



Lake Park Town Commission, Florida

Special Called Community Redevelopment Agency

Meeting Agenda

Wednesday, August 19, 2026

Immediately Following the Commission/CRA Budget Workshop

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: NONE

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:

1. Special Called CRA Meeting Minutes - July 1, 2026
2. Resolution 61-08-26 – Amendment (Renewal – Addendum #5) – Law Enforcement Service Agreement – Palm Beach County Sheriff’s Office – FY 2027 - \$151,350
3. Resolution 62-08-26 - Professional Services Agreement (#2 Amendment) - Public Relations & Marketing Services - Redevelopment Management Associates (RMA) – 1-Year Extension (Retroactive to July 17, 2026)

NEW BUSINESS:

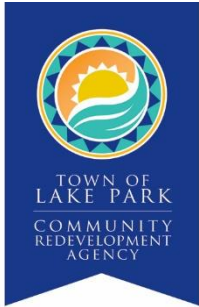
4. Discussion & Direction - Potential Acquisition of Downtown Lake Park Properties - 801 Park Avenue and 810 Park Avenue

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 September 2, 2026.



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: August 19, 2026
Originating Department: Clerk
Agenda Title: Special Called CRA Meeting Minutes - July 1, 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, Exhibit A

Please initial one:

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

Recommended Motion:

I move to approve the Minutes of the July 1, 2026 Special Called CRA Meeting.



Lake Park Town Commission, Florida

Special Called Community Redevelopment Agency

Meeting Minutes

Wednesday, July 01, 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

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CALL TO ORDER/ROLL CALL

6:37 P.M.

PRESENT

Chair Roger Michaud

Vice Chair Michael Hensley

Board Member Judith Thomas

Board Member John Linden

ABSENT

Board Member Michael O'Rourke

PLEDGE OF ALLEGIANCE

Palm Beach County Fire Rescue Color Guard performed a special ceremony for the public and Chair Michaud led the Pledge of Allegiance.

APPROVAL OF AGENDA:

Motion to approve the agenda made by Vice Chair Hensley, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden.

SPECIAL PRESENTATION/REPORT: NONE**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 Vice Chair Hensley, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden.

1. Special Called CRA Meeting Minutes - June 17, 2026

NEW BUSINESS:

2. Resolution 53-07-26 - Façade and Exterior Improvement Grant Agreement – Mr. Nathan Rich - Nadina, LLC – 914 Park Avenue – Up to \$50,000 [CRA Contribution (Grant Award) - \$50,000 & Nadina, LLC - \$96,120]

CRA Administrator Leanna Collazo explained the item (Exhibit A). Ms. Courtney and Mr. Theo introduced themselves as representatives of Nadina LLC.

Board Member Linden asked how long has the business been in Town. Ms. Courtney stated that they bought the building in 2022.

Motion to approve Resolution 53-07-26 for the grant of \$50,000 made by Board Member Thomas, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden.

CRA ADMINISTRATOR/EXECUTIVE DIRECTOR/BOARD MEMBER COMMENTS:

-CRA Administrator Collazo stated that she is still in the learning process and is introducing herself to the community.

- Executive Director Reade had no comments.
- Vice Chair Hensley had no comments.
- Board Member Thomas had no comments.
- Board Member Linden had no comments.

AGENCY MEMBER REQUESTS: NONE

ADJOURNMENT:

Motion to adjourn made by Vice Chair Hensley, Seconded by Board Member Linden.

Voting Yea: Chair Michaud, Vice Chair Hensley, Board Member Thomas, Board Member Linden.

Meeting adjourned 6:48 P.M.

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

Chair, Roger D. Michaud

Agency Clerk, Vivian Mendez, MMC

Deputy Agency Clerk, Laura Weidgans

Town Seal

Approved on this _____ of _____, 2026

July 1, 2026

Exhibit A

914 Park Ave

USPS

Facade & Exterior Improvements



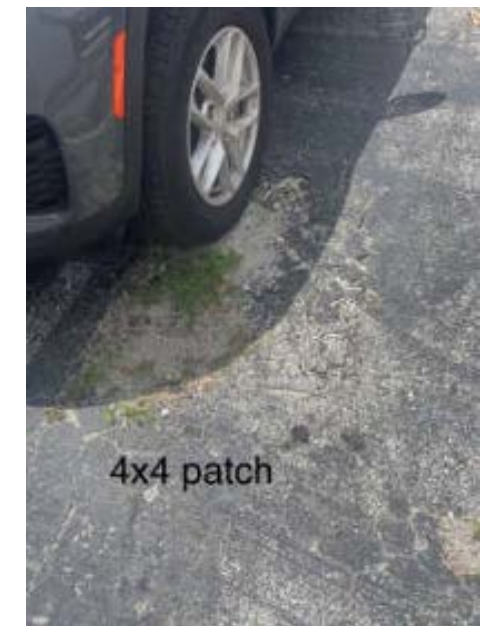
Presented by :Lake Park CRA



Paving

Improvements

- Prepare areas for crack filling.
- Clean areas prior to crack filling.
- Fill the cracks using Seal Master rubberized cold pour crack filling material.
- Cap the filled cracks with the same material.
- Haul away any related debris.



Door

Replacement

- Install 1 new 3070 Impact rated medium stile storefront door glazed with 9/ 16" impact glass



Current



Proposed

Upgraded

Lighting

- Supply and install (6) Light fixtures



Landscaping

Improvements

- Supply and install (5) large black rectangular planters with Simpson's Stopper (drought-tolerant)
- Tree trimming

Roof

Repair

- Install new preliminarily mechanically attached ¼" Densdeck or equal to the existing roof and deck



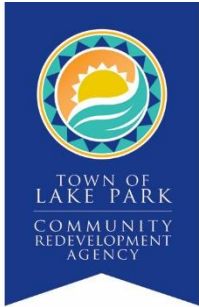
Total Project Cost

\$ 146,120



Funding Request

\$ 50,000



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: August 19, 2026

Originating Department: Community Redevelopment Agency

Agenda Title: Resolution 61-08-26 – Amendment (Renewal – Addendum #5) – Law Enforcement Service Agreement – Palm Beach County Sheriff’s Office – FY 2027 - \$151,350

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

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

Consent

Cost of Item: \$151,350 **Funding Source:** Contract PBC Sheriff

Account Number: 110-552-520-34001 **Finance Signature:** Barbara A. Gould

Advertised:

Date: _____ **Newspaper:** _____

Attachments: Resolution

Fifth Addendum to the Law Enforcement Service Agreement

Please initial one:

_____ Yes I have notified everyone

_____ Not applicable in this case

Summary Explanation/Background:

The Lake Park Community Redevelopment Agency (CRA) has identified a need to renew the current agreement with Palm Beach County Sheriff’s Office to provide law enforcement service] in the Town of Lake Park. The current Agreement (5th addendum) is expected to expire on September 30, 2026 and the proposed one-year renewal, if approved, would be effective October 1, 2026 through September 30, 2027 in the amount of \$151,350.

Note: The proposed Agreement would enable the CRA to maintain the current level of services with PBSO for special detail services within the CRA.

If approved, the Town Commission will accept Palm Beach County Sheriff's Office's negotiated hourly rate increase, including all terms, conditions, and pricing contained in the existing agreement. The Town will not expend more than the amount within the approved budget as it may be adopted or amended each year for these goods and services over the term of the contract.

Funding to support this service will be presented for consideration within the proposed FY 2027 Budget - CRA. The proposed rate is requested to increase from \$132 per hour to \$142 per hour (Total annual increase from FY 2026 - \$140,700 up to FY 2027 - \$151,350).

The proposed addendum has been prepared by the Palm Beach County Sheriff's Office and reviewed by the Town's CRA Administrator, the Finance Director and the Town Attorney.

The CRA has previously worked with Palm Beach County Sheriff's Office and they have provided excellent customer service and consistent high quality services (see attached service data).

Recommended Motion:

I move to approve Resolution 61-08-26 and the Amendment (Renewal – 5th Addendum) to provide law enforcement services within the Lake Park CRA District by the Palm Beach County Sheriff's Office for FY 2027, in the amount of \$151,350; and authorize the CRA Chair to execute the proposed Addendum.

RESOLUTION 61-08-26

A RESOLUTION OF THE TOWN LAKE PARK COMMUNITY REDEVELOPMENT AGENCY BOARD AUTHORIZING AND DIRECTING THE CHAIR OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY TO EXECUTE THE 4th ADDENDUM TO THE PBSO CONTRACT BETWEEN THE PALM BEACH COUNTY SHERIFF'S OFFICE DISTRICT 10 AND THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY TO PROVIDE COMMUNITY POLICE SERVICES TO CRA DISTRICT, AND PROVIDING FOR AN EFFECTIVE DATE.

