

CITY OF SANFORD'S
STATE
OF THE **CITY**

Thursday,
October 14, 2021

11:30 a.m.

Sanford Civic Center

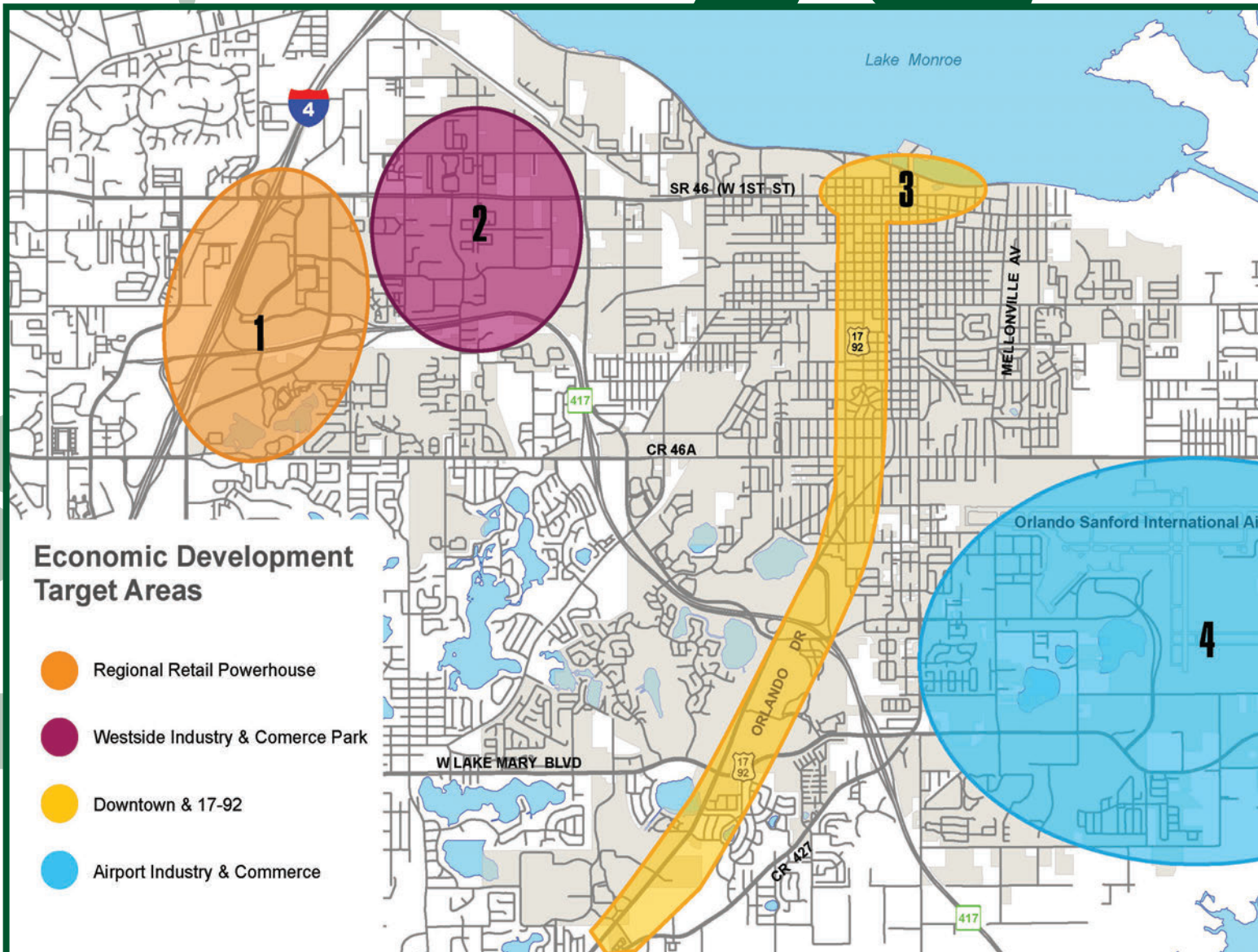
Sanford IS on the move



The Sanford Economy

The City of Sanford's local economy makes strong gains in 2021. The Sanford economy has shown an incredible resiliency and strength despite the unprecedented setback from the COVID-19 pandemic. Indications of the economy's strength and resiliency can be found citywide. We will address four distinct districts within the City and cite examples of good economic news below. The four major commercial areas within Sanford are generally illustrated in the diagram below. Taken together, these four areas represent the City's major employment centers, or economic engines for the community.

