established program funding limits. Individual applications meeting these requirements shall not require separate CRA Board approval.

ACKNOWLEDGMENT

I have read and completely understand the program, including the Eligibility and Application Requirements.

Applicant Signature: _____

Print Applicant Name: _____

Date: _____

Town of Lake Park Community Redevelopment Agency



VACANT STOREFRONT WINDOW WRAP PROGRAM

Vacant Storefront Window Wrap Program

About the Program

The Lake Park Community Redevelopment Agency (CRA) is committed to enhancing the visual appearance and economic vitality of the CRA District by encouraging investment, supporting business attraction, and improving the overall customer experience.

The Vacant Storefront Window Wrap Program is designed to improve the appearance of vacant commercial storefronts by providing professionally designed and installed window graphics. The program reduces the visual impact of vacant spaces while promoting Downtown Lake Park as an active, welcoming, and investment-ready destination.

Window wraps may feature Downtown Lake Park branding, public art, historic imagery, available commercial space information, business recruitment messaging, or other CRA-approved content that supports redevelopment efforts.

The initiative is intended to:

- Improve the appearance of vacant commercial properties.
- Reduce the perception of blight and prolonged vacancy.
- Enhance the pedestrian experience throughout the CRA District.
- Promote available commercial spaces to prospective businesses.
- Reinforce the Lake Park CRA brand and community identity.
- Support business recruitment and private investment.
- Create an attractive environment that encourages visitors, customers, and future tenants.

Funding under the Vacant Storefront Window Wrap Program is subject to the availability of appropriate CRA funds and is not guaranteed. All applications are subject to review by CRA staff and final administrative approval by the CRA Executive Director.

Applications will be accepted and reviewed on a first-come, first-served basis during each fiscal year, beginning October 1, and will continue until all allocated program funds have been committed. Submission of an application does not guarantee funding or approval.

The CRA reserves the right to approve, deny, or modify funding requests based on program eligibility, available funding, anticipated economic impact, consistency with the Lake Park CRA Redevelopment Plan, and the overall redevelopment benefit of the proposed project.

The Vacant Storefront Window Wrap Program supports the CRA's redevelopment objectives by improving the appearance of vacant commercial properties, promoting available spaces to prospective tenants, and encouraging business recruitment and private investment.

This initiative complements the CRA's broader economic development strategy by encouraging business collaboration, increasing commercial visibility, and reinforcing the Town of Lake Park as a vibrant destination for commerce, dining, and community engagement.

Eligibility Requirements

To be eligible for participation, the property must:

- Be located within the Lake Park CRA District.
- Contain a vacant commercial storefront visible from a public street, sidewalk, or public parking area.
- Be zoned for commercial, mixed-use, or industrial uses.
- Have windows suitable for installation of perforated vinyl graphics.
- Be in compliance with all applicable Town codes and regulations.
- Describe the applicant's strategy for marketing the vacant commercial space and attracting prospective tenants. Include any proposed leasing advertisements, online listings, broker outreach, social media promotions, or other recruitment efforts. Explain how the proposed window wrap will complement these activities.
- Applicants must demonstrate a willingness to support downtown activation and business recruitment efforts, including cooperation with Town- and CRA-sponsored events, promotional activities, and initiatives intended to attract businesses, increase visitation, and strengthen the economic vitality of the CRA District, as opportunities arise.
- Applicants shall provide quarterly progress updates during the approved project or program participation period, as applicable, and a final report upon completion. Reports shall summarize marketing and leasing activities, prospective tenant inquiries, business recruitment efforts, participation in downtown activation initiatives, and the status of the vacant commercial space.

Applications may be submitted by:

- Commercial property owners.
- Property management companies with written authorization from the property owner.
- Commercial leasing agents authorized by the property owner.

Eligible expenses include:

- Professional graphic design.
- Production of perforated vinyl window graphics.
- Professional installation.
- Removal of existing temporary signage necessary for installation.
- Removal of the window wrap upon tenant occupancy, if applicable.

The Lake Park CRA may reimburse up to one hundred percent (100%) of eligible costs for the design, production, and installation of approved window wraps, subject to available funding. The maximum grant award shall be determined based on the total square footage of the storefront windows to be wrapped, as outlined below.

Eligible window area shall be determined by CRA staff based on measurements provided in the application and verified, if necessary, during a site visit. The CRA reserves the right to determine

the final funding amount based on the scope of work, available funding, and consistency with the goals of the Community Redevelopment Plan.

Funding Schedule by Window Size

Total Window Area	Commercial & Mixed-Use Properties	Industrial-Zoned Properties
Up to 50 sq. ft.	Up to \$1,000	Up to \$500
51–100 sq. ft.	Up to \$1,750	Up to \$750
101–200 sq. ft.	Up to \$2,500	Up to \$1,000
201–300 sq. ft.	Up to \$3,000	Up to \$1,250
Over 300 sq. ft.	Up to \$3,500	Up to \$1,500

All window wraps shall:

- Be professionally designed.
- Complement the character and branding of Downtown Lake Park.
- Utilize high-quality perforated vinyl intended for exterior storefront applications.
- Be compatible with the architecture and character of the building.
- Maintain a clean, professional appearance.

Approved graphics may include:

- Downtown Lake Park branding.
- Public art.
- Historic photographs.
- Community imagery.
- Business recruitment messaging.
- "Available for Lease" information.
- Leasing contact information.
- QR codes directing prospective tenants to leasing information or the CRA website.
- Other CRA-approved promotional content.

The CRA reserves the right to approve, modify, or reject all proposed artwork prior to production.

Review Process

CRA staff will review applications for eligibility and completeness.

Applications will be evaluated based on:

- Visibility of the storefront.
- Overall impact on the surrounding area.
- Consistency with CRA redevelopment objectives.
- Available funding.

- Readiness of the project.

Approval is contingent upon execution of all required agreements before any work begins.

Installation:

Following written CRA approval and execution of all required agreements, the applicant shall be responsible for coordinating the final design, fabrication, and professional installation of the approved window wrap.

Property Owner Responsibilities:

Owners must maintain the wrap, report damage, notify the CRA when the storefront is occupied, and provide access for installation/removal.

Removal

The CRA must be notified within 10 business days of new occupancy. The wrap must be removed before tenant occupancy or within 30 days of notification, unless otherwise approved by the CRA.

A separate application may be submitted for reimbursement of eligible window wrap removal costs following the occupancy of the storefront. Maximum reimbursement shall be based on the total square footage of window wrap removed, as outlined in the table below, and shall be subject to final administrative approval by the CRA Executive Director and the availability of program funds. Removal costs are limited to the actual documented cost of removal.

Window Wrap Removal – Maximum Reimbursement

Total Window Area	Commercial & Mixed-Use	Industrial-Zoned
Up to 50 sq. ft.	Up to \$250	Up to \$150
51–100 sq. ft.	Up to \$400	Up to \$250
101–200 sq. ft.	Up to \$600	Up to \$350
201–300 sq. ft.	Up to \$800	Up to \$500
Over 300 sq. ft.	Up to \$1,000	Up to \$750

Ineligible Costs

The following expenses are not eligible for reimbursement:

- Window replacement or repair.
- Interior tenant improvements.
- Temporary banners or paper signs.
- Routine maintenance.
- Digital displays or electronic signage.
- Advertising for businesses located outside the CRA District.
- Offensive messaging – to be determined by CRA Board and/or CRA Staff
- Improvements completed prior to CRA approval.

CRA Redevelopment Program Initiatives

The Vacant Storefront Window Wrap Program directly supports the following Redevelopment Program Initiatives identified in the Lake Park CRA Master Plan:

- **1.A.1 – Economic Development:** Establish the Lake Park CRA as the “Lake Park Creators District,” a place that celebrates entrepreneurs and creators and is targeted to millennials, start-up businesses, nonprofits, and those seeking satellite office space.
- **1.A.3 – Economic Development:** Create photo-worthy places where millennials and other generations can share their experiences in Lake Park via social media.
- **1.E.1 – Economic Development:** Establish business assistance programs such as small business lending, shared marketing, entrepreneurship training, trade expansion programs, and data and research sharing.
- **1.E.6 – Economic Development:** Authorize programs to recruit a mix of supportive businesses that aligns with the Plan's goals.
- **1.F – Economic Development:** Expand marketing and promotion efforts to grow awareness of Lake Park.
- **1.F.2 – Economic Development:** Incorporate public art wherever possible, including redevelopment projects and public spaces.
- **1.F.4 – Economic Development:** Establish a more business-friendly mural program and improve properties through murals or façade improvements, including consideration of matching grants or other incentives.
- **3.C – Public Improvements and Infrastructure:** Improve aesthetics throughout the CRA.
- **5.D.4 – Redevelopment Support:** Provide funding and support for programs and activities that encourage safety through Crime Prevention through Environmental Design (CPTED).

VACANT STOREFRONT WINDOW WRAP PROGRAM APPLICATION

Date of Application: _____

PROPERTY INFORMATION

Address of Property: _____

Property Owner: _____

Property Owner Address: _____

Phone: _____

Email: _____

Property Type:

- ☐ Commercial
- ☐ Mixed-Use
- ☐ Industrial

Is the property currently vacant?

- ☐ Yes
- ☐ No

Is the storefront visible from a public street, sidewalk, or public parking area?

- ☐ Yes
- ☐ No

APPLICANT INFORMATION

Name of Applicant: _____

Applicant Address: _____

Phone: _____

Email: _____

Applicant Type:

- ☐ Property Owner
☐ Property Management Company
☐ Authorized Leasing Agent

If applicant is not the property owner, written authorization from the property owner must be provided.

PROJECT INFORMATION

Total Window Area to be Wrapped: _____ sq. ft.

Number of Windows: _____

Describe the applicant's strategy for marketing the vacant space and attracting tenants:

Briefly describe the proposed window wrap and intended content:

Proposed Content:

- ☐ Downtown Lake Park Branding
☐ Historic Imagery
☐ Community Imagery
☐ Available for Lease Information
☐ Other: _____

Proposed Design/Artwork Provider, if applicable:

FUNDING REQUEST

Estimated Design Cost: \$ _____

Estimated Production Cost: \$ _____

Estimated Installation Cost: \$ _____

Estimated Removal Cost, if applicable: \$ _____

Total Project Cost: \$ _____

Total Funding Request: \$ _____

Applicable Funding Category:

- ☐ Commercial/Mixed-Use
☐ Industrial

REQUIRED DOCUMENTATION

- Completed application and Eligibility & Application Requirements Form.
- Photograph(s) of the vacant storefront and windows.
- Window measurements or estimated total window square footage.
- Conceptual design, artwork, or proposed content for the window wrap.
- Written quote(s) for design, production, and installation, if applicable.
- Proof of property ownership or written authorization from the property owner, if applicable.
- Marketing and business recruitment plan demonstrating how the applicant intends to promote the vacant commercial space and encourage tenant occupancy.