Whereas, the Town of Lake Park, Florida (hereinafter "Town") is a municipal corporation of the state of Florida with such power and authority as has been conferred upon it by the Florida Constitution and Chapter 166, Florida Statutes; and

Whereas, Part I of Chapter 163, Florida Statutes, permits public agencies as defined therein to enter into Inter-local Agreements with each other to jointly exercise any power, privilege, or authority which such agencies share in common and which each might exercise separately; and

Whereas, the 5th Addendum to the Sheriff's contract provides for the resources of the Palm Beach County Sheriff's Office in providing police services to the Town of Lake Park Community Redevelopment Agency, and

Whereas the 5th Addendum includes an increase of hourly rates from \$132/hour to \$142/Hour; and

Whereas the Town of Lake Park Community Redevelopment Agency Board of Directors has determined it is in the best interests of the CRA to enter into the contractual arrangement with Palm Beach County Sheriff's Office; and

NOW, THEREFORE, BE IT RESOLVED, THAT THE TOWN COMMISSION 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 Town Commission authorizes and directs the Mayor to execute the Interlocal Agreement between the Resource Center of Palm Beach County and the Town of Lake Park, Florida.

Section 3. This Resolution shall become effective immediately upon execution.

FIFTH ADDENDUM TO THE LAW ENFORCEMENT SERVICE AGREEMENT
SHERIFF RIC L. BRADSHAW AND LAKE PARK COMMUNITY REDEVELOPMENT AGENCY

This Fifth Addendum to the Law Enforcement Service Agreement is made by and between Lake Park Community Redevelopment Agency (hereinafter referred to as “Lake Park CRA”), a public body corporate and politic, duly created and operated pursuant to Chapter 163, Part III, Florida Statutes, located in Palm Beach County, and Ric L. Bradshaw, Sheriff of Palm Beach County, Florida (hereinafter referred to as “Sheriff”). Lake Park CRA and the Sheriff shall hereinafter be referred to as the “Parties.”

WHEREAS, the Parties executed a Law Enforcement Service Agreement effective October 1, 2021, a First Addendum effective October 1, 2022, a Second Addendum effective October 1, 2023, a Third Addendum effective October 1, 2024, and a Fourth Addendum effective October 1, 2025, (the “Agreement”), by which the Sheriff agreed to perform law enforcement services; and

WHEREAS, the Parties wish to renew said Agreement for an additional twelve (12) months, effective October 01, 2026.

NOW, THEREFORE, in consideration of the mutual covenants herein contained the receipt and sufficiency of which are hereby acknowledged, it is agreed upon as follows:

1. In accordance with Section 5 of the Law Enforcement Service Agreement, the Parties have agreed to renew the Agreement for an additional twelve (12) month term. The term of this renewal is October 01, 2026 through September 30, 2027.
2. Section 5 regarding the per hour rate is amended and shall now read as follows:

For services provided, the Sheriff shall be compensated for each deputy at the rate of \$142.00 per hour, not to exceed 1065.85 total service hours or \$151,350 in total cost, unless previously approved by the Lake Park CRA Executive Director and agreed to by the Sheriff. The Sheriff shall invoice the Lake Park CRA on a monthly basis. Payment by the Lake Park CRA shall be made within ten (10) days of the invoice date.

3. In all other respects and unless otherwise stated, the terms and conditions of the Agreement, shall continue unchanged and in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have executed this Addendum to the Agreement as of the last date all signatures below are affixed.

PALM BEACH COUNTY SHERIFF'S OFFICE

**LAKE PARK COMMUNITY
REDEVELOPMENT AGENCY**

BY: _____
Ric L. Bradshaw

BY: _____
Roger Michaud

Title: Sheriff

Title: MAYOR

Witness: _____
Major, North Regional Bureau

Witness: _____
Vivian Mendez, Town Clerk

DATE: _____

DATE: _____

Approved as to legal
form and sufficiency

Town Attorney

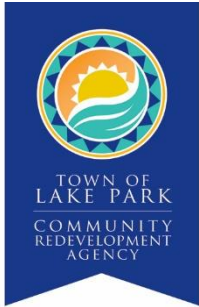


Palm Beach County Sheriff's Office
Town of Lake Park
Community Redevelopment Area Stats
01/01/2026 – 06/30/2026
Data Source: CADs, TraCS



Item 2.

D/S ACTIVITY SUMMARY	ACTIVITY – ALL HOURS
Calls For Service	7,072
Business/Resident Checks	5,011
Traffic Stops	426
Traffic Citations	200
Traffic Warnings	101
TOLP Ordinance Violations - Citations	5
TOLP Ordinance Violations – Warnings	1
DUI Arrests	2
Problem Solving – Code	11
Problem Solving – Graffiti	0
Problem Solving – Homeless	2
Problem Solving - Traffic	2
Community Action Plan	440



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: 8/19/2026
Originating Department: CRA
Agenda Title: Resolution 62-08-26 - Professional Services Agreement (#2 Amendment) - Public Relations & Marketing Services - Redevelopment Management Associates (RMA) – 1-Year Extension (Retroactive to July 17, 2026)
Agenda Category: (i.e., Consent, New Business, etc.) Consent
Approved by Town Manager: _____ **Date:** _____

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

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

Attachments: Letter from RMA requesting continuation of Professional Services Agreement
Professional Services Agreement approved - CRA Resolution No. 47-07-24
Amended Professional Services Agreement approved - CRA Resolution No. 09-03-25

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

Summary Explanation/Background:

On July 17, 2024, the Lake Park Community Redevelopment Agency (CRA) entered into a Professional Services Agreement with Redevelopment Management Associates (RMA) for Public Relations and Marketing Services and later an amendment to complete Task 2 (Downtown Lake Park logo and brand standards guide). The original two (2) year agreement and Amendment, authorized by CRA Resolution No. 47-07-24 and CRA Resolution No. 09-03-25 (respectively), has expired on July 17, 2026 and the proposed one-year renewal would be retroactive back to July 17, 2026 and extend to July 17, 2027, with no additional cost to the CRA.

The original two (2) year Agreement provided the CRA with professional marketing, branding, and communications services to support redevelopment initiatives, enhance public awareness of CRA programs and projects and establish a cohesive identity for Downtown Lake Park.

To date, RMA has provided the CRA with the following, in accordance with the current Agreement:

- CRA Overall Marketing Plan
RMA completed a comprehensive marketing plan establishing strategic recommendations for communication, stakeholder engagement, promotional efforts, and consistent messaging to support the CRA's redevelopment goals. The Marketing Plan was presented to the CRA Board on January 15, 2025.
- Agency Branding Initiative
RMA assisted the CRA in developing a cohesive agency brand identity, including evaluation of existing branding, development of branding concepts, visual direction, and recommendations to create consistency across CRA communications and marketing materials.
- Downtown Lake Park Branding Strategy
RMA has developed a Downtown Lake Park Branding Strategy focused on creating a recognizable and unified identity for the Downtown District. The strategy includes logo development, brand messaging, visual identity recommendations, and implementation guidance for future marketing efforts.

At this time, RMA has completed approximately a majority of the tasks as required within the Agreement with the CRA. However, the remaining work consists of final logo selection, refinement of the approved branding direction and completion of the final Brand Standards Guide and related branding materials.

Note: RMA has indicated that they will be prepared to request the Lake Park CRA Board to consider and provide direction on a final Downtown Lake Park logo and provide branding direction during the Board's Meeting scheduled for September 2, 2026. Following Board direction, RMA will complete the remaining branding deliverables.

If approved, the CRA Board would provide a one (1) year renewal with no additional options to extend and continue to accept the original pricing, including all terms, conditions and pricing therein. The Town will not expend more than the amount within the approved budget as it may be adopted/amended each year for these goods and services over the term of this contract.

Funding to support this service is available within the current FY 2026 Budget – CRA.

The proposed 2nd Amendment was prepared by the CRA Administrator and reviewed by the Town's proposed vendor, Redevelopment Management Associates (RMA), the CRA Project/Marketing Coordinator, the Finance Director and the Town Attorney.

The Town has worked with RMA on a number of projects and they have provided a good product and excellent customer service.

Recommended Motion:

I move to approve Resolution 62-08-26 and the 2nd Amendment to the Professional Services Agreement with Redevelopment Management Associates (RMA), retroactively effective from July 17, 2026 for one (1) additional year, with no cost increase; and authorize the CRA Chair to execute the proposed 2nd Amendment.

RESOLUTION 62-08-26

A RESOLUTION OF THE CRA BOARD OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIR TO EXECUTE A RENEWAL TO THE CONTRACT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES FOR PUBLIC RELATIONS AND MARKETING SERVICES TO THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY; AND PROVIDING FOR AN EFFECTIVE DATE.

