



# City of Eustis

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TO: EUSTIS CITY COMMISSION

FROM: TOM CARRINO, CITY MANAGER

DATE: FEBRUARY 15, 2024

RE: AUTHORIZATION TO ACCEPT A \$10,000 DONATION FROM  
CONSTRUCT 2 TO INCREASE THE AMOUNT THE CITY HAS AVAILABLE  
TO CONDUCT A MARKETING STUDY

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## **Introduction**

This resolution seeks Commission authorization to accept funds donated specifically to increase the amount of money available to conduct a market study.

## **Background**

The City of Eustis applied for and received a \$20,000 grant to conduct a marketing study from the Duke Energy Foundation. City Commission approved a \$10,000 match, which brought the total available for the study to \$30,000. On November 21, 2023 the City Purchasing Department issued a bid solicitation for a consultant to conduct the Market Study. The bid was not awarded. Several bidders indicated that the budget was slightly out of scale with the scope of work. During a project update meeting with MIG, the master plan consultant, Derrick Wallace of Construct 2, and one-half of the G3C2 partnership that was awarded the bid to develop the former Waterman Hospital site, learned of this fact. He said that he would contribute \$10,000 to the marketing study if it included a component on branding for the downtown area. Accepting this donation increases the amount available to conduct the study to \$40,000.

## **Recommended Action**

Staff recommends approval of Resolution Number 24-19.

## **Budget Impact**

To accomplish this recommendation, the following budget amendment is necessary: authorize the Finance Director to amend the Economic Development Budget as follows:

Increase Revenues 068-0000-366-10-00 by \$10,000

Increase Expenditures 068-1220-552-81-02 by \$10,000

## **Prepared by:**

Al Latimer, Economic Development Director