



Sarasota County Centennial 2021

Steering Committee

Final Report

December 31, 2021

Members of the Centennial Steering Committee

Executive Committee

Chair: Dr. Frank A. Cassell

Vice Chair and Treasurer: Dorothy Korwek

Secretary: Elizabeth Intagliata

Director of Communications: Don Bayley

Chair of the Lectures Committee: Dave Baber

Chair of the Events Committee: Marilyn Gerkin

Harry Klinkhammer

Kim Patton Manning

John McCarthy

Members

Rob Bendus

Tom Bowers

Priscilla Brown

Kathryn Chesley

Olivia Haynes

Ellen India

Betty Nugent

Former Members

Shelia Atkins

Joseph Blais

Walter Gilbert

James Gumpert(d)

Cathy Hollar

Dr. Thomas Jones(d)

Cathy McGuire

Frank Ourednik

Dr. Clifford Smith

Elizabeth Sweeny

Sandra Sims Terry

Ruthmary Williams

Support Staff

Rebecca Bayley

David Bayley

Evelyn Nelson



To the Citizens of Sarasota County:

December 31, 2021

2021 has been a year marked by many dramatic events at the national and international levels. It has also been the centennial year for Sarasota's separation from Manatee County and its birth as Florida's 62nd county. The centennial celebration was intended to educate Sarasotans about this dramatic and important story that launched Sarasota County on its rapid rise to economic and cultural influence.

The Centennial 2021 Steering Committee was formed in 2018 by existing history and preservation organizations. Its members came from all parts of the county. For two and a half years the committee made plans to celebrate in 2021, but the pandemic forced us ultimately to modify or abandon many of our earliest ideas.

Nevertheless the Steering Committee grew to some 20 members who in turn recruited 23 Centennial Sponsors to provide resources and 97 Centennial Partners who agreed to organize Centennial events. This report discusses nearly 200 of activities staged by Centennial Partner groups and by the Steering Committee itself in 2021 and beyond. It talks about the Centennial's wide-ranging programs that produced lectures, art exhibits, symphony concerts, and auto and trolley tours. Of particular importance is the Centennial website that is packed with videos, lectures, and photographs relating to Sarasota's history. There were 19,000 visitors to the website and 24,000 sessions. I believe that the Steering Committee put together the most or one of the most sustained historical observances in Sarasota County's history. Coupled with a vigorous and comprehensive media presence, the Centennial Steering Committee likely reached most county residents multiple times.

The Steering Committee set out to inform and educate their fellow citizens about a particularly significant moment in the county's history. In addition, we hoped to inspire a broader public interest in the historical, architectural, and archaeological heritages that help to define the unique character of our community. We believed the Centennial could generate a powerful impulse to identify and support more effective strategies to preserve our still substantial inheritance of historical records and artifacts, architectural treasures, and archaeological sites.

Sarasota County Centennial 2021 was entirely a community volunteer operation rooted in the network of organizations located throughout the county that devote their energies to preservation. Several county departments were represented on the Steering Committee and a few former officials from county administration also served. We were delighted that the county government did itself observe the Centennial between March and July 4, 2021. Under the leadership of Director of Libraries and Historical Resources Renee DiPilato and her able staff, over 100 Centennial events were staged in 100 days. We have included in this report a brief summary of the county's programs. The combined effort of the Steering Committee and the Sarasota County government Centennial group substantially increased the reach and impact of the Centennial celebration on the county's citizens.

The Steering Committee now disbands, although some projects will continue well into 2022. We leave our assets to the Friends of the Sarasota County History Center with which the Steering Committee has been affiliated. We end our existence with a deep appreciation for the struggles of our forbearers to secure Sarasota's future prosperity by achieving independence from Manatee County. At the same time we come away more convinced than ever that Sarasota County and its cities must act decisively to preserve and protect our historical assets.

Sincerely,

Frank A. Cassell

Frank A. Cassell (Ph. D)
Chair, Sarasota County Centennial 2021
Steering Committee

Table of Contents

| | |
|---|----|
| Members of the Steering Committee | 2 |
| Transmission Letter | 3 |
| Final Report of the Sarasota County Centennial 2021 Steering Committee | |
| Introduction | 6 |
| History of the Sarasota County Centennial 2021 Steering Committee | 8 |
| Centennial Sponsors | 8 |
| Centennial Partners' Programs | 10 |
| List of Centennial Partners | 10 |
| Steering Committee Activities | 12 |
| Steering Committee Outreach | 12 |
| Lectures and Presentations | 14 |
| Media Coverage of the Centennial..... | 14 |
| Role of the County Government in the Centennial | 15 |
| Outcomes of the Centennial | 16 |
| Appendices | 18 |
| A. History of the Sarasota County Centennial 2021 Organization..... | 18 |
| B. Centennial Partner Programs..... | 23 |
| C. Centennial Steering Committee Activities | 28 |
| D. Centennial Lectures and Presentations | 31 |
| E. Media Coverage of the Centennial..... | 35 |
| F. Centennial Residuals..... | 41 |

Introduction

During the year 2021, despite Covid and political turmoil, the citizens of Sarasota County made time to celebrate the 100th anniversary of Florida's 62nd county. For more than a full year uncounted thousands attended lectures, art and museum displays, and music and theatrical presentations that illuminated the political and cultural history of Sarasota County. They learned about an extraordinary group of men and women from all parts of what would become Sarasota County who in 1921 perceived that they, their neighbors, and future generations of Sarasotans faced an existential threat from the policies of the Manatee County Board of Commissioners. They were particularly concerned about the Commissioners' discriminatory actions regarding road construction and repair. Without modern roads and access to the growing network of state and federal roads, the economic future of Sarasota County would be blighted. It was a turning point in Sarasota's history: to do nothing would mean that the Tamiami Trail and perhaps other roads would pass through Bradentown, the Manatee County seat, but not through the Sarasota district, thus consigning it to becoming an economic backwater.