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

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

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

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

WHEREAS, the CRA Board has determined that it is in the best interest of the CRA to enter into a contract with Redevelopment Management Associates (RMA), for the provision of such professional services.

WHEREAS, the renewal agreement includes a renewal for up to one year; and

WHEREAS, the CRA finds it in its best interest to exercise the renewal option under the same terms and conditions as the original agreement; and

WHEREAS, RMA has agreed to continue providing the services as specified under the renewal agreement for an additional year commencing July 17th 2026; and

WHEREAS, the CRA desires to formally approve the Agreement retroactively starting July 17th 2026 to ensure continuity of services, preserve contractual authority, and maintain compliance with procurement standards;

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 Chair is hereby authorized and directed to execute the Agreement with RMA, attached hereto as Exhibit A.

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

SECOND AMENDMENT TO AN AGREEMENT

THIS SECOND AMENDMENT TO AN AGREEMENT FOR THE TIMELINE EXTENSION FOR COMPLETION OF TAKS 2 AS OUTLINED IN AMENDMENT ONE (the “Agreement”) is made and entered into this 19 day of August, 2026, by and between the Town of Lake Park Community Redevelopment Agency, 535 Park Avenue, Lake Park, Florida 33403 (“CRA”), and Redevelopment Management Associates (RMA), whose address is 2302 E. Atlantic Blvd., Pompano Beach, FL 33062 (“RMA” or Consultant), (collectively the Parties).

WITNESSETH THAT

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

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

WHEREAS, on July 17th 2024, the CRA entered into an agreement with Consultant for Public Relations and Marketing Services (“Original Agreement”); and

WHEREAS, Section 7 of the Original Agreement provides the CRA with the option to renew the Agreement for 2 additional one-year terms; and

WHEREAS, the Original Agreement expired on July 17, 2026, and is retroactive; and

WHEREAS, the Consultant has agreed to perform all services without interruption and in good faith under the terms of the Original Agreement; and

WHEREAS, the CRA desires to exercise the first one-year renewal option under the same terms, pricing, and conditions as set forth in the Original Agreement;

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

Recitals – The above recitals are true and correct and are incorporated herein.

Term Extension – The Agreement is hereby renewed for one-year, retroactively, effective from July 17th 2026 through July 17th 2027.

Compensation – The cost for services during this renewal term shall remain, consistent with the first amendment of the Original Agreement.

Public Records Compliance – The Contractor shall comply with Florida’s Public Records Law as outlined in Chapter 119, Florida Statutes.

No Further Modifications – All other terms and conditions of the Original Agreement not modified herein remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year last executed below.

CRA OF LAKE PARK

Redevelopment Management Associates

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



August 4, 2026

Mr. Richard Reade, Executive Director
Town of Lake Park Community Redevelopment Agency
535 Park Avenue
Lake Park, Florida 33403

Attn: Leanna Collazo, CRA Administrator and Renee Rosario, CRA Marketing Manager

RE: Extension of Professional Services Agreement for Public Relations & Marketing Services
(CRA Resolution No. 47-07-24 Original Agreement and CRA Resolution No. 09-03-25
Amended Agreement)

Dear Mr. Reade:

Redevelopment Management Associates (“RMA”) and the Town of Lake Park Community Redevelopment Agency (the “CRA”) entered into a Professional Services Agreement for Public Relations & Marketing Services executed July 17, 2024, and approved by the CRA Board pursuant to Resolution No. 47-07-24 (the “Agreement”). Section 7.0 (Term) of the Agreement provides that the initial two (2) calendar-year term runs from the date of execution and that the Agreement may be renewed upon the written approval of the CRA. The initial term expired on July 17, 2026.

RMA and the Town of Lake Park CRA staff have discussed this extension provision, and this letter confirms that RMA agrees to extend, and requests that the CRA Board approve extending, the Agreement for one (1) additional year under the same rates, terms, and conditions as the original Agreement. To ensure continuity of services without interruption, the parties intend the renewal term to be effective as of July 17, 2026 and to continue through July 17, 2027.

All provisions of the original Agreement and the Amended Agreement, including the Scope of Services (Exhibit A), the compensation structure, and the hourly rate schedule set forth in Exhibit A, remain unchanged.

Status of Services

Task 1 — Marketing Plan Development: Complete. The Strategic Marketing Plan has been delivered and presented to the CRA Board on January 15, 2025.

Task 2 — Agency Branding: In progress and approximately 75% complete; 50% billed to date. The CRA Board is anticipated to select the final logo for the brand strategy at its meeting of September 2, 2026. Upon the Board's approval of the final logo, RMA will complete and deliver the brand guide to CRA Staff as specified in the Scope of Services and invoice for the balance.

Task 3 — Marketing/Communications Implementation Support: To be provided on an as-needed basis upon staff request, at the hourly rates previously approved under Exhibit A of the Agreement.

RMA values its partnership with the Town of Lake Park CRA and looks forward to continuing this work. Please let us know if you need any additional information to place this matter before the Board.

Sincerely,

Kim Briesemeister
Principal

RESOLUTION NO. 09-03-25

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

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

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

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

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

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

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

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

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

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

Section 2. The CRA Board hereby authorizes and directs the Board Chair and the Executive Director to execute a First Amendment to the contract with Redevelopment Management Associates (RMA) for the provision of PR and Marketing Services, a copy of which is attached hereto and incorporated herein.

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

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 09-03-25 duly passed and adopted this 19 day of March, 2025.

TOWN OF LAKE PARK, FLORIDA

BY:

Roger D. Michaud
ROGER D. MICHAUD
CHAIR

ATTEST:

Vivian Mendez
VIVIAN MENDEZ
AGENCY CLERK
TOWN OF LAKE PARK
(TOWN SEAL)
SEAL
FLORIDA

Approved as to form and legal
sufficiency:

BY:

Thomas I. Baird
THOMAS I. BAIRD
AGENCY ATTORNEY

FIRST AMENDMENT TO AN AGREEMENT

THIS FIRST AMENDMENT TO AN AGREEMENT TO PROVIDE PUBLIC RELATIONS & MARKETING SERVICES (Agreement) is made and entered into this 19 day of March, 2025, by and between the Town of Lake Park Community Redevelopment Agency, 535 Park Avenue, Lake Park, Florida, 33403 ("CRA") and Redevelopment Management Associates (RMA) whose address is 2302 E. Atlantic Blvd., Pompano Beach, FL 33062 ("RMA" or "Consultant"), (collectively the Parties).

WITNESSETH THAT:

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

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

WHEREAS, in 2024, the CRA, solicited a Request for Qualifications (RFQ) to firms for professional services to be provided to the CRA to provide public relations and marketing services; and

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

WHEREAS, the CRA entered into a contract with Consultant on July 17, 2025; and

WHEREAS, the contract stated that an amendment would be provided when the Consultant completed Task 1 of the contract and proposed pricing and a timeline for Task 2; and

WHEREAS, Task 2 of the agreement provided services for Branding, which is detailed in the scope of work in this amendment.

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

1.0 SCOPE OF SERVICES:

SEE EXHIBIT A attached hereto and made a part hereof.

2.0 COMPENSATION

Compensation for the scope of services is as follows:

2.1 Marketing Plan Creation: \$45,000

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

2.2 Agency Branding: \$14,435

- ~~○ 25% - Following First Month of Contract Execution~~
- 50% - Following completion of branding elements, including logos, etc..
- ~~2550%~~ - Following Final Approval of the Brand and presentation of all Materials to the CRA

2.3 Marketing Plan Implementation:

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

3.0 NOTICES

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

As to the CRA:

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

As to RMA:

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

4.0 PUBLIC RECORDS

4.1 With respect to public records, the Contactor/ Vendor is required to:

4.1.1 Keep and maintain public records required by the Town to perform the service.

4.1.2 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.

4.1.3 Ensure that any public records that are exempt or confidential from public records disclosure are not disclosed except as authorized by law for the duration of the term of this Agreement, and following completion of this Agreement if the Contactor/Vendor does not transfer the records which are part of this Agreement to the Town.

4.1.4 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.

4.1.5 IF THE CONTRACTOR/VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, THE CONTACTOR/VENDOR SHOULD CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT: TOWN CLERK, 535 Park Avenue, Lake Park, Florida 33403, 561-881-3311, townclerk@lakeparkflorida.gov.

5.0 EQUAL OPPORTUNITY/MBE PARTICIPATION

5.1 The Consultant hereby assures that no person shall be discriminated against on the grounds of race, color, creed, national origin, handicap, age, or sex, in any activity under this Agreement. The Consultant shall take all measures necessary to effectuate these assurances.

