



HISTORIC TOWN OF EATONVILLE, FLORIDA

REGULAR COUNCIL MEETING AGENDA

Tuesday, January 06, 2026, at 7:30 PM

Town Hall - 307 E Kennedy Blvd

Please note that the HTML versions of the agenda and agenda packet
may not reflect changes or amendments made to the agenda.

I. CALL TO ORDER AND VERIFICATION OF QUORUM

II. INVOCATION AND PLEDGE OF ALLEGIANCE

III. APPROVAL OF THE AGENDA

IV. CITIZEN PARTICIPATION (Three minutes strictly enforced)

V. CONSENT AGENDA

- 1.** Approval of Town Council Meeting Minutes (**Clerk Office**)
- 2.** Approval of Resolution 2026-2 appointing one (1) individual to the Historic Preservation Board (**Clerk Office**)
- 3.** Approval and Authorization to Proceed with Prefabricated Buildings to Meet DOJ Requirements (**Public Works**)

VI. COUNCIL DECISIONS

- 4.** Approval of Resolution 2026-1 – Adopting A Tourism Master Plan (**Councilman Washington**)

VII. REPORTS

CHIEF ADMINISTRATIVE OFFICER'S REPORT

TOWN ATTORNEY'S REPORT

TOWN COUNCIL REPORT/DISCUSSION ITEMS

MAYOR'S REPORT

VIII. ADJOURNMENT

The Town of Eatonville is subject to the Public Records Law. Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

PUBLIC NOTICE

This is a Public Meeting, and the public is invited to attend. This Agenda is subject to change. Please be advised that one (1) or more Members of any of the Town's Advisory Boards/Committees may attend this Meeting and may participate in discussions. Any person who desires to appeal any decision made at this meeting will need a verbatim record of the proceedings and for this purpose may need to ensure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is to be based – per Section 286.0105 Florida Statutes. Persons with disabilities needing assistance to participate in any of these proceedings should contact the Town of Eatonville at (407) 623-8910 "at least 48 hours prior to the meeting, a written request by a physically handicapped person to attend the meeting, directed to the chairperson or director of such board, commission, agency, or authority" - per Section 286.26



Meeting Minutes for Council Meetings

12-2-2025

12-16-2025

12-22-2025

12-30-2025

is Forthcoming

****Will be provided prior/on
the day of the meeting**



HISTORIC TOWN OF EATONVILLE, FLORIDA

TOWN COUNCIL MEETING

JANUARY 6, 2026, AT 7:30 PM

Cover Sheet

****NOTE** Please do not change the formatting of this document (font style, size, paragraph spacing etc.)**

ITEM TITLE: Approval of Resolution 2026-2 appointing one (1) individual to the Historic Preservation Board (**Clerk Office**)

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: LEGISLATIVE (CLERK OFFICE)
PUBLIC HEARING 1ST / 2ND READING		Exhibits:
CONSENT AGENDA	YES	COUNCIL MEETING MINUTES: - Resolution 2026-2
COUNCIL DECISION		
ADMINISTRATIVE		

REQUEST: Request approval of Resolution 2026-2 appointing one (1) individual to the Historic Preservation Board as a regular board member.

SUMMARY: John Beachum currently serves on the Historic Preservation Board as an alternate Board Member and can be considered for appointment as a regular board member by the Town Council should a vacancy become available. The Town Council of the Town of Eatonville wishes to appoint John Beachum to the Historic Preservation Board as a regular board member for a term of two (2) years from January 6, 2026, until January 6, 2028.

RECOMMENDATION: Recommend approval of Resolution 2026-2 appointing one (1) individual to the Historic Preservation Board as a regular board member.

FISCAL & EFFICIENCY DATA:N/A

RESOLUTION #2026-2

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF EATONVILLE, FLORIDA, TO APPOINT ONE (1) BOARD MEMBER TO THE HISTORIC PRESERVATION BOARD AS A REGULAR BOARD MEMBER, PROVIDING FOR CONFLICTS, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS the Town Council of the Town of Eatonville wishes to appoint one (1) individual to the Historic Preservation Board as a regular board member; and

WHEREAS the appointments shall be made on the basis of civic pride, integrity, experience, and interest in the field of historic preservation. No person may serve more than two consecutive three-year terms. A member whose term expires may continue to serve until a successor is appointed and qualified; and

WHEREAS John Beachum currently serves on the Historic Preservation Board as an alternate Board Member and can be considered for appointment as a regular board member by the Town Council should a vacancy become available; and.

WHEREAS the Town Council of the Town of Eatonville wishes to appoint John Beachum to the Historic Preservation Board as a regular board member; and.

NOW THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF EATONVILLE, FLORIDA THE FOLLOWING:

SECTION ONE: APPOINTMENTS: The Town Council of the Town of Eatonville will appoint by resolution John Beachum to the Historic Preservation Board as a regular board member for a term of two (2) years from January 6, 2026, until January 6, 2028.

SECTION TWO: CONFLICTS: All Resolution or parts of Resolutions in conflict with any other Resolution or any of the provisions of this Resolution are hereby repealed.

SECTION THREE: SEVERABILITY: If any section or portion of a section of this Resolution is found to be invalid, unlawful, or unconstitutional it shall not be held to invalidate or impair the validity, force or effect of any other section or part of this Resolution.

SECTION FOUR: EFFECTIVE DATE: This Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED this 6th day of January 2026.