Faced with such a compelling challenge, the business and political leaders organized themselves and the citizens of the district into a powerful force dedicated to making Sarasota a county in its own right. Overcoming numerous challenges these leaders succeeded in pushing their legislation through the Florida legislature, gaining the signature of the governor, and winning a critical vote in the proposed county in which residents overwhelmingly endorsed the state legislation. The results of independence were immediate as the new county leaders took care of the road issues and a host of other problems left by Manatee County. There would be many difficulties ahead, but Sarasota's economic and cultural progress was now assured.

This is what Sarasota celebrated in 2021. However, the path to organizing an appropriate observance of this important chapter in Sarasota's history that ultimately included hundreds of events, numerous videos, dozens of lectures, some in person and others by Zoom, and a continuous stream of publicity in all forms of media was not easy, given the Covid pandemic among other factors. From beginning to end the planning and implementation of the Centennial celebration will have consumed nearly five years.

As early as 2016 the Sarasota County historical community began discussing the upcoming Sarasota County centennial year in 2021 and the need for a suitable celebration. The hope was that a broadly based, inclusive, and county-wide celebration would deepen public understanding about the origins of Sarasota County and those qualities that make it a unique community. At the same time, historians, architectural preservationists, and archaeologists hoped to stimulate a renewed interest and public commitment to preserving the records and physical evidence of the area's evolution. Some felt that a largely immigrant population from other parts of America and the world would find common ground for community unity in the common history they now share. Early in 2017 specific ideas for organizing a celebration were circulating, particularly among members of the county Historical Commission and the History and Preservation Coalition of Sarasota County. By this time Dr. Frank A Cassell, a retired university president and historian who had recently published *Suncoast Empire: Bertha Honoré Palmer, Her Family, and the Rise of Sarasota*, was completing his research into how and why Sarasota County was established in 1921. Cassell anticipated that if there was to be a centennial celebration there would be a need for a solid base of historical fact. He was also an officer of both the Historical Commission and the History and Preservation Coalition. Rob Bendus, Manager of Sarasota County Historical Resources, also felt that the historical community had to lead the charge to organize a centennial celebration. It was Bendus who wrote to the chair of the Coalition, Dr. Clifford Smith, asking the group to form a planning committee and prepare a plan for the celebration for submission to the Board of County Commissioners. Smith and the board of the Coalition agreed and asked Dr. Cassell to lead the new group.

The Steering Committee of the Sarasota County Centennial 2021 held its first meeting in May of 2018 with a membership largely drawn from the History and Preservation Coalition, which itself represented over 20 organizations from all parts of the county. There were many seasoned veterans of historical, architectural, heritage, and archeological associations. More than a few had participated in other similar events. Eventually, others were added. The membership of the Steering Committee fluctuated between 15 and 20. Chaired by Dr. Cassell, the Steering Committee members were drawn from all parts of Sarasota County and represented businesses, museums, preservation associations, and governmental units. It was this group, together with a Sarasota County government group formed later, that accounted for all official Centennial events and activities.

History of the Sarasota County Centennial 2021 Steering Committee

In the early period of its existence, the Steering Committee determined that its mission was to bring together a large group of partner organizations to plan activities that educated the public about the history of the county's establishment, stimulated interest in the broader history of the area, and featured the many history and preservation groups that labor to preserve our common heritage. Much of the thinking was shaped by Dr. Cassell's book, *Creating Sarasota County*, which was published in 2019. As part of this study Cassell analyzed previous efforts to observe the birth of Sarasota County. He argued that all of these efforts were deficient in that they were mostly held in the City of Sarasota, run by the county government itself, and mostly defined by one or a few big public events. Cassell argued the centennial celebration should strive to be county-wide, inclusive of all segments of the population, focused on education, and feature not only lectures and programs, but also on the artistic, archaeological, and architectural assets of Sarasota County. While there was a need for county government participation, Cassell said, it was even more important to make this a community festival.

The Steering Committee began operations in May of 2018 with no staff, no budget, and no office. But there was enthusiasm and a wealth of experience among the members. An anonymous donation provided much needed cash to launch the enterprise. In the months ahead the Steering Committee recruited new members, initiated a Centennial website with the help of Digisphere Marketing, our first Partner, and began seeking Centennial Partners and Centennial Sponsors. In order to raise money, the Committee agreed to become part of the Friends of Sarasota County History Center, a 501(c) 3 organization. Thanks to Digisphere Marketing, the Committee soon had its own logo and letterhead as well as an internet address. By 2021 the Steering Committee had contracted the services of two talented women: Evelyn Nelson, who handled graphic design of our newsletter, and Rebecca Bayley, who professionalized our relations with the media. (See Appendix A for a more complete history of operations.)

Centennial Sponsors

One of the Steering Committee's top priorities was to acquire resources to carry out its mission. Money, of course, was essential, but an even greater need initially was to set up a website.

Steering Committee member Don Bayley was put in charge of this task because of his extensive background in communications. He soon identified the need for professional assistance and, with the help of member Elizabeth Sweeny, made contact with Digisphere Marketing Company of Sarasota, who became our first Sponsor and our first Platinum Sponsor. They have been throughout the Centennial a key ally. While many Sponsors were individuals and often associated with the Centennial organization, a number of other businesses came forward to support the Steering Committee's work. Committee member Marilyn Gerkin was instrumental in obtaining several sponsors. Among these were William Parker Law, Mabry Carlton Ranch, Collins Interiors, Friends of the Sarasota Parks, Paver Development Corp., and *Sarasota Magazine*. Without the support of our Centennial Sponsors the Steering Committee would have been severely hampered in achieving its goals.

