

**City of Sanford  
Community  
Redevelopment  
Agency**

Goals, Objectives,  
& Performance  
Measures  
Report

*December 1, 2025*

*Pamela Lynch  
CRA Executive Director*

## PURPOSE

Per House Bill 7013, which the Florida Legislature passed in 2024, special districts need to adopt goals and objectives for each program and activity embarked on by the district, as well as performance measures and standards to ascertain if the district's goals and objectives have been accomplished by October 1, 2024. Following this initial date, each special district must publish an annual report on the goals and objectives accomplished by the district by December 1st of each year thereafter.

The purpose of this document is to satisfy the statutory requirements by reporting on the goals and objectives achieved by the district, reporting performance measures and standards used by the district to make this determination, as well as detail which goals and objectives the district did not achieve in fiscal year 2025.

BEFORE



AFTER



## Sanford CRA Timeline

<b>Founded</b>	<b>CRA commenced in 1995</b>
<b>10 Year Extension</b>	<b>Granted in 2015</b>
<b>Sunset</b>	<b>December 31, 2025</b>
<b>Project Closeout Period</b>	<b>Through December 31, 2026</b>

*Partnership between City of Sanford and Seminole County*

## Community Redevelopment Agency Board Members



Charles Davis  
Chairman



Joshua Snyder  
Vice-Chairman



Michelle Simoneaux  
Board Member



Doug McLendon  
Board Member



Tim Dolan  
Board Member

*A heartfelt thank you to our CRA Board and all those who have previously served on the Sanford CRA.  
Your dedication and hard work has shaped Downtown Sanford into an amazing destination!*

## SANFORD CRA OBJECTIVES AND GOALS

### • PUBLIC INFRASTRUCTURE & PRIVATE SECTOR INVESTMENT

- **GOAL:** Improve public safety and health conditions, to protect and increase the values of existing private sector investment within the CRA and to encourage continued private sector development and investment within the CRA. Creating ambience encourages the private sector to invest.
- Continued Maintenance of Grounds
  - Flowers \$25,000.00
  - Landscaping \$45,000.00
  - Pressure Washing \$22,208.00
- Market Lighting \$73,665.00
- Brick Pavers Improvements Project
  - Project Cost: \$107,661.00
  - Brick paver repairs along First Street from French Street to Oak Avenue and along Sanford Avenue from First Street to Sixth Street.
  - Project completed in August 2025.
- Second Street Streetscapes Improvement Project
  - Project Cost/Bid Award: \$2,393,484.60
  - Improvement of the roadway along Second Street between Sanford Avenue and Oak Avenue.
  - Work entails removal and resetting the brick roadways, increased electrical, new light poles, sidewalk, and concrete work.
  - Project is in process. Work commenced on June 2, 2025, with an estimated final completion date of April 18, 2026.

### • URBAN (IN-FILL) NEIGHBORHOOD CREATION

- **GOAL:** Increase the median housing value within the downtown, increase the activity level and vibrancy within the downtown district, utilization of vacant or underutilized parcels and increase the localized demand for retail, including grocers, and other commercial services within the downtown.
- Sanford Sizzlin' Summer is a 10-week community-focused program in partnership with Sanford Main Street and Sanford Chamber of Commerce to drive visitors and increase foot traffic to downtown during slow summer months. Campaign Cost: \$101,500.00
  - Campaign Components
    - Sanford Seeds Program sold at half face value and accepted by participating CRA district businesses. Businesses redeem "seeds".
    - Sanford Sunset Sessions in the Square, weekly acoustic concerts providing free entertainment for families, citizens, and tourists.
    - Ritz Family Flicks (Ritz Theater) where family friendly movies were offered with free admission for adults and children.
    - Sanford Bingo Card is an interactive bingo card featuring local attractions and businesses. Cards were stamped at participating locations when an activity was performed, such as purchasing a food item.
    - The Boys of Summer promoted the summer schedule for the Sanford River Rats baseball team, highlighting the significant history of Historic Sanford. Ticket stubs were shown at various establishments for specials before and after the baseball games.

