



Tourist Development Tax (TDT) Interest Indicator

Thank you for your interest in applying for Orange County Tourist Development Tax (TDT) funding. Before completing this application, please review the following important information:

- The TDT Task Force will consider only funding requests that meet the current statutory requirements for Tourist Development Tax funding and exceed \$20 million.
- If your proposed project requires financing through bonds, those bonds must be secured and issued by the applicant or another appropriate entity. Orange County will not issue bonds on behalf of any project.
- **Funding Interest Indicators are due by 5:00 pm on July 16, 2026.** Applications will be reviewed for compliance, and those that meet all requirements will be asked to make a presentation to the TDT Citizen Advisory Task Force.
- Orange County has contracted with Georgia State University (GSU) Center for State and Local Finance to conduct a Tourism and Economic Impact Analysis on applicants that are asked to present to the TDT Task Force.
- Applicants moving forward will be invited to present before the TDT Task Force on either July 28, 2026, from 9:00 am – noon, or July 29, 2026, from 9:00 am – noon and be allotted 15 minutes for their presentation and 15 minutes for question. Presentations must clearly demonstrate:
 - The project's commitment to and impact on tourism in Orange County;
 - The overall feasibility and soundness of the project; and
 - The anticipated return on investment for Orange County including the workforce and community impact.
- If you have questions regarding the application process, please do not contact the TDT Task Force Co-Chairs directly. Instead, direct all inquiries to County staff at TDTcitizenadvisory@ocfl.net.

APPLICANT INFORMATION

Applicant Organization: TOWN OF EATONVILLE COMMUNITY REDEVELOPMENT AGENCY

Primary Contact: MICHAEL JOHNSON Title: EXECUTIVE DIRECTOR

Phone: 407-623-8917 Email: mjohnson@townofeatonville.org

Mailing Address: 307 E. KENNEDY BLVD

City: EATONVILLE State: FLORIDA Zip: 32751

PROJECT DESCRIPTION

1. Describe the project or purpose of the TDT funding request

The Town of Eatonville CRA seeks TDT funding to create the Eatonville Heritage Tourism District, integrating the restoration of historic Club Eaton, Eaton Walk Food Hall, an outdoor performance venue, municipal parking, EV charging, underground stormwater infrastructure, and streetscape improvements. The project will create a year-round destination that increases overnight visitation, visitor spending, and cultural tourism while preserving Eatonville's nationally significant history.

2. Project Operation:

☒ a. Directly operated by applicant ☒ b. Contracted operator ☒ c. Nonprofit subgroup ☐ d. Other

3. Is this:

☒ a. New Project ☒ b. Existing Project/Expansion

4. Is this:

☒ a. Capital Project ☐ b. Grant Funding Program

5. Provide the following information regarding your project's development schedule:

a. The date of project development began or is expected to begin

6 to 9 months after approval

b. Project's current stage of development

30% construction phase

c. Anticipated date the project will begin operations or open to the public

Spring 2029

STATUTORY ELIGIBILITY

The use of Florida TDT is governed by **Section 125.0104 of the Florida Statutes**. Also, the related Orange County Tourist Development Plan is in **Section 25-140 of the Orange County Code**. Projects that are ultimately approved for TDT funding that are not currently contemplated in the Tourist Development Plan will require the County to amend the Tourist Development Plan by ordinance. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Orange County.

Section 125.0104, Florida Statutes authorizes the uses listed below in Orange County, Florida. Please select your project's applicable authorized use.

☐ To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums

☒ To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public

☐ To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public

☐ To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public

☐ To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one

of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists

- ☐ To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county
- ☐ To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river

PROJECT FUNDING & BUDGET

1. Total Project Cost: \$30,000,000.00

2. Amount of TDT Funding Requested \$22,500,000.00

3. Amount Raised to Date \$1,550,000.00

4. What other funding sources are available for the project?

State Florida; CRA TIF; Federal; private foundations, corporate sponsorships, philanthropic gifts, naming rights, New Markets Tax Credits

5. What timeframe is the project expected to begin?

Project will begin within six (6) to nine (9) months following the execution of a funding agreement with Orange County

6. What years do you anticipate requesting TDT funding and in what amounts?

2027 - \$7,500,000; 2028 - \$10,000,000; 2029- \$5,000,000

2027 - \$7,500,000; 2028 - \$10,000,000; 2029- \$5,000,000

7. If your project receives less than the requested amount of TDT funding—or no TDT funding at all—can the project still move forward? ☒ Yes ☐ No

If yes, please explain how the project would proceed, including any anticipated impacts to project phasing, fundraising, financing, scope, or timeline.

The project will proceed using a phased implementation strategy if less than the requested TDT funding is awarded. Initial phases will prioritize Club Eaton restoration / Circuit Performing Arts and Entertainment Event Center, municipal parking, utilities, and core visitor infrastructure, while the food hall, entertainment venue, and other amenities may be constructed as additional funding is secured through federal, state, CRA, philanthropic, and private investment sources.

TDT FUNDING HISTORY

1. Has your organization previously received Orange County Tourist Development Tax (TDT) funding?

☐ Yes ☒ No

If yes, please provide the following information for each award:

TDT Funding Received Within the Last 10 Years

Year 2026 Amount \$300,000.00
Funding Source UACFL/ Orange county Purpose Acquisition - Club Eaton Property

Funding Source Examples:

- Direct Allocation
- Arts & Cultural Grants
- Application Review Committee (ARC)
- Sports Incentive Committee
- Other

Attestation:

☒ I certify that my organization is in compliance with all applicable terms, conditions, reporting requirements, and other obligations associated with any previously awarded Orange County TDT funding.