Our Sponsors

Platinum

Digisphere Marketing
Sarasota Scene Magazine
Williams Parker

Florin Roebig
Jasmine George
Philip and Dorothy Korwek
Rick Benitez Photography

Gold

Mabry Carlton Ranch

Individual

Seaborn & Priscilla Brown
Cardinal Digital Marketing
Labovick Law Group

Silver

Don and Suzanne Bayley
Dr. Frank and Elizabeth Cassell
Collins Interiors
Friends of Sarasota County Parks
Marilyn Gerkin
Paver Development

Friends

Lee and Mary Hasselbring
Betty Intagliata
John David and Kim Patton Manning
Marian Shern

Bronze

Lawrence J. Magill
Floyd "Stone" Rinehart

Centennial Partners' Programs

At the heart of centennial celebration planning was the Centennial Partners Program. It was this group of historical and preservation groups, businesses, art groups, chambers of commerce, governmental units, book clubs, and homeowners and condo associations that best expressed the committee's philosophy that the Centennial should be a community celebration. By 2021 there were 97 Centennial Partners who each had pledged to participate in the celebration. Most carried through on their pledge and delivered approximately 60 programs that together reached thousands of county residents. Some groups offered well-attended lectures, others went further and produced series of lectures that were taped and widely available. There were art shows, a chalk festival, several symphonic performances, and the premiere of a dramatic play on the founding of the county. Museums put together a display of Sarasota's architectural history and an impressive exhibit on the events around 1921 that remained open to the public throughout the Centennial year. Thus, throughout 2021 one or more Centennial Partner activities took place every day. (See Appendix B for further details on Partners' programs.)

List of Centennial Partners

1. Adult & Community Enrichment (ACE)
2. Art Uptown Gallery
3. Barefoot Weddings
4. Center for Architecture Sarasota
5. Chamber Orchestra of Sarasota
6. Charlotte County Florida Historical Society
7. Civil War Roundtable of Venice
8. Collins Interiors
9. Compass Rose History Experiences
10. Jack Dean Flooring
11. DeSoto Acres Association, Inc.
12. Digisphere Marketing
13. Discover Greater Sarasota
14. Discover Sarasota Tours
15. Englewood Chamber
16. Englewood Isles Property Owners Association Inc.
17. Englewood Museum
18. Englewood Review
19. Florin Roebig
20. Friends of Little Salt Spring
21. Friends of Osprey Junction Trailhead
22. Friends of Sarasota County Parks
23. Friends of the Fruitville Public Library
24. Friends of the Englewood Archives
25. Friends of the Sarasota County History Center
26. High Point Condo Assoc.
27. Historic Spanish Point
28. Historical Society of Sarasota County
29. Hot Works, LLC & Institute for the Arts & Education, Inc.
30. Laurel Civic Association, Inc.
31. History and Preservation Coalition of Sarasota County

32. Ivy Ventures
33. League of Women Voters Sarasota County
34. Lemon Bay Historical Society
35. Lemon Bay Playhouse
36. Longboat Key Chamber of Commerce
37. Mabry Carlton Ranch
38. Mattison's Restaurants and Catering Company
39. Miakka Community Club
40. Modern Marimba Concert Series
41. NewView Services, Inc.
42. Noah Magnifico - photographer
43. Osprey Nokomis Chamber of Commerce
44. Paver Development Corp.
45. Pelican Pointe Women's Association, Inc
46. Phillippi Crest Community Club Inc
47. Phoenix Lodge #346
48. Pineapple Press
49. The Players Centre For Performing Arts
50. Resilient Retreat
51. Rick Benitez Photography
52. Rick the Trickster and Company
53. The John and Mable Ringling Museum of Art
54. Sara De Soto Chapter NSDAR (National Society of Daughters of the American Revolution)
55. Sarasota Alliance for Historic Preservation
56. Sarasota Chalk Festival
57. Sarasota Chamber of Commerce
58. Sarasota Concert Band
59. Sarasota County Agricultural Fair Association
60. Sarasota County Cattlemen's Association
61. Sarasota County Historical Commission
62. Sarasota County Master Gardeners Volunteers
63. Sarasota Garden Club
64. Sarasota Lodge No. 147 Free and Accepted Masons
65. Sarasota Magazine
66. Sarasota - Manatee Association of Phi Beta Kappa
67. Sarasota Memorial Health Care System
68. Scene Magazine
69. Sertoma Club of Venice
70. Marie Selby Botanical Gardens
71. Senior Friendship Centers, Inc.
72. Siesta Key Chamber of Commerce
73. START (Sharing Talents and Resources Together)
74. SunCoast Alliance for Lifelong Learning, SCALL
75. Suncoast Aquatic Nature Center Associates at Nathan Benderson Park
76. Suncoast Chapter, National Railway Historical Society
77. Time Sifters Archaeology Society
78. Tree Fort Productions
79. UnidosNow
80. United States Coast Guard Auxiliary Venice
81. Venice Area Beautification Inc
82. Venice Area Chamber of Commerce
83. Venice Area Historical Society
84. Venice Chorale (The), Inc.
85. Venice Heritage
86. Venice MainStreet
87. Venice Museum
88. Venice Theatre, Inc.
89. Visit Sarasota County
90. Warm Mineral Springs Little Salt Springs Archaeological Society
91. WEDU PBS
92. Westcoast Black Theatre Troupe
93. Williams Parker
94. WKDW radio/Community Broadband Radio
95. Women's Sertoma Club of Venice
96. World of Chucko
97. WSLR 96.5

Steering Committee Activities

Besides Partner Programs there have been other activities organized and sponsored by the Steering Committee itself. This part of the Final Report is organized into three sections: outreach, lecture programs and presentations, and media coverage.

Steering Committee Outreach

First and foremost is the Centennial website, which under Director of Communications Don Bayley has been developed into one of our most powerful educational tools, with over 19,000 viewers. Vast amounts of information about Sarasota County history, particularly the era of Mrs. Bertha Palmer and the founding of Sarasota County, can be found in its various sections. The entire collection of Sue Blue's "Marker Minutes" presenting the stories behind many of the county's historical markers can now be accessed. There are also lectures by Dr. Cassell on why we celebrate the Centennial, a list that identifies all the key figures in the separation of Sarasota from Manatee County, numerous historic photos, and many interesting videos as well as information on everything going on in the Centennial celebration. And there is much, much more.

