



**HISTORIC TOWN OF EATONVILLE, FLORIDA**  
**REGULAR CRA MEETING**  
**MARCH 28, 2024, AT 06:30 PM**  
**Cover Sheet**

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

**ITEM TITLE:**                      **PRESENTATION** - March Business of the Month - The Mustard Seed of Central Florida (**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 The Mustard Seed of Central Florida 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.

The Mustard Seed provides families who are emerging from crisis with the basics to rebuild their lives: A bed to sleep on, a table to eat at, and so much more. The goal of the Mustard Seeds furniture program is to ensure that those in need have everything needed to make their house into a home. The Mustard Seed additionally hosts a clothing program through the Seed Boutique and Community Shop, which allows those in need to receive a week's worth of clothing as often as they need for a nominal fee. Furthermore, The Mustard Seed recycles between 5-10,000 mattresses each year to ensure that waste is kept out of the landfill. The Mustard Seed of Central Florida has been serving the community for over 35 years and continues to serve over 1000 families each year as they emerge from crisis.

**RECOMMENDATION:** None.

**FISCAL & EFFICIENCY DATA:** None.