APPLICANT CERTIFICATION

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this application does not guarantee funding or approval and that all requests are subject to available CRA funding, applicable program requirements, and final administrative approval by the CRA Executive Director.

I understand that improvements may not begin prior to CRA approval and execution of all required agreements. I further understand that the CRA must approve the final window wrap design prior to production and installation.

Applicant Signature: _____

Print Name: _____

Title: _____

Date: _____

PROPERTY OWNER AUTHORIZATION

I authorize the applicant identified in this application to coordinate the installation and, when applicable, removal of the approved window wrap. I understand that the applicant is responsible for paying all project expenses before requesting reimbursement from the CRA.

Property Owner Signature: _____

Print Name: _____

Date: _____

EXHIBIT A**COMMUNITY REDEVELOPMENT AGENCY (CRA)
VACANT STOREFRONT WINDOW WRAP PROGRAM
ELIGIBILITY AND APPLICATION REQUIREMENTS FORM**

Please read and initial beside each application requirement once complete.

STEP 1: APPLICATION REQUIREMENTS

_____ Meet with CRA Staff, if required, to determine if the property is eligible for the program.

_____ Complete the application and review the checklist to ensure all required information has been provided. Incomplete applications may not be accepted.

_____ Provide photographs of the vacant storefront and windows proposed for wrapping.

_____ Provide window measurements or the estimated total square footage of the window area to be wrapped.

_____ Provide conceptual artwork, design, or proposed content for the window wrap.

_____ Provide a written quote for design, production, and installation, if applicable.

_____ Submit a marketing and business recruitment plan describing the strategies that will be used to promote the vacant commercial space and attract prospective tenants.

_____ Provide proof of property ownership or written authorization from the property owner, if the applicant is a property manager or authorized leasing agent.

_____ Confirm that the property is located within the Lake Park CRA District and contains a vacant commercial storefront visible from a public street, sidewalk, or public parking area.

_____ Confirm that the property is zoned for commercial, mixed-use, or industrial use.

_____ Confirm that the storefront windows are suitable for installation of perforated vinyl graphics.

_____ Confirm that the property is in compliance with applicable Town codes and regulations.

_____ Submit the completed Eligibility and Application Requirements Form, initialed and signed.

_____ I agree to support downtown activation and business recruitment efforts, including cooperation with Town- and CRA-sponsored events, promotional activities, and other initiatives that promote economic activity within the CRA District, as opportunities arise.

_____ I agree to submit quarterly progress updates during the approved project or program participation period, as applicable, and a final report upon completion, documenting marketing activities, leasing efforts, prospective tenant inquiries, downtown activation participation, and the status of the vacant commercial space.

STEP 2: CRA REVIEW & APPROVAL

_____ I understand that applications are reviewed on a first-come, first-served basis, subject to available program funding.

_____ I understand that submission of an application does not guarantee funding or approval.

_____ I understand that the CRA reserves the right to approve, deny, or modify funding requests based on eligibility, available funding, project readiness, and consistency with CRA redevelopment objectives.

_____ I understand that the CRA must approve the proposed design prior to production and installation.

_____ I understand that no work may begin prior to CRA approval and execution of all required agreements.

STEP 3: PROPERTY OWNER RESPONSIBILITIES

_____ I agree to maintain the window wrap in a clean and professional condition.

_____ I agree to notify the CRA within ten (10) business days of new occupancy.

_____ I understand that the window wrap must be removed before tenant occupancy or within thirty (30) days of notification, unless otherwise approved by the CRA.

_____ I will provide reasonable access for installation and removal of the window wrap.

_____ I understand that removal reimbursement is subject to CRA approval, available funding, actual documented removal costs, and the applicable program limits.

_____ Applications shall be reviewed by CRA staff for eligibility, completeness, compliance with program requirements, and available funding. The CRA Executive Director shall have final administrative approval authority for eligible applications within the established program funding limits. Individual applications meeting these requirements shall not require separate CRA Board approval.

ACKNOWLEDGMENT

_____ I understand that ineligible costs include window replacement or repair, interior tenant improvements, temporary banners or paper signs, routine maintenance, digital displays, advertising for businesses outside the CRA District, offensive messaging, and improvements completed prior to CRA approval.

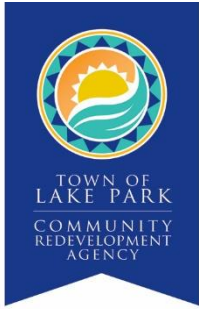
_____ I understand the Vacant Storefront Window Wrap Program requirements and responsibilities described within this document.

I have read and completely understand the program, including the Eligibility and Application Requirements.

Applicant Signature: _____

Print Applicant Name: _____

Date: _____



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: November 4, 2026
Originating Department: Community Redevelopment Agency
Agenda Title: Resolution 106-11-26 - 1st Amendment (Time Extension) - Façade and Exterior Improvement Program Grant Agreement – 903 Park Avenue

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

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

Cost of Item: \$0.00 **Funding Source:** Grants and Incentives
Account Number: 110-552-520-82118 **Finance Signature:** _____

Advertised:
Date: _____ **Newspaper:** _____

Attachments: Resolution 106-11-26– First Amendment to the Façade and Exterior Improvement Program Grant Agreement
First Amendment to the Façade and Exterior Improvement Program Grant Agreement
Grantee's Extension Request

Please initial one:

LKC Yes I have notified everyone
 _____ Not applicable in this case

Summary Explanation/Background:

The CRA has identified a need to amend the current Façade and Exterior Improvement Program Grant Agreement with Hope Investment Enterprises, Inc. to provide additional time for the Grantee to complete the approved improvements to the property located at 903 Park Avenue.

On November 4, 2024, the CRA Board approved a Façade and Exterior Improvement Program Grant in an amount not to exceed \$100,000 for the rehabilitation and redevelopment of the property. The approved project contemplated substantial exterior improvements to the property, including site and

concrete work, façade construction, roofing, exterior finishes, HVAC-related improvements, and electrical work. Since receiving the grant award, the Grantee has completed the majority of the improvements associated with the project. The remaining work is primarily related to final exterior finish elements depicted in the approved project materials, including completion of the decorative façade treatment and screening associated with the exterior air-conditioning equipment.

The Grant Agreement provides for a twenty-four (24) month term from the Effective Date and requires the approved Scope of Work to be fully completed not later than sixty (60) days prior to the end of the Term or any successive term.

The Grantee has requested additional time to complete the improvements required pursuant to the Grant Agreement and has verbally requested a six (6) month extension. If approved, the proposed First Amendment will extend the Term of the Grant Agreement for an additional six (6) months. The Grantee will remain responsible for completing the approved Scope of Work in accordance with the terms and conditions of the Grant Agreement.

The proposed First Amendment does not modify, amend, reduce, or otherwise alter the Scope of Work previously approved by the CRA Board. All other terms, conditions, requirements, and obligations contained in the original Grant Agreement will remain unchanged and in full force and effect.

Funding: The proposed First Amendment does not provide any additional grant funding. The original Grant award remains an amount not to exceed \$100,000.

The proposed First Amendment was prepared by the CRA Administrator and has been submitted to the Community Development Director, Finance Director, Grantee, and CRA Attorney for review.

Note: Documents related to the original Façade and Exterior Improvement Program Grant award, including the original Grant Agreement and supporting documents, are available for review by contacting the Town Clerk's Office.

Recommended Motion:

I move to approve Resolution 106-11-26 approving the First Amendment to the Façade and Exterior Improvement Program Grant Agreement with Hope Investment Enterprises, Inc. for the property located at 903 Park Avenue, extending the Term of the Grant Agreement for an additional six (6) months; and authorize the CRA Chair to execute the proposed First Amendment.

RESOLUTION 106-11-26

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, APPROVING A FIRST AMENDMENT TO THE FAÇADE AND EXTERIOR IMPROVEMENT PROGRAM GRANT AGREEMENT WITH HOPE INVESTMENT ENTERPRISES, INC. TO EXTEND THE TERM BY SIX MONTHS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Community Redevelopment agency of the Town of Lake Park, a public body duly organized under laws of the State of Florida (“CRA”) has the powers and authority conferred upon it by Chapter 163, Part III, Florida Statutes; and

WHEREAS, Hope Investment Enterprises, Inc. (the “Grantee”) owns the property at 903 Park Avenue in the Town of Lake Park, Florida (the “Property”); and

WHEREAS, on November 6, 2024, the CRA Board adopted Resolution No. 94-11-24, approving a Façade and Exterior Improvement Program Grant in an amount not to exceed \$100,000.00 to Hope Investment Enterprises, Inc. for improvements to the property located at 903 Park Avenue, Lake Park, Florida; and

WHEREAS, the CRA and Grantee entered into a Façade and Exterior Improvement Program Grant Agreement (the “Agreement”), pursuant to which the CRA awarded the Grantee a grant in the amount not to exceed \$100,000.00 for the rehabilitation and redevelopment of the Property; and

WHEREAS, Section 5.2 of the Agreement provides for a term of 24 months from the effective date and further provides that the Agreement may be renewed, extended, or amended upon the mutual agreement of the parties; and

WHEREAS, Section 5.3 of the Agreement requires that the work provided in the Scope of Work be fully completed not later than 60 days prior to the end of the term or any successive term of the Agreement; and

WHEREAS, the Grantee has requested an additional six months to complete the improvements required pursuant to the Agreement; and

WHEREAS, the CRA Administrator has recommended the approval of the extension of the term of the Agreement for an additional six months; and

WHEREAS, all other terms and conditions of the Agreement shall remain in full force and effect.

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 of Commissioners hereby approves the First Amendment to the Façade and Exterior Improvement Program Grant Agreement with Hope Investment Enterprises, Inc., to extend the term of the Agreement for an additional six (6) months.

Section 3. The CRA Board of Commissioners hereby authorizes and directs the Chair to execute the First Amendment to the Agreement on behalf of the CRA.

Section 4. Except for the extension of the term, the provisions of the Agreement shall remain unchanged and in full force and effect.

Section 5. This resolution shall become effective immediately upon adoption.

