

## Lake Park Community Redevelopment Agency (CRA) Fiscal Year 2025 Goals and Objectives

Goal	Objective	Performance Measure	Goal Met?	Details
<b>Economic Development</b>				
	<b>1. Establish one clear identity within CRA</b>			
		1. CRA will undergo and complete a District Branding in FY2025		
		2. Install monument sign at newly completed Centennial Memorial Park		
	<b>2. Retain and expand target industries</b>			
		1. Add 2-3 targeted businesses to Downtown (local restaurant, creators, theater, brewery/distillery, marine)		
	<b>3. Utilize code enforcement and community policing to reduce real and perceived safety issues</b>			
		1. Work with code officer to help establish a baseline number of annual code issues within CRA		
		2. Meet quarterly with Community officer to obtain reporting of activities in CRA to establish baseline measurement to improve upon		
	<b>4. Support small businesses and entrepreneurs</b>			
		1. Add project/marketing coordinator to continue to enhance relationships with business community		
		2. Provide Grand Opening Assistance and a ribbon cutting for new businesses opened in CRA		
		3. Incentivize at least four (4) property or business owners to support the growth of small and local businesses		
	<b>5. Expand promotional efforts to grow awareness of Lake Park</b>			
		1. Work with property owner to support the replacement and enhancement of mural at 700 park		
		2. Support at least four (4) ongoing events within Lake Park to disseminate information about the CRA		
		3. Update CRA Website with additional information on incentives and ongoing projects within the CRA		
<b>Housing and Residential Life</b>				
	<b>1. Establish a healthy and sustainable housing mix</b>			
		1. Approach at least four (4) homeowners to complete Paint, Plant and Pave incentives to improve exterior property within the CRA		
		2. Work with property owners along Park Ave and 10th Street to move through the approval process to begin construction on at least one(1) mixed-use residential project in Downtown		
	<b>2. Improve the quality of life within Lake Park</b>			
		1. Complete conceptual design of Aquatic/Community Center in Bert Bostrom Park by working with a designer and the community		
		2. Complete electrical upgrades and add permanent sound on Park Avenue		

Goal	Objective	Performance Measure	Goal Met?	Details
<b>Public Improvements/Infrastructure</b>				
	<b>1. Enhance CRA visibility</b>			
	1.	Create program to establish art throughout the CRA and commission one to two(1-2) pieces of art		
	2.	Design and install banners for the promotion of Downtown Lake Park		
	<b>2. Improve walkability and safety</b>			
	1.	Add LED lighting in locations throughout the CRA		
	2.	Replace up to \$100,000 worth of damaged sidewalks to enhance connectivity		
	<b>3. Improve aesthetics throughout CRA</b>			
	1.	Target ten (10) property owners to offer inventive programs and target indirectly via the CRA Website		
	<b>4. Partner with businesses/parking lot aesthetics</b>			
	1.	Issue one- two (1-2) incentives to improve parking lots on Park Avenue		
<b>Transportation/Transit/Parking</b>				
	<b>1. Encourage safe, convenient, efficient modes of alternative transportation/transit</b>			
	1.	Finalize massing and economic analysis of future train station site and create timeline for disposal		
	<b>2. Create safe efficient parking to support businesses</b>			
	1.	Finish design of additional parking to be located within the alleyways on the 700 and 800 blocks of Park Avenue N		
<b>Redevelopment Support</b>				
	<b>1. Encourage and support sound, redevelopment friendly land use regulations</b>			
	1.	Support Community Development Department in re-writing current land use regulations to support CRA Goals		
	<b>2. Use the powers of borrowing to support redevelopment efforts</b>			
	1.	Issue CRA revenue Bond to support capital projects within the CRA		
	<b>3. Use powers of land acquisition/disposition to further CRA goals</b>			
	1.	Solicit Real Estate Professional to assist with exploring key properties for acquisition (10 Properties)		
	<b>4. Provide sufficient CRA resources and talent</b>			
	1.	Hire a full-time project and marketing coordinator to assist with implementing CRA Redevelopment goals		