

## Our Vision

Downtown Eustis will be a place to live, work, shop, dine, play, invest and enjoy our waterfront.

## Our Mission

Eustis Main Street was formed to organize and assist in the revitalization of the historic downtown and waterfront of Eustis, Florida

We work to achieve this mission utilizing the Main Street 4 Point Approach:  
Design,  
Promotion,  
Economic Restructuring,  
and Organization,  
all within the context of  
*Historic Preservation.*



# Downtown Update

[www.EustisMainStreet.org](http://www.EustisMainStreet.org)  
Winter 2009

## Have You Been Downtown Lately?

Downtown has a fresh, new look! The Eustis Façade grants have resulted in many new facelifts for several downtown shops and the streetscapes at key intersections have been replanted. There are a lot of good things to come for downtown in the near future. The "Downtown Update" will help to keep you in the know on a regular basis. We hope you come downtown often to experience it for yourself.



This important and newly restored downtown landmark, owned by Frank Bartle, is seen by all who travel through Eustis going south on Bay St. It is home to 3rd Generation Estate Jewelry. Eustis Façade Grants were an important catalyst for downtown design improvements.

## Executive Director's Report

Please enjoy our first "official" newsletter in several years. I think you will find it full of good information and interesting pictures. Our goal is to keep our membership, stakeholders, and those interested in our great downtown informed about what Eustis Main Street is doing to achieve its mission of organizing and assisting in the revitalization of Downtown Eustis and the lakefront.

Our membership and scores of volunteers make our successes possible. Board members Bob David and Charles Rudd and Deputy City Manager, John Schneider each contributed to this newsletter. Joe Ramirez, Richard Hoon and Kace Montgomery deserve huge thanks for their assistance in making this a reality.

To our members I say "Thank you"! If you are not yet a member, we hope once you see what we do here you'll want to participate. Please contact me or one of our Board of Directors for information about Eustis Main Street and downtown Eustis.

Wayne Carter

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### **Eustis Main Street, Inc.**

**P. O. Box 164  
Eustis, FL 32727**

**352-357-8555  
Director@EustisMainStreet.org  
www.EustisMainStreet.org**

## The Alliance for Downtown Eustis

**Successes come through  
partnerships with others.**



**No longer a construction site, it's a  
sculpture garden.**



**Our attractive downtown hosts fine shops  
and restaurants and quality events.**



# Arts and Culture in Eustis!

## Eustis Annual Sculpture Program

Eustis Main Street Public Arts and Music volunteers are working with City staff and others on the new city wide Eustis Annual Sculpture Program. There are eight pieces on display this year. The artists receive a stipend for the art while it is here and the pieces are for sale. In October, these pieces will be removed and new pieces placed in November. Proceeds from the sale of these sculptures will go to perpetuate the program.



See "Innocents" as part of the Eustis Annual Sculpture Program. For more information go to [www.Eustis.org](http://www.Eustis.org) or call the Main Street office.

## Volunteer Eustis!

### A City Partnership Volunteer Expo

Eustis Main Street depends on lots of great volunteers to accomplish its many goals. Join us and our Arts and Culture and City of Eustis partners at The Volunteer Expo. Each organization will be available to discuss opportunities.

The Expo will be held from 9 - Noon at the American Legion Building in Eustis on Saturday April 4th. Information at [www.Eustis.org](http://www.Eustis.org).



Eustis celebrated 125 years in 2008 with the Florida Lakes Symphony at the Historic McClelland Band Shell

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## The Arts and Culture Round Table

An idea that came from last year's annual Main Street conference in Philadelphia and discussions with local artisans led to Main Street organizing the Arts and Culture Round Table. The Round Table is a way for the different groups to get together to promote each other and explore ways to help Eustis achieve its vision of becoming an Arts and Culture destination.

## Eustis' arts and culture organizations include:

*Bay Street Players*

*The Lake Eustis Museum of Art*

*The Lake Eustis Institute*

*The Eustis Historical Museum and Preservation Society*

*The Eustis Art League*

*Trout Lake Nature Center*

*The Lake Eustis Sailing Club*

*The Eustis Memorial Library*

*Eustis Main Street's Public Arts and Music Committee*

## Design

### Downtown Eustis Blooms Again!

The landscaping in downtown Eustis has received a much needed overhaul. The previous landscaping had been there for over 20 years and needed some work. City crews removed all the old plant material and replaced it with a planting scheme developed by Francis Nipe of the Development Services Department. The majority of the beds are planted with perennials with a few spots in the center of town for annuals that add more color to the street. The oaks were trimmed and fertilized as well to raise the canopy and improve the health of the trees. Shade is an important component of a streetscape and maintenance of the existing canopy and the inclusion of a tree canopy in the new streetscape plan is paramount to the “sense of place” we are trying to create in the downtown.