#8345177 v1 26508-00003

FIRST AMENDMENT TO THE FAÇADE AND EXTERIOR IMPROVEMENT PROGRAM GRANT AGREEMENT

THIS FIRST AMENDMENT TO THE FAÇADE AND EXTERIOR IMPROVEMENT PROGRAM GRANT AGREEMENT (“First Amendment”) is made on this 4th day of November, 2026, by and between the Town of Lake Park Community Redevelopment Agency (the “CRA”), having an address at 535 Park Avenue, Lake Park, Florida 33403 and Hope Investment Enterprises, Inc. (the “Grantee”) having an address at 1614 NE 105th Street, Miami, FL 33138 (collectively the “Parties”).

RECITALS

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

WHEREAS, pursuant to Fla. Stat. § 163.360(7)(d), the CRA has determined that its adopted redevelopment Master Plan authorizes the award of grants for the rehabilitation or redevelopment of properties by private enterprises or individuals within the redevelopment area; and

WHEREAS, the CRA’s Master Plan authorizes aesthetic improvement grants as an opportunity for the rehabilitation and redevelopment of properties within the community redevelopment area governed by the CRA Master Plan; and

WHEREAS, on July 17, 2024, the CRA adopted a Redevelopment Incentive Program via Resolution 48-07-24 to provide grants to eligible recipients for the improvement of properties and businesses; and

WHEREAS, the Grantee owns the property located at 903 Park Avenue, Lake Park, Florida, 33403 (the “Property”); and

WHEREAS, on November 6, 2024, the CRA Board adopted Resolution No. 94-11-24, approving a Façade and Exterior Improvement Program Grant in an amount not to exceed \$100,000.00 to Hope Investment Enterprises, Inc. for improvements to the property located at 903 Park Avenue, Lake Park, Florida; and

WHEREAS, the CRA and Grantee entered into a Façade and Exterior Improvement Program Grant Agreement (the “Agreement”), pursuant to which the CRA awarded the Grantee a grant in the amount of \$100,000.00 (the “Grant”) for the rehabilitation and redevelopment of the commercial property located at 903 Park Avenue; and

WHEREAS, Section 5.2 of the Agreement provides that the term of the Agreement shall be 24 months from the effective date and further provides that the Agreement may be renewed, extended, or amended upon mutual agreement of the Parties; and

WHEREAS, Section 5.3 of the Agreement requires that the work provided in the Scope of Work be fully completed not later than 60 days prior to the end of the term or any successive term of the Agreement; and

WHEREAS, the Grantee has requested additional time to complete the improvements required pursuant to the Agreement; and

WHEREAS, the Parties desire to amend the Agreement solely to provide the Grantee with an additional six months to complete the approved Scope of Work; and

WHEREAS, the Parties acknowledge that this First Amendment does not change any of the other terms of the Agreement.

NOW THEREFORE, in consideration of the foregoing recitals and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the Parties do hereby agree as follows:

Section 1. Recitals:

The recitals are incorporated herein.

Section 2. Extension of Term.

Section 5.2 of the Agreement is hereby amended solely to extend the term of the Agreement for an additional six months. The Grantee shall complete the approved Scope of Work in accordance with Section 5.3 of the Agreement, not later than 60 days prior to the expiration of the extended term.

Section 3. Scope of Work.

The Parties acknowledge and agree that the extension provided by this First Amendment does not modify, amend, reduce, or otherwise alter the Scope of Work approved under the Agreement. The Grantee remains responsible for completing the Scope of Work in accordance with the Agreement and its incorporated exhibits.

Section 4. No Other Modification.

Except as expressly modified by this First Amendment, all terms, conditions, requirements, obligations contained in the Agreement shall remain unchanged and in full force and effect.

Section 5. Ratification.

The Parties hereby ratify and confirm the terms of the Agreement in all respects, except to the term which is being modified by this First Amendment.

Section 6. Effective Date.

The First Amendment shall become effective upon execution by both Parties following approval by the CRA Board of Commissioners.

IN WITNESS WHEREOF, the undersigned parties have signed this First Amendment on the dates of execution by the CRA.

Signed, sealed and delivered in the presence of

Attest: _____
Agency Clerk

LAKE PARK COMMUNITY
REDEVELOPMENT AGENCY

By: _____
Roger Michaud, Chair

Date: _____

CRA Attorney
Approved as to form and legality
By: _____

GRANTEE: Hope Investment Enterprises,
Inc.

By: _____

Print Name: Ibrahim Ibrahim

Title: Authorized Representative

Date: _____

#8345145 v1 26508-00003

RESOLUTION 94-11-24

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA APPROVING A GRANT AND AUTHORIZING THE CHAIR TO EXECUTE A GRANT AGREEMENT WITH HOPE INVESTMENT ENTERPRISES, INC., UNDER THE FAÇADE AND EXTERIOR IMPROVEMENT GRANT PROGRAM FOR IMPROVEMENTS TO THE PROPERTY LOCATED AT 903 PARK AVENUE; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the CRA has such powers and authority as have been conferred upon it by Chapter 163, Part III, 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, the CRA Master Plan identifies aesthetic improvement grants as an opportunity for the rehabilitation and redevelopment of properties within the community redevelopment area governed by the CRA Master Plan; and

WHEREAS, in furtherance of its goals, the CRA adopted Redevelopment Incentive Programs via Resolution 48-07-24 on July 17, 2024 to provide grants to eligible recipients for property improvement; and

WHEREAS, the GRANTEE owns the property located at 903 Park Avenue in the Town of Lake Park, Florida (the Property); and

WHEREAS, the GRANTEE is seeking a Façade and Exterior Improvement Program Grant from the CRA in the amount of \$100,000 (the Grant) to be used for the rehabilitation and redevelopment of commercial property it owns at 903 Park Avenue, Lake Park, Florida; and

WHEREAS, the CRA Board of Commissioners (the Board) finds that awarding the Grant to the GRANTEE based upon the terms set forth in this Agreement is within its powers as set forth in Fla. Stat. § 163.370.

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 approves a grant and authorizes the Chair to execute a Grant Agreement between the Lake Park Community Redevelopment Agency and Hope Investment Enterprises, Inc., for a grant in an amount not to exceed \$100,000 under the Façade and Exterior Improvement Grant Program for exterior improvements to the property located at 903 Park Avenue. A copy of the Agreement is attached hereto as Exhibit "A". The Chair is further authorized to execute all documents necessary to achieve these purposes.

Section 3. This Resolution shall become effective immediately upon adoption

The foregoing Resolution was offered by Commissioner Taylor, who moved its adoption. The motion was seconded by Commissioner Hensley and upon being put to a roll call vote, the vote was as follows:

	AYE	NAY
CHAIR ROGER D. MICHAUD	<u>✓</u>	_____
VICE-CHAIR KIMBERLY GLAS-CASTRO	<u>✓</u>	_____
BOARD MEMBER MICHAEL HENSLEY	<u>✓</u>	_____
BOARD MEMBER MARY BETH TAYLOR	<u>✓</u>	_____
BOARD MEMBER JUDITH E. THOMAS	_____	<u>✓</u>
VACANT	_____	_____
VACANT	_____	_____

The Community Redevelopment Agency thereupon declared the foregoing Resolution 94-11-24 duly passed and adopted this 6 day of November, 2024.

TOWN OF LAKE PARK, FLORIDA

BY: 
 ROGER D. MICHAUD
 CHAIR

ATTEST:


 VIVIAN MENDEZ
 AGENCY CLERK



Approved as to form and legal sufficiency:

BY: 
 THOMAS J. BAIRD
 AGENCY ATTORNEY
Brett Leashley

**LAKE PARK COMMUNITY REDEVELOPMENT AGENCY
FAÇADE AND EXTERIOR IMPROVEMENT PROGRAM GRANT AGREEMENT**

THIS LAKE PARK COMMUNITY REDEVELOPMENT AGENCY FAÇADE AND EXTERIOR PROGRAM GRANT AGREEMENT ("Agreement") is made this 6th day of November 2024, by and between The Town of Lake Park Community Redevelopment Agency (the "CRA"), having an address at 535 Park Avenue, Lake Park, Florida 33403, and Hope Investment Enterprises, Inc., (the "GRANTEE") having an address at 1614 NE 105th St., Miami, FL 33138.

RECITALS:

WHEREAS, the CRA has such powers and authority as have been conferred upon it by Chapter 163, Part III, 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, the CRA Master Plan identifies aesthetic improvement grants as an opportunity for the rehabilitation and redevelopment of properties within the community redevelopment area governed by the CRA Master Plan; and

WHEREAS, in furtherance of its goals, the CRA adopted Redevelopment Incentive Programs via Resolution 48-07-24 on July 17, 2024 to provide grants to eligible recipients for property improvement; and

WHEREAS, the GRANTEE owns the property located at 903 Park Avenue in the Town of Lake Park, Florida (the Property); and

WHEREAS, the GRANTEE is seeking a Façade and Exterior Improvement Program Grant from the CRA in the amount of \$100,000 (the Grant) to be used for the rehabilitation and redevelopment of commercial property it owns at 903 Park Avenue, Lake Park, Florida; and

WHEREAS, the CRA Board of Commissioners (the Board) finds that awarding the Grant to the GRANTEE based upon the terms set forth in this Agreement is within its powers as set forth in Fla. Stat. § 163.370.

NOW THEREFORE, in consideration of the above recitals and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

SECTION 1. RECITALS:

The recitals are incorporated herein.

SECTION 2. THE PROPERTY:

The Property is owned by Hope Investment Enterprises, Inc (“Property Owner”) and located at 903 Park Avenue, Lake Park, FL 33403, legally described as:

KELSEY CITY LTS 43 TO 46 INC BLK 3

SECTION 3. THE GRANT:

- 3.1 The CRA hereby awards GRANTEE a sum not to exceed ONE HUNDRED THOUSAND (\$100,000) dollars. The full amount of the Grant shall be used solely for Façade and Exterior renovation to the property and the use of all funds shall be governed by the application attached and incorporated herein as Exhibit “A” and the renovation proposal attached and incorporated herein as Exhibit “B” (collectively, the “Scope of Work”).
- 3.2 The CRA’s obligation is limited to awarding the Grant. The CRA is not liable and does not assume any liability for GRANTEE’S activities associated with the use of the Grant funds, nor GRANTEE’S personnel decisions, business decisions or policies, including but not limited to the hiring of staff, paying of staff salaries or the expenditure of overhead costs.
- 3.3 Changes in use of the Grant proceeds must be approved, in writing, by the CRA’s Board of Directors during the Term of this Agreement. Requests for change must be in writing by the GRANTEE to the CRA Board and Executive Director.
- 3.4 As security for GRANTEE’S performance, GRANTEE shall, in the discretion of the CRA’s Executive Director, execute a Promissory Note, a Mortgage and Security Agreement, a Restrictive Covenant and a Guaranty in favor of CRA. These documents, along with this Agreement, constitute the “Grant Documents”. The Grant Documents shall be cancelled upon full compliance with the terms of said documents by GRANTEE.
- 3.5 All disbursements of the Grant proceeds shall be made on a lump sum, reimbursement basis for the work outlined in the Application attached hereto as Exhibit “A”. Grant funds may be used solely for exterior improvements to the Property and are subject to the CRA’s receipt of documentation establishing prior payment by the GRANTEE of the total cost of all improvements. Documentation includes, but is not limited to, receipts, invoices, canceled checks, and such other documents as the CRA may require. Requests for reimbursements must be submitted to the CRA Administrator and shall include a letter summarizing the funding request.

