City Commission Work Session

MONDAY, NOVEMBER 9, 2026
4:30 PM

CITY HALL COMMISSION CHAMBERS
300 NORTH PARK AVENUE
SANFORD, FL 32771

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AGENDA

1. **Discussions and Presentations:**

   1.A Presentation and Discussion on the Sanford 150th Anniversary Celebration - Elizabeth Jones

   150th presentation.pptx
   150th commission report v2.pdf

   1.B Sanford Main Street Streetscape and Banner Program Overview

   Sanford Main Street is proposing a streetscape and banner program and providing an overview to the City Commission.

   Sanford Main Street Streetscape & Banner Program.pdf

2. **Regular Meeting Items** – additional information

3. Briefing Items.

4. City Manager Comments.



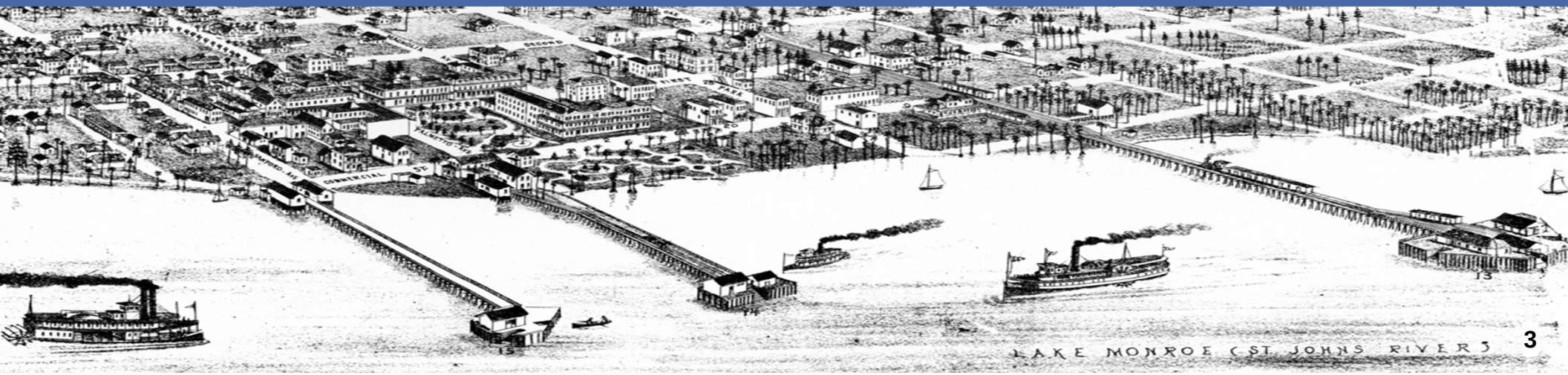
Anniversary Celebration

SANFORD FLORIDA

Overview

- **Incorporated on September 29, 1877, Sanford will be 150.**

- **Throughout 2027 the City will be recognizing this milestone anniversary.**



SANFORD FLORIDA

Mission Statement

"To celebrate the local history of the city of Sanford by organizing various celebrations—whether events, exhibits, or art—in partnership with city and community organizations which highlight our local history and cultural fabric. These celebrations will focus on the people, places, goals, and dreams that have made Sanford the great city it is today."

Primary Logo

The fifteen pointed star
represents the 15 decades
the City has been in existence, as do the15 encircling stars.



Supporting Logo



Some promotional elements may need more detail, this logo is meant for certain printed media and promos.

SANFORD FLORIDA

City of Sanford & the 150th

- City of Sanford Staff (especially the Museum staff) have been planning and coordinating specialized events, exhibits, and more for the last few years.

- Ideas for 150th celebrations are welcome, but a small committee of City staff has been designated with the oversight and support of these functions.

SANFORD FLORIDA

Ways to engage

- **150th Website.**
  - Hub for all things 150th
- **Social Media Campaigns.**
  - A style guide has been created for this as well to ensure consistency.
- **Special Merchandise**
  - Represent Sanford with 150th merch for purchase.
- **Unique Exhibits at the Museum & City Hall.**

SANFORD FLORIDA

What to look forward to…

- **The plan is for every month there be a way to engage with the 150th.**
  -Brigitte has been working with Community Partners who intend to host their own 150th events.

