



# HISTORIC TOWN OF EATONVILLE, FLORIDA

## REGULAR CRA MEETING

### JUNE 20, 2024, AT 06:30 PM

### Cover Sheet

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**\*\*NOTE\*\*** Please do not change the formatting of this document (font style, size, paragraph spacing etc.)

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**ITEM TITLE:** Presentation of Business of the Month - 4 Rivers Smokehouse Catering (Administration)

**COMMUNITY REDEVELOPMENT ACTION:**

<b>CRA DECISION</b>		<b>Department:</b> ADMINISTRATION
<b>CONSENT AGENDA</b>		<b>Exhibits:</b> <ul style="list-style-type: none"><li>Business of the Month Award</li></ul>
<b>NEW BUSINESS</b>		
<b>ADMINISTRATIVE</b>	YES	
<b>CRA DISCUSSION</b>		

**REQUEST:** CRA Chair presents 4 Rivers Smokehouse Catering with the March Business of the Month Certificate. Resolution CRA-R-2024- 1 Authorized the Business of the Month Program.

**SUMMARY:** TOECRA Business of the Month program is aimed at recognizing local businesses in our community who provide an invaluable contribution to our community and residents. The program is intended for businesses in the service, commercial, or retail industry who directly provide a service or goods to residents and visitors. Through use of the Town’s social media platforms and other community engagement opportunities (i.e.- monthly newsletter), businesses who participate in the program will receive the benefits of direct outreach and marketing.

4 Rivers Smokehouse began with the launch of the “Barbecue Ministry” in 2004 when John Rivers hosted a cookout fundraiser to support a local family whose young daughter was battling cancer. This one event resulted in a passion for supporting local schools, churches, and charitable organizations, and a few years later, smoking thousands of pounds of meat out of a garage just would not cut it anymore. After trials, tribulations, and a whole lot of burnt ends, we finally flipped that “Hot Brisket Now” sign on in October of 2009. Within the first hour, a line had formed out the door...and then around the corner. Today, they have several locations across the state of Florida, with plans for continued expansion and more than 1,000 amazing folks on our 4 Rivers team. Most importantly, the Barbecue Ministry remains the foundation and focus, and will continue until the cows come home.

**RECOMMENDATION:** None.

**FISCAL & EFFICIENCY DATA:** None.