Sanford's Four Economic Engines



Sanford's Retail Powerhouse – Target Area 1

Near Interstate 4, Sanford maintains one of the largest retail districts in the region. There is exciting news to report about the Sanford Towne Center Mall. Elev8 Fun will open their amusement center this Fall 2021. Elev8 will open where the Sears big box was located, and will allow patrons to “experience the next level of fun”. This entertainment center will have something fun for every taste and preference. Going forward, Sanford's retail powerhouse is undergoing a slow, but steady, transformation to experiential uses that includes entertainment, food and beverage, and brick and mortar shopping.

The Westside Industry and Commerce Park – Target Area 2

It may surprise many Sanford residents that a sizable industrial and manufacturing area exists in the City. If you drive St. John's Parkway East of Upsala Road, you will get a glimpse into the variety and number of businesses that exist in Sanford. The North Port Commerce Park continues to see new construction of flex space, and recent announcements for companies as varied as high tech windshield replacement and manufacturers of industrial centrifuges. Going forward, we expect many exciting new business announcements to come from the Westside Industry and Commerce Park.



Downtown Sanford – Target Area 3

Our City's resiliency is well documented in Sanford's Historic downtown. One direct measure of the City's bounce-back is the increased visitor count we see at the new Sanford Information Center. Visitor traffic at the Sanford Information Center saw increases averaging 15%, month-over-month, from January to May. The new Sanford Information Center is fully staffed, and now serves as the one-stop-shop for everything downtown. Going forward, Main Street Sanford is undergoing a major marketing push, and the Community Redevelopment Agency is heavily investing in redevelopment. The terrific “Sanfording” message is getting out statewide, and anecdotal data suggests 60%+ of visitors originate from outside the City. Downtown Sanford remains the heart of the City, and downtown's busy event calendar and independent restaurants and brewpubs are considered a model for downtown redevelopment statewide.

The Orlando Sanford International Airport – Target Area 4

The City's fourth economic engine is associated with the airport. This area has the most undeveloped land within the City, and the airport itself has room to grow. Orlando Sanford International Airport (SFB) recently landed two Canadian Airlines. Canadian Airline Swoop will bring new nonstop Service to Toronto, Hamilton, and Edmonton starting in October, 2021. Additionally, Canada's Flair Airlines will launch new nonstop service to Halifax, Montreal, Kitchener/Waterloo, Ottawa and Toronto. So it is clear that passenger travel at SFB is getting attention, and growing. Moreover, the Airport has plans to expand its cargo and aviation related manufacturing footprint.

For at least 140 years, Sanford has been referred to as a Gateway City. The City's resilience to the pandemic economic impact is apparent. We hope you can see - Sanford is a Gateway to Economic Opportunity!

City At-A-Glance



Transported
4,725
patients
to the hospital



Responded
to over
10,770
emergency
incidents



Investigated
1,403
code complaints

Estimated
total calls for service
95,082



Hired
and trained
8
new officers
(during the 2020 calendar year)



Produced
2.4 Billion
Gallons of Water



OVER
\$850,000
SPENT ON
RESURFACING
16.5 LANE MILES
OF ROADWAY

1,020
tons
Residential
Recycle collected



OVER
\$200,000
SIDEWALK
AND CONCRETE
REPAIRS
CITY-WIDE



20,323
tons
Residential
Solid Waste
collected

Finance Department

- Completed the Comprehensive Financial Annual Report (CFAR) with no audit comments.
- Received the Certificate of Achievement for Excellence in Financial Reporting.
- Received the Distinguished Budget Award for the 2021 budget.
- Implemented and supported a virtual workforce for the COVID-19 shutdown.
- Developed a COVID-19 employee self-monitor reporting solution.
- Implemented a new IBM server & tape library for the financial Enterprise Resource Platform (ERP).
- Passed the Florida Department of Law Enforcement (FDLE) technical audit.
- Implemented new Naviline application for financial Enterprise Resource Platform (ERP).
- Established a cybersecurity-aware workforce culture.
- Implemented a new phone & collaboration platform, new PDF application standard software, a new disaster recovery tool and vendor Automated Clearing House (ACH) payments.



Human Resources/Risk Management Department

• The City's Human Resources/Risk Management Department has three divisions: Employment, Benefits/Wellness/Records Administration, and Risk Management.

FY2021, partially due to COVID-19, have been challenging times for the City's Human Resources/Risk Management Department Staff.