A year of celebrating Sanford History!

SANFORD FLORIDA

Questions?









Thank You!

SANFORD

1877 150 2027

CELEBRATION



The Sanford 150th anniversary event overview for City Management and City Commission.

CITY OF SANFORD FLORIDA

About the Event

On September 29, 1877 the City of Sanford, Florida was incorporated and the “Gate City of South Florida” was established by Henry Shelton Sanford. Sanford’s history is one worth remembering as well as the people who made it what it is today. This year long celebration is a way recognize the City’s past and Thank those who made and continue to make it the incredible City it is today.

Mission Statement

The guiding theme for all events and activities for the 150th

> “To celebrate the local history of the city of Sanford by organizing various celebrations—whether events, exhibits, or art—in partnership with city and community organizations which highlight our local history and cultural fabric. These celebrations will focus on the people, places, goals, and dreams that have made Sanford the great city it is today.”



Over the course of the 2027 year the City of Sanford and other Sanford based organizations will be celebrating this milestone anniversary in variety of ways. Community events and 150th enhancements to annual Sanford traditions and celebrations are some of the ways every-one can experience Sanford. City staff is making sure this year is memorable for the current generation of those who call Sanford home (or their favourite place to visit). This document serves as an outline of planned and proposed events, funding, and exclusives.

More details about the 150th anniversary will be available on the official web page Sanfordfl.gov/Sanford150.

This page will go live to the public beginning January.

Logo and Design

All designs have been approved by the Museum and the Communication Offices, with an accompanying style guide to ensure consistency.



This logo is intended for use as the primary event Logo.

The fifteen pointed star represents the 15 decades the City has been in existence, as do the 15 encircling stars.

It also incorporates the Sanford Logo Font from the Branding Logo to continue brand reconnection to the public.

This Logo will be used for printed media, such as flyers.

This logo incorporates part of the Sanford logo used on the City's Historic District map, which was inspired by antique Sanborn Fire Maps.



Every Month is a Reason to Celebrate

Below is a brief highlight of events noting one main event that will highlight Sanford's 150th, that Sanford is hosting or is a primary supporter. The following list is to provide the City Manager and City Commission and general idea of what will occur throughout the year.

Though there may be multiple events in a month (both 150th related and not), the City has attempted to spread out City lead events, to ensure staff are able to manage supporting public/ 3rd-party events in between Sanford events.

January	**150TH KICK OFF** The first City Commission of the year will welcome residents and visitors to engage in year of events celebrating the 150 years of Sanford.
February	**BATTLE OF CAMP MONROE** Experience living history that re-enacts the 1836 Seminole war and the U.S. settlement of Lake Monroe.
March	**OPENING DAY** Start the Baseball Season at the historic Sanford Memorial Stadium for an event that celebrates baseball in Sanford.
April	**TBD**
May	**MEMORIAL DAY PARADE** Honouring those who have served our Country, this City event will also be apart of the 150th anniversary events.
June	**TBD**
July	**FOURTH OF JULY FIREWORKS** A family favourite annual event that will recognize a historic day in American history and a historic year in Sanford history.
August	**NATIONAL NIGHT OUT** In partnership with Sanford Police Department recognizing the history of building community through neighbourhood-police partnerships.
September	**INCORPORATION DAY** The big event! Proclamations and speciality events will take place around and on Sept 29th, the official 150th anniversary of Sanford's founding.
October	**TBD**
November	**TBD**
December	**TBD**

