

ATTACHMENT A

**Eustis City Commission Meeting
November 7, 2024**

Proposed Downtown Business Growth and Sustainability Incentives

Incentive ideas that could help increase business growth and sustainability for downtown retailers and restaurants, by providing grant opportunities that will assist in enhancing the aesthetic appeal, and attracting more residents and visitors downtown.

1. Entertainment Grants

The Entertainment Grants would award funding to downtown merchants, and the Chamber of Commerce to pay for or supplement the cost of hiring a band to perform, either inside or outside of a downtown establishment. Businesses would be limited to one (1) grant per year. The Chamber of Commerce would be limited to 2 grants per year.

Maximum award	\$500
Capped at 10 awards per year	\$5,000

Grant Review Committee: The City's Events and Communications Department will review all applications and make awards based on the date of the event, music style, artist reputation, expected crowd size, and other similar criteria.

2. Concerts in Pocket Park

The Concerts in Pocket Park Host would cover the cost of two concerts per year in Pocket Park featuring a Jazz or Concert Band from a k-12 or college educational institution.

Maximum award	\$2,000
Capped at 2 per year	\$4,000

3. Merchant Association Marketing Match for Patron Tours

The Merchant Association Marketing Match for Patron Tours incentive would match fifty percent (50%) of the marketing and promotional funds collected by merchants and spent on passenger tours to downtown Eustis.

Maximum award	\$1,200
Capped at 2 tours per year	\$2,400

4. Sidewalk Café Incentive Program

The Sidewalk Café Incentive offers financial assistance to qualified property owners or tenants seeking to establish an Alfresco dining area on the sidewalk adjacent to their shop.

Maximum award:	\$1,500
Capped at 5 awards per year:	\$7,500

5. Customized Business Training for Struggling Downtown Shop Owners

The Customized Business Training for Struggling Shop Owners will offer customized training at the conveniently located Eustis/UCF Business Incubator building, Mega Workspace. UCF would customize learning sessions, including coordinating with LEAD, The Kaufman Foundation, and others to help business owners improve their skills in areas such as inventory control, pricing, marketing, cost capturing, debt reduction, etc.

Maximum award	\$3,000
Capped at 3 awards per year	\$9,000

6. Commercial Interior Building Renovation Grant

The Commercial Interior Building Renovation Grant would offer an incentive to help offset the cost to build-out a vacant commercial space. It could also be used to assist an existing business renovate and relocate to a different commercial space within the CRA.

Maximum award	\$5,000
Capped at 5 awards per year	\$25,000

Total for Maximum Participation	\$52,900
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