ATTEST:

Angie Gardner, Mayor

Veronica King, Town Clerk



HISTORIC TOWN OF EATONVILLE, FLORIDA

TOWN COUNCIL MEETING

JANUARY 6, 2026, AT 7:30 PM

Cover Sheet

****NOTE** Please do not change the formatting of this document (font style, size, paragraph spacing etc.)**

ITEM TITLE: Approval and Authorization to Proceed with Prefabricated Buildings to Meet DOJ Requirements (**Public Works**)

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: PUBLIC WORKS
PUBLIC HEARING 1ST / 2ND READING		Exhibits: • Memorandum
CONSENT AGENDA	YES	
COUNCIL DECISION		
ADMINISTRATIVE		

REQUEST: Request for Council's Authorization to Proceed with Prefabricated Buildings to Meet DOJ Requirements.

SUMMARY: Approval of this request will allow the Town to meet the DOJ grant deadline, preserve reimbursement eligibility for funds already expended, and avoid the risk of forfeiting the grant award. While staff initially pursued a more permanent, traditionally constructed facility aligned with future park improvements, the inflexible nature of the federal grant timeline necessitated this alternative approach.

RECOMMENDATION: Recommendation is for the Town Council's Authorization to Proceed with Prefabricated Buildings to Meet DOJ Requirements.

FISCAL & EFFICIENCY DATA: N/A



Memorandum

To: Town Council

Copy: CAO (Daniels) CFO (Gibson)

From: Valerie W. Mundy, P.E., Public Works Director

Re: Request for Council Authorization to Proceed with Prefabricated Buildings to Meet DOJ Grant Deadline

Date: December 22, 2025

Following receipt of the Department of Justice (DOJ) denial dated December 11, 2025, regarding our request for a 90-day grant extension, staff immediately discontinued negotiations with the original low bidder, FSV Construction Company. In order to protect the Town's eligibility for reimbursement and ensure compliance with the DOJ grant deadline, staff pursued an alternative delivery method capable of meeting the required timeline.

After evaluating available options, staff identified Prefab1, a vendor with extensive experience providing prefabricated buildings for major retail and commercial clients. Reference checks were conducted with existing customers and confirmed satisfactory performance. Prefab1 provided product information and photographs, included with this memorandum, demonstrating the availability of a modern prefabricated structure that can be shipped and assembled within the remaining grant timeframe if authorized to proceed without delay.

The proposed scope includes an approximately 1100-square-foot prefabricated building as well as a prefabricated public restroom designed in a complementary architectural style. The combined cost for both structures is \$485,000. We are requesting an amount for up to \$500,000. In addition, staff identified two comparable prefabricated products to confirm pricing reasonableness and ensure compliance with procurement requirements.

Approval of this request will allow the Town to meet the DOJ grant deadline, preserve reimbursement eligibility for funds already expended, and avoid the risk of forfeiting the grant award. While staff initially pursued a more permanent, traditionally constructed facility aligned with future park improvements, the inflexible nature of the federal grant timeline necessitated this alternative approach.

Failure to obtain Council authorization at this time may result in the loss of reimbursement for project costs incurred to date and could negatively impact the Town's standing with the DOJ and other federal funding agencies, potentially affecting future grant opportunities.

For these reasons, staff respectfully recommends Council authorize proceeding with the purchase of the prefabricated buildings as presented. This action represents the most prudent and time-sensitive option to safeguard grant funding and advance the project.

Thank you for your consideration.

DOJ Denial Email

Fwd: Decision on Second No-Cost Extension Request

9 messages

Cheryl Johnson <cjohnson@townfeatonville.org>

Thu, Dec 11, 2025 at 4:07 PM

To: Marlin Daniels <mdaniels@townfeatonville.org>, Angie Gardner <agardner@townfeatonville.org>, Katrina Gibson <kgibson@townfeatonville.org>, Valerie Mundy <vmundy@townfeatonville.org>, Stanley Murray <smurray@eatonvillepolice.com>, Elaine Chua <echua@eatonvillepolice.com>

Good Afternoon,

Please find attached the response from the DOJ

Thanks

Dr. Cheryl D. Johnson
Grant Manager



Town of Eatonville | 307 E. Kennedy Blvd. | 407.623.8900

<https://www.townfeatonville.org/>

----- Forwarded message -----

From: **Napolitano, Tarasa (OJP)** <Tarasa.Napolitano@usdoj.gov>

Date: Thu, Dec 11, 2025 at 2:51 PM

Subject: Decision on Second No-Cost Extension Request

To: cjohnson@townfeatonville.org <cjohnson@townfeatonville.org>

Good afternoon, Cheryl,

Thank you for your recent request for an additional no-cost extension for your award. We have reviewed the request carefully in relation to the award's terms and conditions.

Currently, we are unable to approve a second no-cost extension. The circumstances described in your request do not meet the requirements for granting an additional extension beyond the one already provided. As a result, the project must be completed within the existing project period, which ends **January 2026**.

Please ensure that all project activities, deliverables, and reporting are finalized by the current deadline. If you anticipate any challenges meeting this timeline, we encourage you to contact us promptly so we can discuss any allowable adjustments within the remaining project period.

You will have 120 calendar days after the project period end date to liquidate any financial obligations incurred during the grant's period of performance. No new obligations can be made during this time.