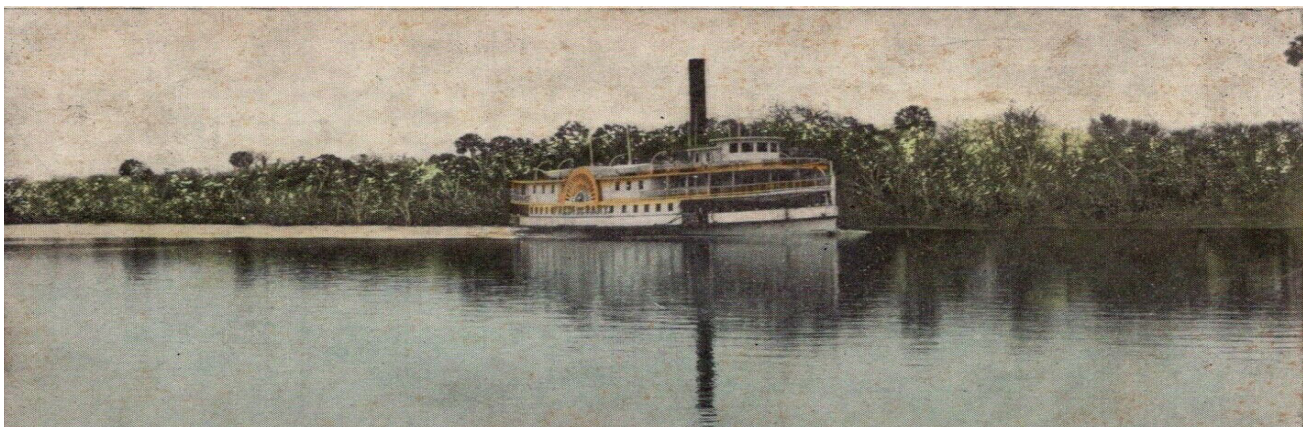
The Sanford 150th website will have a live calendar with City events including those not related to the Sanford 150th.The list provided are events that are currently scheduled to occur but are subject change as we approach the new calendar year.

For the months with TDB, event support and funding is still being reviewed. As details become finalized the City 150th website will outline events with supporting details.

Museum Exhibits

The City of Sanford Museum in addition to specialized events will have a series of temporary exhibits both at the Museum and City Hall that highlight unique artefacts and events from Sanford's 150 years. These events will be open to the public and as always free of charge.

- ✓ *Made in Sanford*
- ✓ *Mellon Letters*
- ✓ *Annie Caldwell Whitner*
- ✓ *15 Sanfordites Who Made Sanford*
- ✓ *PSI High "Greatest Hits of Sanford"*
- ✓ *Henry Sanford's City*
- ✓ *Boom, Bust, and Up and Away*
- ✓ *Sanford Today*
- ✓ And much more...



OUR PARTNERS

Our Community is what makes Sanford the City it is today and as such the City of Sanford Museum will continue to highlight and work with Community Partners and organizations who are also recognizing this monumental milestone. City Partners will be highlighted on the website and 150th events will be included on the event calendar.
Brigitte Stephenson has been the driving force in Community Partnerships and coordination related to the 150th.

Sanford Team

The City of Sanford has a small team of employees who are overseeing the 150th anniversary event, these employees support vital roles in ensuring a successful year long celebration takes place. The employees listed act as the anniversary leads but it is important to acknowledge that it is through all the employees and support of the Sanford community these events can take place.

Primary Contacts

Elizabeth Jones

Strategic Performance Manager

Project Manager-Provides updates, time line management, website support, budgetary monitoring.

Brigitte Stephenson

Museum Curator

150th Coordinator- Oversees Mission alignment of events, oversee Museum exhibit and events and acts as Community liaison

Jerry Sullivan

Parks & Recreation Director

150th Department Director- Ensures operations of reoccurring and 150th events is ran by City standards and oversees Department staff.

Lisa Holder

Communications and Marketing Manager

Communications Lead- Reviews all content prior to publishing for consistency and quality

Supporting Contacts

Mary-Helen Norris

Digital Media Specialist

Communications Support- City Hall communication content and website support.

Savannah Poole

Museum Curatorial Assistant

Communications Support- Museum event support and museum communication content.

Matthew Coleman

Recreation Manager

Department Support- Provides Recreation support and insight for any events throughout year.