New streetscape at Magnolia Ave. and Grove St.



Certified Arborist supervised trimming of trees

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## Eustis CRA Plan Coming Together

The City hired Glatting Jackson last fall to complete work on the CRA Plan, with a focus on the remaining neighborhood residential areas. Glatting Jackson was responsible for the development of the Eustis Downtown Master Plan earlier this year. The firm’s current effort includes working with city staff to review and prioritize the issues discussed at previous CRA neighborhood residential workshops including: housing; neighborhood business development; infrastructure; safety and related issues; historical resources, parks, recreation and culture. As part of the process the City has conducted a thorough review of past amendments to the original 1990 CRA Plan.

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## EPA Grant Application

The City of Eustis has applied for a \$400,000 EPA Brownfield’s Community Assessment Grant. If obtained, the grant will make funds available to City property owners interested in conducting Phase 1 and 2 Assessments on their property, with an emphasis on the Downtown and the CRA. Requested assistance will pay for 100% of the total cost and property owner participation is on a completely volunteer basis. Acquiring a Brownfield Community Assessment Grant improves the chances of ultimately acquiring clean-up funds for Eustis projects, and will also enhance opportunities for the City to leverage other federal redevelopment grant funds.

Please contact John Schneiger, Deputy City Manager–Economic Development (352-483-5430) for information about this project.

## Economic Restructuring

Over the course of 2009 the ER committee will maintain as well as develop several new projects as outlined below.

The ERC, through its interaction with City and County governments, will continue to work toward developing financial incentives and capital for building rehabilitations and business development in Eustis.

The ERC will monitor economic data specific to our city to help us measure economic performance. This shared information will allow us to better manage the inherent changes that occur in the marketplace and provide information to our businesses to allow them to be more proactive.

A Business Owners Resource Kit will be developed to provide resource information to help business owners deal with day to day issues relating to City and County Government. It will also provide information on business assistance programs available through SCORE, LSCC and Greater Orlando EDC. A Developer's Tool Kit similar to the resource kit will provide the needed information to a prospective new business or developer interested in investing next door.

In the coming months the ER committee will be completing a town inventory. It will include a listing of all business and residential units that exist within the "Main Street" area. The intent is to better understand the current usage of those buildings and what opportunities exist for prospective businesses and residents with the goal being the conversion of vacant unused space to productive property.

### ER Committee Members:

Bob David, Federal Trust Bank, Chair  
Cindy Sature, United Southern Bank  
Betty Whitaker, United Southern Bank  
Chuck Munson, Independent Air  
Cyd Ferree, Sight and Sound Design  
Sharron Semento, Chamber of Commerce

## City Initiates Business Retention & Expansion Program

As a part of the implementation of the City's Strategic Plan a Business Retention & Expansion Program (BR&EP) is in the process of being initiated. The Eustis Chamber of Commerce and Eustis Main Street are partnering with the City on this program. Deputy City Manager John Schneiger stated that "the initiative is based on the fact that 90% of new jobs in Florida are created by existing businesses".

The program is geared toward helping businesses solve problems and assist them in using programs aimed at helping them be more competitive, as well as demonstrate that the community appreciates their contribution to the local economy. This will be followed up with a Business Survey in 2009. The information from the survey will be utilized to better solve the problems of businesses and develop future economic development strategies for the community. A kick-off meeting was held this month.



### Support Downtown Businesses!

At the heart of any great downtown are the people and businesses that choose to locate there. Check out our newest shops. They are excellent additions to our downtown.

**The Great Pizza Company**      352-357-7377  
www.theGreatPizzaCompany.com  
**Olivia's Coffeehouse**      352-357-1887  
www.OliviasCoffeehouse.com

# Promotions!

Eustis Main Street continues to promote Eustis. The most visible signs of this are our Special Events. The First Friday Street Fest and Downtown Cruise-In continue to grow. These events, and others bring thousands of people downtown each month and will help our downtown survive a slow economy.