- The established Christmas in July was promoted through Main Street’s Mercantile Committee to bolster this campaign.
  - The CRA recognizes the importance of having ample parking in the CRA district. As development/redevelopment activities may remove greatly needed parking, the CRA has put under contract two (2) properties for purchase to utilize as parking, located at the southwest corner of Second Street and Magnolia Avenue, as well as another property at the southeast corner of Second Street and Palmetto Avenue. Sufficient parking in place allows for an increase in activity level and vibrancy of downtown Sanford. Closing on both properties is scheduled in October 2025.
- **CATALYST PROJECT(S) IMPLEMENTATION**
    - **GOAL:** Development of catalyst projects within the district.
    - On May 8, 2017, the CRA and the City of Sanford entered an Intergovernmental Agreement relating to funding the so-called Catalyst Site which provided for \$5.2 million in funding by the CRA for streetscaping project related to the implementation of the Catalyst/Heritage Park site.
      - The City of Sanford and the CRA determined that the provisions of the 2017 Agreement are not needed to fund the provisions of the \$5.2 million streetscaping project provided for in the Development Agreement, and the Intergovernmental Agreement between the City of Sanford and the CRA was terminated on September 25, 2023.
      - At the August 12, 2024, City Commission meeting, the Board chose to terminate the contract with the developer, Sanford Waterfront Partners.
      - City staff has been working through the process of obtaining directives from the City Commission and rebidding the project.
      - The CRA’s monetary responsibility was terminated on September 25, 2023.
- **PRIVATE SECTOR INVESTMENT PROGRAMS**
    - **GOAL:** Enable creative private sector investment within the CRA that would not have otherwise occurred. The CRA offers New Construction, Commercial Redevelopment, and Commercial Façade Grant Programs to spur private sector investment.
    - Commercial Redevelopment Grant – 405 East Fourth Street - \$23,218.00
      - Demolition of interior walls and ceiling, concrete cut and demo interior trenches, new ADA ramp, handrail, small new wall, two new doors and frames, storefront work, drywall/framing, flooring, electrical/new lights throughout and service for walk-in cooler, as well as interior and exterior painting.
      - Project is in process with an estimate for completion in late December 2025.
    - Façade Grant – 500 South Sanford Avenue - \$5,113.00
      - Exterior painting of entire building, new awnings, and new awnings hardware.
      - Project was completed in September 2025.
    - Façade Grant – 119 Magnolia Avenue - \$10,000.00
      - New 17- 46” x 77” single hung, white low-E argon with screen windows and 5- 42” x 48” picture windows, white low-E argon.
      - Project is in process and to be completed in December 2025.
    - Façade Grant – 205 East First Street - \$7,500.00
      - Mural 8’ x 36’ on the wall facing the highly traveled Magnolia Square.

- Project is in process and to be completed in December 2025.
- Commercial Redevelopment Grant - 214 East Second Street - \$100,000.00
  - Built in 1910, this vacant building requires a great amount of buildout. It will become an expansion to Celery City Craft, offices above, and another kitchen for their complex.
  - Project estimates completion no later than December 2026.

- **ECONOMIC DEVELOPMENT PARTNERSHIPS**

- **GOAL:** Leveraging additional public and private sector resources to cost-effectively enable continuing private sector investment and business retention and business recruitment activities within the CRA district.
- Sanford Chamber of Commerce – The Sanford CRA works very closely with the Sanford Chamber of Commerce to connect with the business community by connecting businesses who wish to locate to downtown with property owners who have available space for lease or purchase, addressing any business concerns such as working through governmental approval processes, and a CRA representative attends the weekly Sanford Chamber of Commerce meetings. Business owners have a direct line to the CRA and to the City of Sanford as the CRA representative is also a City of Sanford staff person. It is vital to be present at these networking meetings as business retention and business recruitment discussions regularly occur. The CRA also partners with the Sanford Chamber of Commerce for ribbon cuttings and grand opening events.
- Seminole County Chamber of Commerce – River Council – The Sanford CRA attends the bi-monthly Seminole County Chamber River Council meetings which helps keep a pulse on the needs and concerns of business owners. Meetings are held at the close by Central Florida Zoo and Botanical Gardens. Out and about in the business community is where one can really address business retention and recruitment needs and that is why the CRA has a presence at these meetings.
- The CRA falls under the partnership of the City of Sanford with the Orlando Economic Partnership (OEP). OEP is an economic and community development organization that works to advance broad based prosperity by attracting companies that create new jobs, drive investment, improve competitiveness, and fuel regional leadership. OEP contacts the CRA or City when interested parties wishing to locate to Sanford’s downtown come forth.

- **PROJECTS AND PROGRAMS**

- CRA New Construction Grant Program
  - Available to deeded property owners only.
  - Grant is limited to 20% of eligible costs, not to exceed a maximum \$100,000.00 award.
  - A signed grant agreement and recorded security instrument are required.
  - Only one (1) award is permitted per address every 10 years.
- CRA Commercial Redevelopment Grant Program
  - Available to deeded property owners only.
  - Grant is limited to 20% of eligible costs, not to exceed a maximum \$100,000.00 award.
  - A signed grant agreement and recorded security instrument are required.
  - Only one (1) award is permitted per address every 10 years.

- CRA Façade Grant Program
  - Available to deeded property owners or a tenant with a signed, notarized letter from the deeded property owner allowing the tenant to apply for the grant.
  - Matching grant limited to 50% of eligible costs, not to exceed a maximum \$10,000.00 award.
  - A signed grant agreement is required.
  - Only one (1) award is permitted per address every 10 years.
  
- Continued Trolley and Shuttle Van Services
  - Since February 2009, the Sanford CRA has funded shuttle services to and from downtown Sanford to the Amtrak Auto Train station.
  - Since October 2017, Sanford CRA has funded trolley services to and from downtown Sanford to the SunRail train station.
  - As the downtown continues to become increasingly vibrant, ridership numbers continue to climb. In 2024, ridership was 87,464 and the prior year, ridership totaled 74,135, quite an increase in visitors to the downtown CRA district.
  - As of October 1, 2025, the City of Sanford will commence funding for the trolley and shuttle van services, as the Sanford CRA sunsets on December 31, 2025.
  
- Outdoor Informational Kiosks
  - Up until current, the CRA has merchant maps located in Downtown Sanford to assist visitors with locating retail, restaurant, and other establishments. The challenge with this poster style merchant map is the business footprint can change at any moment. The CRA went through the bidding process to secure a vendor to produce two outdoor informational kiosks. The kiosks are in the process of being fabricated. Estimate installation in January/February 2026.

