



HISTORIC TOWN OF EATONVILLE, FLORIDA

TOWN COUNCIL WORKSHOP

FEBRUARY 17, 2026, AT 6:30 PM

Cover Sheet

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ITEM TITLE: Discussion of Resolution 2026-1 – Adopting A Tourism Master Plan
(Councilman Washington)

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: LEGISLATIVE (Councilman Washington)
INTRODUCTIONS		Exhibits: **Refer to Workshop Documents <ul style="list-style-type: none"> ● Resolution 2026-1 ● Tourism Master Plan
CONSENT AGENDA		
COUNCIL DISCUSSION	YES	
ADMINISTRATIVE		

REQUEST: The Town Administration and Community Redevelopment Agency requests that the Town Council discuss the Town of Eatonville Tourism Master Plan to establish a comprehensive, policy-driven framework for heritage, cultural, performing arts, and event tourism development within the Town of Eatonville.

SUMMARY: The Town of Eatonville Tourism Master Plan (2026-2031) provides a strategic roadmap to position Eatonville as a nationally significant heritage, cultural, and performing arts tourism destination, while aligning tourism initiatives with Florida Statutes § 125.0104 and Orange County Tourist Development Tax (TDT) eligibility requirements.

The plan identifies catalytic projects such as the Club Eaton Performing Arts & Cultural Entertainment Event Center, expanded festivals, year-round programming, destination marketing, and supporting infrastructure designed to generate measurable visitation, overnight hotel stays, and countywide economic impact. Adoption of the plan formally establishes tourism as an economic development strategy and positions the Town to pursue TDT, grant, and partnership funding.

RECOMMENDATION: Discussion of Resolution 2026-1 Adopting the Town of Eatonville Tourism Master Plan (2026-2031).

FISCAL & EFFICIENCY DATA: N/A