Another Centennial Steering Committee project was a very complicated but successful effort to produce nine auto tours of various parts of the county that can be accessed on a smart phone by means of a free app available on the device. Narration and travel directions are triggered automatically as the car is driven. Each of the tours was created from scratch by one or more members of the Steering Committee. As of now, 3,300 people have checked out the app and nearly 900 have downloaded it. Each tour required a great deal of work and planning, but the result is a series of educational, family-friendly outings. Because of the popularity of the tours, they will be available through 2023. The Steering Committee members behind the tours project are Marilyn Gerkin, John McCarthy, Don Bayley, Betty Daily Nugent, Kim Patton Manning, Harry Klinkhamer, Dorothy Korwek, and Dave Baber. The Sarasota County Auto Tours include tours of:

1. Downtown Sarasota
2. Englewood
3. Fruitville to Miakka
4. Phillippi
5. Vamo
6. Venice
7. Sarasota Bayfront

8. Bee Ridge
9. Courthouse area

An as-yet-incomplete Steering Committee project is the Centennial Historical Markers. Conceived by member John McCarthy, the plan calls on the Steering Committee to design, write, purchase, and then gift to the people of Sarasota County two historical markers telling the story of the county's birth. Thanks to donations from our Centennial Sponsors the markers have been purchased; and Dr. Cassell, John McCarthy, Dave Baber, and former member Ruth Mary Williams authored the text. The Sarasota and Venice Chambers of Commerce have agreed to be the sites of these markers. However, production of the markers has been delayed by Covid-related circumstances. The installation ceremonies probably will take place in early 2022. The markers will ensure that future Sarasotans will have the opportunity to learn about an important part of local history.

The Steering Committee has developed some programs that appeal to children and some adults. In an effort led by member Priscilla Brown and with the joint sponsorship of the Sponsor group Friends of Sarasota Parks and Centennial 2021, a children's Centennial Activities book has been designed and published and is being distributed at Sarasota libraries, to some Sarasota County school children, and to places such as Senior Friendship Center, and Independent/Assisted Living Facilities. It has also been handed out at special events such as Centennial Partner Chucko the Clown's performance at the Venice Train Station on July 4, 2021. The demand for the publication is such that the Steering Committee authorized another printing.

Another children's Centennial project more specifically aimed at children was the idea of member Thomas Bowers. A former school principal, Tom felt children in the fourth grade where local history is taught would benefit if they were given a specially designed bookmark containing information on the creation of Sarasota County. With help from Director of Communications Don Bayley and from David Bayley, who created an attractive "sun catcher" logo, Tom was able to offer a well-designed bookmark. The Sarasota County Schools accepted the idea, and with the help of Brian Hersh, a school system official, Tom delivered 4,000 bookmarks after Thanksgiving. It took effort and some funding, but Tom is properly proud of including kids in the Centennial. (See Appendix C for more information on Centennial Steering Committee Activities.)

Lectures and Presentations

Like Centennial Partner events, the Steering Committee's lecture program carried the story of Sarasota's founding to people all over the area. Altogether there were more than 56 Centennial lectures and presentations delivered by members of the Steering Committee to several thousand residents in 2021. Indeed, the program proved so popular that it has been extended into the spring and early summer of 2022. Many lectures were carried on Zoom because of the pandemic. Some were videotaped and continue to be accessed by the general public.

Centennial lecturers spoke to a broad array of organizations including women's clubs, condo associations, university alumni groups, sorority alumni, book clubs, adult education classes, the Tiger Bay Club, and yacht and country clubs as well as history clubs, archaeological groups, and library associations. Most included a PowerPoint presentation. Some of the presentations involved Steering Committee member Kathryn Chesley, appearing in costume portraying famous Sarasota County women such as Bertha Palmer and Rose Phillips Wilson. In-person lecture audiences ranged in size from 30 to over 100 attendees. Zoom lectures often reached far larger groups, particularly if the event was taped and put on line. Steering Committee member Dave Baber headed the lectures program, which often required much work to make necessary arrangements. Every lecture was an opportunity to stimulate interest in the Centennial celebration and in Sarasota County's rich history. (See Appendix D for a list of lectures and presentations.)

Media Coverage of the Centennial

Although all of the activities so far reported reached in total an impressive number of people, the Steering Committee understood from the beginning that newspapers, magazines, on-line news sites, social media-sites, radio, and television all would be important in informing the public about the Centennial, the reasons for the celebration, and opportunities to attend or view various Centennial events. To this list should be added rack cards that were distributed throughout Sarasota County in libraries, park facilities, Chamber of Commerce headquarters, and elsewhere. In fact, the Steering Committee worked very hard to utilize all of these types of public communication. Editors and reporters were invariably interested and helpful in publicizing a positive story in an age of political and public health turmoil. But it was not until the committee obtained the services of two excellent professional media experts that the committee maximized its public impact. Rebecca Bayley took charge of press releases to outlets throughout the county. New stories and appearances

on TV increased. At the same time the graphic designer Evelyn Nelson helped design and format *Centennial Journal*, the newsletter of Centennial 2021. Evelyn's work helped turn the newsletter into a dynamic tool for informing the public about the celebration. There is no way properly to measure the impact of all this media attention, but there could not have been many people who were unaware of the Centennial and why we celebrate it. (See Appendix E for more information on media coverage of the Centennial.)

Role of the County Government in the Centennial

Sarasota County government decided after some discussion that it would name a coordinator to organize the various units to participate in the celebration. Progress was slowed when the first person selected resigned and left the area. Later, the new head of the Sarasota County Libraries & Historical Resources (LHR), Renee Di Pilato, was chosen for the role. This was appropriate for several reasons, including the fact that Di Pilato also oversaw Historical Resources, the main unit of local government charged with preserving the county's historical assets. Moreover, she personally has a strong background in history as well as library management.

Under Di Pilato's leadership and that of her staff, the outlines of a county contribution began to take shape. As the county allocated no money or staff to her, she had to craft a plan that recognized this reality. Still the county set out to celebrate the Centennial with one hundred programs in one hundred days between March and July 15, 2021. The heart of the county's effort was to use existing resources and programs and give them a focus on Centennial themes. LHR vowed to have at least one hundred Centennial programs. LHR Administration offered financial support to each library, and that, coupled with support from the Friends of the Library groups, allowed every library in the system to offer a variety of programs for adults and children. Almost everyone could find a program that matched their interests. In order to market the County's Centennial celebration, a Centennial Guide and bookmark were available, and banners, sidewalk wraps, posters and sandwich boards were distributed throughout the libraries and other county buildings. Di Pilato also worked with the resources available at the History Center to create a variety of virtual/online exhibits, historical postcards, Centennial themed library cards, and magnets.

