



City of Eustis

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FOR IMMEDIATE RELEASE
Eustis, Florida

September 6, 2023

Duke Energy provides \$20,000 funding to the City of Eustis

The City of Eustis to develop an economic development marketing plan with \$20,000 grant from Duke Energy

The City of Eustis was awarded a \$20,000 grant from the Duke Energy Foundation to analyze its economic base and develop a marketing plan to support its growth. Eustis is one of 35 Florida organizations to collectively receive \$682,000 in economic development grants from Duke Energy to bring new jobs and investment in Florida.

With more people and businesses moving to Florida and Lake County every month, the marketing plan will be a tool used to devise more effective strategies for grabbing the attention of targeted audiences and conceive ideas about how the City's unique features will be marketed to them.

"We Eustonians are very proud of our agricultural past and will continue to strengthen it and all of our existing business base. But it is also important for us to identify additional businesses that are strong and growing and can succeed by locating or expanding here in Eustis," said Mayor Holland.

With the population and industry growth that is headed our way, the City has a unique opportunity to generate greater business growth by becoming more aggressive and targeted in our marketing efforts. There is a perception out there that Eustis is a small town that is content with sitting passively. Those are notions that we want to dispel. We are walking into a brighter future by telling our own story of how we are working to generate a more balanced economic growth that is sustainable and long-term.

More and more people are finding that Eustis is a great location to live and visit. The city is currently growing at a rate of 1.9% annually and has grown 5.1% since the last census. Even further supporting the fact that Eustis is growing into a favored Central Florida locale, 370 new businesses have been established in the City since 2020.

“Eustis is committed to planning as a means of achieving its long-term economic development goals, which includes expanding its marketing reach. It is great to have a partner like the Duke Energy Foundation that provides grant funding to help cities overcome resource challenges, particularly as it relates to economic growth,” said Tom Carrino.

The Duke Energy Foundation makes strategic investments to help build powerful communities that attract business investment and jobs, where residents and businesses thrive, and a talented workforce drives economic prosperity for all. Duke Energy is committed to the economic vitality of Florida communities, advancing the state’s prosperity and transforming the future.

“By investing in the people, places, and businesses that strengthen and uplift our communities, we are creating opportunities for years to come,” said Melissa Seixas, Duke Energy Florida state president. *“Together with our state, regional and local economic development agencies, we will continue to power lives and fuel Florida’s growth.”*



Click [here](#) to visit Duke Energy’s press release page.

For more information on the Development of the Downtown Master Plan contact Al Latimer, Economic Development Director, 352-483-5431.

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