



HISTORIC TOWN OF EATONVILLE, FLORIDA

TOWN COUNCIL MEETING

JANUARY 20, 2026, AT 7:30 PM

Cover Sheet

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

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: LEGISLATIVE (Councilman Washington)
PUBLIC HEARING 1ST / 2ND READING	YES	Exhibits: • Resolution 2026-1 • Tourism Master Plan
CONSENT AGENDA		
COUNCIL DECISION		
ADMINISTRATIVE		

REQUEST: The Town Administration and Community Redevelopment Agency request that the Town Council adopt the **Town of Eatonville Tourism Master Plan (2026–2031)** 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: Approval of **Resolution 2025-01 Adopting the Town of Eatonville Tourism Master Plan (2026–2031)**.

FISCAL & EFFICIENCY DATA: _____ None