

City of Eustis Downtown Business Growth and Economic Sustainability Incentive Program

Overview:

The health and vibrancy of downtown Eustis, and the businesses that make up its central business district is top priority for The City. The Commission shares a unified commitment to provide resources that help stimulate economic growth, support the success of existing and new and businesses, and enhances the overall vitality and character of the downtown area.

The assistance availability through this program will lead to the long-term sustainability of business success and growth in the downtown area.

The grants offered under this program were developed with input from downtown businesses, the City of Eustis, the Lake Eustis Area Chamber of Commerce, and other key stakeholders. Local entrepreneurs, and small businesses now have access to resources that can help catalyze their growth. The Downtown Business Growth and Economic Sustainability Incentive Program combined with regular business owner marketing efforts, proximity to other City-sponsored events, special promotions, partnering with nearby businesses, etc., creates an opportunity to increase the foot traffic that is so critical to sales, marketing and referrals, and enhancing the energy of The City's central marketplace.

In general, the Downtown Business Growth and Economic Sustainability Incentive Program offers funding in four categories. Downtown businesses can apply for funds to (1) host entertainment events, (2) host patron bus tours, (3) establish or enhance a sidewalk dining area, and (4) customized business training, which will allow them to become more competitive and attract more customers, boosting the local economy in the process.



Downtown Business Growth and Economic Sustainability Incentive Program
Summary of Grants Available

1. Category A. Entertainment Grants

An Entertainment Grant awards funding to a downtown merchant to pay for or supplement the cost of hiring a talent artist to perform at an outside venue near that downtown establishment. Entertainment Grants are limited to one (1) grant per year per business. The Lake Eustis Area Chamber of Commerce is eligible to apply for a grant in this category and is limited to two (2) grants per year.

Maximum award: \$500
Limit - 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.

1. Category B. Concert in Pocket Park Grants

The Concert in Pocket Park provides funding for a business or non-profit organization to cover the cost of staging a concert performed by a jazz or concert band from a k-12 or college educational institution.

Maximum award: \$2,000
Limit - 2 awards per year: \$4,000

2. Merchants Match for Patron Tours Grant

The Merchant Match for Patron Tours incentive would match fifty percent (50%) of proceed collected by downtown merchants and spent to host passenger bus tours to downtown Eustis. The tours must originate outside of the City.

Maximum award: \$1,250
Limit – 2 awards per year: \$3,750

3. Sidewalk Dining Establishment Assistance Grant

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
Limit - 5 awards per year: \$7,500

4. Customized Business Training for 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
No Cap. Grants will be awarded until funds have been depleted: \$9,000

Total program cost if all limits are achieved: \$29,750

DOWNTOWN ENTERTAINMENT EVENT GRANT

Eligibility Requirements and Application Guidelines

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Please read carefully – only events that meet all criteria will be considered for funding.

Purpose:

Provide grants to events that have the potential to increase foot traffic, positively influence sales, and encourage frequent repeat customer visits to businesses in downtown Eustis. Entertainment events do not include conferences, political rallies/parties or campaigns, grand openings or ribbon cuttings, social parties or open houses, or networking events or classes.

Application Review:

The City of Eustis Economic Development Department shall coordinate with all relevant departments and entities to evaluate each grant application. Grants are awarded through a competitive application process. Proposed events will be evaluated for their potential to generate the most positive outcomes. All permits or licenses required for the event must be obtained prior to the event.

Disclaimer:

Receiving a Downtown Entertainment Event Grant does not make the City of Eustis an event sponsor, neither does it expressly or implicitly suggest that the City will provide an additional support of services beyond the grant award for staging the events, i.e. set up, clean-up, and all other event related cost are the sole responsibility of the event organizer.

Limitations:

1. The maximum award amount per application: \$500
2. Only 10 applications may be approved per fiscal year.
3. Applicants are limited to one grant award per fiscal year unless 50% of the program funds are remain unused on April 1st of the program year.
4. Entertainment event expenses are limited to a talent artist only.

Eligibility Requirements:

- Event must occur entirely within the downtown area. If an event has multiple locations, the City will only consider funding the event portion occurring within the downtown area.
- Applicant must be a downtown business owner or shop manager.
- Event must be open to the public and free to all attendees (no cover charge or entry fee).
- Applicant must apply for a special event permit if one is needed.
- The estimated attendance for event must be more than 150 people.
- Applicant cannot have any outstanding fees with the City at the time of application.
- A budget must be submitted showing how the following costs will be covered: marketing and promotions, rentals such as equipment, tents, chairs, tables, facilities, port-o-lets, and/or City fees related to the event. Clean-up of public areas including trash removal.
- Grants are awarded on a reimbursable basis only
- Grant funds will only be awarded for events occurring after the grant application has been approved
- Submit copies of paid invoices and proof of payment for entertainment artist.
- Funding is not available for religious-based events, or political, or campaign events.

