



City of Eustis

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TO: Eustis City Commission

FROM: Rick Gierok, Interim City Manager

DATE: August 20, 2026

RE: City of Eustis – Economic Development Marketing Plan

Introduction:

Economic Development Director, Mike Bishop, will provide an overview presentation on the Economic Development Marketing Plan project currently underway with Maris, West & Baker. This will provide the City Commission with an update on the work completed to date as part of the economic development department's marketing refresh, including the development of updated branding and marketing concepts. The presentation will also outline the project's progress and anticipated next steps.

This presentation is for informational and discussion purposes; no formal action is requested.

Prepared by:

Mike Bishop, Economic Development Director

Reviewed by:

Miranda Burrowes, Deputy City Manager