The below chart demonstrates the effort and commitment of the City's Human Resources/Risk Management Department Staff:

Accomplishments	FY19/20	FY20/21	%Increase
Job Postings Advertised for City Vacant Positions	96	126	31%
Employees Hired and In Process	39	85	117%
Employees In-Processed with Benefits	33	71	115%
Retirements Processed	13	21	62%
Workers Compensation Processed*	57	92	61%*

*Increase primarily due to COVID-19



Sanford Police Department

- Responded to 95,082 Calls for Service in 2020 (122,395 if you include cancelled calls for service).
- Precautionary measures taken to reduce the spread of COVID-19 was and continues to be a challenge. Even with those precautions, Sanford Police Department still conducted 2,756 community outreach events in 2020.
- The Criminal Investigations Section investigated 1,903 cases.
- 27% reduction in Part One Crimes.
- Conducted three separate hiring processes in 2020, which resulted in the hiring of eight new officers.
 - Throughout the pandemic, the Sanford Police Department has continued and WILL continue to hear, evaluate and address the needs of the residents of the City of Sanford.
 - Sanford Police Department will continue building relationships within our community and will continue their dedication to public safety within our City.

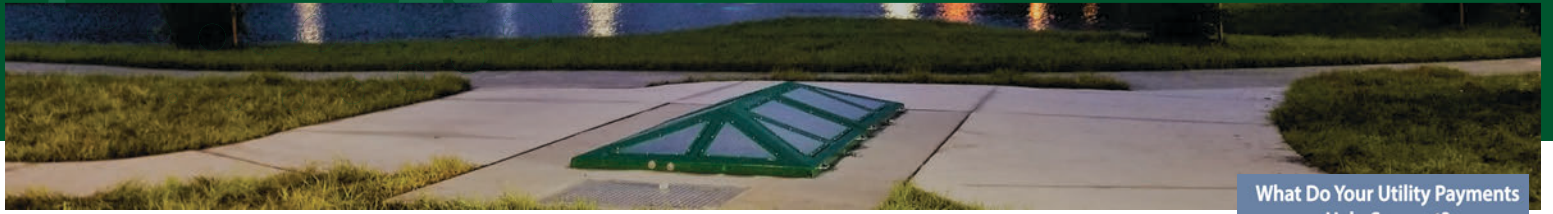




Sanford Fire Department

- Trained all Battalion Chiefs and key personnel in the operation of an unmanned aerial vehicle (Drone) as a tool for use on emergency scenes and for emergency management purposes.
- Upgraded all fire engines to advanced life support.
- Replaced the fire engine at Fire Station 38.
- Collaborated with other Directors to implement safety standards for the effects of COVID-19 on the citizens of Sanford and City employees.
- Utilized the former Mayfair Golf Course clubhouse for multiple training uses.
- Executed our local fire prevention ordinance to include improvements.
- Implemented a consistent countywide food truck inspection program.
- Assisted in administering COVID-19 vaccines to the community.
- Conducted state required fire inspections.
- Collaborated with Seminole County Emergency Management to update the Floodplain Management Plan.
- Responded to over 10,770 emergency calls for service.
- Transported 4,725 patients to the hospital.





Public Works Department

Public Works Administration

- Completion of Riverwalk Trail and Roadway project - \$27,000,000.
- Completion of the Park Avenue Storm Water Education Park - \$2,000,000.
- 10th, 11th, and 12th Streets resurfacing and added speed tables - \$500,000.
- Started Construction of the Elm Avenue Drainage and Sidewalk project.
- Completed construction of the Country Club Sidewalk and Drainage project - \$600,000.
- Started Construction of the Myrtle Avenue Streetscape project - \$3,500,000.
- Coordination with FPL, ATT and Charter to remove overhead lines at the Downtown Catalyst site - \$1,250,000.
- Construction of Chase Avenue and Marshall Avenue Drainage improvements.
- Completed 30% design for the Historic Georgetown neighborhood drainage and roadway improvement project.
- Completed design, permitting for St. Johns Parkway & Upsala Road intersection improvements.
- Completed 30% design for the Washington Avenue - Randolph Avenue - Mellonville Avenue drainage improvements.
- Initiated Hidden Lake Drainage Basin study with US Army Corp of Engineers.
- Reviewed Development Plans for consistency with code requirements.
- Assisted Planning to Update Schedule O (Stormwater) and Schedule N (Subdivisions) for the Land Development Code.
- Added solar powered radar speed signs to our traffic calming options.

