



FY 2024-2025 Goals & Objectives

(Florida Statute § 189.062, in compliance with HB7013)

The Vision for the Lake Wales CRA is to become a vibrant cultural and economic hub that honors its historic roots, fosters safe neighborhoods, promotes lifelong learning, and preserves natural resource. Our strategy is to grow local businesses, create jobs, and encourage high-quality in-fill development for both residential and non-residential spaces.

Goal 1: Activate Downtown Lake Wales

Objectives:

- Expand streetscape enhancements to create a botanical-rich environment (i.e. Park Avenue, Market Plaza).
- Support Walesbilt Hotel development through various incentives.
- Support local businesses through incentive programs (i.e. Restaurant/Food-Related Incentive Program, Historic Restoration Facade Program, etc.).

Performance Measures – Track streetscape linear feet, track attendance (via Placer AI), and track incentive applications.

Goal 2: Improve Connectivity and Mobility

Objectives:

- Establish Lake Wales as a pedestrian and bicycle-friendly city with dedicated trails connecting key community assets (i.e. Downtown, Lake Wailes Park, Depot Museum, Bok Tower).
- Upgrade sidewalks and ADA features in neighborhoods to enhance pedestrian safety.
- Implement RAISE Grant-funded projects, including road diets, cycle tracks, and enhanced streetscapes (i.e. 1st Street, Central Avenue, Lincoln Avenue, and A Street).

Performance Measures – Track trail linear feet and track installed street features.

Goal 3: Support Quality Housing

Objectives:

- Expand programs like the Legacy Housing Rehabilitation Program to assist seniors.
- Create a Code Enforcement Program that assists vulnerable homeowners with violations.
- Create programs that create economic diversity in all CRA areas.

Performance Measures – Track program applications, track code enforcement violation rates, and track program funding.