SECTION 4. SCOPE OF WORK

- 4.1 GRANTEE shall use funds provided in accordance with the Application attached and incorporated herein as Exhibit “A” and the Renovation Proposal(s) attached and incorporated herein as Exhibit “B” (collectively, the “Scope of Work.”).
- 4.2 Any amendments to Exhibits “A” and “B” desired by GRANTEE shall be submitted in writing to the CRA Executive Director. Amendment must be accompanied by written justification and must be approved by the CRA Board in writing prior to commencing any work.

SECTION 5. EFFECTIVE DATE, TERM, COMMENCEMENT AND COMPLETION DATES

- 5.1 The “Effective Date” of this Agreement shall be the date of execution by CRA.
- 5.2 The Term of this Agreement shall be for twenty four (24) months from the Effective Date. This Agreement may be renewed, extended or amended upon mutual agreement by the parties provided the combined Terms of all renewals, extensions or amendments shall not exceed three (3) years.
- 5.3 Work provided in the Scope of Work shall commence on or before (180 days after approval of this agreement) _____ and shall be fully completed not later than 60 days prior to the end of the Term of this Agreement.

SECTION 6. SPECIAL CONDITIONS

- 6.1 CESSATION OF OCCUPANCY OR OWNERSHIP. In the event the GRANTEE sells, ceases to own or occupy the Property during the “Restrictive Period” provided in the Restrictive Covenant associated herewith, or in the absence of a Restrictive Covenant, for a period of two years from the date of completion of improvements, GRANTEE shall repay the full amount grant funds advanced by the CRA pursuant to this Agreement. The determination that GRANTEE has sold, ceased to own or occupy the Property shall be made solely by the CRA. Additionally, sale, cessation of ownership or occupancy constitutes an event of default for which all other default provisions of this Agreement shall apply, including but not limited to, those provided in Section 9 below. This provision shall survive termination or expiration of this agreement.
- 6.2 ASSIGNMENT. GRANTEE shall not assign, transfer, or otherwise dispose of any of its rights or obligations under this Agreement without prior written consent of the CRA.
- 6.3 AMENDMENT. This Agreement may not be modified, except in a writing signed by all parties hereto.

- 6.4 RULES, REGULATIONS AND LICENSING REQUIREMENTS. GRANTEE and its staff must possess all licenses and permits required to conduct its business affairs, including federal, state, city and county. In addition, GRANTEE shall comply with all, laws, ordinances and regulations applicable to carrying out the Scope of Work including, but not limited to, conflicts of interest, building, zoning, land and property use regulations.
- 6.5 GOVERNING LAW. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida and all legal actions brought pursuant to this Agreement shall be brought in Palm Beach County, Florida, or if Federal, said action shall be brought in the Southern District of Florida.
- 6.6 COUNTERPARTS. This Agreement may be executed in duplicate counterparts which when construed together shall constitute a single instrument.
- 6.7 SEVERABILITY. Any provision of this Agreement which is deemed by a court of competent jurisdiction to be ineffective shall not effect or render the remaining provisions of this Agreement unenforceable or invalid.
- 6.8 INDEMNIFICATION. The Property Owner agrees to indemnify and save harmless the Town its elected or appointed officers, employees, agents, and consultants from and against any and all liability, expense, or damage of any kind or nature and from any suits or claims, including reasonable legal fees and expenses, on account of any matter, whether in suit or not, arising out of this Agreement.
- 6.9 ATTORNEY FEES. In the event either party is required to enforce the terms of this Agreement, the prevailing party shall be entitled to the reimbursement of its attorney fees.
- 6.10 SUCCESSORS AND ASSIGNS. This Agreement and the terms herein shall inure to the benefit of and be legally binding upon the parties and any approved successors and assigns.
- 6.11 COSTS. GRANTEE shall obtain and pay for all permits, licenses, federal, state and local taxes chargeable to its operation.
- 6.12 PLEDGES OF CREDIT. GRANTEE shall not pledge the CRA's credit or make it a guarantor of payment or surety for any contract, debt, obligation, judgment, lien or any form of indebtedness.
- 6.13 PUBLIC RECORDS LAW. With respect to public records, the GRANTEE is required to:
- 6.13.1 Keep and maintain public records required by the Town to perform the service.

- 6.13.2 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.
- 6.13.3 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.
- 6.13.4 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.
- 6.13.5 IF THE GRANTEE 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, townclerk@lakeparkflorida.gov.
- 6.14 INSPECTOR GENERAL. GRANTEE is aware that the Inspector General of Palm Beach County has the authority to investigate and audit matters relating to the negotiation and performance of this contract, and may demand and obtain records and testimony from the GRANTEE and its subcontractors. GRANTEE understands and agrees that in addition to all other remedies and consequences provided by law, the failure of GRANTEE or its subcontractors to fully cooperate with the Inspector General when requested may be deemed by the Town to be a material breach of this Agreement justifying its termination
- 6.15 NOTICES. All notices required in this Agreement if sent to the CRA shall be mailed to:
- Lake Park Community Redevelopment Agency
535 Park Avenue
Lake Park, Florida 33403
Attn: Executive Director

All written notices if sent to the GRANTEE shall be mailed to Grantee at the address in paragraph one of page 1 above.

SECTION 7. DEFAULT AND REMEDIES.

- 7.1 GRANTEE'S DEFAULT. GRANTEE'S failure to comply with any of the provisions of this Agreement shall constitute a default upon the occurrence of which the CRA may, in its sole discretion, (i) withhold, temporarily or permanently, all, or any unpaid portion of the grant upon giving written notice to GRANTEE, and/or (ii) terminate this Agreement and demand a full refund of all funds advanced. Upon default the CRA shall have no further obligations to GRANTEE under this Agreement.
- 7.2 REPAYMENT OF FUNDS. GRANTEE shall repay the CRA (i) for all unauthorized, illegal or unlawful expenditure of funds, including unlawful and/or illegal expenditures discovered after the expiration of this Agreement; (ii) in the event of default under this Agreement; (iii) in the event any funds are lost or stolen; or (iv) if the work was not completed as provided in the Scope of Work attached hereto. Any portion of the grant which is to be repaid to the CRA shall be paid by delivering a cashier's check for the total amount due within thirty (30) days of the CRA'S demand.
- 7.3 TERMINATION OF THIS AGREEMENT. The CRA may terminate this Agreement with or without cause or for its convenience. Termination of this Agreement by the CRA shall relieve the CRA of any further obligations hereunder. Such termination shall not release GRANTEE from its obligations under this Agreement including, but not limited to, obligations relating to the completion of activities funded while the Agreement was in effect but not completed prior to the date of termination, or repayment of any funds GRANTEE is obligated to repay.
- 7.4 LIMITATION ON RIGHTS AND REMEDIES. Nothing contained herein shall be construed as limiting or waiving any rights of the CRA to pursue any remedy which may be available to it in law or in equity. Nothing contained herein shall act as a limitation of the CRA's rights in the event that GRANTEE fails to comply with the terms of this Agreement.
- 7.5 CRA'S DEFAULT. In the event the CRA fails to comply with the terms of this Agreement, GRANTEE shall provide the CRA with notice detailing the nature of the default, whereupon the CRA shall have thirty (30) days within which to initiate corrective actions and ninety (90) days within which to cure the default. Should the CRA fail to cure the default, GRANTEE sole remedy is to terminate this Agreement. The effective date of any such termination shall be the date of the notice of termination given by GRANTEE to the CRA.

[SIGNATURES ON NEXT PAGE]

IN WITNESS WHEREOF, the undersigned parties have signed this Agreement effective on the date of execution by the CRA.

Signed, sealed and delivered in the presence of

Attest:

Vin Moly
Town Clerk

LAKE PARK COMMUNITY
REDEVELOPMENT AGENCY

By:

Roger Michaud
Roger Michaud, Chair

Date: 11/6/2025

CRA Attorney

Approved as to form and legality

By:

Brett Lesluky
Brett Lesluky

WITNESSES

Print Name:

Donna Liberty

Print Name:

Belal Yatax

GRANTEE

By:

Ibrahim

Print Name:

Ibrahim Ibrahim

Title:

owner

Date:

12/4/24

Prepared by & Return to:
 Town of Lake Park
 Community Redevelopment Agency
 Attn: Executive Director
 535 Park Avenue
 Lake Park, FL 33403

RESTRICTIVE COVENANT

This Restrictive Covenant is made this 3rd day of DECEMBER, 2024, by HOPE INVESTMENT ENTERPRISES, INC., with an address of 1614 105th ST, Miami, FL 33138, ("Owner") in favor of the LAKE PARK COMMUNITY REDEVELOPMENT AGENCY, a public body corporate and politic under part III, chapter 163, Florida Statutes, with an address at, 535 Park Avenue, Lake Park, FL 33403 (the "CRA").

WHEREAS, the CRA desires to encourage and assist in improving businesses within the CRA; and

WHEREAS, the CRA desires to award a grant to owner to accomplish these purposes provided owner is willing to retain ownership of the business and the property as provided herein.

NOW, THEREFORE, in consideration of Ten dollars (\$10.00) and other good and valuable consideration received by the CRA, the Parties hereby agree as follows:

1. The Owner agrees that the several covenants, conditions and restrictions contained in this instrument shall attach to and run with the land, and shall be binding on the Owner, transferees, and their executors, heirs, successors and/or assigns and all persons claiming by, through or under them for a period of two (2) years from the date of completion of improvements provided for in that certain Facade and Exterior Improvement Program Grant Agreement between Owner and the CRA dated _____, 20____ (the "Restrictive Period").
2. The property to which this Restrictive Covenant attaches is located at 903 Park Avenue, Lake Park, FL, legally described as:

KELSEY CITY LTS 43, 44, 45 AND 46, BLOCK 3, NOW KNOWN AS LAKE PARK, ACCORDING TO THE MAP OR PLAT THEREOF AS RECORDED IN PLAT BOOK 8, PAGE 34, PUBLIC RECORDS OF PALM BEACH COUNTY (the "Property").