Thank you,

Tarasa Napolitano

Grants Management Specialist

Bureau of Justice Assistance

U.S. Department of Justice | Office of Justice Programs

Tarasa.Napolitano@usdoj.gov

(202) 598-7372



vmundy@townfeatonville.org <vmundy@townfeatonville.org>
To: cjohnson@townfeatonville.org, cjohnson@townfeatonville.org

Thu, Dec 11, 2025 at 4:50 PM

Your message

To: cjohnson@townfeatonville.org
Subject: Fwd: Decision on Second No-Cost Extension Request
Sent: 12/11/25, 4:07:33 PM EST

was read on 12/11/25, 4:50:30 PM EST

Cheryl Johnson <cjohnson@townfeatonville.org>

Mon, Dec 15, 2025 at 4:24 PM

To: "Napolitano, Tarasa (OJP)" <Tarasa.Napolitano@usdoj.gov>, Katrina Gibson <kgibson@townfeatonville.org>, Marlin Daniels <mdaniels@townfeatonville.org>, Stanley Murray <smurray@eatonvillepolice.com>, Valerie Mundy <vmundy@townfeatonville.org>, Angie Gardner <agardner@townfeatonville.org>

Good Afternoon Tarasa,

Thank you for your response. I understand the decision regarding the second extension. We will focus on completing all activities by the January 2026 deadline.

Are we able to reallocate some of the funds across categories within the already approved budget? Would that be handled through the GAM system. I know in our conversation that you mentioned that you would be leaving this job but you did not mention a timeline. I was hoping that we could complete as much as possible before your transition. If submitted before the end of the week do you think this reallocation could be in keeping with our deadline for expenditures?

Please let me know your thoughts.

Kind regards,
Dr. Cheryl D. Johnson
Grant Manager



Prefab Purchase Contract

PREFAB1

19761 Bahama St., Northridge, CA 91324

PREFAB CONTAINER OFFICE SUPPLY AGREEMENT

This Agreement is made on **December 17, 2025**

1. PARTIES

Buyer:

Name: Town of Eatonville, Florida
Address: 307 E. Kennedy Blvd., Eatonville, FL 32751
Contact: Valerie Mundy vmundy@townofeatonville.org
Project Location: 201 Campusview Dr., Eatonville, FL 32810

Supplier:

Company Name: Prefab1/JH Construction
Address: 19761 Bahama St. Northridge, CA 91324
Contact: James Hoseini – 818-818-6421

2. SCOPE OF WORK

The Supplier agrees to design and build **one (1) office building with a regular 2x4 construction with modular elements** and detached building for additional 4 handicap bathrooms in accordance with the terms and specifications set forth in this Agreement.

3. SIZE & LAYOUT

- **Total Area: 1100 square feet ($\pm 3\%$ tolerance)**
- **Layout:** Open floor office space
- **Internal Partitions:** None
- **Intended Use:** Office / administrative workspace and park restrooms

4. SPECIFICATIONS & INCLUSIONS

4.1 Structure

- 2x4 wood-framed structure on a concrete slab, constructed in accordance with all current hurricane and wind-resistant building codes.
- Structural Insulated Panels
- Weather-resistant exterior paint
- Thermal insulation to walls, roof, and floor
- Interior wall and ceiling panels

4.2 Doors & Windows

- ____ main entrance door(s), steel or aluminum, lockable and hurricane proof
- ____ aluminum or PVC framed window(s) with glazing and hurricane proof

4.3 Electrical System

- Complete internal electrical wiring
- LED ceiling lighting suitable for office use
- Electrical power outlets
- Light switches
- Distribution board with circuit breakers
- Provision for air-conditioning (wiring and opening)
- Plumbing

External electrical connection is excluded unless otherwise agreed in writing.

4.4 Interior Finishing

- Finished flooring (PVC / vinyl / laminate)
- Interior wall finish (painted or paneled)
- Ceiling panels

4.5 Ventilation

- Natural ventilation openings
- Exhaust fan(s) or ventilation grills

5. OPTIONAL ITEMS (ONLY IF SELECTED)

Air-conditioning unit(s)

Toilet and wash basin **Two bathrooms inside the office, one being handicapped. Additional 25 sf. detached building with 2 men and 2 women bathrooms, all being handicapped. Outside structure to be same color as the main building. See the attached picture.

Plumbing and drainage system

Water heater

Office kitchenette with cabinets, granite countertop and sink

Only items checked above shall be included in the contract price.

6. EXCLUSIONS

Unless expressly included, the following are excluded:

- Concrete foundation or base works - included
- External water, sewage, and electrical connections - included
- Internet and network installation -not included
- Permits, inspections, and approvals – not included
- Septic tank or underground drainage – not included

7. PRICE & PAYMENT TERMS

- **Total Contract Price:** _____ \$485,000 _____
- **Payment Schedule:**
 - 25 % upon signing of this Agreement
 - 25 % upon finishing the pad and foundation
 - 25 % after the building is up
 - 25 % upon completion of the project

8. DELIVERY & INSTALLATION

- **Delivery Location:** _____ Florida _____
- **Completion Time:** 40 days from receipt of advance payment

Buyer shall ensure site access for delivery and unloading.

9. INSPECTION & ACCEPTANCE

The Buyer shall inspect the container office within 5 days of delivery. Any defects must be reported in writing. Failure to do so shall constitute acceptance.

10. WARRANTY

- Structural components: 60 months
- Electrical and interior fittings: 60 months

Warranty excludes damage due to misuse, modification, or external factors.

11. FORCE MAJEURE

Neither party shall be liable for delays or failure caused by events beyond reasonable control, including natural disasters, labor disputes, or government actions.

12. TERMINATION

Either party may terminate this Agreement upon material breach by the other party, subject to written notice and a cure period of 20 days.

13. GOVERNING LAW

This Agreement shall be governed by the laws of **the State of Florida**

14. ENTIRE AGREEMENT

This Agreement constitutes the entire agreement between the parties and supersedes all prior discussions or correspondence.

15. SIGNATURES

For the Buyer:

Name: _____

Signature: _____

Date: _____

For the Supplier:

Name: _____

Signature: _____

Date: _____

References

PAL Center

REFERENCES FOR PREFAB1

Robin Negron 852-213-7454

Purchased a prefab unit from Prefab1. They went to install the prefab and the customer (Robin) was not ready. She asked if they wait until after winter.

