



**HISTORIC TOWN OF EATONVILLE, FLORIDA**  
**TOWN COUNCIL MEETING**  
**JANUARY 20, 2026, AT 7:30 PM**  
**Cover Sheet**

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

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

**TOWN COUNCIL ACTION:**

<b>PROCLAMATIONS, AWARDS, AND PRESENTATIONS</b>		<b>Department:</b> LEGISLATIVE (Councilman Washington)
<b>PUBLIC HEARING 1<sup>ST</sup> / 2<sup>ND</sup> READING</b>		<b>Exhibits:</b> <ul style="list-style-type: none"><li>• Resolution 2026-1</li><li>• Tourism Master Plan</li></ul>
<b>CONSENT AGENDA</b>		
<b>COUNCIL DECISION</b>	YES	
<b>ADMINISTRATIVE</b>		

**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