5.2 The Consultant acknowledges that the CRA encourages the participation of minority owned, and women owned business enterprises in the Town's procurement and contracting activity. Accordingly, the Consultant shall take all necessary and reasonable steps to ensure that women and minority business enterprises (W/MBE) have the opportunity to compete for and perform work related to this Agreement.

6.0 INDEMNIFICATION, INSURANCE, AND LICENSE REQUIREMENTS

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

- 6.1 Workers' compensation insurance for all employees of the Consultant for statutory limits in compliance with applicable state and federal laws. Notwithstanding the number of employees or any other statutory provisions to the contrary, coverage shall extend to all employees of the Consultant.

- 6.2 The Consultant shall maintain a Commercial General Liability Policy on an Occurrence Form with the following limits:
 \$1,000,000.00 Each occurrence (Bodily Injury and Property Damage)
 \$1,000,000.00 Products/Completed Operations Aggregate
 \$5,000,000.00 General Aggregate
 \$1,000,000.00 Personal and Advertising Injury
 \$500,000.00 Damage to Premises Rented to You

- 6.3 The CRA shall be included as an additional named insured under the Consultant's Commercial General Liability policy, and a waiver of subrogation against the CRA shall be included in all workers' compensation policies. Current valid insurance policies meeting the requirements herein shall be maintained during the term of the contract, and any extensions thereof. A current certificate of insurance issued not more than 30 calendar days prior to the Contractor's submission of its bid documents which demonstrates that the Contractor maintains the required coverages shall be submitted to the CRA as a prerequisite to the execution of the contract. All policies shall provide a 30 day notice of cancellation to the named insured. The Certificate of Insurance shall provide the following cancellation clause: "Should any of the above described policies be cancelled before the expiration date thereof, notice of such cancellation will be delivered in accordance with the policy provisions." It shall be the responsibility of the Contractor to ensure that all subcontractors are adequately insured or covered under their policies. The required insurance coverages shall be issued by an insurance company duly authorized and licensed to do business in the state of Florida with minimum qualifications in accordance with the latest edition of A.M. Best's Insurance Guide: Financial Stability: B+ to A+.

7.0 TERM

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

8.0 TERMINATION

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

9.0 NON-EXCLUSIVITY

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

10.0 OFFICE OF THE INSPECTOR GENERAL

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

11.0 RELATIONSHIP BETWEEN THE PARTIES

- 11.1 The Consultant is an independent contractor and is not an employee or agent of the Town. Nothing in this Agreement shall be interpreted to establish any relationship other than that of an independent contractor, between the CRA and the Consultant, its employees, agents, subcontractors, or assigns, during or after the performance of this Agreement. The Consultant is free to provide similar services for others.
- 11.2 The Consultant shall not assign, delegate, or otherwise transfer its rights and obligations as set forth in this Agreement without the prior written consent of the CRA. Any attempted assignment in violation of this provision shall be void.
- 11.3 The Consultant shall not pledge the CRA's credit or make the CRA a guarantor of payment or surety for any contract, debt, obligation, judgment, lien, or any form of indebtedness.

12. GENERAL PROVISIONS

- 12.1 Notwithstanding any provisions of this Agreement to the contrary, the parties shall not be held liable for any failure or delay in the performance of their respective obligations pursuant to this Agreement that arises from fires, floods, strikes,

embargoes, acts of the public enemy, unusually severe weather, outbreak of war, restraint of government, riots, civil commotion, force majeure, act of God, or for any other cause of the same character which is unavoidable through the exercise of due care and beyond the control of the parties. Failure to perform shall be excused during the continuance of such circumstances, but the CRA shall have the option of terminating this Agreement or electing to allow the Agreement to remain in effect.

- 12.2 The laws of the State of Florida shall govern all aspects of this Agreement. In the event it is necessary for either party to initiate legal action regarding this Agreement, venue shall be in the Fifteenth Judicial Circuit for claims under state law and in the Southern District of Florida for any claims which are justifiable in federal court.
- 12.3 In the event any provisions of this Agreement shall conflict, or appear to conflict, the Agreement, including all exhibits, attachments and all documents specifically incorporated by reference, shall be interpreted as a whole to resolve any inconsistency.
- 12.4 Failures or waivers to insist on strict performance of any covenant, condition, or provision of this Agreement by the parties, their successors and assigns shall not be deemed a waiver of any of its rights or remedies, nor shall it relieve the other party from performing any subsequent obligations strictly in accordance with the terms of this Agreement. No waiver shall be effective unless in writing and signed by the party against whom enforcement is sought. Such a waiver shall be limited to the provisions of this Agreement specifically referred to therein and shall be not deemed a waiver of any other provision. No waiver shall constitute a continuing waiver unless the writing states otherwise.
- 12.5 All words used herein in the singular form will extend to and include the plural. All words used in the plural form will extend to and include the singular. All words used in any gender will extend to and include all genders.
- 12.6 Should any term or provision of this Agreement be held, to any extent, invalid or unenforceable, as against any person, entity or circumstance during the term hereof, by force of any statute, law, or ruling of any forum of competent jurisdiction, such invalidity shall not affect any other term or provision of this Agreement, to the extent that the Agreement shall remain operable, enforceable and in full force and effect to the extent permitted by law.
- 12.7 This Agreement may be amended only with the written approval of the parties.
- 12.8 This Agreement states the entire understanding and Agreement between the parties and supersedes any and all written or oral representations, statements, negotiations, or Agreements previously existing between the parties with respect to the subject matter of this Agreement. The Consultant recognizes that any representations,

statements, or negotiations made by CRA staff do not suffice to legally bind the CRA in a contractual relationship unless they have been reduced to writing and signed by an authorized CRA representative. This Agreement shall inure to the benefit of and shall be binding upon the parties, their respective assigns, and successors in interest.

13.0 INVOICING AND PAYMENT

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

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

- 13.2 Invoices for fees or other compensation for services or expenses shall be submitted to the CRA in detail sufficient for a proper pre-audit and post-audit thereof. All invoices for services shall be accompanied by an appropriate invoice. This appropriate invoice shall include the work order number, the original value of the work order, the amount of work billed to date, the amount of the current invoice and the amount remaining for the work order.
- 13.3 Travel expenses shall only be paid on a reimbursement basis, and only when authorized by the CRA. The Consultant shall submit all documentation, including receipts in order to be entitled to reimbursement in accordance with Section 112.061, Florida Statutes.
- 13.4 Records of costs incurred under terms of this Agreement shall be maintained and made available upon request to the CRA at all times during the term of this Agreement and for three years after final payment for any of the workorders have been made. Copies of these records shall be promptly furnished to the CRA upon written request.
- 13.5 Records of costs incurred shall include the Consultant's general accounting records and the project records, together with supporting documents and records, of the Consultant and any approved Subconsultants performing work pursuant to a work order, and all other records of Consultant and approved Subconsultants considered necessary by the CRA for a proper audit of project costs.
- 13.6 The CRA shall pay the full amount of the invoice within 30 days of receipt, upon acceptance of the work by the CRA's assigned project manager.

14.0 GOVERNING LAW

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

15.0 ATTORNEY FEES

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

16.0 ENTIRE AGREEMENT

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

17.0 AMENDMENTS

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

18.0 SEVERABILITY

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

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

ATTEST:

By: 
Vivian Mendez, CRA Clerk



CRA OF LAKE PARK:

By: 
Roger Michaud, Chair

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY,

By: 
Thomas J. Baird, CRA Attorney

CONTRACTOR

By: 
Christopher Brown, Principal



REINVENTING YOUR CITY

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

TASK 2. AGENCY BRANDING:

In Task 1, Marketing Plan Development, RMA evaluated the current agency branding/logo with CRA staff and proposes for Task 2 the development of a Downtown Lake Park logo and brand standards guide ("Downtown Brand Development") to position the Downtown area for continued growth through consistent visual representation. The Downtown Brand Development will also reflect the mission and goals of the Lake Park CRA and will complement the existing City and CRA logos.

RMA will utilize insights gained during engagement meetings and research findings completed during Task 1 to prepare a minimum of three (3) Downtown logo options for staff review. Upon adoption of a new logo, RMA will prepare a brand standards guide, inclusive of logo usage, fonts, color palette, photography style, sample messaging and key words and phrases for positioning Downtown Lake Park through consistent and cohesive branding and communication strategies. This logo will be used within the implementation strategies outlined in the CRA Marketing Plan.

Hourly Rates will apply for any public engagement meetings, focus group meetings, and CRA Board presentations to adopt the new logo, collateral development, and other implementation strategies related to the CRA Brand, as requested by the Lake Park CRA.

2.1. Project Overview

The objective of this project is to develop a comprehensive branding strategy for the downtown area (defined as Park Avenue and 10th Street in the CRA boundary) to enhance its identity, attract visitors and investors, and support local businesses.