Budget Overview

The 2027 budget approved funds to support the Sanford 150th anniversary celebration, allocation may vary based on actuals and overall budget reductions. The general budget distribution highlights City cost and is meant to inform City Management and City Commission of how the City Staff intends to support the year events.

THE EVENTS

The City has allocated $12,000 to support in partnership with Recreation and the Museum specialized 150th events for the City.

THE COMMUNITY

The City allocated up to $5,000 for promotional items that will be for purchase and event give-aways.
Allowing our Community to show their pride is important.

THE SUPPORT

The City allocated up to $7,000 to support and add 150th flair to annual City events, such as 4th of July and the Christmas events.

The general budget is $24,000 for City supported events, these funds are a one time expense, meaning the City is not budgeting this amount continuously. The former City Manager of Sanford had ensured that funds were set aside after the budget for the Departments were drafted so general operational funds were not effected but still secured funds to celebrate this huge milestone in Sanford's history. Recognizing and celebrating the City was considered a worthy budgetary item for the Community in the 2027 Fiscal Year.



Ways to Engage

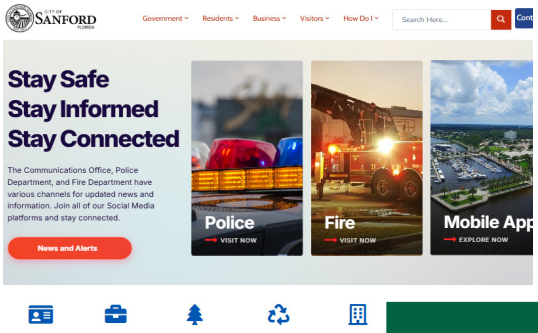
Sanford will be providing various ways for the public to engage and celebrate the 150th, Ideas for engagement may evolve over the coming months but the following are the general ideas and focus.



SPECIALIZED MERCHANDISE

The Community can purchase or win exclusive merchandise commemorating this milestone in Sanford's history. Different items available

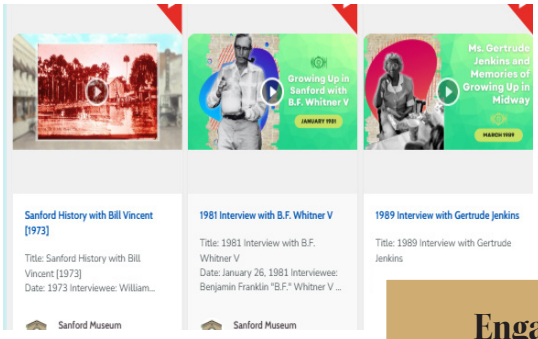
Pride



OFFICIAL WEBSITE

An official website is being designed and launched to have a one stop shop for everyone to see events and ways to engage over the course of the year.

Inform



SOCIAL MEDIA

Specialized social media campaigns are being launched throughout the year to educate our community on the History of Sanford and also have ways to share their own memories.

Engage



HOSTING A 150TH EVENT

Different partners may be hosting their 150th tie in event. Details of those events will be shared as well, since having an involved and activate community it's just one of the unique things about Sanford.

Host

SANFORD MAIN STREET

Streetscape Sponsorship & Banner Program

The Sanford Main Street Streetscape Program activates Historic Downtown Sanford's primary commercial corridors with clean, unified, and classic visual branding. Beyond offering high-visibility brand exposure across our busiest pedestrian and vehicular corridors, **100% of net proceeds from this program are reinvested directly into downtown infrastructure improvements**, public space beautification, and streetscape enhancement projects.

1. Annual Pole Sign Sponsorship (Open Enrollment)

Designed for local businesses, downtown merchants, and corporate partners seeking prominent, daily year-round visibility while directly investing in Sanford's physical revitalization.

- **Placement:** Mounted directly to designated historic street light poles throughout Downtown Sanford.
- **Signage Specifications:** 7" x 18" Max Metal sign inserts securely fastened with dedicated 3" round post bracket hardware.
- **Aesthetic Standard:** Crisp, high-contrast black UV-printed company logo on a double-sided white metal background, curated to complement downtown's historic character.
- **Term:** 1 full year (12 consecutive months from installation).
- **Inventory:** Strictly limited to 20 downtown poles.