Payment:

An applicant must submit the following documentation to receive payment of their grant award:

1. Funds are paid out 30 days after receipt of the grantee's invoice and backup documentation.
2. An invoice on the business's letterhead, or
3. A paid invoice from the talent artist stamped, "Paid."
4. Grant Recipient must submit a W9 for the entity that will report grant funds information to the IRS.
5. Taxes incurred by the business and talent artist in the staging of the event are not reimbursable by the City.

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DOWNTOWN ENTERTAINMENT EVENT GRANT APPLICATION

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Category A: Entertainment Grant, and Category B: Concert in Pocket Park

Date of Application: _____

Applicant's Name: _____

Applicant's Mailing address: _____

E-mail address: _____

Phone Number: _____

EVENT INFORMATION

Date of Event: _____ Time: _____

Address of Event Venue:

Description of Proposed Event: _____

Estimated size of attendees/ participants _____

Amount Requested: _____ (See important note below)

- By checking this box applicant certifies that grant funds will not be used for a religious-based political, or campaign event.

- Checking this box confirms that applicant has attached an event budget showing how the following costs will be covered: marketing and promotions, rentals such as equipment, tents, chairs, tables, facilities, port-o-lets, and/or City fees related to the event. Clean-up of public areas including trash removal.

APPLICANT SIGNATURE: I certify that the information in this application is true and accurate to the best of my knowledge: _____

PROPERTY OWNER SIGNATURE: I acknowledge that I am aware that the applicant is a tenant in my building and is applying for grant funds to host an event that could increase the sales activity for their business operation. _____

MERCHANTS MATCH FOR PATRON TOURS GRANT

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Eligibility Requirements and Application Guidelines

Please read carefully – only bus tours that meet the criteria below will be considered for funding.

Purpose:

Provide grant funds to bus tours that have the potential to increase foot traffic, positively influence sales, and encourage frequent repeat customer visits to businesses in downtown Eustis. During the eligible grant cycle each year, one business owner may submit an application on behalf of a collective group of downtown businesses for up to \$2,500 to host a bus tour to the downtown core, from points originating outside of Eustis. The collective of downtown businesses must match the grant request

Grant Eligibility Cycle:

Applications will be reviewed in two grant award cycles.

Cycle one: January 2 – March 30

Cycle Two: July – September 30

Application Review:

The City of Eustis Economic Development Department shall coordinate with all relevant departments and entities to evaluate each grant application. Grants are awarded through a competitive application process. Proposed events will be evaluated for their potential to generate the most positive outcomes. All permits or licenses required for the event must be obtained prior to the event.

ELIGIBILITY REQUIREMENTS

- Bus Tour disembarkations must occur entirely within the Downtown Entertainment District (If an event has multiple locations, the Committee will only consider funding the event portion occurring within the Downtown Entertainment District).
- Applicants must be downtown business owners.
- The bus tour must be open to members of the public.
- Businesses may charge patrons a fee to achieve their 50% matching funds requirement. However, fees should be kept as nominal as possible.
- Grant funds will only be awarded for events occurring after the grant application has been approved
- Applicant must apply for a special event permit if needed
- The estimated attendance for event must be more than 50 people
- Applicant cannot have any outstanding fees with the City at the time of application
- Funding is not available for religious-based events, or political, or campaign events.

Limitations:

1. Program Maximum: Only 3 applications may be approved per fiscal year.
2. Maximum Award Per Application: \$2,500

Payment:

1. The Merchants Match for Patron Tours payment check will be paid directly to the transportation service within 30 days of the conclusion of the event.
2. An applicant must submit the following documentation to receive payment of their grant award:
3. An invoice from the transportation company
4. Submit a W9 for the transportation company
5. A sales tax exemption form will be submitted to the transportation company in lieu of sale taxes

Date of Application: _____

Applicant's Name: _____

Applicant's Mailing address: _____

E-mail address: _____

Phone Number: _____

EVENT INFORMATION

Date of Bus Tour: _____ Departure Time for Destination Eustis: _____

Address of bus tour's originating location: _____

Summary of bus tour Itinerary: _____

Estimated size of bus tour group _____

Amount Requested: _____ (See important note below)

- By checking this box applicant certifies that grant funds will not be used for a religious-based political, or campaign event.

- Checking this box confirms that applicant has attached an event budget showing how the following costs will be covered: marketing and promotions, rentals such as equipment, tents, chairs, tables, facilities, port-o-lets, and/or City fees related to the event. Clean-up of public areas including trash removal.

APPLICANT SIGNATURE: I certify that the information in this application is true and accurate to the best of my knowledge: _____

PROPERTY OWNER SIGNATURE: I acknowledge that I am aware that the applicant is a tenant in my building and is applying for grant funds to host an event that could increase the sales activity for their business operation. _____

SIDEWALK DINING ESTABLISHMENT ASSISTANCE GRANT

(Page 1 of 2)

Eligibility Requirements and Application Guidelines

Please read carefully – there are strict none-eligible use of funds.