2.2. Project Goals

- Establish a unique and cohesive brand identity for Downtown Lake Park.
- Increase foot traffic and visitation.
- Support local businesses and promote economic growth.
- Foster a sense of community and pride among business owners and residents.

2.3. Key Actions and Timeline*

- **Brand Audit and Market Research:** Completed during Task 1. Findings will form the basis of the development of the brand strategy.
 - Weeks 1-2
- **Brand Strategy:** Develop a brand positioning statement, brand values, and key messaging. Includes up to two (2) rounds of revisions.
 - Weeks 2-4
- **Visual Identity:** Create a minimum of three (3) logo options, color palette, typography, and other visual elements such as photography style. Includes up to two (2) rounds of revisions on two (2) logo options.
 - Weeks 2-8
- **Brand Guidelines:** Compile a comprehensive brand guidelines document upon selection of final logo design. Includes up to two (2) rounds of revisions.
 - Weeks 8-12

*Timeline is estimated and may be adjusted based on client availability and meeting / approval schedules.

DELIVERABLES

Downtown Lake Park logo and brand standards guide, inclusive of logo usage, fonts, color palette, photography style, sample messaging and key words and phrases.

COMPENSATION

Task 2. Downtown Brand Development.....\$14,435

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

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

EXHIBIT A



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

Task 1 – Marketing Plan Development

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

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

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

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

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

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

Page 2 of 4

Meetings Included in Task 1.1:

- One (1) virtual kick-off planning meeting

Outcomes/Deliverables:

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

Timeline*: Weeks 1 to 3

Task 1.2 – Situation Analysis (Research)

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

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

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

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

Outcomes/Deliverables:

- Situation Analysis Section of the SMP

Timeline*: Weeks 2 to 12

Task 1.3 – Stakeholder Engagement: On-Site Visit, Meetings & Stakeholder Participation, Surveys

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

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

Meetings Included in Task 1.3:

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

Outcomes/Deliverables:

- Stakeholder response analysis (sets baseline for future surveys)

Timeline*: Weeks 4 to 8

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

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

Outcomes/Deliverables:

- Marketing/Communications Action Plan and Implementation Matrix

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

Timeline*: Weeks 12 to 16

Task 2. Agency Branding

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

Page 4 of 4

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

Task 3. Marketing/Communications Implementation Support Services

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

COMPENSATION

Task 1. Marketing Plan Development: Lump Sum Fee \$45,000

Task 2. Agency Branding.....Fee to be Negotiated Upon Completion of Task 1

Task 3.Hourly/Rates Included below

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

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

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

RMA HOURLY RATE SCHEDULE

PROFESSIONAL SERVICE	HOURLY RATE	PROFESSIONAL SERVICE	HOURLY RATE
ECONOMIC DEVELOPMENT		URBAN DESIGN & PLANNING	
Economic Development Assistant	\$95.00	GIS/CAD Operator	\$125.00
Economic Development Coordinator	\$135.00	Landscape Architect I	\$135.00
Economic Development Manager	\$175.00	Landscape Architect II	\$150.00
Economic Development Marketing Analyst	\$165.00	Landscape Architect III	\$160.00
Director - Economic Development	\$205.00	Sr. Landscape Architect	\$195.00
REAL ESTATE		Planning Assistant	\$110.00
Real Estate Research Assistant	\$95.00	Planner I	\$125.00
Sales Associate	\$110.00	Planner II	\$135.00
Sr. Broker	\$195.00	Sr. Planner	\$160.00
Director - Real Estate	\$205.00	Urban Design Assistant	\$115.00
BUSINESS ATTRACTION & MARKETING		Urban Designer I	\$125.00
Graphic Designer	\$105.00	Urban Designer II	\$135.00
Creative Director	\$175.00	Sr. Urban Designer	\$160.00
Director of Digital Solutions	\$175.00	Director-Urban Design & Planning	\$205.00
Photographer/Videographer	\$175.00	CONSTRUCTION	
Marketing Assistant	\$95.00	Construction Inspector	\$105.00
Marketing Coordinator	\$135.00	Construction Manager	\$155.00
Marketing Manager	\$165.00	Construction Director	\$205.00
Sr. Marketing Manager	\$175.00	ENGINEERING	
Tourism Specialist	\$185.00	Engineer	\$105.00
Director - Business Attraction & Marketing	\$205.00	Engineer I	\$135.00
Marketing Services Blended Rate	\$159.00	Engineer II	\$160.00
PROJECT MANAGEMENT		Sr. Engineer	\$205.00
Project Coordinator	\$120.00	RMA INTERNAL	
Project Manager I	\$150.00	Bookkeeper	\$100.00
Project Manager II	\$170.00	Business Development Coordinator	\$100.00
Sr. Project Manager	\$195.00	Budget & Operations Analyst	\$125.00
GOVERNMENT MANAGEMENT & ADMIN		Finance	\$170.00
Administrative Assistant	\$90.00	Controller	\$180.00
CRA Clerk	\$90.00	Director of Administration	\$195.00
Sr. Admin Assistant	\$115.00	Director of Operations	\$205.00
Sr. Redevelopment Associate	\$205.00		
Managing Director	\$215.00		
Principal	\$325.00		

RESOLUTION NO. 47-07-24

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

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

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

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

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

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

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

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

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

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

Section 2. The CRA Board hereby authorizes and directs the Board Chair and the Executive Director to execute the contract with Redevelopment Management Associates (RMA) for the provision of PR and Marketing Services, a copy of which is attached hereto and incorporated herein as Exhibit A.

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

The foregoing Resolution was offered by Vice - Chair Glas - Castro who moved its adoption. The motion was seconded by Commissioner Taylor and upon being put to a roll call vote, the vote was as follows:

	AYE	NAY
CHAIR ROGER D. MICHAUD	<u>/</u>	<u> </u>
VICE-CHAIR KIMBERLY GLAS-CASTRO	<u>/</u>	<u> </u>
BOARD MEMBER MICHAEL HENSLEY	<u>/</u>	<u> </u>
BOARD MEMBER CARMEN RODRIGUEZ	<u>Absent</u>	<u> </u>
VACANT	<u> </u>	<u> </u>
BOARD MEMBER MARY BETH TAYLOR	<u>/</u>	<u> </u>
BOARD MEMBER JUDITH E. THOMAS	<u>Absent</u>	<u> </u>

The Community Redevelopment Agency thereupon declared the foregoing Resolution 47-07-24 duly passed and adopted this 17 day of July, 2024.

TOWN OF LAKE PARK, FLORIDA

BY: Roger D. Michaud
ROGER D. MICHAUD
CHAIR

ATTEST:

Vivian Mendez
VIVIAN MENDEZ
AGENCY CLERK



Approved as to form and legal sufficiency:

BY: Thomas J. Baird
THOMAS J. BAIRD
AGENCY ATTORNEY

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT TO PROVIDE PUBLIC RELATIONS & MARKETING SERVICES (Agreement) is made and entered into this 17th day of July, 2024, by and between the Town of Lake Park Community Redevelopment Agency, 535 Park Avenue, Lake Park, Florida, 33403 ("CRA") and Redevelopment Management Associates (RMA) whose address is 2302 E. Atlantic Blvd., Pompano Beach, FL 33062 ("RMA" or "Consultant"), (collectively the Parties).

WITNESSETH THAT:

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

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

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

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

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

1.0 SCOPE OF SERVICES:

SEE EXHIBIT A attached hereto and made a part hereof.

2.0 COMPENSATION

Compensation for the scope of services is as follows:

2.1 Marketing Plan Creation: \$45,000

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

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

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

2.3 Marketing Plan Implementation:

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

3.0 NOTICES

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

As to the CRA:

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

As to RMA:

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

4.0 PUBLIC RECORDS

4.1 With respect to public records, the Contactor/ Vendor is required to:

#.1 Keep and maintain public records required by the Town to perform the

service.

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

5.0 EQUAL OPPORTUNITY/MBE PARTICIPATION

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

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

6.0 INDEMNIFICATION, INSURANCE, AND LICENSE REQUIREMENTS

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

- 6.1 Workers' compensation insurance for all employees of the Consultant for statutory limits in compliance with applicable state and federal laws. Notwithstanding the number of employees or any other statutory provisions to the contrary, coverage shall extend to all employees of the Consultant.

