

Prior Accomplishments



Goal #1

- Completed Downtown Streetscape project
- Developed trail and park at Palmetto Point
- Completed a Pedestrian and Bicycle Master Plan
- Secured FDOT permits for wayfinding signs
- Continued sidewalk repair, replacement and construction
- Continued land acquisition for Kensington gateway and Palmetto Park



Goal #2

- Promotion of Eustis through updated website, communications, and backlit displays at the Sanford airport
- Fast-track permitting of downtown redevelopment site at Bay St. and McDonald Ave.
- Commencement of downtown stormwater project
- Industry contact and negotiations for solar farm at the WWTP
- Business-friendly sign regulation changes



Goal #3

- Pursuit of Advance Life Support implementation
- 2010 Census
- Brownfield Assessment grant program
- Continuing service contracts for professional services

Core Values



We **S**erve
We are **P**rofessional
We act with **I**ntegrity
We produce **R**esults
We are **I**nvolved
We practice **T**eamwork



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Strategic Plan 2011-2012



August 4, 2011



VISION *(Our future):*

Eustis is a vibrant lakefront community with a well integrated local economy strengthened by creativity and innovation. It is a community that respects and honors its history and its rich natural environment. It provides residents, workers, and visitors a friendly, welcoming sense of place.

MISSION *(Our fundamental purpose):*

Create a superior quality of life by engaging and partnering with the community to provide financially prudent and customer friendly services.

Goal #1



To be a beautiful, livable city with a vibrant lakefront identity

- Complete the Ferran Park Master Plan and construct the first phase of improvements
- Complete development plan and property acquisition for Palmetto Plaza and Kensington Gateway
- Complete the Pedestrian and Bicycle Master Plan and start implementation
- Complete first phase of Palmetto Point Park Improvements
- Install wayfinding signage and gateway signs at entrances to the City



Goal #2

To expand the local economy

- Evaluate and implement local actions to encourage business expansion and growth
- Complete the Downtown Storm Water project
- Follow-up the Business Retention and Expansion Survey with regular visits to local businesses
- Create economic development space and information on the City's website
- Develop and implement a downtown parking plan and policies

Goal #3



To provide quality, cost-effective public services

- Develop a street master plan for repair, maintenance and improvements
- Update user fees for park and recreation services and programs
- Evaluate and acquire software/hardware to improve the efficiency of financial/business systems and operations of the city
- Evaluate and consider opportunities for coordination of Fire Services with Mt. Dora, Tavares and Lake County
- Initiate the development of a Parks and Recreation Master Plan

