

RESOLUTION NUMBER 24-19

A RESOLUTION BY THE CITY COMMISSION OF THE CITY OF EUSTIS, LAKE COUNTY, FLORIDA AMENDING THE 2023-2024 ECONOMIC DEVELOPMENT DEPARTMENT BUDGET TO ACCEPT FUNDS FROM CONTRUCT 2 TO ENSURE THE THOROUGHNESS OF THE PENDING EUSTIS MARKET STUDY, INCLUDING BRAND RESEARCH AND ANALYSIS FOR DOWNTOWN.

WHEREAS, the City of Eustis applied for a grant from the Duke Energy Foundation to conduct a marketing study; and

WHEREAS, the Duke Energy Foundation awarded the City of Eustis \$20,000 contingent upon the City making a \$10,000 match, and

WHEREAS, the City of Eustis has already accepted the funds for the marketing study and established a revenue and expense account for \$30,000; and

WHEREAS, while during the bid solicitation process to hire a consultant to conduct the study, bidders indicated that the bid price was too low; and

WHEREAS, Construct 2 has donated \$10,000 toward the marketing study to ensure its thoroughness, including branding research and analysis for downtown, and increases the funds available for this project to \$40,000; and

WHEREAS, Generally Accepted Accounting Principles necessitates that Construct 2's donation be made as amendments to the Economic Development Department FY 2023-2024 Budget; and

WHEREAS, the City Commission of the City of Eustis, Florida authorizes 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

NOW, THEREFORE, BE IT RESOLVED by the City Commission of the City of Eustis, Lake County Florida, as follows:

Section 1

The Fiscal Year 2023-2024 final budget for the Economic Development Department be amended to include the amount of funding associated with conducting a marketing study as described in the body of the resolution for \$10,000.

Section 2

That the Finance Director of the City of Eustis is hereby authorized to amend the FY 2023-2024 Budget to include the appropriation of funds to account 068-1220-552-81-02.

Section 3

That this Resolution shall take effect immediately upon its adoption.

DONE AND RESOLVED this 15th day of February 2024, in regular session of the City Commission of the City of Eustis, Lake County, Florida.

CITY COMMISSION OF THE CITY OF EUSTIS, FLORIDA

Michael L. Holland
Mayor/Commissioner

ATTEST

Christine Halloran, City Clerk

CITY OF EUSTIS CERTIFICATION

**STATE OF FLORIDA
COUNTY OF LAKE**

The foregoing instrument was acknowledged before me this 15th day of February 2024, by Michael L. Holland, Mayor, and Christine Halloran, City Clerk, who are personally known to me.

Notary Public - State of Florida
My Commission Expires: _____
Notary Serial No: _____

CITY ATTORNEY'S OFFICE

This document is approved as to form and legal content for use and reliance of the City Commission of the City of Eustis, Florida.

City Attorney's Office

Date

CERTIFICATE OF POSTING

The foregoing Resolution Number 24-19 is hereby approved, and I certify that I published the same by posting one (1) copy hereof at City Hall, one (1) copy hereof at the Eustis Memorial Library, and one (1) copy hereof at the Eustis Senior Service Center, all within the corporate limits of the City of Eustis, Lake County, Florida.

Christine Halloran, City Clerk