WORKFORCE & COMMUNITY IMPACT DURING CONSTRUCTION

1. Number of jobs created during construction

285

2. Average wage during construction \$72,500.00

3. Will health insurance and other benefits be provided? YES

4. Describe any additional community programs or benefits generated during construction

Construction will generate apprenticeships, internships, and workforce training while expanding opportunities for local, minority-, women-, and veteran-owned businesses. Public outreach, preservation workshops, and educational tours will engage residents and schools. Local purchasing and construction employment will increase economic activity, preparing Eatonville for long-term tourism growth and business investment.

WORKFORCE & COMMUNITY IMPACT AFTER COMPLETION

1. Number of permanent jobs created. 58
2. Average wage of permanent workforce. \$68,750.00
3. Will health insurance and other benefits be provided? YES
4. Describe community programs or benefits that will result from the completed project.

The completed project will create a year-round heritage tourism destination featuring Club Eaton, Eaton Walk Food Hall, an outdoor entertainment venue, Zora Square Park, and public gathering spaces. Benefits include expanded arts and cultural programming, educational opportunities, festivals, small business growth, permanent jobs, public events, heritage tourism, and increased visitor spending that supports local hotels, restaurants, retailers, and the revitalization of downtown Eatonville.



INFRASTRUCTURE IMPACT

1. What public and/or private infrastructure improvements are required to support this project?

The project requires restoration of Club Eaton; construction of Eaton Walk Food Hall and outdoor stage; a municipal parking facility with EV charging; underground stormwater infrastructure; utility upgrades; ADA sidewalks; streetscape and wayfinding improvements; broadband; lighting; landscaping; public gathering areas; and enhanced public safety systems. Together, these improvements will support increased visitation and long-term economic growth.

Examples may include transportation, water and wastewater utilities, stormwater, electrical utilities, broadband, parking, public safety facilities, parks, or other infrastructure improvements.

2. Will this project create additional demand for or impacts on public infrastructure or County services?

☒ Yes ☐ No

Examples include, but are not limited to, transportation, water and wastewater utilities, law enforcement, fire and rescue services, parks and recreation, schools, solid waste, and other public infrastructure or services.

3. If you answered "Yes" to Question 2, please describe the anticipated impacts and explain how they will be addressed. (300 words or less)

The Eatonville Heritage Tourism District will increase demand for parking, transportation, utilities, and public safety as visitor activity grows. To address these impacts, the project includes a new 100 + space municipal parking facility, ADA-accessible pedestrian improvements, EV charging stations, upgraded water, wastewater, electrical, broadband, and lighting infrastructure, and an underground stormwater management system designed to reduce flooding and support future redevelopment.

Include any planned infrastructure improvements, capacity enhancements, mitigation measures, funding sources, and the anticipated timeline for implementation.

TOURISM & ECONOMIC IMPACT | Information to be Provided by the Applicant | For Evaluation by the Georgia State University Center for State and Local Finance

To strengthen the application review process and ensure an independent, objective evaluation of projected economic impacts, Orange County Comptroller Phil Diamond assisted the County in identifying and selecting a qualified consultant from outside the State of Florida.

Georgia State University Center for State and Local Finance was selected to serve as the County's independent consultant. The Center will evaluate the projected economic impacts of applications, providing an impartial assessment rather than relying solely on applicants' projections. This independent review will help ensure a transparent, consistent, and data-driven evaluation process.

Please provide the following information regarding the anticipated tourism impact of your project:

1. Estimated number of visitors expected from outside the Orlando Metropolitan Statistical Area (including Orange, Seminole, Lake, and Osceola counties).

The Eatonville Heritage Tourism District is projected to attract approximately 75,000 annual visitors, including 45,000 visitors (60%) from outside the Orlando Metropolitan Statistical Area (Orange, Seminole, Lake, and Osceola counties). These visitors will be drawn by Club Eaton, Eaton Walk Food Hall, Zora Square Park, festivals, live entertainment, and Eatonville's nationally significant African American heritage, generating new tourism and overnight visitation.

2. Estimated average length of stay for these visitors. 3.6 days, generating approximately 3.2 hotel nights per visitor.

3. Visitor demographics, if available, including:

- Average family or group size
- Estimated household income
- Any other relevant demographic information

Visitors are expected to travel in groups averaging 2.8 persons, with an estimated average household income of \$105,000. Primary audiences include cultural and heritage travelers, families, couples, educational groups, convention attendees, and international visitors. Most are ages 35–64, possess above-average educational attainment, and seek authentic history, arts, culinary, and entertainment experiences that encourage longer stays and repeat visitation.

4. Tourism and Economic Impact: Describe how your project is expected to increase tourism and visitor spending in Orange County. Include any anticipated economic benefits, such as increased hotel stays, dining, retail purchases, or other visitor-related expenditures.

The Eatonville Heritage Tourism District is projected to attract approximately 75,000 annual visitors, including 45,000 from outside the Orlando Metropolitan Statistical Area, creating a significant new cultural tourism destination in Orange County. The combined attractions—including Club Eaton, Eaton Walk Food Hall, Zora Square Park, live entertainment, festivals, and heritage programming—will increase overnight hotel stays, restaurant and food hall spending, retail sales, transportation use, and visitation to nearby attractions. The project will stimulate private investment, create permanent jobs, support local small businesses, increase Tourist Development Tax revenues, and strengthen Orange County's position as a premier destination for cultural, heritage, and experiential tourism.

SECTION 10 – CERTIFICATION

I certify that the information contained in this application is true and accurate to the best of my knowledge.

Applicant Signature: Michael Johnson

Printed Name: MICHAEL JOHNSON

Title: EXECUTIVE DIRECTOR

Date: 7/15/2026

Please review your Funding Interest Indicator before submitting. To submit, save your Funding Interest Indicator and email it to TDTcitizenadvisory@ocfl.net.