They will install the unit in the Spring. She cannot comment on the quality of the work.

She will have to provided their own utilities.

Almo Construction (650) 274-3911

Did not answer

Delta Ferrington (949) 413-9393

Prefab1 is not finished but are working hard. Great product. Happy with the product.

Fred (310) 592-3670

Did not answer

Maurio (818)448-3540

Did not answer

Jay Lavi (516)512-9690

Very satisfied. Built an AHU. It took 2 weeks.

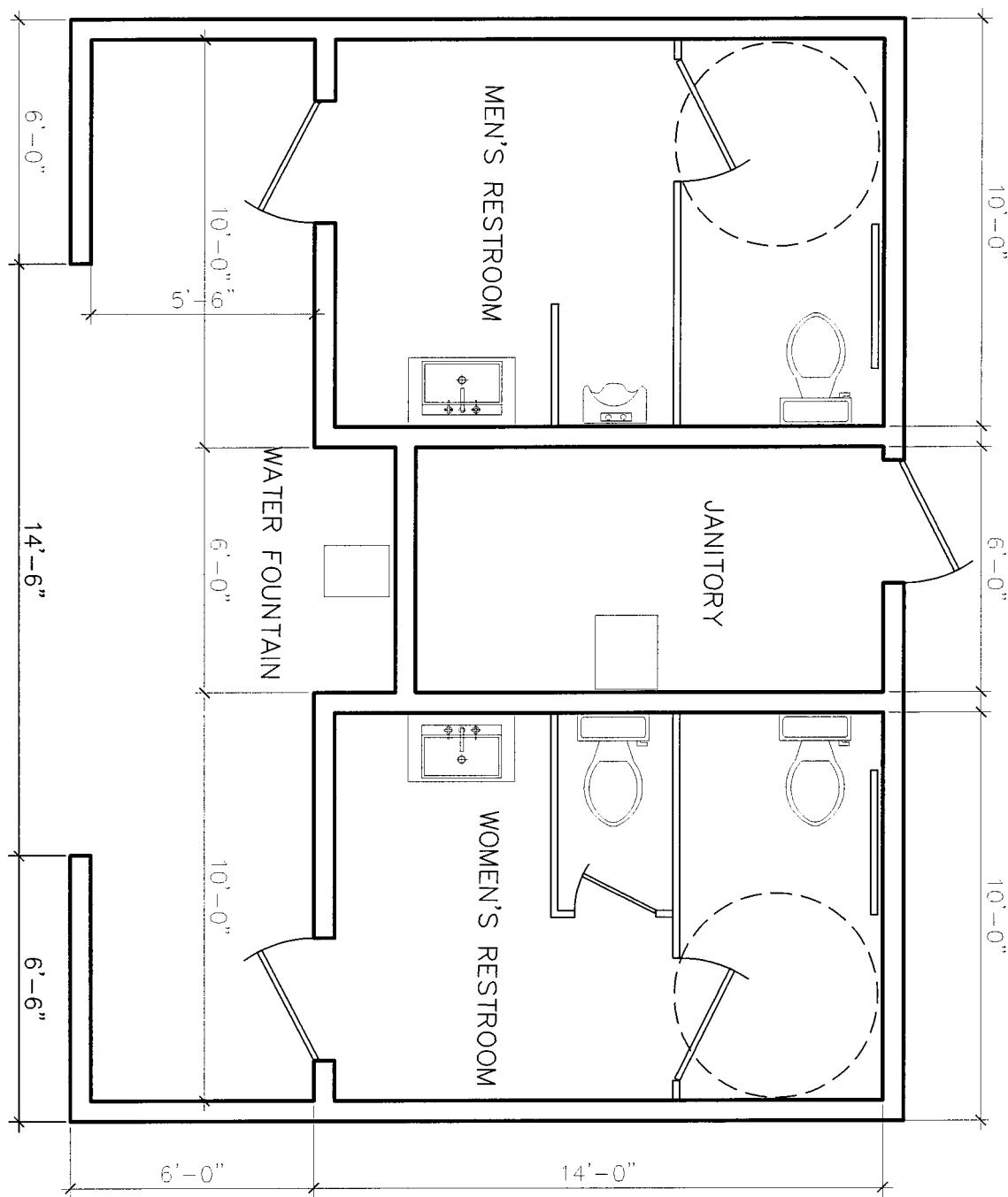
Andy Nour (818)438-6840

Did not answer. Mailbox is full

Fred (213)880-1776

Did not answer

Photos of Product

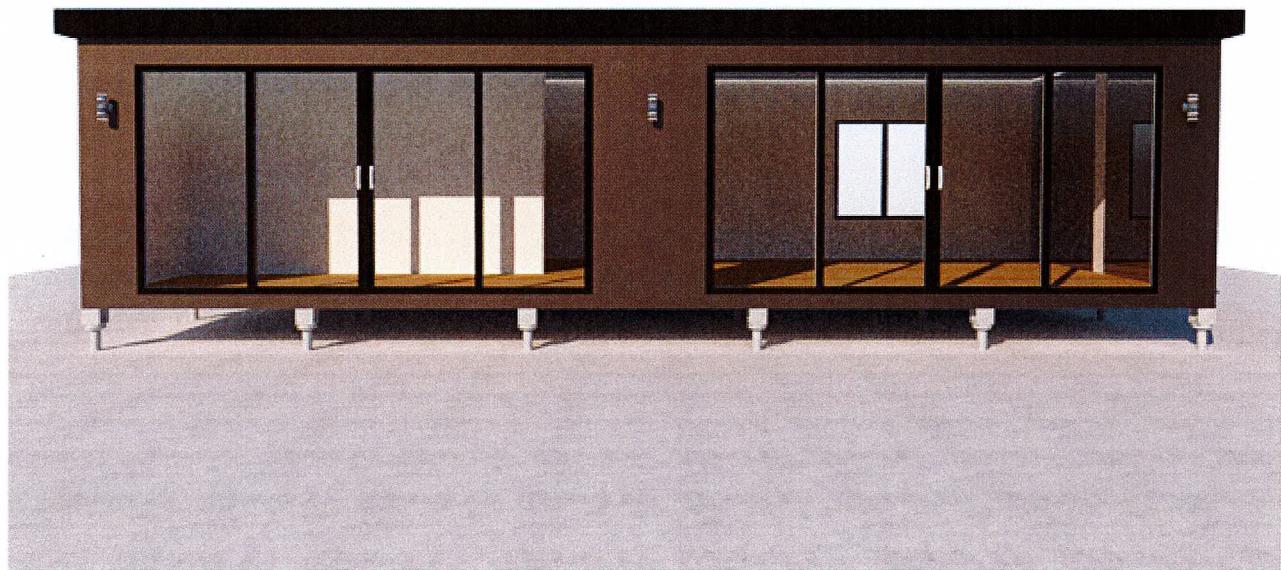


 **MEN'S AND WOMEN'S RESTROOM**

SCALE: 1/2" = 1'-0"





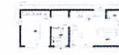




Modern Prefab ADU 420 sq. ft. Luxury Tiny Home 1-Bed, 1-Bath Modular Backyard House E...

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by WINNDOORS LLS

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- Modern design with stainless steel finishes for elegance

Modern Prefab ADU 420 sq. ft. Luxury Tiny Home 1-Bed, 1-Bath Modular Backyard House E...

by WINNDOORS LLS



Images (9)

Shop This Look (1)



