



# City of Eustis

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TO: EUSTIS CITY COMMISSION

FROM: TOM CARRINO, CITY MANAGER

DATE: JANUARY 16, 2025

RE: PROPOSED DOWNTOWN BUSINESS GROWTH AND ECONOMIC SUSTAINABILITY INCENTIVES

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## **Summary:**

At its October 3 meeting, Commission asked staff to work with the Lake Eustis Area Chamber of Commerce to develop some ideas that could help stimulate business growth and sustainability in the downtown area.

At the November 7 Commission meeting, Staff presented a list of six proposed incentives that had the potential to increase foot traffic and stimulate business sales in the downtown district. The initial ideas were put together based on research of grant programs that other Cities and CRA's use to help their downtown businesses. Staff met with the Chamber to receive their feedback, and any recommendations they had. The Chamber and City Staff held a meeting with downtown business owners to get their thoughts on the proposed incentive ideas. Some owners contributed comments but expressed that they needed additional time to think about the topic. Between November 30 and December 20, Staff walked through downtown, meeting with business owners and representatives to collect additional input.

Based on the overall feedback received from City Staff, the Chamber, and downtown businesses, Staff recommends that the Commission establish a Downtown Business Growth and Sustainability Incentive Program with an offering of four grant opportunities:

1. Entertainment
2. Sidewalk Dining Establishment Assistance
3. Patron Tours
4. Customized Business Training

Additional information on the proposed program is attached.

## **Requested Action:**

Approve the creation of the Downtown Business Growth and Economic Sustainability Incentive Program.

## **Prepared by:**

Al Latimer, Economic Development Director

## **Attachments:**

City of Eustis Downtown Business Growth and Economic Sustainability Incentive Program