

AGENDA ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
July 2, 2026

Agenda Item:

Veterans Day Event

Motion to approve budget of \$10,000 for 2026 event.

Background: Veterans Day (originally known as Armistice Day) is a federal holiday observed annually on November 11, (Village event November 14) which commemorates and honors the service of all United States military veterans. The Village of Estero has, between 2017 and 2025, sponsored and conducted seven Veterans Day events (no events occurred in 2020 and 2022 due to COVID and Ian) to honor veterans living in the Village.

The Village Council has historically provided a budget for the Veterans Day event in which staff has kept expenses. The event's costs have been between \$2,018 and \$9,055 (depending on variables such as whether promotional items were produced and distributed to attendees, and the costs of advertising). By way of example, the budget history of the event is:

2017 – \$5758.86 (first time advertisement cost us \$3000 this year)
2018 – \$2018.67 (no giveaways)
2019 – \$2657.03 (550 wrists bands given out only \$440.00)
2020 – canceled Covid
2021 -- \$6292.50 (Umbrellas 500 x 6.76 = \$3383.00)
2022 – canceled Hurricane Ian
2023 -- \$6924.50 (Therma Bags 450 x 6.42= \$2950.33)
2024 -- \$7043.85 (Therma Bags 400 x \$6.42 =\$2568.00)
2025-- \$9055.27 (Therma Bags 400 x 6.42 =\$2568.00)

For 2026, the Village staff have set aside Saturday, November 14th for the Veterans Day event, and preliminary work on planning elements for the event has occurred. The preliminary schedule of events is as follows:

10:00 AM Warm Up Music – TBA

10:15 AM Welcome by Councilman Lopez

10:20 AM	Invocation by TBD
10:25 AM	Presentation of Colors, Estero JROTC (American/Fl, 6 Branch Flags)
10:30 AM	National Anthem by Estero High School Band
10:35 AM	Pledge of Allegiance, Led by TBA
11:45 AM	Greeting & Recognition of Dignitaries by Joanne Ribble, Mayor of Estero
11:00 AM	Singing of "This Land is your Land. This Land is my Land" & "You're a Grand Old Flag" by TBD
11:10 AM	Keynote Address- Colonel Janet Horton
11:20 AM	Goldstar Families by American Gold Star Mothers of Southwest Florida TBA
11:30 AM	Armed Forces Medley by TBA
11:40 AM	God Bless America by Estero High School Band
11:45 AM	Closing Remarks & Recognition of Planning Team & Sponsors, TBA
11:50 AM	21 Gun Salute (LCSO) and Taps TBA
12:00 PM	God Bless the USA by TBA
Close – Play music until 12pm	

While preliminary planning has occurred, the Village Manager desires to receive approval from the Council regarding the budget for the 2026 event. Based on historical trends, and increasing costs, the Village Manager has recommended a budget of **\$10,000** for the event for 2026.

Looking past the 2026 event, the Village Manager has noted to Council that since the Village operates under the "government lite" model, staff resources are limited with respect to the time needed to plan this complex event. And due to the Village's procurement rules and potential Sunshine law issues, individual Council Members are not properly suited to expend Village funds, conduct all the necessary meetings, and ensure all documents and procedures are lawful and protect the Village from liability.

Therefore, the Village Manager is in the stages of exploring alternative program sponsorship models for future years, wherein a private community entity could become the event's producer and the Village could become a financial co-sponsor. The Manager therefore is asking for permission to further explore such potential arrangements and, if any are identified, to develop proposed terms for the Council's consideration for 2026 and beyond.

Action Requested: Motion to approve budget of \$10,000 for 2026 event.

Process and Timeline: If approved by Council, the Village Manager will proceed with finalizing the event and complying with the Resolution's direction.

Financial Impact: The Council will be establishing the event's budget at the meeting not to exceed \$10,000.

Prepared by: Robert Eschenfelder, Village Attorney

Attachment:

1. Resolution No. 2025-16