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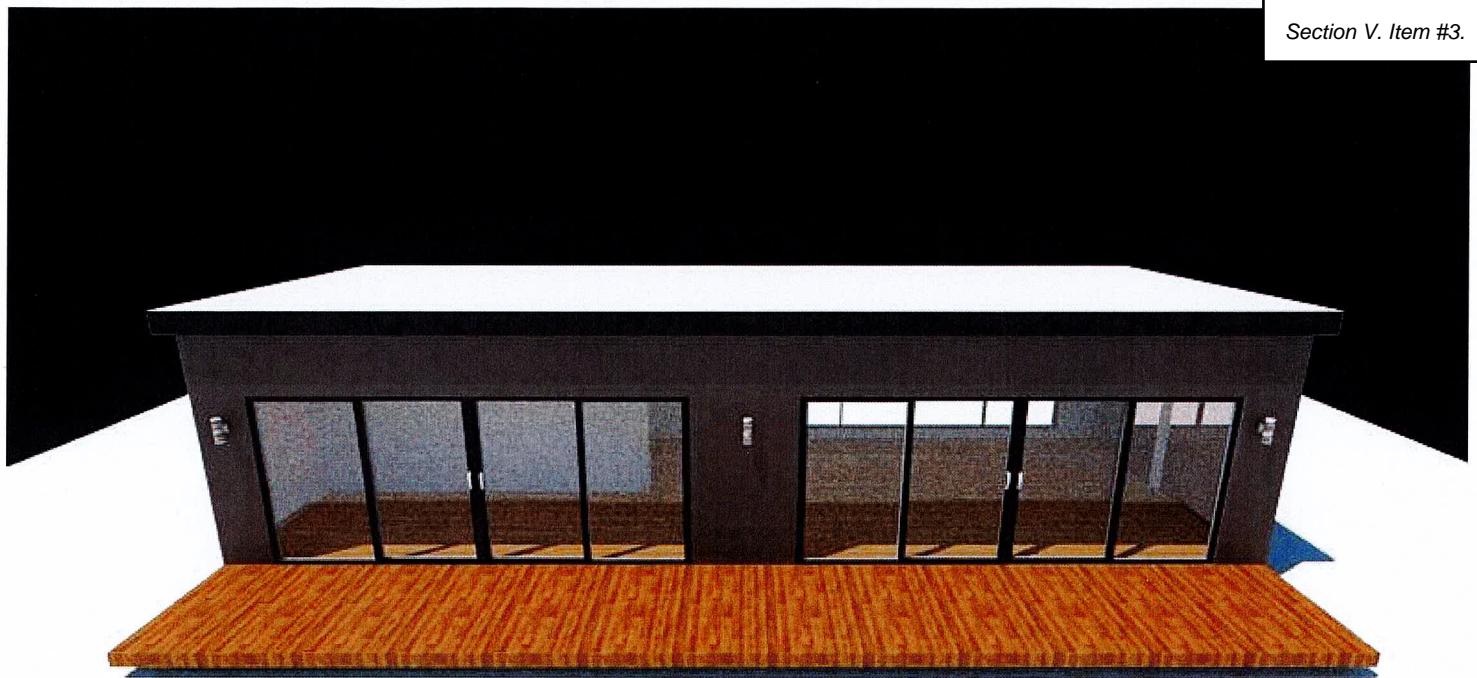
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Feedback

- Modern design with stainless steel finishes for elegance





HISTORIC TOWN OF EATONVILLE, FLORIDA

TOWN COUNCIL MEETING

JANUARY 6, 2026, AT 7:30 PM

Cover Sheet

****NOTE** Please do not change the formatting of this document (font style, size, paragraph spacing etc.)**

ITEM TITLE: Approval of Resolution 2026-1 – Adopting A Tourism Master Plan
(Councilman Washington)

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: LEGISLATIVE (Councilman Washington)
PUBLIC HEARING 1ST / 2ND READING		Exhibits: **Refer to Workshop Documents <ul style="list-style-type: none"> • Resolution 2026-1 • Tourism Master Plan
CONSENT AGENDA		
COUNCIL DECISION	YES	
ADMINISTRATIVE		

REQUEST: The Town Administration and Community Redevelopment Agency request that the Town Council adopt the **Town of Eatonville Tourism Master Plan (2026–2031)** to establish a comprehensive, policy-driven framework for heritage, cultural, performing arts, and event tourism development within the Town of Eatonville.