- 6.2 The Consultant shall maintain a Commercial General Liability Policy on an Occurrence Form with the following limits:

\$1,000,000.00 Each occurrence (Bodily Injury and Property Damage)

\$1,000,000.00 Products/Completed Operations Aggregate

\$5,000,000.00 General Aggregate

\$1,000,000.00 Personal and Advertising Injury

\$500,000.00 Damage to Premises Rented to You

- 6.3 The CRA shall be included as an additional named insured under the Consultant's Commercial General Liability policy, and a waiver of subrogation against the CRA shall be included in all workers' compensation policies. Current valid insurance policies meeting the requirements herein shall be maintained during the term of the contract, and any extensions thereof. A current certificate of insurance issued not more than 30 calendar days prior to the Contractor's submission of its bid documents which demonstrates that the Contractor maintains the required coverages shall be submitted to the CRA as a prerequisite to the execution of the contract. All policies shall provide a 30 day notice of cancellation to the named insured. The Certificate of Insurance shall provide the following cancellation clause: "Should any of the above described policies be cancelled before the expiration date thereof, notice of such cancellation will be delivered in accordance with the policy provisions." It shall be the responsibility of the Contractor to ensure that all subcontractors are adequately insured or covered under their policies. The required insurance coverages shall be issued by an insurance company duly authorized and licensed to do business in the state of Florida with minimum qualifications in accordance with the latest edition of A.M. Best's Insurance Guide: Financial Stability: B+ to A+.

7.0 TERM

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

8.0 TERMINATION

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

9.0 NON-EXCLUSIVITY

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

10.0 OFFICE OF THE INSPECTOR GENERAL

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

11.0 RELATIONSHIP BETWEEN THE PARTIES

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

consent of the CRA. Any attempted assignment in violation of this provision shall be void.

- 11.3 The Consultant shall not pledge the CRA's credit or make the CRA a guarantor of payment or surety for any contract, debt, obligation, judgment, lien, or any form of indebtedness.

12. GENERAL PROVISIONS

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

singular. All words used in any gender will extend to and include all genders.

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

13.0 INVOICING AND PAYMENT

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

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

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

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

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

14.0 GOVERNING LAW

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

15.0 ATTORNEY FEES

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

16.0 ENTIRE AGREEMENT

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

17.0 AMENDMENTS

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

18.0. SEVERABILITY

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

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

ATTEST:

By: Vivian Mendez
Vivian Mendez, CRA Clerk



CRA OF LAKE PARK:

By: Roger Michaud
Roger Michaud, Chair

**APPROVED AS TO FORM AND
LEGAL SUFFICIENCY**

By: Thomas J. Baird
Thomas J. Baird, CRA Attorney

CONTRACTOR

By: _____
Christopher Brown, Principal

#5629775 v1 26508-00003

EXHIBIT A



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

Task 1 – Marketing Plan Development

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

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

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

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

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

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

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Meetings Included in Task 1.1:

- One (1) virtual kick-off planning meeting

Outcomes/Deliverables:

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

Timeline*: Weeks 1 to 3

Task 1.2 – Situation Analysis (Research)

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

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

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

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

Outcomes/Deliverables:

- Situation Analysis Section of the SMP

Timeline*: Weeks 2 to 12

Task 1.3 – Stakeholder Engagement: On-Site Visit, Meetings & Stakeholder Participation Surveys

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

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

Meetings Included in Task 1.3:

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

Outcomes/Deliverables:

- Stakeholder response analysis (sets baseline for future surveys)

Timeline*: Weeks 4 to 8

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

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

Outcomes/Deliverables:

- Marketing/Communications Action Plan and Implementation Matrix

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

Timeline*: Weeks 12 to 16

Task 2. Agency Branding

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

Page 4 of 4

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

Task 3. Marketing/Communications Implementation Support Services

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

COMPENSATION

Task 1. Marketing Plan Development: Lump Sum Fee \$45,000

Task 2. Agency Branding.....Fee to be Negotiated Upon Completion of Task 1

Task 3.Hourly/Rates Included below

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

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

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

RMA HOURLY RATE SCHEDULE

PROFESSIONAL SERVICE	HOURLY RATE
ECONOMIC DEVELOPMENT	
Economic Development Assistant	\$95.00
Economic Development Coordinator	\$135.00
Economic Development Manager	\$175.00
Economic Development Marketing Analyst	\$165.00
Director - Economic Development	\$205.00
REAL ESTATE	
Real Estate Research Assistant	\$95.00
Sales Associate	\$110.00
Sr. Broker	\$195.00
Director - Real Estate	\$205.00
BUSINESS ATTRACTION & MARKETING	
Graphic Designer	\$105.00
Creative Director	\$175.00
Director of Digital Solutions	\$175.00
Photographer/Videographer	\$175.00
Marketing Assistant	\$95.00
Marketing Coordinator	\$135.00
Marketing Manager	\$165.00
Sr. Marketing Manager	\$175.00
Tourism Specialist	\$185.00
Director - Business Attraction & Marketing	\$205.00
Marketing Services Blended Rate	\$159.00
PROJECT MANAGEMENT	
Project Coordinator	\$120.00
Project Manager I	\$150.00
Project Manager II	\$170.00
Sr. Project Manager	\$195.00
GOVERNMENT MANAGEMENT & ADMIN	
Administrative Assistant	\$90.00
CRA Clerk	\$90.00
Sr. Admin Assistant	\$115.00
Sr. Redevelopment Associate	\$205.00
Managing Director	\$215.00
Principal	\$325.00

PROFESSIONAL SERVICE	HOURLY RATE
URBAN DESIGN & PLANNING	
GIS/CAD Operator	\$125.00
Landscape Architect I	\$135.00
Landscape Architect II	\$150.00
Landscape Architect III	\$160.00
Sr. Landscape Architect	\$195.00
Planning Assistant	\$110.00
Planner I	\$125.00
Planner II	\$135.00
Sr. Planner	\$160.00
Urban Design Assistant	\$115.00
Urban Designer I	\$125.00
Urban Designer II	\$135.00
Sr. Urban Designer	\$160.00
Director-Urban Design & Planning	\$205.00
CONSTRUCTION	
Construction Inspector	\$105.00
Construction Manager	\$155.00
Construction Director	\$205.00
ENGINEERING	
Engineer	\$105.00
Engineer I	\$135.00
Engineer II	\$160.00
Sr. Engineer	\$205.00
RMA INTERNAL	
Bookkeeper	\$100.00
Business Development Coordinator	\$100.00
Budget & Operations Analyst	\$125.00
Finance	\$170.00
Controller	\$180.00
Director of Administration	\$195.00
Director of Operations	\$205.00

“A brand is a singular idea or concept that you own inside the mind of a prospect.”

Al Reis

Al Reis coined the term **"positioning"**, as related to the field of marketing, and authored *Positioning: The Battle For Your Mind*, an industry standard on the subject.

Downtown Lake Park Branding Initiative – Project Overview

- **Purpose**
 - Support economic development
 - Strengthen identity
 - Position Downtown as a recognizable destination
- **Why Branding Matters**
 - A strong brand helps shape perception
 - Ensure that when people think of Downtown Lake Park, they immediately associate it with a **vibrant, artistic, vintage/historic destination**.
- **Strategic Foundation**
 - Implementation action from the **2024 Lake Park CRA Strategic Marketing Plan**
 - Supports the **CRA Master Plan goals** for economic development, placemaking, and business attraction.

Project Scope

- A **Downtown Lake Park logo** (complimentary to City and CRA logos)
- A **brand positioning strategy**
- A **visual identity system** (colors, typography, design elements)
- A **Brand Standards Guide** for consistent use across marketing, signage, events, and communications

Where We Are in the Process

- Brand research and market analysis completed
- Three logo concepts developed
- Business/property owners and CRA Board members are now helping **narrow the selection to two concepts**



- ***Downtown Lake Park Brand Promise Option 1***

“Downtown Lake Park promises an authentic experience where creativity, community, and connection thrive. We bring together art, culture, and vintage small-town warmth to offer a vibrant destination that celebrates local spirit and invites everyone to feel at home.”

- ***Downtown Lake Park Brand Promise Option 2***

“Downtown Lake Park promises a place where authentic character meets creative energy. Anchored in vintage charm and a proud artistic spirit, our downtown invites makers, dreamers, and doers to connect, create, cultivate opportunity, and thrive. We celebrate our originality and offer a walkable urban district alive with art, music, local flavor, and a welcoming sense of belonging.”

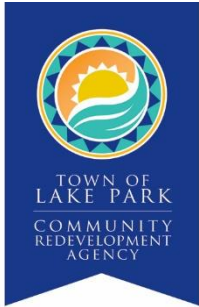
Next Steps

- Refine the top two logo concepts
- Select final logo (CRA Board)
- Develop full brand applications and guidelines

Anticipated Outcome

Adoption of a **unified Downtown Lake Park brand** that will:

- Increase awareness of Downtown Lake Park
- Support local businesses and events
- Strengthen marketing and positioning efforts
- Create a consistent visual identity for signage, banners, digital media, and promotions



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: 8/19/2026
Originating Department: CRA
Agenda Title: Discussion & Direction - Potential Acquisition of Downtown Lake Park Properties - 801 Park Avenue and 810 Park Avenue
Agenda Category: (i.e., Consent, New Business, etc.) New Business
Approved by Town Manager: _____ **Date:** _____

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

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

Attachments: _____

Please initial one:

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

Summary Explanation/Background:

In an effort to continue to meet the goals and objectives within the Lake Park Community Redevelopment Agency's (CRA) Redevelopment Plan, staff is requesting direction from the CRA Board in moving forward in evaluating various strategic opportunities to acquire properties that may contribute to the revitalization of the Downtown Lake Park CRA District.

