

REQUEST FOR LETTERS OF INTEREST

LAKE PARK COMMUNITY REDEVELOPMENT AGENCY

SOLICITATION BY THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY FOR LETTERS OF INTEREST FOR THE IMPLEMENTATION OF A MARKETING PLAN FOR THE COMMUNITY REDEVELOPMENT AGENCY NO. 111-2018

The Lake Park Community Redevelopment Agency (“CRA”) is seeing interested parties to provide letters of interest for the purpose of implementing a marketing plan for the CRA.

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

In June of 2018, the Treasure Coast Regional Planning Council provided to the CRA a Market Study and Branding Report, which can be accessed electronically at the following link: [CRA Market Study and Branding Report](#). The purpose of such report was to conduct a market analysis and develop strategies for the marketing the CRA in order to attract millennials into the CRA area, especially the downtown area, and to help attract businesses into the downtown area and help fill vacant commercial properties.

The purpose of this Request for Letters of Interest (“RFLI”) is to invite interested business parties to indicate their interest in providing professional services to the CRA in implementing the marketing strategies recommended by the TCRPC in the CRA Market Study and Branding Report. Responses to this RFLI must include measurable deliverables as well as a timetable for implementation of such marketing strategies.

Interested parties must provide information indicating that they are qualified to perform the requested services which must include brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among business staff, etc.)

Successful respondents will be selected in accordance with the purchasing policy of the Town of Lake Park, Florida.

SUBMITTING LETTERS OF INTEREST

ALL LETTERS OF INTEREST MUST BE SUBMITTED WITH AN ORIGINAL SIGNED IN BLUE INK AND MARKED “ORIGINAL” AND THREE (3) COPIES IN SEALED ENVELOPES/PACKAGES TO THE FOLLOWING ADDRESS:

Town of Lake Park

Office of the Town Clerk, Town of Lake Park

Lake Park Town Hall

535 Park Avenue

Lake Park, Florida 33403

ENVELOPES MUST BE PLAINLY MARKED ON THE OUTSIDE OF THE ENVELOPE OR PACKAGE AS FOLLOWS:

“LETTER OF INTEREST FOR THE IMPLEMENTATION OF A MARKETING PLAN FOR THE COMMUNITY REDEVELOPMENT AGENCY REQUEST FOR LETTERS OF INTEREST NO. 111-2018.”

Sealed Letters of Interest must be received on or before 10:00 a.m. Eastern Time on December 14, 2018, at which time all Letters of Interest will be publicly opened and read in the Commission Chamber of the Lake Park Town Hall. Letters of Interest received after this time shall be returned unopened. Receipt of a Letter of Interest by any Town office, receptionist, or personnel, other than the Office of the Town Clerk shall not constitute “submittal” as required by this solicitation. The Town Clerk’s time stamp shall be conclusive as to the timeliness of each submittal.

PLEASE NOTE THAT LETTERS OF INTEREST SHALL NOT BE ACCEPTED BY FAX OR BY EMAIL.