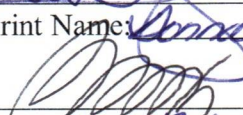
3. Subject to the provisions of Section 4 below, the business and the Property shall remain under the ownership of the Owner without regard to the term of any mortgage or the transfer of ownership, for not less than the Restrictive Period specified above, except upon foreclosure by any lender, transfer in lieu of foreclosure or assignment of an FHA insured mortgage to HUD, such restriction shall terminate. Upon the occurrence of any of these events, the CRA has and may exercise its right of first refusal to purchase the property to recapture the financial assistance provided to Owner. However, the Provisions hereof shall be revived according to the original terms if, during the original Restrictive Period, the Owner of record or any entity that includes the former Owner or

those with whom the former Owner has or had family or business ties, obtains an ownership interest in the Property prior to the foreclosure or other transfer.

4. During the Restrictive Period if each and every of the stipulations, agreements, conditions and covenants of the Grant Documents are not fully performed, complied with and abided by or if the Owner fails to maintain ownership of the business or the property, sells or rents all or a portion thereof, assigns the Promissory Note and/or Mortgage or in any manner transfers title, use or ownership of the business or the property (the "Events") before the end of the last day of the Restrictive Period, the entire principal amount of the Promissory Note becomes immediately due and payable.
5. The foregoing covenants and restrictions shall attach to and run with the land, and the same shall bind all persons claiming ownership of all or any portion of the business or the property. The Owner hereby acknowledges and agrees that the CRA is a beneficiary of this Restrictive Covenant, and the Owner shall not release or amend this Restrictive Covenant without the prior written consent of the CRA and it shall be lawful for the CRA to initiate and prosecute any proceedings at law or in equity against the person or persons violating or threatening to violate this Restrictive Covenant.
6. The Owner acknowledges that the CRA will be irreparably damaged if this Restrictive Covenant is not specifically enforced. Therefore, in the event of a breach or threatened breach by the Owner, its successors and/or assigns, as to any provision of this Restrictive Covenant, the CRA shall be entitled to all rights and remedies, including injunctive relief, restraining such breach without being required to show any actual damage, irreparable harm, or to post any bond or other security.
7. If any legal or equitable action or other proceeding is brought for the enforcement of this Restrictive Covenant, the successful and prevailing party shall be entitled to recover reasonable attorneys' fees, court costs, and all expenses incurred in that action or proceeding in addition to any other relief to which such party may be entitled.
8. Nothing in this Restrictive Covenant shall confer upon any person or entity, other than the CRA and the Owner, any rights or remedies under or by reason of this Restrictive Covenant.
9. This Restrictive Covenant shall be governed according to the laws of the State of Florida and the venue shall be in Palm Beach County, Florida.
10. Invalidation of any one of the provisions contained herein by a court of competent jurisdiction shall in no way affect other provisions, which shall remain in full force and effect.

IN WITNESS WHEREOF, Owner has executed this restrictive Covenant on the day and year first above written.

WITNESSES:


 Print Name: Donna Liberty

 Print Name: Bilal Yatax

OWNER

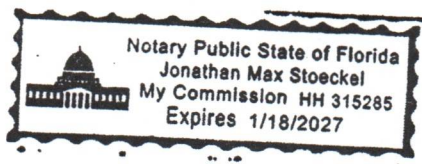

 Print Name: Ibrahim Ibrahim

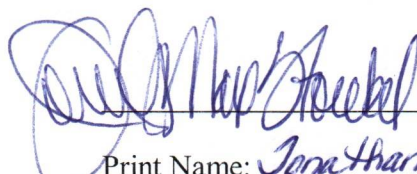
STATE OF FLORIDA)

COUNTY OF PALM BEACH)

Sworn to and subscribed before me this 3rd day of DECEMBER, 20 24, by Ibrahim M Ibrahim, an individual, ☒ who personally appeared before me and who did not take an oath and who is personally known to me or ☐ who has produced _____ as identification.

[seal]




 Print Name: Jonathan Max Stoeckel
 Commission No: HH315285

Prepared by & Return to:
TOWN OF LAKE PARK, FL
Community Redevelopment Agency
Attn: Executive Director
535 Park Avenue
Lake Park, FL 33403

MORTGAGE AND SECURITY AGREEMENT

THIS MORTGAGE AND SECURITY AGREEMENT ("Mortgage") executed this 3rd day of DECEMBER, 2024, by HOPE INVESTMENT ENTERPRISES, INC., with an address 1614 105th ST., Miami, FL 33138 ("Mortgagor"), in favor of the LAKE PARK COMMUNITY REDEVELOPMENT AGENCY, a public body corporate and politic, duly organized under the laws of the State of Florida, with an address of 535 Park Avenue, Lake Park, FL 33403, ("Mortgagee").

That for good and valuable consideration and to secure the payment of an indebtedness in the principal amount of ONE HUNDRED THOUSAND and 00/100 Dollars (\$100,000.00), to be paid in accordance with a promissory note of even date herewith (hereinafter referred to as the "Note"), together with any and all sums due or which may become due from the Mortgagor to Mortgagee in accordance with the Note, this Mortgage, or otherwise, Mortgagor does grant, bargain, sell, alien, remise, convey, mortgage and confirm unto Mortgagee, its successors and assigns, in fee simple, and grant a security interest in all the certain real property, of which Mortgagor is now seized and possessed, and in actual possession, situate in Palm Beach County, State of Florida, which is legally described in Exhibit "A" attached hereto and made a part hereof ("Land"); together with all improvements, buildings, fixtures, structures now or hereafter existing thereon ("Improvements"); all appurtenances thereto including all easements, rights of way, and all tenements, hereditaments and appurtenances whatsoever in any way belonging, relating or appertaining to the Land (whether now owned or hereafter acquired by Mortgagor); all rents, issues, incomes and profits relating to the possession, use or occupancy of all or any portion of the Land; all contract rights of Mortgagor in and to any and all contracts now existing or hereafter entered into or arising in any manner related to the use or operation of the Land into cash or other liquidated claims, or that are otherwise payable for injury or loss to, or the taking conversion, destruction of any or all of such property, including without limitation all insurance and condemnation proceeds (collectively herein referred to as the "Property").

To the extent any of the property described encumbered by this Mortgage from time to time constitutes personal property subject to the provisions of the Florida Uniform Commercial Code (the "Code"), this Mortgage constitutes a "Security Agreement" for all purposes under the Code. Without limitation, Mortgagee, at its election, upon Mortgagor's default under this Mortgage continuing beyond any applicable curative period, will have all rights, powers, privileges, and remedies from time to time available to a secured party under the provisions of the Code with respect to such property. Notwithstanding any provision of this Mortgage to the

contrary, Mortgagor and Mortgagee agree that, unless and until Mortgagee affirmatively elects otherwise, all property in any manner used, useful, or intended to be used for the improvement of, or production of income from, the Land is, and at all times and for all purposes and in all proceedings both legal or equitable shall be, regarded as part of the real estate irrespective of whether (i) any such items are physically attached to the Property; (ii) serial numbers are used for the better identification of certain equipment; or (iii) any such item is referred to or reflected in any financing statement filed or recorded at any time.

TO HAVE AND TO HOLD the same, together with the tenements, hereditaments and appurtenances thereto belonging, and the rents, issues and profits thereof, unto the Mortgagee, its successors and assigns, in fee simple.

The Mortgagor for itself, its successors and assigns, does covenant with said Mortgagee, its successors and assigns, that the Mortgagor is indefeasibly seized of the Property in fee simple; that the Mortgagor has full power and lawful right to convey the Property in fee simple as aforesaid; that the Mortgagor, its successors and assigns, will make such further assurances to perfect the fee simple title to the Property in the Mortgagee, its successors and assigns, as may reasonably be required; and that the Mortgagor does hereby fully warrant the title to the Property, and will defend the same against the lawful claims of all persons whomsoever, and that the Property is free and clear all encumbrances.

PROVIDED ALWAYS, that if the Mortgagor, its successors and assigns, shall pay to the Mortgagee, its successors or assigns, any and all indebtedness due by Mortgagor to Mortgagee, including, but not limited to, the indebtedness evidenced by the Note and any and all renewals of the same and shall perform, comply with and abide by each and every of the stipulations, agreements, conditions and covenants of this Mortgage, the Note and that certain Lake Park Community Redevelopment Agency Facade and Exterior Improvement Program Grant Agreement dated _____, 20____, between Mortgagor and Mortgagee, the Guaranty and the Restrictive Covenant (the "Grant Documents"), then this Mortgage and the estate hereby created shall cease and be null and void.

To protect the security of this Mortgage, the Mortgagor further agrees with Mortgagee as follows:

1. Payment of Secured Obligations. Mortgagor shall pay when due the principal of, and the interest and other charges on, the indebtedness evidenced by the Note, and shall otherwise comply with all the terms of the Note, this Mortgage and the Grant Documents, including, but not limited to, the restrictions on sale of the property as provided in said documents.
2. Taxes and Other Impositions. Mortgagor will pay or cause to be paid and discharged, on or before the last day on which they may be paid without penalty or interest, all taxes, charges for water, sewer and all other utilities on the Property and any assessments and payments, extraordinary or ordinary, which shall become due and payable by virtue of any present or future law, ordinance, regulation or covenant applicable to the Property (all of the foregoing shall be collectively referred to as the

“Impositions”). In default of payment of any Imposition, Mortgagee may, but shall not be required to, pay the same and the amount so paid by Mortgagee shall, at the Mortgagee’s option, become immediately due and payable with interest at the maximum rate permitted under Florida law and shall be deemed part of the principal indebtedness secured by this Mortgage. Mortgagor shall, upon written request, provide to Mortgagee the receipts or other reasonably satisfactory proof of the payment of any Impositions which may affect the Property.

3. Maintenance/Repairs/Alterations. Mortgagor will keep the Improvements, if any, in good condition and repair and in compliance with all applicable codes, ordinances and regulations. Mortgagor shall commit or permit no waste upon the Property and will do or permit no act by which the Property shall become less valuable. Mortgagor will not remove, demolish or structurally alter any of the Improvements (except such alterations as are contemplated by the Grant Documents and such alterations as may be required by laws, ordinances or regulations) without the prior written permission of the Mortgagee. Mortgagor will promptly restore any Improvement which may be damaged or destroyed thereon and will pay when due all claims for labor performed and materials furnished therefor. Mortgagor will use and operate the Property in compliance with all applicable laws, ordinances, regulations, covenants, conditions and restrictions. Mortgagee and its representatives shall have access to the Property at all reasonable times to determine whether Mortgagor is complying with its obligations under this Mortgage.