LHR organized an opening event at the Sarasota County Court House and a closing ceremony at Warm Mineral Springs in North Port, thus ensuring both that archaeological heritage sites would

be included in the celebration, and that both North and South Sarasota County would be represented. Sarasota County also created a website that included several on-line displays of relevant historical artifacts curated by Historical Resources, as well as links to LHR Centennial programs. The county Historical Commission, made up of citizen appointees, cooperated in an important effort to review all of the county's 100-plus historical markers and determine which ones needed repair or replacement.

One of the library's center-piece library programs, its One Book/One Community Program, was devoted in 2021 to local history as part of the county Centennial effort. Frank Cassell's *Suncoast Empire: Bertha Honoré Palmer, Her Family, and the Rise of Sarasota* was selected for 2021. Cassell, with Steering Committee member Kathryn Chesley playing Bertha Palmer, delivered two Zoom lectures. They also appeared together at the final lecture at the Selby Library on November 8, 2021. In addition, Cassell visited with several library-based book clubs who had read the volume. As the first two lectures were available to the public, large numbers of people saw them on video.

LHR also created a Centennial channel for all of these "On-Demand" recorded programs, and offer almost 70 videos available to be viewed 24/7. One of these programs is called *100 Years, 100 Stories* and includes oral histories from a diverse group of people about their lives and family's histories in Sarasota County. These are still being edited. This summary of what Director Di Pilato and her staff accomplished is not by any means comprehensive, and she may well issue her own report. The two Centennial groups worked smoothly together and by and large shared the same philosophy. Director Di Pilato attended many Steering Committee meetings and kept the members current on her group's activities. Working cooperatively the two groups expanded the reach and impact of the Centennial on citizens of all ages located throughout the county. They did succeed in creating a community celebration with over one hundred programs provided.

Outcomes of the Centennial

The Centennial celebration does leave several tangible assets. These include Dr. Cassell's Book *Creating Sarasota County*, Clarissa Thomason's *Centennial Poem*, Kathryn Chesley's play *The Roads We Traveled to Sarasota County*, and Don Bayley's edited volume *Monty's Stories: Growing up in a Small Florida Town*. In addition, the Sarasota County Historical Commission has reviewed all county historical markers and repaired those that had been damaged. Two new markers created by the

Centennial Steering Committee on the history of Sarasota County's birth have been ordered and will be installed on the grounds of the Sarasota and Venice Chambers of Commerce. Finally, the Steering Committee Centennial bookmark program in conjunction with the Sarasota County School District, the public availability of the Centennial website, and access to the nine Centennial auto tours will continue for the next year or two. (See Appendix F for a list of Centennial Residuals.)

Other outcomes are speculative and will only fully emerge later. The publicity about the Centennial in multiple media certainly reached most Sarasotans. Those thousands who attended events, Zoom lectures, art shows, museum displays, picked up Centennial rack cards, visited the website or read Dr. Cassell's book certainly were exposed to much more detail about the history of Sarasota County's establishment and to the people who organized and led the separation from Manatee County. Many will have learned about Sarasota County's architectural and archaeological heritage. Let us hope they join the ranks of citizens fighting to preserve endangered structures and archaeological sites. The auto tours likely will introduce individuals and families to parts of Sarasota they had little acquaintance with previously. During these journeys they will also learn about the local history that helps make each community distinct. And we certainly hope the children absorb some history through the Centennial Activities Book, the centennial bookmark they receive in school, as well as from audio tours with their parents. Many newcomers to Sarasota County—and each year sees thousands more arriving—attended Centennial lectures and programs seeking knowledge and understanding of the area's history.

It is the Steering Committee's hope that all the work they have put in during the last three-and-one-half years will cause Sarasotans to become more sensitive to the importance of their historical, architectural, and archaeological treasures. We hope they will come to insist that historic buildings and middens not be destroyed and that the trove of historical artifacts and documents in the possession of the county must be properly cared for and made available to the public in a museum setting. And we hope a more aroused public will join and support the work of our numerous historical and archaeological societies and museums.

The year 2121 will be the bicentennial of Sarasota County. Let us all hope that the community members of that era view this generation as one that fought successfully to preserve and pass along the priceless heritage that is our responsibility.

Appendix A

History of the Sarasota County Centennial 2021 Organization

Fall of 2016: The Sarasota County Historical Commission began discussions on how to celebrate the county's centennial.

April 4, 2017: Dr. Frank Cassell, Chair of the History and Preservation Coalition of Sarasota County (HPCSC), wrote Rob Bendus, Historical Resources Manager, and James Gumpert, Chair of the Sarasota County Historical Commission (SCHC): "The establishment of Sarasota County can be seen as the last great gift of the pioneer generation to future generations of county residents."

The HPCSC asked Bendus to bring the idea of establishing a planning committee and an appropriate budget for a county-wide celebration to the County Board of Commissioners.

July 12, 2017: The SCHC issued a report titled *Celebration 2021* calling for a planning committee to "lay the groundwork for an observance in 2021 that is truly county wide, involving people and institutions that represent the diversity of the county." In his cover letter to the document Rob Bendus, Manager of Historical Resources (HR), asked the then chair of the HPCSC Dr. Clifford Smith to prepare a plan along the lines suggested by the *Celebration 2021* document. He asked that a plan for the centennial celebration be submitted to him by October 16, 2018. He acknowledged that Dr. Smith and HPCSC had created a Steering Committee to draft the plan with Dr. Frank Cassell, vice-chair of HPCSC as chair. Dr. Cassell was completing work on his new book *Creating Sarasota County* at the time.

May 18, 2018: The newly established Steering Committee held its first monthly meeting.