Specifically, CRA Redevelopment Plan Strategy 5B – Use of Powers of Borrowing, Land Acquisition, and Disposition to Further CRA Goals and Initiatives recognizes the CRA's ability to utilize property acquisition and disposition tools to advance redevelopment objectives, encourage investment, support catalyst projects, and facilitate the continued improvement of the CRA District.

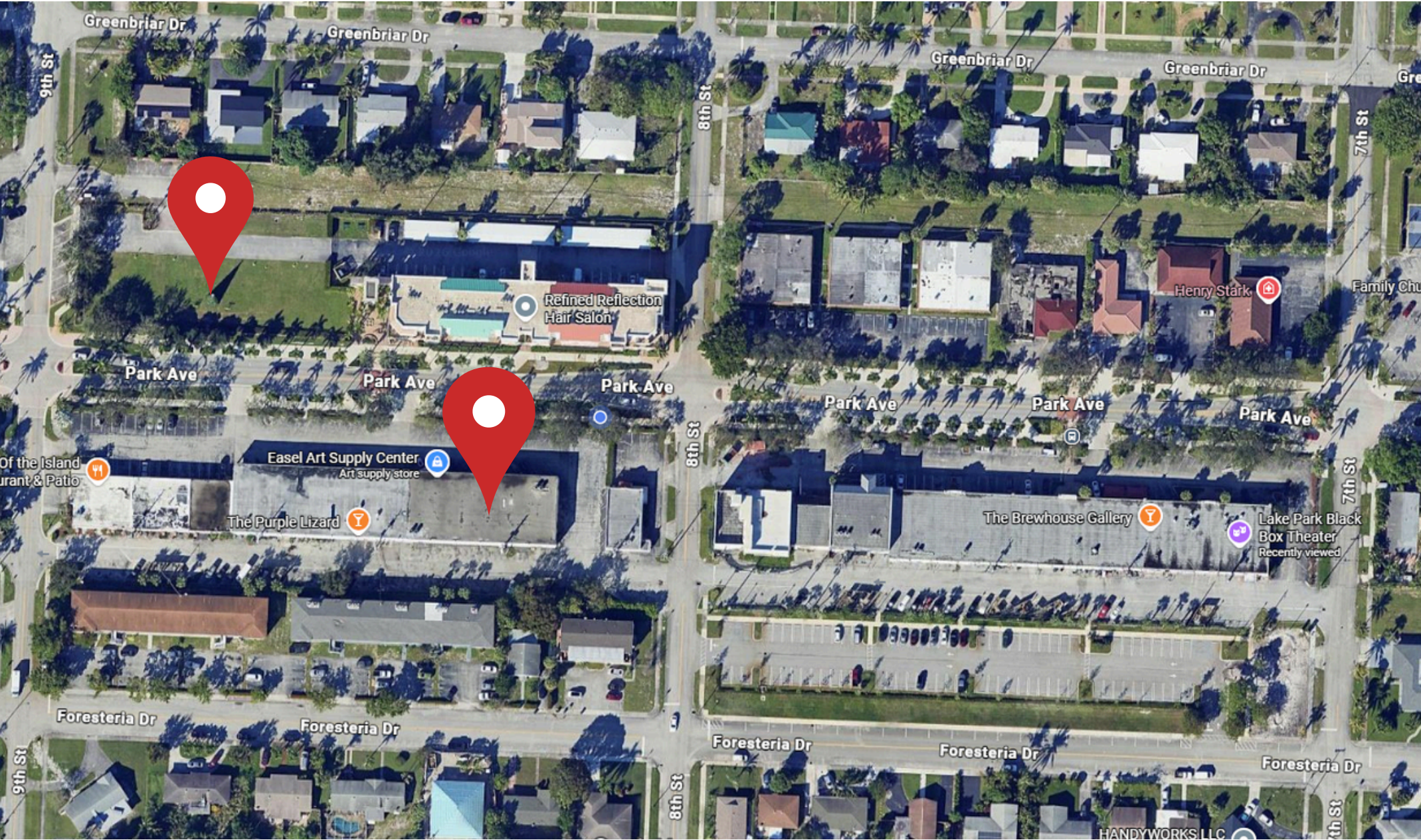
Consistent with this strategy, two (2) properties [801 Park Avenue (Town Green) and 810 Park Avenue (Easel Art Store)] within the downtown core may be available to be purchased by the CRA to support this strategy and would be expected to contribute to activation of the district as well as enhance downtown connectivity, encouraging private investment and creating opportunities for future public/private partnerships.

At this time, no negotiations, purchase agreements, or financial commitments have been made regarding either property. Staff is seeking direction from the CRA Board regarding whether to proceed with the (very preliminary) next steps to evaluate the feasibility of the potential acquisitions.

If directed to proceed, the next steps may include obtaining independent property appraisals, conducting financial and redevelopment feasibility analyses, identifying potential financial payment options (i.e., bond, long-term loan, etc.), reviewing potential future uses and engaging in preliminary discussions with property owners.

Recommended Motion:

The Town Commission discuss and provide direction on the evaluation and potential acquisition of various Downtown Lake Park Properties - 801 Park Avenue (Town Green) and 810 Park Avenue (Easel Art Store).



810 Park Ave
Lake Park, FL 33403

Sale Price
\$ 2,400,000

Introducing 810 Park Ave, Lake Park, FL, a prime opportunity for the savvy Office/Office Building investor. This 8,931 SF building, built in 1967, offers flexible space designed to meet the needs of modern business operations. Zoned PADD, this property presents a wealth of possibilities for a discerning investor seeking a strategically located asset. With a single unit, this property provides a compelling opportunity for value-added improvements and customization. Seize the chance to elevate your investment portfolio with this promising property in the vibrant Lake Park area.



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Property Description

Introducing 810 Park Ave, Lake Park, FL, a prime opportunity for the savvy Office/Office Building investor. This 8,931 SF building, built in 1967, offers flexible space designed to meet the needs of modern business operations. Zoned PADD, this property presents a wealth of possibilities for a discerning investor seeking a strategically located asset. With a single unit, this property provides a compelling opportunity for value-added improvements and customization. Seize the chance to elevate your investment portfolio with this promising property in the vibrant Lake Park area.

Property Highlights

- 8,931 SF building

Offering Summary

Sale Price:	\$2,400,000
Number of Units:	1
Lot Size:	24,994 SF
Building Size:	8,931 SF

Demographics	0.3 Miles	0.5 Miles	1 Mile
Total Households	557	1,362	5,993
Total Population	1,715	4,184	16,092
Average HH Income	\$81,398	\$82,333	\$80,882



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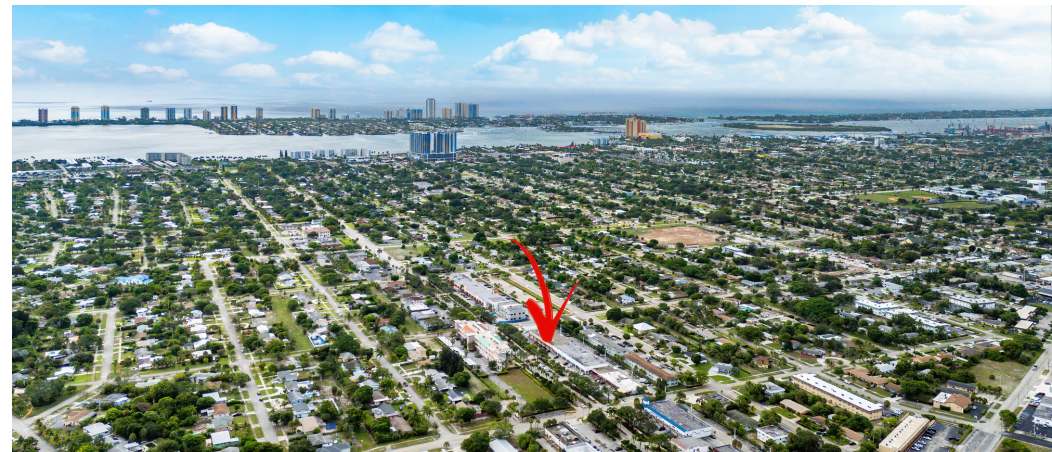
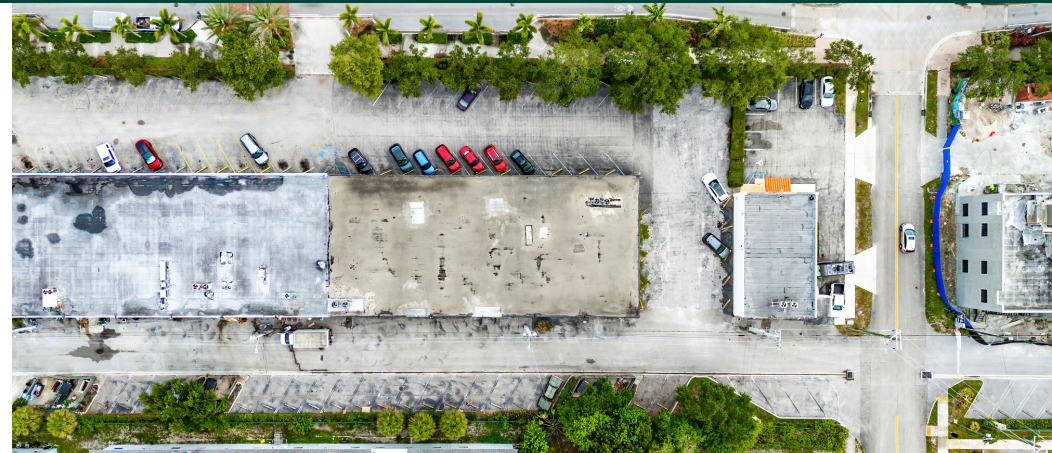