4. Payments of Fees and Costs. Mortgagor agrees to pay all costs, charges and expenses, including lawyer’s fees reasonably incurred or paid at any time by the Mortgagee, its successors or assigns, because of the failure on the part of the Mortgagor, its successors or assigns to perform, comply with and abide by each and every of the stipulations, agreements, conditions and covenants of the Note, this Mortgage or the Grant Documents.

5. Compliance with Documents. Mortgagor agrees to perform, comply with, and abide by each and every stipulation, agreement, condition and covenant contained in the Note, this Mortgage and the Grant Documents.

6. Default. If any of said sums of money herein referred and evidenced by the Note are not promptly and fully paid within ten (10) days of the due date thereof, without further notice or demand, or (i) each and every of the non-monetary stipulations, agreements, conditions and covenants of the Note, this Mortgage and the Grant Documents are not fully performed, complied with and abided by; (ii) the jurisdiction of the United States District or Bankruptcy Court shall be involved by or against the Mortgagor, under any of the provisions of the Federal Bankruptcy Act, or (iii) any warranty or representation made by Mortgagor under this Mortgage, the Note, the Grant Documents or any other written document to Mortgagee shall be untrue or materially misleading; (iv) Mortgagor shall be in default under any other Note or Mortgage that is inferior or superior to this Mortgage or the Note secured hereby, or (v) Mortgagor sell, ceases to own or occupy the Property during the “Restrictive

Period” provided in the Restrictive Covenant associated herewith, or, in the absence of a Restrictive Covenant, two years from the date of completion of improvements then the entire balance of the Promissory Note shall be due and payable immediately upon demand, or thereafter in the sole discretion of the Mortgagee, its successors or assigns, as fully and completely as if the said sum were originally stipulated to be paid on the date provided in such demand

7. Remedies. In the event one or more defaults shall occur, the remedies available to the Mortgagee shall include, but not necessarily be limited to, any one or more of the following:

- a. Mortgagee may declare the entire unpaid balance of the indebtedness due and payable.
- b. Mortgagee may foreclose this Mortgage for the entire unpaid balance of the indebtedness or Mortgagee may foreclose only as to the sum past due without injury to this Mortgage or the impairment of the remainder of the lien thereof. At such foreclosure sale, the Property shall be sold subject to all remaining items of indebtedness and Mortgagee may again foreclose, in the same manner, as often as there may be any sum past due. It is intended hereby to give to the Mortgagee the widest possible discretion permitted by law with respect to all aspects of any such sale or sales. In case of a foreclosure sale of all or part of the Property, Mortgagee shall be entitled to seek a deficiency judgment against the Mortgagor to enforce payment of any remaining unpaid debt, with interest, and to recover judgment against Mortgagor therefor.
- c. Mortgagee may exercise any and all other remedies provided in the Note or the Grant Documents, which remedies shall be cumulative and may be pursued concurrently or successively.

No delay by Mortgagee in exercising any such remedy shall operate as a waiver thereof or preclude the exercise thereof during the continuance of that or any subsequent default. Mortgagee shall be entitled to enforce payment and performance of any indebtedness or obligations secured hereby and to exercise all rights and powers under this Mortgage or any laws now or hereafter in force, notwithstanding some or all of the indebtedness and obligations secured hereby may now or hereafter be otherwise secured, whether by mortgage, pledge, lien, assignment or otherwise.

8. Condemnation. The proceeds of any award or claim for damages, direct or consequential, in connection with any condemnation or other taking of the Property, or part thereof, or for conveyance in lieu of condemnation, are hereby assigned and shall be paid to or offset by Mortgagee in reduction of the Note secured by this Mortgage; provided, however, that such awards will be first paid to Mortgagor to the extent repair and restoration of the Property is economically feasible and the security of this Mortgage is not, in Mortgagee’s reasonable judgment, thereby impaired. In the event

of a total taking of the Property, the proceeds shall be applied in reduction of the sums secured by this Mortgage, with the excess, if any, paid to Mortgagor. In the event of a partial taking of the Property, unless repair and restoration of the Property by Mortgagor is economically feasible and the security of this Mortgage is not, in Mortgagee's reasonable judgment, thereby impaired, or Mortgagor and Mortgagee otherwise agree in writing, there shall be applied to the sums secured by this Mortgage such proportion of the proceeds as is equal to that proportion which the amount of the Note secured by this Mortgage immediately prior to the date of taking bears to the fair market value of the Property immediately prior to the date of taking, with the balance of the proceeds paid to Mortgagor.

9. Notices. Except for any notice required under applicable law to be given in another manner, any notice to Mortgagor and Mortgagee provided for in this Mortgage shall be deemed given three (3) business days after mailing such notice by certified mail addressed to the party at the address stated herein or at such other address as the parties may designate by notice as provided herein, return receipt requested, or upon receipt if hand-delivered or sent by overnight commercial courier (such as Federal Express) to the parties at their addresses stated herein. Any notice provided for in this Mortgage shall be deemed to have been given to Mortgagor or Mortgagee when given in the manner designated herein. Any party may change its address for notices in the manner provided for herein for giving notice.

10. Restriction on Transfer. This Mortgage shall not be assigned or otherwise transferred by Mortgagor without the express written consent of Mortgagee, which consent may be withheld in Mortgagee's sole discretion. Any such assignment documentation shall be of no force or effect unless and until consented to in writing by Mortgagee. In the event Mortgagor shall suffer or permit any prohibited assignment or transfer to take place, then Mortgagee may, at its option, declare the entire amount due and payable at once.

11. Hazardous Waste. No hazardous materials shall be placed upon or disposed of on the Property by Mortgagor. Mortgagor hereby indemnifies, defends, and holds Mortgagee free and harmless of, from and against any and all claims, costs, expenses, liabilities, losses, liens, encumbrances, fees, damages, judgments, penalties, causes of action and other charges of whatsoever kind or nature (including, without limitation, attorney's fees and disbursements and the fees and expenses of any environmental and analytical laboratories, consultants and engineers) suffered or incurred by Mortgagee as a result of the future existence of any hazardous materials in, on, under, about or emanating from the Property or any part thereof as a result of Mortgagor's use or operation of the Property.

12. Governing Law. This Mortgage shall be governed by the laws of the State of Florida.

13. Compliance with Laws. Mortgagor shall not use the Property or allow the same to be used for any unlawful purpose or in violation of any governmental code, ordinance

or regulation or commit or permit to suffer thereon any condition that may in any way increase any ordinary fire or other hazard, or that may constitute a nuisance, public or private.

14. Modifications. This Mortgage may not be changed, terminated or modified orally or in any other manner than by an instrument in writing signed by the party against whom enforcement is sought.

15. Invalidity of Certain Provisions. If the lien of this Mortgage is invalid or unenforceable as to any part of the indebtedness, or if the lien is invalid or unenforceable as to any part of the Property, the unsecured portion of the indebtedness, and all payments made on the indebtedness, whether voluntary or otherwise, shall be considered to have been first paid on and applied to the full payment of that portion of the indebtedness which is not secured or fully secured by the lien of this Mortgage.

16. Collection Expenses. All parties liable for the payment of the Note agree to pay the Mortgagee all costs incurred by the Mortgagee, whether or not an action be brought, in collecting the sums due under the Note, enforcing the performance and/or protecting its rights under the Grant Documents and in realizing on any of the security for the Note. Such costs and expenses shall include, but are not limited to, reasonable attorneys' fees, filing fees, costs of publication, deposition fees, stenographer fees, witness fees, title search or abstract costs and other court and related costs incurred or paid by Mortgagee in any action, proceeding or dispute in which Mortgagee is made a part or appears as a party plaintiff or party defendant because of the failure of the Mortgagor promptly and fully to perform and comply with all conditions and covenants of this Mortgage, the Note secured hereby, or the Grant Documents, including but not limited to, the foreclosure of this Mortgage, condemnation of all or part of the Property, or any action to protect the security thereof.

17. Attorneys' Fees. All parties liable for the payment of the Note agree to pay the Mortgagee reasonable attorneys' fees incurred by the Mortgagee, whether or not an action be brought, in collecting the sums due under the Note, enforcing the performance and/or protecting its rights under the Grant Documents and in realizing on any of the security for the Note. Such reasonable attorneys' fees shall include, but not be limited to, fees for attorneys, paralegals, legal assistants, and expenses incurred in any and all judicial, bankruptcy, reorganization, administrative receivership, or other proceedings affecting creditor's rights and involving a claim under the Note or the Grant Documents, which such proceedings may arise before or after entry of a final judgment. Such fees shall be paid regardless whether suit is brought and shall include all fees incurred by Mortgagee at all trial and appellate levels including bankruptcy court.

IF ALL OR ANY PART OF THE PROPERTY, OR ANY INTEREST THEREIN, IS SOLD OR TRANSFERRED, VOLUNTARILY OR INVOLUNTARILY, INCLUDING FORECLOSURE, WITHOUT THE PRIOR WRITTEN CONSENT OF THE MORTGAGEE, WHICH CONSENT

7

MAY BE WITHHELD, THE MORTGAGEE, AT ITS OPTION, MAY DECLARE THE ENTIRE UNPAID BALANCE SECURED HEREBY, DUE AND PAYABLE, NOTWITHSTANDING ANYTHING HEREIN OR IN THE NOTE SECURED HEREBY TO THE CONTRARY. THE PARTIES HEREBY KNOWINGLY, VOLUNTARILY AND INTENTIONALLY WAIVE THE RIGHT THEY MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION BASED HEREON, OR ARISING OUT OF, UNDER OR IN CONNECTION WITH THIS MORTGAGE AND ANY DOCUMENT CONTEMPLATED TO BE EXECUTED IN CONJUNCTION HERewith, OR ANY COURSE OF CONDUCT, COURSE OF DEALING, STATEMENTS (WHETHER VERBAL OR WRITTEN) OR ACTIONS OF EITHER PARTY.

[SIGNATURES ON NEXT PAGE]

IN WITNESS WHEREOF, the Mortgagor has caused this Mortgage to be executed this day and year first above written.

