



City of Eustis

P.O. Drawer 68 • Eustis, Florida 32727-0068 • (352) 483-5430

TO: Eustis City Commission

FROM: Rick Gierok, Interim City Manager

DATE: August 20, 2026

RE: City of Eustis – Central Business District Event and Stimulus Initiative

Introduction:

At the request of Vice Mayor Ashcraft, staff will provide an overview of current practices and opportunities for downtown businesses to participate in City organized events, considerations for formalizing those practices and the regulatory considerations associated with alcoholic beverage sales within the Central Business District, Entertainment District and Ferran Park. The intent is to support downtown businesses and help them benefit from event-related activity while maintaining a consistent, equitable and legally compliant process. This presentation is for informational and discussion purposes; no formal action is requested.

Background:

For approximately three years, the City has welcomed interested downtown brick-and-mortar businesses to participate in First Friday events. Businesses located within the street closure have been offered complimentary space in front of or adjacent to their storefront. This allows businesses to participate directly in event activity while avoiding the placement of event vendors immediately in front of existing storefronts. Downtown businesses outside of the First Friday event footprint have also been offered complimentary participation, with placement based on available space.

Complimentary participation is specific to downtown street-based events and does not extend to vendor spaces within Ferran Park. Downtown businesses participating as vendors in Ferran Park are subject to the same applicable vendor fees and application process as other event vendors.

For City-produced events, alcoholic beverage sales have generally been limited to participating downtown businesses and nonprofit organizations, providing an opportunity for local businesses and community organizations to benefit from event activity. Alcohol sales are subject to applicable licensing and permitting requirements established by the Florida Department of Business and Professional Regulation, Division of Alcoholic Beverages and Tobacco (DBPR/ABT), as well as applicable City insurance and event requirements. City authorization to participate in an event does not supersede or replace state licensing and permitting requirements.

Downtown business participation in First Friday has been coordinated separately from the standard vendor application process. The Events & Communication Department is

currently formalizing this process to provide greater consistency and ensure that applicable registration, insurance, licensing and regulatory documentation is collected and maintained.

Prepared by:

Mike Bishop, Economic Development Director
Cheri Moan, Director of Events & Communication

Reviewed by:

Miranda Burrowes, Deputy City Manager