SUMMARY: The Town of Eatonville Tourism Master Plan (2026–2031) provides a strategic roadmap to position Eatonville as a **nationally significant heritage, cultural, and performing arts tourism destination**, while aligning tourism initiatives with **Florida Statutes §125.0104** and **Orange County Tourist Development Tax (TDT)** eligibility requirements.

The plan identifies catalytic projects such as the **Club Eaton Performing Arts & Cultural Entertainment Event Center**, expanded festivals, year-round programming, destination marketing, and supporting infrastructure designed to generate **measurable visitation, overnight hotel stays, and countywide economic impact**. Adoption of the plan formally establishes tourism as an economic development strategy and positions the Town to pursue TDT, grant, and partnership funding.

RECOMMENDATION: Approval of **Resolution 2025-01 Adopting the Town of Eatonville Tourism Master Plan (2026–2031)**.

FISCAL & EFFICIENCY DATA: None

RESOLUTION 2026-01

A RESOLUTION OF THE TOWN OF EATONVILLE TOWN COUNCIL ADOPTING THE TOWN OF EATONVILLE TOURISM MASTER PLAN (2026–2031); ESTABLISHING TOURISM AS A STRATEGIC ECONOMIC DEVELOPMENT PRIORITY; AUTHORIZING IMPLEMENTATION AND COORDINATION WITH ORANGE COUNTY AND TOURISM PARTNERS; PROVIDING FOR CONFLICTS, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, the Town of Eatonville is one of the first self-governing African American municipalities in the United States and possesses nationally significant historical, cultural, and literary assets; and

WHEREAS, heritage, cultural, performing arts, and event tourism represent a sustainable economic development opportunity for the Town of Eatonville and the greater Orange County region; and

WHEREAS, Florida Statutes §125.0104 authorize the use of Tourist Development Tax revenues for tourism promotion, cultural and performing arts facilities, event tourism, and capital projects that induce overnight visitation; and

WHEREAS, the Town of Eatonville Tourism Master Plan (2026–2031) provides a comprehensive, data-driven framework to guide tourism development, capital investment, destination marketing, governance, and accountability; and

WHEREAS, the Tourism Master Plan identifies catalytic projects, including the Club Eaton Performing Arts & Cultural Entertainment Event Center, expanded festivals, year-round programming, and supporting infrastructure designed to generate measurable visitation and hotel room nights throughout Orange County; and

WHEREAS, adoption of the Tourism Master Plan positions the Town of Eatonville to coordinate with Orange County, Visit Orlando, state agencies, and other partners to pursue tourism funding and implementation;

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF EATONVILLE:

SECTION ONE: ADOPTION. The Town Council of the Town of Eatonville hereby **adopts the Town of Eatonville Tourism Master Plan (2026–2031)** as an official policy document guiding tourism development, promotion, and investment within the Town.

SECTION TWO: IMPLEMENTATION & AUTHORIZATION. The Town Council authorizes the Town Administration, Community Redevelopment Agency, and designated partners to implement the Tourism Master Plan, pursue eligible tourism funding opportunities, and coordinate with Orange County, Visit Orlando, and other tourism stakeholders consistent with the Plan.

SECTION THREE: CONFLICTS. All resolutions or parts thereof in conflict with the provisions of this Resolution are, to the extent of such conflict, superseded and repealed.

SECTION FOUR: SEVERABILITY. If any section or portion of a section of this Resolution is found to be invalid, unlawful, or unconstitutional, such finding shall not affect the validity, force, or effect of the remaining provisions.

SECTION FIVE: EFFECTIVE DATE. This Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED this ____ day of _____, 2026.

Angie Gardner, Mayor

ATTEST:

Veronica King, Town Clerk

JANUARY 6, 2026



TOWN OF EATONVILLE TOURISM MASTER PLAN

2026–2031 (TDT-Aligned)

MICHAEL JOHNSON
TOWN OF EATONVILLE COMMUNITY REDEVELOPMENT AGENCY
307 E. KENNEDY BLVDEATONVILLE, FL 32751

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Town of Eatonville Tourism Master Plan

2026–2031 (TDT-Aligned)

1. Executive Summary

1.1 Purpose

This Tourism Master Plan establishes a comprehensive, implementation-ready framework to position the Town of Eatonville as a nationally recognized heritage, cultural, and performing arts tourism destination. The plan is explicitly aligned with **Florida Statutes §125.0104** and **Orange County Tourist Development Tax (TDT) policy**, ensuring that proposed projects, programs, and investments are eligible for tourism funding and produce measurable countywide tourism benefits.

1.2 Vision

Eatonville will be a premier destination for African American heritage, literary history, and cultural performing arts—offering year-round, visitor-facing experiences that generate overnight stays, tourism spending, and brand value for Orange County.