July 2018: The Steering Committee had developed ideas for a web-site, a Centennial Partners Program, a newsletter, and a Sponsors Program. Because neither the Steering Committee nor HPCSC had status as a 501(c)3 organization, the Steering Committee agreed to seek out a relationship with the Friends of the Sarasota County History Center (FOSCHC). As a result the Steering Committee became a subcommittee of FOSCHC.

October 2018: As requested by Manager Bendus, the Steering Committee submitted its report "Conceptual Plan for Sarasota County Centennial 2021." The lengthy document laid out a number of ways the centennial could be celebrated and called on the County Commissioners to allocate

funds, mobilize all units of county government to participate, and recognize the continuing role of the Steering Committee to organize a countywide community celebration.

In their meeting in October 2018 the Steering Committee approved the plan and format of the new Centennial website managed by member Don Bayley.

December 2018 Meeting: It became clear that the County Department of Communications had not and would not likely approve our designs for a logo. Manager Bendus said he was optimistic that the County Commissioners would respond positively to the Steering Committee's plan for the Centennial. The Partner Program was launched and six organizations immediately applied for membership.

Ruth Mary Williams presented three different versions of what a Centennial rack card for broad distribution might look like. Each described the purpose of the Centennial Celebration and its community philosophy. The Steering Committee selected one and authorized payments to the printer.

April 4, 2019 Meeting: The County Board of Commissioners finally responded to our request of October 2018. They wanted a more detailed plan and budget by September 30, 2019. Dr. Cassell's book, *Creating Sarasota County*, was launched at Historic Spanish Point.

September 5, 2019 Meeting: Chairperson Cassell reported that he was meeting individually with all five members of the County Commission in an effort to spur action on planning the Centennial celebration,

October 4, 2019 Meeting: First report of the Events Committee chaired by Marilyn Gerkin.

November 5, 2019 Meeting: Don Bayley reported creation of an Events Calendar on the website. Renee DiPilato, Director of the Sarasota County Library System, met with the Steering Committee. She had been appointed to head the county government's committee to plan involvement in the Centennial.

December 3, 2019: David Baber agreed to head the Centennial Lecture Bureau. Baber, Thomas Bowers, Kim Patton Manning were all added to membership of the Steering Committee.

January 2020: With 23 members from all parts of the county and created subcommittees, the Steering Committee initiated fundraising, defined the mission, established a Partners Program and

Speakers Bureau, approved a logo designed by Digisphere Marketing, and explored a great number of possible Centennial events and activities. A separate County Centennial Committee headed by Renee DiPilato was established to organize the county government part of the celebration, but close relationships were forged between the two groups which cooperated with each other.

February 4, 2020 Meeting: Dr. Cassell and John McCarthy reported on their meeting with the County Administrator Jonathan Lewis who announced that there would be no public funds or staffing to support the Centennial celebration. With no prospects of support from the county, the Steering Committee had to redefine itself not only as a planning group, but also to assume the tasks of fundraising, publicity, and general oversight of community Centennial celebration activities.

July 14, 2020 Meeting: The Sponsors program was up and functioning and generating funds. A reinvigorated Partners Program had more than 50 members. The Steering Committee took the initiative in contacting media outlets leading to several Centennial articles. The Centennial website continued to grow and expand as new pages were added including a calendar and information on becoming a sponsor or partner. The Events Committee continued preparations for a big January 9, 2021 Centennial kick-off event at Phillippi Estate Park.

The organization of the Steering Committee had also evolved. The officers were Frank Cassell, chair; Dorothy Korwek vice-chair and treasurer; Betty Intagliata, secretary; Don Bayley, coordinator of communications. An Executive Committee included the four officers and Marilyn Gerkin, Dave Baber, Harry Klinkhamer, and John McCarthy. Kim Patton Manning was soon added to the group. The Executive Committee proved vital in organizing the work of the Steering Committee.

The July 14 meeting was held on Zoom, reflecting the rapidly changing situation caused by the Covid Pandemic that was sweeping through the earth's population.

August 8, 2020 Meeting: The new newsletter, *Centennial Journal*, made its first appearance. Betty Intagliata was the editor, while Don Bayley and Frank Cassell assisted in design and content. Evelyn Nelson was contracted to handle the graphic design of the newsletter. The newsletter quickly became another powerful tool for the Centennial Steering Committee as it explained the history of the county's creation, talked about upcoming events, urged everyone to participate, and focused attention on the Partners and Sponsors. The newsletter appeared on the Centennial website and was forwarded to anyone who asked for it.

September 8, 2020 Meeting: The video “Creating Sarasota County” with Dr. Frank Cassell was added to the website. Lasting 13 minutes, the video briefly summarized the story of Sarasota County’s formation. It is a contribution to fulfilling the Steering Committee’s educational mission. At this meeting the very real possibility of canceling the January 9, 2021 kick-off event was discussed. County COVID regulations soon required us to do so. By the end of the month, however, the Events Committee presented two alternative activities. The first was to produce auto tour guides of Sarasota County that could be accessed by cell phones. The second was to produce two historical markers detailing the creation of the county for gifting to the county commissioners to erect at the courthouse in Sarasota and the Anderson building in South Venice. Both projects were later accepted by the Steering Committee.

January 5, 2021 Meeting: By the beginning of the Centennial year the Steering Committee had accomplished a great deal despite Covid. The numbers of Partners and Sponsors had increased substantially, the website including the *Centennial Journal* was widely popular, media coverage had improved, relations with the county government’s centennial group had been established, and the Steering Committee had cancelled the January 9 kick-off event and replaced it with other programs. It had been a turbulent year, but the Steering Committee had managed to overcome the obstacles it confronted.

February 2, 2021 Meeting: Chairperson Cassell announced that Rebecca Tuttle Bayley had accepted a position as Centennial Media Communicator to expand coverage of Centennial activities. A media strategy was prepared and adopted. Our Partner groups Venice Area Historical Society, the Sarasota Architectural Foundation, the Historical Society of Sarasota County, and the Venice Archives and Museum launched major Centennial programs.