Annual Investment & Volume Tiers

Tier	Coverage	Annual Investment	Cost Per Pole
Single Pole	1 Pole	**$750**	$750 / year
Dual Corridor	2 Poles	**$1,400**	$700 / year (Save $100)
District Showcase	3+ Poles	**$650 / pole**	$650 / year (Save $100+/pole)

2. Legacy Event Banner Series (Curated Corridors)

The 24" x 60" light pole banners lining downtown are reserved exclusively for Sanford's signature legacy festivals, milestone civic celebrations, and strategic Main Street community campaigns.

- **Selection Process: Strictly by invitation only.** To protect downtown's aesthetic harmony and coordinate the seasonal civic calendar, Sanford Main Street curates and initiates direct outreach to selected legacy partners. *Applications or unsolicited outside requests are not accepted.*
- **Corridor Reach:** Full 20-pole downtown corridor takeover.
- **Banner Specifications:** 24" x 60" heavy-duty 18 oz vinyl banners featuring full-color, double-sided printing.
- **Turnkey Execution:** Sanford Main Street manages all vendor ordering, logistics, and changeout labor.

Invited Partner Package Breakdown

- **Main Street Legacy Sponsorship Fee:** $1,000.00
- **Banner Production & Changeout Cost (20 banners):** $800.00
- **Total Turnkey Flight Cost: $1,800.00**

Program Summary

Feature	Annual Pole Sign	Curated Event Banners
Access	Open to downtown businesses & partners	**Invitation-only; curated by Main Street**
Medium	7" x 18" Double-Sided Metal Plate	24" x 60" Double-Sided 18 oz Heavy Vinyl
Display Scale	1 to 20 Poles	Full 20-Pole District Corridor
Duration	365 Days (1 Full Year)	Dedicated event flight / seasonal run

Feature	Annual Pole Sign	Curated Event Banners
Design Guideline	Clean black logo on white metal background	Curated full-color civic/event artwork
Financial Terms	Starting at $750 / year (tiered rates apply)	$1,800 + *56*$tax$(1,856 total per run)
Civic Impact	100% of profits fund downtown infrastructure	100% of profits fund downtown infrastructure

Community Reinvestment Commitment

Sanford Main Street is committed to transparency and intentional stewardship. All surplus revenue generated from annual pole sponsorships and banner flights is restricted for capital and physical improvements within the downtown commercial district, including:

- Street furniture, pedestrian amenities, and historic lighting maintenance
- Wayfinding and district aesthetic improvements
- Landscaping, corridor cleanliness, and streetscape preservation initiatives

Pole Sponsorship Inquiries & Enrollment

Pole sign locations are allocated on a first-come, first-served basis upon contract completion and vector logo submission.

- **Sanford Main Street**
- **Paul Williams**, President
- **Email:** president@sanfordmainstreet.com

APPENDIX: Vendor Hardware & Production Quote (Ref: 002)

The following quote details the baseline production costs for the program, establishing the financial model above.

Date: October 14, 2026

Company: Sanford Main Street

Attention: Paul Williams (President)

Item Description	Specifications / Notes	Qty	Unit Price	Total Price
24" x 60" Street Pole Banner	Double-sided print on 18 oz banner material	20	$40.00	$800.00
18" Wide Banner Hardware	Standard street pole mounting hardware	20	$65.00	$1,300.00
24" Wide Banner Hardware	Standard street pole mounting hardware	20	$70.00	$1,400.00
30" Wide Banner Hardware	Standard street pole mounting hardware	20	$75.00	$1,500.00
7" x 18" Max Metal Sign Insert	Double-sided UV printed directly on metal	20	$75.00	$1,500.00
Bracket Mount for Metal Sign	Specifically designed for a 3" diameter post	20	$65.00	$1,300.00

Total: $7,800.00