1.3 TDT Alignment Statement

All strategies in this plan support one or more of the following TDT-eligible purposes:

- Tourism promotion and marketing
- Tourist-oriented capital facilities
- Cultural and performing arts venues
- Event tourism
- Convention and meetings enhancement
- Projects that induce overnight visitation

2. Destination Context & Market Position

2.1 Historical & Cultural Significance

Eatonville is one of the first self-governing African American municipalities in the United States and the hometown of Zora Neale Hurston. This national significance forms the foundation for Eatonville's tourism value.

TDT Nexus: Cultural heritage tourism is an eligible tourism purpose when it is packaged, marketed, and programmed to attract visitors.

2.2 Role Within Orange County Tourism

Eatonville complements—not competes with—Orlando’s theme park and convention economy by providing authentic, place-based cultural experiences that extend visitor length of stay.

TDT Nexus: Diversification strengthens Orange County’s destination competitiveness and supports hotel demand countywide.

3. Market Analysis & Target Visitors

3.1 Target Segments

- Cultural & heritage travelers
- Literary tourism audiences
- Arts & music tourists
- Educational and academic groups
- Convention and meeting attendees (off-site experiences)

3.2 Visitor Characteristics

- Higher-than-average daily spend
- Multi-day stays
- Strong interest in ticketed events and festivals

TDT Nexus: These segments are proven generators of overnight stays and tourism spending.

4. Tourism Assets Inventory

4.1 Existing Assets

- Club Eaton (historic performance venue)
- Zora Neale Hurston National Museum of Fine Arts
- Moseley House Museum
- ZORA! Festival

4.2 Planned & Catalytic Assets

- Club Eaton Performing Arts & Cultural Entertainment Event Center
- Heritage walking trails and interpretation
- Expanded festival and performance programming

TDT Nexus: Museums, cultural facilities, and performing arts venues are eligible tourist-oriented capital facilities.

5. Tourism Development Goals

1. Increase out-of-county visitation
2. Generate measurable overnight hotel stays
3. Expand year-round tourism activity
4. Strengthen Orange County's cultural tourism brand

TDT Nexus: Goals directly align with statutory intent of TDT to promote tourism and lodging demand.

6. Product Development Strategy

6.1 Performing Arts & Cultural Facilities

- Adaptive reuse of Club Eaton
- Professional staging, acoustics, and visitor amenities

TDT Nexus: Performing arts facilities and cultural venues are TDT-eligible capital projects.

6.2 Event Tourism

- Ticketed concerts, literary weekends, festivals
- Annual signature events beyond ZORA!

TDT Nexus: Event tourism is a primary driver of hotel stays and measurable ROI.

7. Marketing, Branding & Promotion

7.1 Destination Brand

Eatonville will be branded as the cultural and literary heart of African American heritage in Central Florida.

7.2 Partnerships

- Visit Orlando
- Orange County Convention Center (off-site experiences)
- State and national heritage organizations

TDT Nexus: Destination marketing and promotion are core TDT purposes.

8. Events & Programming Strategy

8.1 Signature Events

- Expanded ZORA! Festival
- Club Eaton music and performance series

8.2 Year-Round Programming

- Monthly ticketed performances
- Educational and cultural workshops

TDT Nexus: Recurring events create predictable visitation and hotel demand.

9. Tourism Infrastructure & Capital Improvements

9.1 Priority Projects

- Club Eaton restoration and activation
- Visitor orientation and wayfinding
- Streetscape and placemaking enhancements

TDT Nexus: Capital improvements that directly support tourism are eligible uses of TDT.

10. Governance & Management

- Town of Eatonville: policy and coordination
- Nonprofit operators: facility and program management
- Orange County / Visit Orlando: marketing and sales

TDT Nexus: Professional management and accountability are required for TDT-funded projects.

11. Measurement, Reporting & Accountability

KPIs

- Annual visitors
- Visitor origin
- Event attendance
- Hotel room nights generated

TDT Nexus: Measurable outcomes are essential for continued TDT eligibility.

12. Five-Year Tourism Action Plan (2026–2031)

Year 1–2

- Complete Club Eaton restoration
- Launch baseline data collection
- Expand ZORA! Festival programming

Year 3

- Introduce year-round performance series
- Formalize convention group offerings

Year 4

- Develop heritage walking trails
- Increase national marketing reach

Year 5

- Achieve stabilized operations
- Demonstrate sustained hotel-night generation
- Prepare next-phase TDT capital requests

TDT Nexus: Phased implementation ensures readiness, feasibility, and ROI.

13. Sustainability & Risk Management

- Diversified revenue streams (tickets, sponsorships, grants)
- Scalable programming
- Conservative attendance projections

TDT Nexus: Financial sustainability protects public investment.

14. Conclusion

The Town of Eatonville Tourism Master Plan (2026–2031) represents a comprehensive, data-driven, and statutorily aligned strategy to position Eatonville as a nationally significant heritage, cultural, and performing arts tourism destination. The plan integrates capital development, event tourism, destination marketing, governance, and accountability into a single, cohesive framework that directly supports Orange County's tourism objectives.

Through catalytic projects such as the **Club Eaton Performing Arts & Cultural Entertainment Event Center**, expanded festivals, year-round programming, and targeted marketing, Eatonville is positioned to generate measurable increases in visitation, overnight hotel stays, and tourism-related spending across Orange County.

From a Tourist Development Tax (TDT) perspective, this plan:

- Meets all eligibility requirements under **Florida Statutes §125.0104**
- Prioritizes tourist-oriented capital facilities and event tourism
- Demonstrates strong return on investment through cost-per-visitor and cost-per-room-night metrics
- Uses conservative, moderate, and aggressive performance scenarios to manage risk

- Provides clear performance metrics, reporting protocols, and governance structures

Integrated Performance & ROI Summary

Five-Year (Moderate Scenario) Projections:

- Total visitors: ~118,000
- Annual stabilized visitors (by 2029): ~35,000
- Annual stabilized hotel room nights (by 2029): ~32,000

Return on Investment Metrics:

- Estimated 5-year TDT investment: ~\$5.0 million
- Cost per hotel room night: ~\$48
- Cost per visitor: ~\$42

These metrics compare favorably to many large-scale tourism capital projects, which often exceed \$100–\$150 per hotel room night and \$80–\$120 per visitor.