March 2, 2021 Meeting: Library Director Renee DiPilato reported on the progress of the County Centennial group she heads. The members had produced promotional materials and placed a history of Sarasota County with photos on the county government website. Between May and July 4 they planned 100 events, mostly by Zoom in the various library branches. Some of these events featured Dr. Frank A. Cassell whose book *Suncoast Empire: Bertha Honoré Palmer, Her Family, and the Rise of Sarasota*, is this year’s selection for the annual One Book/One Community Program. She also described an oral history project with interviews of 100 representative county residents. She noted that some of those to be interviewed were nominated by members of the Steering Committee. The County plans a major kick-off event for the Centennial on March 23rd.

May 4, 2021 Meeting: Chairperson Cassell reported that Centennial 2021 celebration events were occurring every day, that numerous newspaper and magazine articles had been published on the Steering Committees work, and that *Sarasota Magazine*, a Centennial Partner, was publishing monthly ads for Centennial programs. Cassell noted that important historic architectural assets had recently been destroyed in both Sarasota and Venice. One of the aims of the Steering Committee, he said, should be to educate citizens about the importance of preserving our architectural heritage.

The Steering Committee did not meet in July, August, or September of 2021.

October 5, 2021 Meeting: This meeting was the last for the full Steering Committee although work on specific topics continues. In these final months the Committee has focused on programming for children, publicizing the auto tours, and completing the Historical Markers project, which due to Covid-related delays may not be implemented until February or March of 2022. The Committee will official disband at the end of 2021, leaving its assets to the Friends of the Sarasota County History Center to keep the Centennial 2021 website on line for a year or two. The Centennial Auto Tours will also be funded for at least another year.

Appendix B

Centennial Partner Programs

1. Art Uptown Gallery, Sarasota: Paintings by Marlane Wurzbach of historic and important Sarasota County structures. (November-December 2021). “Building Sarasota’s Stories: A Public Dialogue.” Lecture by Steering Committee Chair Frank Cassell on the creation of Sarasota County at the opening.
2. Performance by former Ringling Brothers Barnum & Bailey Circus clown Chuck Sidlow and his troupe at the historic Venus Train Depot. Frank Cassell addressed the crowd on the importance of the Centennial Celebration. (July 4, 2021)
3. The Historical Society of Sarasota County commissioned Kathryn Chesley to write “The Roads We Traveled,” a play based upon Frank Cassell’s book *Creating Sarasota County*. The play is available on line to any group wishing to use it as a program. Chesley is a board member of HSOSC and a member of the Centennial Steering Committee.
4. Local historian James Clubb has posted the following PowerPoint Presentations on the Centennial’s YouTube page:
 - a. History of Sarasota’s Five Points
 - b. Sarasota Women
 - c. Andrew McAsch and the Mira Mar Properties
5. Centennial Videos on You Tube:
 - a. ABC TV/WWSB in Sarasota. Interview with Chair Frank Cassell
 - b. Rose Wilson. A presentation by actress Kathryn Chesley
 - c. Bertha Palmer. A Lecture by John McCarthy
6. *Sarasota Scene Magazine*. Monthly announcements on Centennial activities.
7. Sarasota Chalk Festival, May, 2021. Portrayed key moments in Sarasota history.
8. Venice Museum and Archives exhibit: “Celebrating a Centennial: The Origins of Sarasota County.” Curated by Harry Klinkhamer, Venice Historical Resources Manager and member of the Centennial 2021 Steering Committee.

9. Sarasota Chamber of Commerce. Centennial celebration of its founding and future host of a special Centennial Historical Marker.
10. Chamber Orchestra of Sarasota. “Celebrating America’s Music.”
11. *Unidos*. Hispanic Heritage Month Celebration, Salute to Graduate and Scholarship Winners.
12. Venice Area Historical Society. Betty Intagliata Lecture Series. First lecture of the 2021 Centennial Program. “Creating Sarasota County,” Frank Cassell.
13. Pelican Pointe Women’s Association Annual Meeting. Lecture by Frank Cassell on Bertha Palmer.
14. Sarasota Garden Club. “Garden to Table Flower Show.”
15. Discover Sarasota Tours in 2021. Seven Centennial tours led by Kathryn Chesley.
16. Center for Architecture, Sarasota. “Designing Sarasota’s Architectural History.” January, 2021
17. Venice Area Chamber of Commerce. Host for the installations of a special Centennial Historical Marker on its grounds.
18. Florida Master Gardeners: Traveling Library Show, presented by Sarasota County Library System.
19. Senior Friendship Centers. “The Ringmaster’s Wife—Mable Ringling, Her Life and Times.” Presented by Kathryn Chesley. October 21, 2021.
20. Venice Heritage. “Reflections: A History of Sarasota County.” October 22, 2021.
21. The Secret Society of Smoked Mulletts, Englewood. “The Road to Englewood.” Englewood Elks Lodge.
22. World of Chucko. “Happy Birthday America.” Venice Depot. July 4, 2021.
23. Lemon Bay Historical Society. “Surviving Sarasota.” Green Street Church in Englewood.
24. Resilient Retreat, Sarasota.. “Resilient Rhapsody Concert Series.”
25. Time Sifters Archaeological Society. “Unearthing Freedom on the Shores of the Manatee River.” Online at the Centennial Website.

26. Pelican Point Women's Association. "Bertha Palmer," lecture by Frank A. Cassell.
27. Sara De Sota Chapter of the Daughters of the American Revolution. "The Creation of Sarasota County," lecture by Frank A. Cassell.
28. WEDU PBS. Production of a video on Sarasota circus history.
29. Venice Chamber of Commerce. Future host of Centennial Historical marker on the founding of Sarasota County.
30. Adult and Human Enrichment Program of the Sarasota Public School System. Classroom on Wheels. Three presentations by Frank Cassell and Kathryn Chesley as Rose Phillips Wilson on the "Creation of Sarasota County."
31. Jack Dean Flooring. Holiday party for leaders of the Sarasota County Centennial 2021 effort.
32. Digisphere Marketing. Supported the establishment of the Centennial 2021 website <sarasotacountycentennial.com>.
33. League of Women Voters of Sarasota County. Zoom lecture on "Bertha Palmer" by Frank A. Cassell.
34. Lemon Bay Historical Society. "Creation of Sarasota County." Lecture by Frank A. Cassell.
35. Historic Spanish Point campus of the Marie Selby Botanical Gardens. Kick-off event for Frank Cassell's book "*Creating Sarasota County*."
37. Old Maine Historic District. Centennial Concert at the Phillippi Crest Community Clubhouse in Sarasota.
38. *The Englewood Review*. "Extensive article on Peter Buchan of Englewood, one of the founders of Sarasota County.
39. Discover Sarasota Tours. Centennial tours of the city of Sarasota features sites associated with the struggle to become a county.
40. Venice Area Historical Society. Placed videos on the Centennial website: "Roaring Twenties," John McCarthy; "The Promised Land," John McCarthy; "Woodmere Lumber Company," Harry Klinkhamer; and "Ancient History," John McCarthy.