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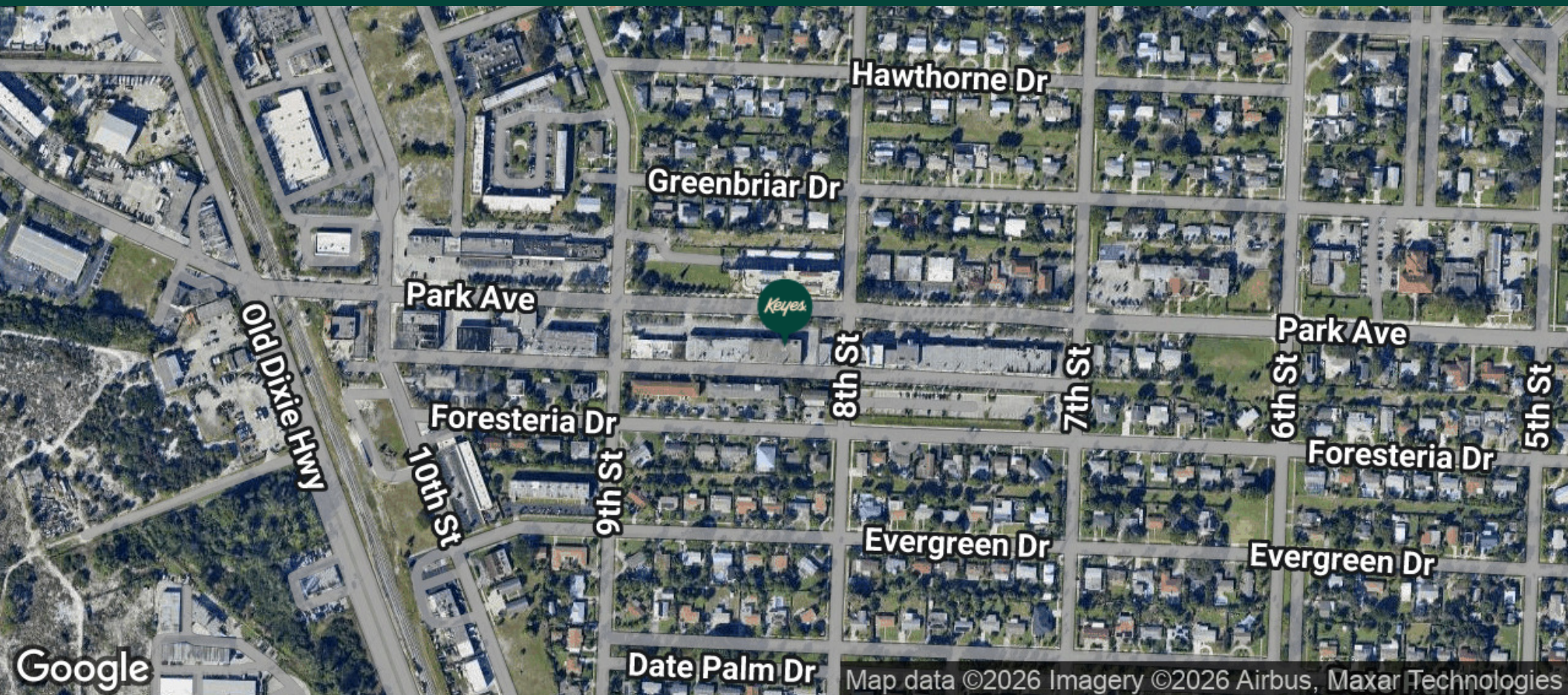


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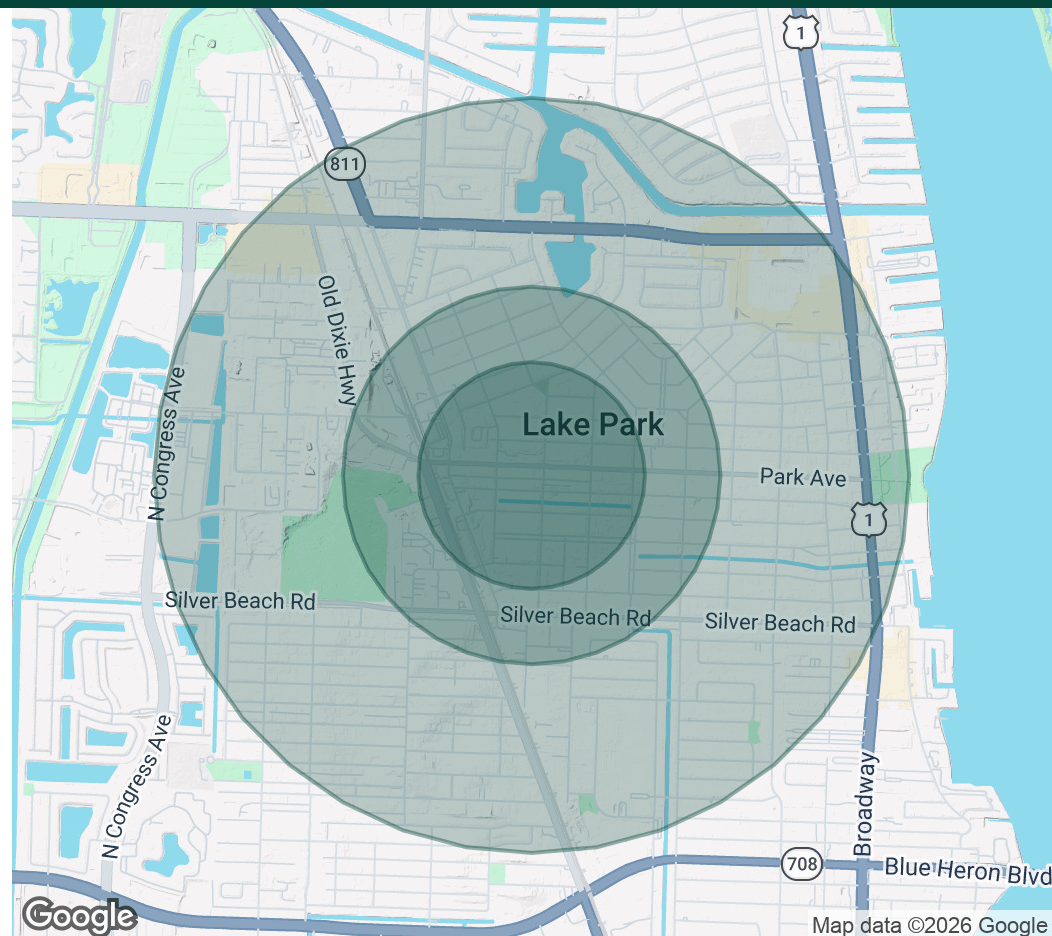
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Demographics Map & Report

Population	0.3 Miles	0.5 Miles	1 Mile
Total Population	1,715	4,184	16,092
Average Age	39	38	40
Average Age (Male)	38	38	39
Average Age (Female)	39	39	40

Households & Income	0.3 Miles	0.5 Miles	1 Mile
Total Households	557	1,362	5,993
# of Persons per HH	3.1	3.1	2.7
Average HH Income	\$81,398	\$82,333	\$80,882
Average House Value	\$576,976	\$518,367	\$397,848

2020 American Community Survey (ACS)



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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