Purpose:

Providing grants that create more opportunities for visitors and patrons to downtown Eustis to enjoy the charm, atmosphere, sunsets, and other natural amenities can positively influence their experience, their desire to return and refer others. Outside dining is a very desirable amenity for restaurants, café's and food services businesses. The Sidewalk Dining Establishment Assistance Grant will help offset the cost of creating more, and/or upgrading existing alfresco dining spaces in the downtown area. This grant offer has the potential to not only increase foot traffic, but also get people to linger longer, possibility encouraging even more purchases.

Application Review:

The City of Eustis Economic Development Department will coordinate with all relevant departments and entities to evaluate each grant application. Grants are awarded through a competitive application process. The proposed establishment of outside dining area, or upgrade of an existing dining area will be evaluated for their potential to generate the most positive outcomes. All permits or licenses required for the project must be obtained by the business owner.

Limitations:

1. The maximum award amount per application: \$1,500
2. Applicants are limited to one grant award every two year.
3. Sidewalk Dining Establishment Assistance Grant is limited to fixed, non-movable items.

Eligibility Requirements:

- Applicant must be a downtown business owner or shop manager.
- Proposed Outside dining area must be located in the downtown area.
- Outside dining areas can be reserved for only patrons of the grant applicants' business.
- Applicant cannot have any outstanding fees with The City at the time of application.
- An estimate for the cost of the proposed project must be submitted with the application.
- Funds are only awarded for fixed, non-movable items
- Funds cannot be used for chairs, tables, dishes, eating utensils, napkins, tablecloths, etc
- Grants are awarded on a reimbursement basis only
- Work may only begin when the grant application is approved. No work completed prior of approval of the grant will be reimbursed.
- Applicant must submit copies of paid invoices.

Payment/Reimbursement:

An applicant must submit the following documentation to receive payment of their grant award:

1. Funds are paid with 30 days after requested documentation has been received.
2. A copy of the paid invoice to the contractor.
3. Grant Recipient must submit a W9 for the entity that will report grant funds information to the IRS.
4. Taxes incurred by the business and talent artist in the staging of the event are not reimbursable by the City.

**SIDEWALK DINING ESTABLISHMENT ASSISTANCE
GRANT APPLICATION**

(Page 2 of 2)

Date of Application: _____

Applicant's Name: _____

Applicant's Mailing address: _____

Applicant's Address: _____

E-mail address: _____

Phone Number: _____

SIDEWALK DINING SITE INFORMATION

Sidewalk Dining Site Address:

Description of Proposed work: _____

Estimated date proposed work will begin: _____

Estimated date proposed work to be completed:

Estimated size of sidewalk dining area "before" proposed work _____

Estimated size of sidewalk dining area "after" proposed work _____

Amount Requested: _____ (See important note below)

APPLICANT SIGNATURE: I certify that the information in this application is true and accurate to the best of my knowledge: _____

PROPERTY OWNER SIGNATURE: I acknowledge that I am aware that the applicant is a tenant in my building and is applying for grant funds to host an event that could increase the sales activity for their business operation. _____

Purpose: The Customized Business Training For Downtown Businesses grant is available to any downtown business owner. This fund is designed to address a specific area of concern that is limiting a business's competitiveness, operational efficiency, and/or growth potential. The City partners with the University of Central Florida through the UCF/Eustis Business Incubator to tailor a training course that precisely addresses the unique challenge a business is seeking help with.

Application Review:

The City of Eustis Economic Development Department will coordinate with UCF/Eustis Business Incubator client services manager to ensure that the grants are awarded through a competitive application process. Customized business training is a great opportunity for business owners to gain access to tools and knowledge to grow their businesses, but business owners will need to understand the time commitment necessary to get the results they expect.

Eligibility Requirements:

- Be a registered business owner in Florida
- Have an current City of Eustis Business Tax Receipt
- Operate a business location in downtown Eustis
- Ability to commit the necessary time to training, typically 6 to 12 weeks
- Meet with UCF Client Services Manager for pre training assessment

Payment/Reimbursement:

- Payment will be made directly to UCF or its designated training provider.
- Business must receive a certificate of completion
- UCF or its training provider must provide City with an invoice
- Funds are paid out 30 days after receipt of the grantee's invoice and backup documentation.

**CUSTOMIZED BUSINESS TRAINING FOR DOWNTOWN BUSINESSES
GRANT APPLICATION**

(Page 2 of 2)

Date of Application: _____

Applicant's Name: _____

Applicant's Mailing address: _____

E-mail address: _____

Phone Number: _____

Type of Training requested:

- Regulatory Compliance Issues
- Sales
- Customer service
- New Business Development
- Marketing
- Product, Service Pricing
- Finance Management
 - Cash flow
 - Restructuring debt
- Blind Spot Identification
- Other

Amount Requested: _____ (See important note below)

Acknowledgement: I acknowledge that, if this grant application is approved, I, the business owner will make a good faith effort to complete the customized training curriculum.

Applicant Signature: I certify that the information in this application is true and accurate to the best of my knowledge: _____ Date: _____