Our goal is to assist in not only making Eustis a destination but to also help develop our local businesses into destinations in their own right. Destination businesses bring people to downtown who likely will visit another shop or restaurant while they are here. Shopping and dining then becomes the experience that we desire for downtown.

**[www.EustisMainStreet.org](http://www.EustisMainStreet.org)**

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## Opportunities to Promote Your Business!

Main Street events are a great way to promote your business! Thousands of people attend our events and various advertising methods are used. Contact Wayne Carter for more information at **357-8555** or **events@EustisMainStreet.org**.

## Sponsorships are available for:

<i>Sun Love Festival</i>	<i>May 3rd</i>
<i>Fireworks</i>	<i>July 3rd Street Fest!</i>
<i>12th Annual Lake County Folk Fest</i>	<i>October 10th &amp; 11th</i>
<i>Light Up Eustis</i>	<i>November 27th</i>
<i>Street Fest Entertainment</i>	<i>Monthly</i>
<i>Downtown Cruise-In</i>	<i>Monthly</i>

# What's Happening in Downtown Eustis!

March 6th  
First Friday Street Fest "St. Patrick's Day!"  
Eustis Main Street 352-357-8555

March 12- April 16th  
Wild, Wondrous Africa:  
Charlene Edwards with Michael Pergola  
Lake Eustis Museum of Art 352-483-2900

March 14-20th  
Florida Art in Focus  
Lake Eustis Institute 352-357-3995

March 28th  
Downtown Cruise-In  
Eustis Main Street 352-357-8555

April 3rd  
First Friday Street Fest "Gone Country"  
Eustis Main Street 352-357-8555

April 10th - May 3rd  
A Man For All Seasons  
Bay Street Players 352-357-7777

April 12th  
Easter Sunrise Service- Ferran Park  
Eustis Main Street 352-357-8555

April 25th  
Downtown Cruise-In  
Eustis Main Street 352-357-8555



Tim Krekel performed at PAM's "An Evening of Music" at the Historic State Theatre in January.

A Special ‘Thank You’  
 goes out to two great volunteers,  
 Sharyn Getchell and Em Pascarella!

Sharyn is the Volunteer Coordinator for our First Friday Street Fests. Em coordinates the Downtown Cruise-In. These events could not happen without their faithfulness and diligence.



Wachovia volunteers at First Friday Street Fest



Cars and people crowd the Downtown Cruise-In



The Alliance For Downtown Eustis

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**Board of Directors**

**Executive Officers:**

Colleen Rotella, President	Eustis resident
Chuck Munson, Vice Pres.	Independent Air
Nanci Marsh, Treasurer	Eustis resident
Charles Rudd, Secretary	Ivanhoe Village Main St.

**Board Members**

Bob David	Federal Trust Bank
Cyd Ferree	Sight and Sound Design
Sharyn Getchell	Eustis resident
Regina Heffington	Eustis resident
Penny Jenness	Peddler’s Wagon
Cynthia McMaster	Lake Co. Health Dept
Betty Pellegrini	Aunt B’s Bed and Breakfast
Mary Ramirez	Madaba Enterprises
Cindi Satur	United Southern Bank
Olivia Spilotros	Olivia’s Coffeehouse
Betty Whitaker	United Southern Bank

**Liaisons**

Frank Bartle	Downtown Eustis Business and Professional Association
Phil Ernest	Lake Eustis Historical and Preservation Society
Susan Loden	Lake Eustis Museum of Art
John Schneiger	City of Eustis
Elizabeth Scholl	Bay Street Players
Sharron Semento	Lake Eustis Area Chamber of Commerce
George Warren, Jr.	Lake Community Foundation

**Executive Director**

**Wayne Carter**

# Membership Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Member Sponsor Levels:** Gold \$1,000 Silver \$750 Bronze \$500

<b>Business</b>		<b>Individual</b>	
Large Business Membership	\$250	Patron Membership	\$250
Medium Business Membership	\$100	Sustaining Membership	\$100
Small Business Membership	\$ 50	Contributing Membership	\$ 50

Eustis Main Street, Inc is a 501-c-3 non-profit organization.

Please make checks payable to: Eustis Main Street, Inc. Mail your completed application along with your membership contribution to:

Eustis Main Street, P.O. Box 164, Eustis, FL 32727

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Eustis, FL 32727