Stormwater Division

- Added 8 inlets and 300' of pipe to help with localized flooding at 24th Place and Chase Avenue.
- Replaced 500' of 12" pipe and rebuilt 4 inlets on 2nd between Mellonville Avenue and San Marcos Avenue.
- Added 500' of pipe and 6 inlets on Central Park Place in North Star Industrial Park to help alleviate flooding in this area.
- Performed maintenance as needed on all City ditches City wide.
- Repaired pipes throughout the City.
- Pipe cleaning citywide ongoing.
- Pipe lining citywide ongoing.
- Street sweeping citywide ongoing.
- Cleaned 56,964' of pipe throughout the City.
- Picked up 149 cubic yards of litter.
- 6,094 lane miles swept resulting in 5,013 cubic yards of material collected removing 4,149 lbs of phosphorus and 6,471 lbs. of nitrogen from City streets and Lake Monroe.



Streets Division

- Completed 465 tree related work orders including trimming, removals and stump grinding.
- Completed 523 sign related work orders including fabricating, replacement, cleaning, repair and relocating.
- Litter/Debris Removal completed on City, County & Department of Transportation (DOT) right of ways.
- Continued maintenance on 180 miles of roads (pot hole repairs, road cut repairs), 122 miles (increased from 80 miles) of sidewalk (replacing broken or raised panels/trip hazards) and 17.6 miles of alley ways (rutting, dips, washouts and cutting back vegetation).
- Maintained our City lots and Rights of Ways from our mowing schedule.

Facility Maintenance

- Assisted with the new carpet install at City Hall.
- Assisted with the remodel of the Sanford Information Center.
- Continued ADA improvements on City buildings.
- Continued with upgrade of City street lights to LED.
- Replaced rusted electric panel boxes with new ones.
- Replaced A/C units at the Goldsboro Museum.

Fleet Division

- Completed 1,868 work orders.
- Distributed 187,044 gallons unleaded fuel.
- Distributed 37,540 gallons of diesel fuel.
- Installed a fully covered fuel canopy.

Solid Waste Division

- 15,834 tons of residential solid waste collected from approximately 14,877 City of Sanford residents.
- 1,883.47 tons of residential yard waste collected from approximately 14,877 City of Sanford residents.
- 1,020.65 tons of residential recycle collected from approximately 14,877 City of Sanford residents.
- 137.08 tons of debris collected during the October 2020 and April 2021 Community Clean Up events from City of Sanford residents.
- 6,190 hauls and 22,316.14 tons of debris have been completed and collected from October 2020 and July 2021 from residential homes and businesses within the City of Sanford.
- 20,323.26 tons of debris have been collected during October 2020 and July 2021 from businesses within the City of Sanford.

What Do Your Utility Payments Help Support?



For more information on how you can make a payment or additional questions please visit us at: www.sanfordfl.gov



Development Services

Planning Division

- Implemented the City’s new Parking Ordinance.
- Modified operations to exclude anonymous code enforcement complaints.
- Utilized a grant through the Department of Economic Opportunity (DEO) to build and add a resiliency element to the Comprehensive plan.
- Developed a property owners Bill of Rights to the Comprehensive Plan in accordance with new Florida law.
- Implemented efficiency control measures to ensure compliance with State House Bill 1059 which placed time constraints on response to permitting.
- Implemented a new County code enforcement citation which brings all of the municipalities and Seminole County into conformity.
- Commissioned a fee study to determine appropriateness of our current fee schedule.
- Converted old building plans to (digital) laser fiche.
- Initiated the redesign of the Building Division area in City Hall.
- Selected and developed the new Historic Georgetown neighborhood sign toppers.

Accomplishments	2021
Certificate of Appropriateness	209
Site Development Permits	17
Subdivision of Land Requests	21
Variance Applications	24
Right of Way Permits	93
Planned Development Rezone Applications	11
Development Plan Review	17
Conditional Use Permits	32
Annexation Applications	15
Comprehensive Plan Amendments	12
Alternate Residential Parking Applications	11

Code Enforcement

- Completed modifications to the Code Enforcement complaint process to conform with Florida Law.
- Vacant property and residential registration collected \$47,987.50.
- Collected \$188,289 through the Lien Amnesty Program.
- Collected \$21,350 through municipal liens and special assessments.
- 234 cases brought before the Special Magistrate.