WITNESSES:

Print Name:

Donna Liberty

Print Name:

Bilgi Yatax

MORTGAGOR:

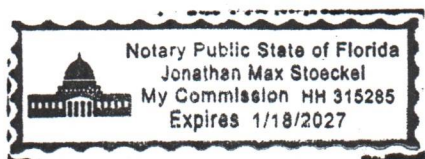
Print Name

Ibrahim Ibrahim
Ibrahim Ibrahim

STATE OF FLORIDA
COUNTY OF PALM BEACH

Sworn to and subscribed before me this 3rd day of December, 2024, by Ibrahim M Ibrahim, an individual, ☒ who personally appeared before me and who did not take an oath and who is personally known to me or ☐ who has produced as identification.

[seal]



Print Name:

Jonathan MAX STOECKEL

Commission No:

44315285

9
EXHIBIT "A"

LEGAL DESCRIPTION

KELSEY CITY LTS 43, 44, 45 AND 46, BLOCK 3, NOW KNOWN AS LAKE PARK,
ACCORDING TO THE MAP OR PLAT THEREOF AS RECORDED IN PLAT BOOK 8, PAGE
34, PUBLIC RECORDS OF PALM BEACH COUNTY

PROMISSORY NOTEEffective Date: 3 December, 2024

Amount: \$100,000.00

GRANTEE'S PROMISE TO PAY

FOR VALUE RECEIVED, the undersigned HOPE INVESTMENT ENTERPRISES, INC., with an address of 1614 105th ST., Miami, FL 33138 (hereinafter the "Grantee"), promises to pay to the order of LAKE PARK COMMUNITY REDEVELOPMENT AGENCY, a public body corporate and politic, duly organized under the laws of the State of Florida (hereinafter called "Agency"), with an address of 535 Park Avenue, Lake Park, FL 33403 (the "CRA"), or at such other place or places as it may from time to time be designated in writing by Agency, in lawful money of the United States, the principal sum of ONE HUNDRED THOUSAND and 00/100 Dollars (\$100,000.00) or so much thereof as may be advanced, with no interest thereon.

This Note is executed pursuant to the terms of the Lake Park Community Redevelopment Agency Facade and Exterior Improvement Program Grant Agreement dated _____, 20____ (the "Grant Agreement"), a Mortgage, Restrictive Covenant and a Guaranty. Collective these documents constitute the "Grant Documents"

The entire outstanding balance shall be due and payable Twenty Four (24) months after the Effective Date provided in Section 6 of the Grant Agreement (the "Term"). All payments shall be made in lawful money of the United States which shall be legal tender in payment of all debts, public and private, at the time of payment. This Note may be prepaid in whole or in part without penalty or premium. Notwithstanding the foregoing, the unpaid principal amount of the Note shall be reduced to zero at the end of the Term of this Note, provided the undersigned has met all the terms and conditions set forth in the Note and in the Mortgage which secures the Note. If Maker sells, ceases to occupy or transfers ownership or control of the business or the Property during the "Restrictive Period" provided in the Restrictive Covenant executed contemporaneous herewith, or otherwise defaults under the terms and conditions of the Mortgage or any of the other Grant Documents, then the entire principal immediately becomes due and payable in full.

This Note is secured by a Mortgage of even date herewith (the "Mortgage") executed by the Grantee in favor of Agency, which Mortgage constitutes a lien on certain real and personal property in Palm Beach County, Florida ("Property") of which the Grantee is the fee simple owner. Reference is hereby made to the Mortgage, and the Grant Documents for a description of events of default and rights in the event of default. It is expressly agreed that all of the covenants, conditions and agreements contained in the Grant Documents are made a part of this Note. Upon default on any note secured by said Mortgage, including, but not limited to this Note, all notes so secured and remaining unpaid shall become due and payable, notwithstanding the terms and provisions of these notes.

Upon a default under any of the Grant Documents, the Agency shall have the right to pursue all appropriate remedies to collect on or enforce the terms of this Note and related Mortgage, including the right to declare the entire amount of the total unpaid balance hereof to be due and payable.

In the event any legal proceedings are instituted in connection with, or for the enforcement of this Note, the Agency shall be entitled to recover its costs of suit, including attorneys' fees and costs, at both trial and appellate levels and in any bankruptcy action.

Each Grantee, endorser and guarantor or any person, firm or corporation becoming liable under this Note hereby consents to any extension or renewal of this Note or any part hereof, without notice, and agrees that they will remain liable under this Note during extension or renewal hereof, until the debts represented hereby are paid in full.

All persons or corporations now or at any time liable, whether primarily or secondarily, for the payment of the indebtedness hereby evidenced, for themselves, their heirs, legal representatives, successors and assigns respectively, hereby:

- (a) Expressly waive valuation and appraisal, presentment, protest, notice of protest and dishonor;
- (b) Expressly consent to any extension or renewal, in whole or in part, and all delays in time of payment or other performance which Agency may grant at any time and from time to time without limitation and without any notice or future consent of the undersigned; and
- (c) Agree that the Agency, in order to enforce payment of this Note, shall not be required to first institute any suit or to exhaust any of its remedies against the Grantee or any other person or party to become liable hereunder.

The remedies of Agency as provided herein, or in the Grant Documents, shall be cumulative and concurrent and may be pursued singularly, successively or together, at the sole discretion of Agency, and may be exercised as often as occasion therefor shall arise. No act of omission or commission of the Agency, including specifically any failure to exercise any right, remedy or recourse, shall be deemed to be a waiver or release of the same, such waiver or release to be effected only through a written document executed by the Agency and then only to the extent specifically recited therein. A waiver or release with reference to any one event shall not be construed as continuing, as a bar to, or as a waiver or release of, any subsequent event.

This Note is to be construed according to the applicable laws of the State of Florida.

This Note may not be changed orally, but only by an agreement in writing, signed by the party against whom enforcement of any waiver, change, modification or discharge is sought.

All communications required under or in connection with this Note shall be in writing, and shall be sent registered or certified mail, postage prepaid addressed to the Grantee

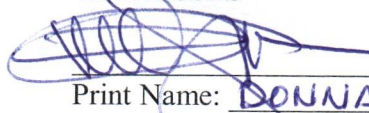
or Agency at the address as either party may designate from time to time by notice pursuant to the Grant Agreement.

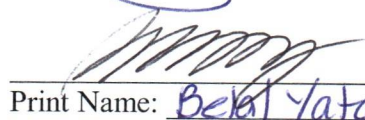
GRANTEE AND AGENCY HEREBY KNOWINGLY, VOLUNTARILY AND INTENTIONALLY WAIVE THE RIGHT THEY MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION BASED HEREON, OR ARISING OUT OF, UNDER OR IN CONNECTION WITH THIS NOTE AND ANY DOCUMENT CONTEMPLATED TO BE EXECUTED IN CONJUNCTION HERewith, OR ANY COURSE OF CONDUCT, COURSE OF DEALING, STATEMENTS (WHETHER VERBAL OR WRITTEN) OR ACTIONS OF EITHER PARTY.

[SIGNATURES ON NEXT PAGE]

IN WITNESS WHEREOF, Grantee has caused this Note to be executed on the Effective Date first above written.

WITNESSES


 Print Name: DONNA LIBERTY


 Print Name: Beki Yatak

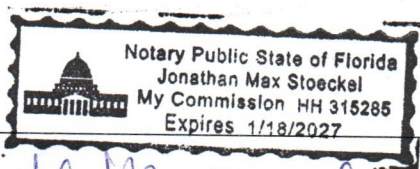
GRANTEE

By: 
 Print Name: Ibrahim Ibrahim
 Title: owner
 Date: 12/3/2024

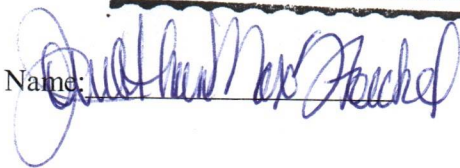
STATE OF FLORIDA
 COUNTY OF PALM BEACH

Sworn to and subscribed before me this 3rd day of December, 20 24, by Ibrahim M Ibrahim, an individual, ☒ who personally appeared before me and who did not take an oath and who is personally known to me or ☐ who has produced _____ as identification.

[seal]



Name:



Print Jonathan Max Stoeckel

Commission No: HH315285

UNCONDITIONAL GUARANTY OF REPAYMENT AND PERFORMANCE

THIS UNCONDITIONAL GUARANTY OF REPAYMENT AND PERFORMANCE ("GUARANTY") is made as of the 3rd day of DECEMBER, 2024 by Hope International Enterprises, Inc., a ("GRANTEE") having an address 1614 NE 105th St., Miami, FL 33138 and Ibrahim Ibrahim ("IBRAHIM") having an address of 1614 NE 105th St, MIAMI, FL 33138

WHEREAS, the CRA has awarded a Grant to GRANTEE in the amount of ONE HUNDRED THOUSAND Dollars (\$100,000) (the "Granter"). The Grant was made pursuant to that certain Lake Park Community Redevelopment Agency Facade and Exterior Improvement Program Grant Agreement (the "Grant Agreement") dated _____; and

WHEREAS, the Grant is for improvements to property located at 903 Park Avenue, Lake Park, FL ("Project"); and

WHEREAS, Guarantor has a material business or ownership interest in the Property and expects to derive a benefit from the grant extended to Grantee; and

WHEREAS, as a condition of the grant, the Guarantor has agreed to give to the CRA Guarantor's continuing and unconditional guaranty of the Grant and compliance with the terms of this Guaranty, the Grant Agreements, the Mortgage and Security Agreement, the Promissory Note and the Restrictive Covenant (the "Grant Documents") and any other Grant Documents.

NOW, THEREFORE, for good and valuable consideration, intending to be legally bound hereby, the Guarantors irrevocably and unconditionally agree as follows:

1. The recitals set forth above are true and correct and are incorporated herein. Terms not otherwise defined herein shall have the meanings set forth in the Grant Agreement.
2. Guarantors hereby guarantee the prompt and full payment and performance by Grantee of each item, covenant, condition, provision and obligation to be paid, kept, observed and performed by Grantee under the Grant Documents, and any subsequent amendments, extensions or restatements thereof (the "Repayment Guaranty").
3. Granter hereby agrees to provide the Guarantors with 60 days' advance written notice (the "Written Notice") of any default made by the Grantee under the provisions of the Grant Documents. Provided the Guarantors are provided Written Notice, Guarantors waive any rights by reason of any forbearance, modification, waiver, or renewal or extension which Granter may grant, or to which Granter and Grantee may agree, with respect to the Grant Documents, waive notice of acceptance of this Guaranty.
4. The obligations of Guarantors under the Grant Agreement are primary, absolute, independent, irrevocable and unconditional. This shall be an agreement of suretyship as well as of guaranty provided Guarantors are provided Written Notice of a default and,

shall be operational by Grantee without being required to proceed first against Grantee or any other person or entity, or against any other security for Grantee's obligations to Granter, Granter may proceed directly against the Guarantors.