Scenario Planning (Risk Management)

- **Conservative Scenario:** ~25,000 visitors / ~22,000 hotel room nights annually by 2029
- **Moderate Scenario (Baseline):** ~35,000 visitors / ~32,000 hotel room nights annually by 2029
- **Aggressive Scenario:** ~45,000 visitors / ~40,000 hotel room nights annually by 2029

The phased approach outlined in this plan allows Orange County and the Town of Eatonville to scale investment and programming based on actual performance.

Five-Year Tourism Action Plan (Summary)

Years 1–2 (Foundation):

- Complete Club Eaton restoration and activation
- Expand ZORA! Festival programming
- Launch baseline tourism data collection
- Formalize Visit Orlando and hotel partnerships

Year 3 (Expansion):

- Launch year-round performing arts series
- Introduce convention and group tourism programming
- Expand regional and national marketing

Years 4–5 (Stabilization & Growth):

- Implement heritage walking trails and placemaking
- Strengthen national cultural branding
- Demonstrate sustained hotel-night generation
- Prepare next-phase TDT capital and programming requests

Governance & Accountability

Implementation of this plan will be guided by strong public-private partnerships, professional nonprofit operations, and annual reporting to Orange County. Performance metrics—including attendance, visitor origin, hotel room nights, and economic impact—will be reported annually to ensure transparency and continued eligibility for TDT investment.

Final Statement

Adoption of this Tourism Master Plan positions Eatonville as a **countywide tourism asset**, strengthens Orange County's cultural tourism portfolio, and delivers high-impact tourism outcomes at a modest public investment. The plan provides Orange County with a clear, defensible, and performance-based framework for strategic TDT investment that supports long-term tourism sustainability and economic development.

Appendix A: Key Questions & Answers (Summary)

1. What is the primary purpose of the Eatonville Tourism Master Plan?

Answer:

The purpose of the plan is to position Eatonville as a **nationally recognized heritage, cultural, and performing arts tourism destination** while ensuring that all tourism investments are **statutorily eligible for Tourist Development Tax (TDT) funding** and generate **measurable overnight visitation and economic return** for Orange County.

2. How does this plan directly align with Florida Statutes and Orange County TDT policy?

Answer:

Every section of the plan is tied to **Florida Statutes §125.0104**, which authorizes TDT use for tourism promotion, cultural and performing arts facilities, event tourism, and capital projects that induce overnight stays. The plan prioritizes **tourist-oriented capital facilities, ticketed events, destination marketing, and convention enhancement**, all of which are established eligible uses.

3. Why should Orange County invest TDT dollars in Eatonville rather than larger tourism areas?

Answer:

TDT works best as a diversified portfolio. Eatonville delivers **high return on investment at a modest capital cost**, with projected **costs of approximately \$48 per hotel room night and \$42 per visitor**, which is significantly lower than many large-scale tourism projects. It adds authenticity, cultural depth, and year-round demand without competing with existing assets.

4. How does the plan generate overnight hotel stays if Eatonville has limited lodging?

Answer:

TDT does not require lodging to be located within the host municipality. The plan focuses on **event-driven and cultural tourism** that induces visitors to stay in hotels throughout Orange County. The plan includes **hotel partnerships, event packaging, and visitor tracking** to document hotel-night generation countywide.

5. What are the projected tourism outcomes of this plan?

Answer:

Under the **moderate scenario**, the plan projects:

- Up to **35,000 annual visitors by 2029**
- Approximately **32,000 hotel rooms nights annually**
- An estimated **\$5.76 million per year in lodging revenue**, based on conservative ADR assumptions

These projections are phased, measurable, and supported by event programming and cultural facilities.

6. What is the role of Club Eaton within the Tourism Master Plan?

Answer:

Club Eaton is the **catalytic anchor project** of the plan. It will operate as a **performing arts and cultural entertainment event center**, hosting ticketed performances, festivals, and convention-related programming. It transforms a historic asset into a **year-round tourism generator** that supports all major TDT drivers.

7. How does the plan manage risk and avoid overestimating tourism demand?

Answer:

The plan uses **conservative, moderate, and aggressive scenarios**, allowing Orange County to evaluate performance under different demand conditions. Investments are **phased**, not front-loaded, and performance is tracked annually so adjustments can be made based on real visitation and hotel-night data.

8. How will success be measured and reported?

Answer:

Success will be measured through:

- Visitor attendance and ticket sales
- Visitor origin data
- Event utilization
- Hotel room nights generated

- Economic impact indicators

Annual reporting ensures transparency, accountability, and ongoing TDT eligibility.

9. How does this plan benefit Orange County as a whole, not just Eatonville?

Answer:

Tourists experience Orange County as a region, not by municipal boundaries. Eatonville enhances the county's **cultural tourism brand**, extends visitor length of stay, supports hotels and restaurants across the county, and strengthens Orange County's national credibility as a diverse, world-class destination.

10. What decision is being requested from policymakers?

Answer:

The request is to **adopt the Eatonville Tourism Master Plan**, recognize it as a **county-aligned tourism strategy**, and support **phased, performance-based TDT investment** in eligible cultural, performing arts, and event tourism projects that deliver measurable returns.

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