

RESOLUTION #CRA-R-2024-1

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE TOWN OF EATONVILLE COMMUNITY REDEVELOPMENT AGENCY (TOECRA), EATONVILLE, FLORIDA, BOARD OF DIRECTORS APPROVING A BUSINESS OF THE MONTH PROGRAM AND AUTHORIZING THE TOECRA EXECUTIVE DIRECTOR TO SPEND UP TO \$1,000 PROVIDING FOR CONFLICTS, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, the members of the governing body and two (2) additional members from the taxing authorities serve as Directors of the Agency; and

WHEREAS, such members constitute the head of a legal entity, separate, distinct, and independent from the governing board of the County and Municipality; and

WHEREAS, the TOECRA Board of Directors do hereby desire to Approve a Business of the Month Program and authorize the TOECRA Executive Director to purchase items needed for the program not to exceed \$1,000.

NOW THEREFORE BE IT RESOLVED BY THE TOWN OF EATONVILLE COMMUNITY REDEVELOPMENT AGENCY OF EATONVILLE, FLORIDA,

SECTION ONE: BACKGROUND: 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.

SECTION TWO: PURPOSE: Being featured will enhance the Town's business visibility and connect with a broader audience both locally and beyond. As the TOECRA highlights the businesses, it demonstrates our commitment to the growth and success of businesses in our area. TOECRA deeply believes in the potential and value of each business within our redevelopment areas. This program is just one of the many ways we are dedicated to fostering growth, encouraging innovation, and building lasting partnerships. Business success resonates through the entire community, and we are here to not only support, but amplify it.

SECTION THREE: ELIGIBILITY: Businesses are eligible if they have the following: 1) A current TOE business license on file; 2) A physical storefront (home-based businesses do not qualify); 3) Must be a retail business (wholesale businesses do not qualify).

SECTION FOUR: SELECTION PROCESS: Businesses who meet all eligibility requirements will be automatically entered into an electronic drawing. The business selected from the drawing will be contacted prior to the beginning of the month to be asked to participate in the program. If the business accepts, they will be officially announced during the first regularly scheduled Town Council meeting of the month. Participants will be asked to attend the Council Meeting to be recognized by our Town Council.

SECTION FIVE: RECIPIENT BENEFIT: In person recognition at Town Council meeting with award certificate. Sandwich board sign provided by TOECRA to be placed outside their business location for the month of which they were awarded (sign to be delivered and picked up by town staff). Business featured on the TOE and TOECRA social media accounts. Business featured on the subsequent monthly Town newsletter.

SECTION SIX: COSTS: TOECRA needs to purchase an A-frame sandwich board, signage for both sides of the board that reads “Business of the Month”, blank certificates, and certificate holders for the business of the month recipient. TOECRA Executive Director is authorized to purchase items not to exceed \$1,000.

SECTION SEVEN: CONFLICTS: All Resolution or parts of Resolutions in conflict with any other Resolution or any of the provisions of this Resolution are hereby repealed.

SECTION EIGHT: SEVERABILITY: If any section or portion of a section of this Resolution is found to be invalid, unlawful or unconstitutional it shall not be held to invalidate or impair the validity, force or effect of any other section or part of this Resolution.

SECTION NINE: EFFECTIVE DATE: This Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED this _____ day of _____ 2024.

Angie Gardner, Chair

ATTEST:

Veronica L. King, Town Clerk