5. To secure performance by the Grantee, Guarantor hereby personally guarantees repayment of the Grant pursuant to the terms and conditions of the Grant Documents. It is expressly agreed that all of the covenants, conditions and agreements contained in the Grant Documents are made a part of this Guaranty.
6. Guarantor hereby consents to any extension or renewal of the Grant Documents, or any part thereof, without notice, and agrees that Guarantor will remain liable under this Guaranty during extension or renewal thereof, until the Grantee has fully performed its obligations under the Grant Documents.
7. Upon any default by Grantee under the Grant Documents, CRA may foreclose the Mortgage for the entire balance of the Grant. In case of a foreclosure sale of all or part of the Property, CRA shall be entitled to seek a deficiency judgment against the Guarantor to enforce payment of any remaining unpaid debt, with interest, and to recover judgment against Guarantor therefore. The remedies of CRA, as provided herein or in the Grant documents shall be cumulative and concurrent and may be pursued singularly, successively or together, at the sole discretion of CRA, and may be exercised as often as occasion therefore shall arise. No act of omission or commission of the CRA, including specifically any failure to exercise any right, remedy or recourse, shall be deemed to be a waiver or release of the same, such waiver or release to be effected only through a written document executed by the CRA and then only to the extent specifically recited therein. A waiver or release with reference to any one event shall not be construed as continuing so as a bar to, or as a waiver or release of, any subsequent event.
8. The obligations of Guarantors under the Grant Documents shall be unconditional and irrevocable, irrespective of either (a) the genuineness, validity or enforceability, of the Grant Documents, (b) any limitation of liability of the Grantee contained in the Grant Documents, (c) the existence of any security given to secure the Grant, (d) any defense that may arise by reason of the incapacity or lack of authority of Grantee or any Guarantor or the failure of Granter to file or enforce a claim against the estate of Grantee or any Guarantor in any bankruptcy or other proceeding, or (e) any other circumstances, occurrence or condition whether similar or dissimilar to any of the foregoing, which might otherwise constitute a legal or equitable defense, discharge or release of a Guarantors .
9. If Guarantors shall advance any sums to Grantee or their successors or assigns, or if the Grantee or their successors or assigns shall now be or hereafter become indebted to Guarantors, such sums or indebtedness shall be subordinate in payment and in all other respects to the amounts then or thereafter due and owing to Granter under the Grant

Documents. If Guarantors collect any of such sums or indebtedness from Grantee at any time when either Grantee are in default under the Grant Documents, such collected funds shall be deemed collected and received by Guarantors in trust for Granter and shall be paid over to Granter, upon demand by Granter, for application, when received, on account of Grantee's obligations under the Grant Documents. Nothing herein contained shall be construed to give Guarantor any right of subrogation in and to the Grant Documents or all or any part of the Grantor's interest in the Grant Documents, until all amounts owing to Granter have been paid in full.

10. Guarantors hereby represent and warrant that (a) Guarantors have either examined the Grant Documents or have had an opportunity to examine the Grant Documents and have waived the right to examine them; (b) that Guarantors have the full power, authority and legal right to enter into, execute and deliver this Agreement; (c) that this Agreement is a valid and a binding legal obligation of Guarantors, and is fully enforceable against Guarantors in accordance with its terms; (d) that the execution, delivery and performance by Guarantor of this Agreement will not violate or constitute a default under any indenture, note, ban or credit agreement or any other agreement or instrument to which Guarantors are a party or are bound; (e) Guarantors will derive direct, substantial benefit from the Grant to Grantee; and (f) if Guarantor or Grantee have delivered to Granter financial statements of Guarantors, there has been no material adverse change in the financial condition of Guarantor from the financial condition of Guarantors shown on such financial statement delivered to Granter.

All notices between the parties shall be in writing and be made by certified mail, return receipt requested or by hand delivery at the following addresses:

Town of Lake Park

Community Redevelopment Agency
Attn: Executive Director
535 Park Avenue Lake Park, Fl. 33403

Hope Investment Enterprises, Inc

Attn: Ibrahim Ibrahim
1614 NE 105th St.
Miami, FL 33138

11. All rights and remedies of Grantor under this Agreement, the Grant Documents, or by law are separate and cumulative, and the exercise of one shall not limit or prejudice the exercise of any other such rights or remedies. The enumeration in this Agreement of any waivers or consents by Guarantor shall not be deemed exclusive of any additional waivers or consents by Guarantors which may be deemed to exist, in law or equity. No

delay or omission by Grantor in exercising any such right or remedy shall operate as a waiver thereof. No waiver of any rights and remedies hereunder, and no modification or amendment of this Agreement shall be deemed made by Grantor unless in writing and duly signed by Grantor. Any such written waiver shall apply only to the instance specified therein and shall not impair the further exercise of such right or remedy or of any other right or remedy of Grantor, and no single or partial exercise of any right or remedy under this Agreement shall preclude any other or further exercise thereof or any other right or remedy.

12. If Grantor employs counsel to enforce this Agreement by suit or otherwise, Guarantors shall reimburse Grantor, upon demand, for all expenses incurred in connection therewith (including, without limitation, reasonable attorneys' fees incurred at trial, on appeal or in connection with any bankruptcy proceedings) whether suit is actually instituted.
13. This Guaranty shall be binding upon the Guarantors, and their respective heirs, administrators, executors, successors and assigns, and shall inure to the benefit of Grantor (and its affiliates as appropriate) and its successors and assigns.
14. The obligations and liabilities of Guarantors hereunder and pursuant to the Grant Documents are and shall be joint and several and are and shall be joint and several with the obligations and liabilities of Grantee and the Guarantors of obligations arising under the Grant Agreement. For purposes of this Guaranty the singular shall be deemed to include the plural, and the neuter shall be deemed to include the masculine and feminine, as the context may require.
15. If any provision of the Grant Agreement is held to be invalid or unenforceable by a court of competent jurisdiction, the other provisions of the Grant Agreement shall remain in full force and effect and shall be liberally construed in favor of Grantor in order to affect the provisions of this Guaranty.
16. Guarantors and Grantor agree that this Guaranty shall be governed by and construed according to the laws of the State of Florida regardless of where the residence or domicile of the Guarantors are now or may hereafter be located.
17. Guarantors and Grantor hereby waive any and all rights to a trial by jury in any action, proceeding, counterclaim or subsequent proceeding, brought by either Grantor or either of the Guarantors of any obligation created under the Grant Documents or any of the other documents executed and delivered in connection therewith against any or all of the others on any matters whatsoever arising out of, or in any way related to the Grant, the Grant Documents, any of the other documents executed and delivered in connection therewith.

IN WITNESS WHEREOF, Guarantors have executed and sealed this Guaranty the day and year first above written.

GUARANTOR:

By: *[Signature]*

Print Name: Ibrahim M Ibrahim

STATE OF FLORIDA

COUNTY OF PALM BEACH

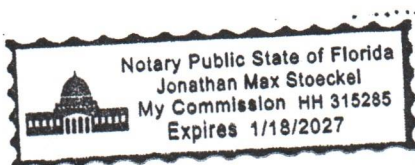
Sworn to and subscribed before me this 3rd day of December, 2024, by Ibrahim M Ibrahim, an individual, ☒ who personally appeared before me and who did not take an oath and who is personally known to me or ☐ who has produced _____ as identification.

[seal]

[Signature]

Print Name: Jonathan Max Stoeckel

Commission No: 44 315285



903 Park

Ignore Block Delete Archive Report junk Report phishing Reply Reply all Forward Meeting Chat Share to Teams Zoom Move Sweep Rules Copilot

903 Park Summarize this email

BY Bashar Yatak <mr.yatak@yahoo.com>
To: Leanna Collazo; Abraham <ibra6610@yahoo.com> Tue 9/22/2026 5:23 PM

This sender mr.yatak@yahoo.com is from outside your organization. Block sender

Yes, good evening this email to sir for an extension on the Grant. We requested one please.

CORPORATE OFFICE
201 SE 24th Ave
POMPANO BEACH, FL 33062
OFFICE: #954 [933 2638](tel:9549332638)
FAX: #954 [933 2387](tel:9549332387)
Corporate E Mail: corporate@tn1.co

CONFIDENTIALITY: This e-mail message (and any associated files) from TN1, INC/Bashar M Yatak or any of his affiliated companies, is for the sole use of the intended recipient or recipients and may contain confidential and privileged information. Any unauthorized review, use, disclosure, distribution, or other dissemination of this e-mail message and/or the information contained therein is strictly prohibited. If you are not the intended recipient of this e-mail message, please contact the sender by reply email and destroy all copies of the original message.

Reply Reply all Forward

Town of Lake Park

Community Redevelopment Agency



FAÇADE AND EXTERIOR 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 7th Street to 10th 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 and Remainder of CRA:** 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 8/20/24
Address of project requesting incentive: 903 park Ave, Lake park, FL 33403

Applicant Information:

Name: Ibrahim Ibrahim
Business: Hope Investment Enterprises INC.
Address: 903 park Ave, Lake park, FL 33403
Phone: 407 443 8877 Fax: 954 933 2387
Email: Corporate@tn1.co

Does the applicant own property? ☒ Yes ☐ No

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:

Convenience store, Hair salon, Tax office

Project Description (proposed improvements per this application):

FACADS and Exterior Improvement
Windows and Doors, park lot replacement

Project cost per this application 600,000

Total Funding Request \$150,000.00

7. Has the Applicant completed or plans to complete any other improvements to the property outside of the Scope of this application (i.e., interior)? If so what and when?

Estimated Cost: N/A

8. Attach and Sign Eligibility and Application Requirements Form.

Authorized Representative

Business Owner Signature

Print Name

Ibrahim Ibrahim
Property Owner Signature
(If different)

Ibrahim Ibrahim
Print Name

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. *Please contact CRA Staff with any questions on the application.*

_____ 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 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 indicating your understanding):

du Property to be improved is 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 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.

du Completed 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.

du The application must be signed by the property owner authorizing the proposed improvements.

du 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.

du I fully understand the Grant Reimbursement Requirements and Procedures as described within this document.

I have read and completely understand the program, including the Eligibility and Application requirements and Grant Reimbursement requirements and procedures.

[Signature]
Applicant Signature

8/20/24
Date

Brahim Ibrahim
Print Applicant Name

I authorize the improvements as stated in this application:

Property Owner Signature

Date

Print Owner Name