Building Department

- Able to maintain operations at 100% capacity despite COVID-19 protocols.
- Adapted procedures to maintain safety of staff/general public (COVID-19 inspection affidavits).
- Nearing completion of converting all department records into electronic format.

BUILDING STATISTICS

Permits Issued

Total: 5429
 Residential: 2365
 New: 455
 Commercial: 505
 New: 67
 Electric: 883
 Mechanical: 873
 Plumbing: 645
 Gas: 158

Plan Reviews

Total: 2945
 Residential: 1819
 Commercial: 722
 Mechanical Electrical
 Plumbing (MEP): 404

Inspections

Total: 17,522

Utilities

Utility Admin and Customer Service

- Customer Service staff transitioned to virtual processes due to COVID-19 restrictions.
- Implemented Utility Bill & Department marketing campaign.
- Secured a Florida Department of Environmental Protection (FDEP) grant of 1.25 million for Nutrient Reduction Sewer Work.
- Secured St. Johns River Water Management District Cost Share grants for Reclaimed Ground Storage Tank (GST) and Brackish Water Pilot Study.

Plants (Water and Wastewater)

- Replaced the oxidation ditch rotors, gearboxes and motors.
- Installed an onsite generator at the Placid Lakes Lift Station and replaced an obsolete, broken generator with a new generator at the Rosehill Lift Station.
- Completed construction of the Sunland Lift Station.
- Started construction for the Main Water Plant improvements.
- New biosolids treatment process and odor control system brought online.

Water

- Replaced six fire hydrants & repaired 16 fire hydrants.
- Repaired four major line breaks.
- Replaced 10 commercial meters 3” or greater.
- Installed approximately 500 new meter sets for new construction.
- Installed three new water system valves.

Sewer

- Repaired more than 100 sewer failures.
- Responded to over 12,000 locate requests.
- Cleaned over 3,000 linear feet of force main & 50,000 linear feet of main sewer lines.
- 22,000 linear feet of gravity sewer rehabilitated.
- Smoke testing conducted in seven residential areas.



Community Relations & Neighborhood Engagement

Community Development Block Grant (CDBG)

- The U.S. Department of Housing and Urban Development (HUD) allocated \$507,121 in CDBG funding for the City of Sanford.

Public Services Grants

- Awarded four grants totaling \$76,176.

Housing Rehab and Reconstruction Program

- Minor Home Repair Program: Assisted 6 households totaling \$77,656.

Economic Development

- Awarded Two (2) grants totaling \$40,200.

District two Economic Development Façade Improvement Grants Program

- 3 Businesses awarded grants totaling \$35,000.

CDBG-CARES Act Funds

- Assisted 8 businesses with Small Business Relief Grants totaling \$107,043.
- Assisted five public service agencies assisting the homeless with grants totaling \$131,578.

My Brother's Keeper Initiative

- Sponsored 4 activities for youth totaling \$8,000.

Homeless Initiatives

- City of Sanford contributed \$5,000 to Central Florida Commission on Homelessness.

Youth Employment and Leadership Development Academy (YELDA)

- In partnership with Goldsboro Front Porch Council, Inc. Sponsored 15 high school students for 7 weeks at 20 hours with employment and leadership training totaling \$32,000.

Low Income Home Energy Assistance Program (LIHEAP)

- Assisted 1,470 low-income households in Seminole County with paying their energy and utility bills with grants totaling \$1,762,205.



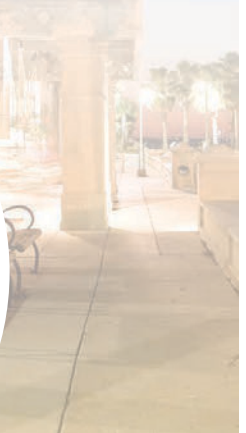
Parks and Recreation

- Dedicated the Mellonville Center to former Mayor Jeff Triplett and began extensive upgrades to the facility.
- The Parks division oversaw major improvement projects at 5 of our largest parks and facilities.
- Expanded the youth Summer Camp Program to now include Science Technology Engineering Math (STEM), the arts and sports into the curriculum.
- Historic Sanford Memorial Stadium and the Larry A. Dale Aquatic Center are known statewide as top facilities and continue to host major tournaments and competitions.
- Sanford is THE destination for special events – in just this year alone 12 new events now call Sanford home.



City Clerk

- Implemented the Granicus Peak Agenda – will allow for electronic submittals of City Commission agenda materials.
- Worked with the Assistant City Attorney and hosted the Annual Ethics Training in the Commission Chambers.





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