

# Downtown & East Town CRA 2025 Annual Report

City of Eustis, Florida



# Overview

- *CRA created in 1990*
- *Expanded in 2018*
- *1,000 acres (approx.)*
- *Focus: Revitalized designated area and increase tax base*

# Mission

- *Revitalize Downtown and East Town*
- *Facilitate community investment*
- *Stimulate economic growth*
- *Improve infrastructure*
- *Increase tax base*
- *Enhance quality of life*

# **Downtown Master Plan Goals**

- *Tell the Eustis story*
- *Enhance connectivity and walkability*
- *Generate tourism attraction strategies*
- *Prioritize the waterfront*
- *Waterfront as branded identity*
- *Make decisions with family needs in mind*

# **New Residential Development**

- *Infill development*
- *190 total new dwelling units*
- *Forrest Glen – 105 units*
- *Zurique Townhomes – 22 units + commercial*
- *Tealwood Estates – 63 units*

# Carver Park Improvements

- *Renovated basketball courts*
- *New adjustable goals*
- *Increased community use*
- *Supports youth & recreation*

# Clifford House Enhancements

- *Cultural tourism asset*
- *Interior renovations & exhibits*
- *Exterior improvements*
- *Citrus museum onsite*

# Economic Catalysts

- *National brands nearby*
- *Job creation*
- *Increased investor confidence*
- *Corridor revitalization*

# Gateway Grant Program

- *Encourages private investment*
- *Matching grants for property improvements*
- *20 Completed Projects*
- *\$107,000 CRA Awarded Funds*
- *Leverage 50% Applicant Match*
- *\$214,000 total investment*

# **Business Incubator**

- *Partnership with UCF*
- *Supports entrepreneurs*
- *17+ events, 260+ participants*
- *Strengthens local economy*
- *\$950K in combined revenue, 16 FTE's, and 11 part-time employees.*

# **Eustis In Bloom**

- *Affiliate Chapter of America in Bloom*
- *Enhance visual appeal – flowers & plants*
- *Foster pride and community involvement*
- *Supports tourism*
- *Encourages new investment*

# Financial Highlights

- *1990 base value: \$37M*
- *2025 value: \$171M*
- *10.1% annual increase*
- *TIF funds redevelopment*

# Conclusion

- *Strong growth and momentum*
- *Ongoing strategic investments*
- *Focus on long-term sustainability*
- *Continued community impact*