41. Lemon Bay Historical Society and the Englewood Museum. Produced video “A Tour of Old Englewood” narrated by Amy Hibbard and Bernie Reading. Edited by Don Bayley. Placed on the Centennial website.
42. Lemon Bay Historical Society. Produced a video featuring Nancy Wills discussing photos she had taken of Englewood since 1949. Placed on the Centennial website.
43. Lemon Bay Historical Society offers programs on Englewood history as a part of the annual Lemon Bay Fest sponsored by the Sarasota and Charlotte County Libraries. All programs were presented virtually for public safety.
44. Friends of the Osprey Junction Trail Head presented a lecture on *Creating Sarasota County* by Frank. Cassell.
45. North Port Chamber of Commerce presented “Business and Community Expo” as its Centennial Event.
46. Charlotte County Historical Society presented “All That Jazz,” A narrated concert celebrating Charlotte County’s Centennial. Charlotte also became a county in 1921. They worked together to stymy Manatee’s County’s efforts to change the proposed route of the Tamiami Trail.
47. Mother’s Day Sing-A-Long in Englewood to benefit the Lemon Bay Historical Society and the Historic Green Street Church.
48. The Sarasota Concert Band staged its Memorial Day Concert at Phillippi Estate Park.
49. Lemon Bay Historical Society presented a program “Surviving Sarasota” at the Green Street Church museum in Englewood.
50. Senior Friendship Centers of Sarasota held a lecture program to celebrate the Centennial titled “The Ringmaster’s Wife. Mable Ringling: Her Life and Times.”
51. Venice Heritage celebrate the Centennial with the presentation of a movie, “Reflections: A History of Sarasota County” at the Venice Public Library.
52. Venice Heritage presented a video of Kathryn Chesley’s play “The Roads We Traveled to Sarasota County” at the Venice Library.

- 53.. Time Sifters sponsored a presentation by Dr. Uzi Baram on “Unearthing Freedom on the Shores of the Manatee River.
54. The Sarasota Alliance for Historic Preservation developed and conducted successful walking tours of three historic neighborhoods in the City of Sarasota, Including Central Cocoanut, Arlington Park, and Granada Park.

Appendix C

Centennial Steering Committee Activities

1. Creating smart phone auto tours of Sarasota County:
 - Downtown Sarasota
 - Englewood
 - Fruitville to Miakka
 - Phillippi
 - Vamo
 - Venice
 - Sarasota Bayfront
 - Bee Ridge
 - Courthouse area
2. Building the Centennial 2021 website into both a communication and educational tool.
3. Publications (See Appendix F)
4. Lectures and Presentations (Appendix D)
5. Media Coverage of the Centennial (Appendix E)
6. Centennial Historical Markers. Two markers have been purchased and will be installed on the grounds of the Venice and Sarasota Chambers of Commerce. The text for the markers tells the story of Sarasota County's founding. It was written by Frank Cassell, John McCarthy, Dave Baber, and Ruth Mary Williams.
7. *Creating Sarasota County* (History Press), 2019 by Dr. Frank A. Cassell. Written specifically for the county's centennial celebration, the book provides a detailed look at why, how, and by whom the campaign to separate from Manatee County was carried out. Few counties in the nation have the benefit of such a comprehensive study. Cassell's book influenced the planning for the 2021 celebration.
8. Audio recordings project. Steering Committee member Tom Bowers interviewed Centennial Sponsors and placed the tapes on the Centennial website.
 - a. January 14, 2021: Dan Bailey , Williams Parker Law Firm

- b. February 8, 2021: Marilyn Gerkin, Steering Committee
 - c. February 10, 2021: Elizabeth Cassell, President, Friends of Fruitville Library
 - d. February 15, 2021: Elizabeth Siegfried, Photographer
 - e. April 30, 2021: Marsha Fottler, Historical Society of Sarasota County
 - f. May 11, 2021: Priscilla Brown, Steering Committee
9. “Why We Celebrate.” Essays by leading figures in the Sarasota Community. Edited by Frank Cassell and issued as part of the *Centennial Journal*, the newsletter of the Sarasota County Centennial 2021 Steering Committee.
- a. Alan Maio, Chairman, Sarasota County Board of Commissioners
 - b. Shannon Staub, Founding President of the Library Foundation for Sarasota County
 - c. Jon Thaxton, Vice-President for Community Leadership at the Gulf Coast Community Foundation
 - d. Dr. Uzi Baram, Professor of Anthropology, New College of Florida
 - e. Harry Klinkhamer, Historical Resources Manager, City of Venice, and Chair of the Sarasota County Historical Commission
 - f. Betty Intagliata, Secretary of the Centennial 2021 Steering Committee
 - g. Don Bayley, Chair, Friends of the Sarasota County History Center and Director of Communications for the Centennial 2021 Steering Committee
 - h. Thomas Bowers, Retired public school teacher/principal and member of the Centennial 2021 Steering Committee
 - i. Kim Patton Manning, New View Services, Inc., and member of the Centennial 2021 Steering Committee
 - j. Jack Dean, owner of Jack Dean Flooring.
10. Participation in the Venice Holiday Parade, November 27, 2021. Thanks to Betty Intagliata and Kathryn and Jerry Chesley, the Centennial was part of this event attended by thousands. Betty was in costume as Bertha Palmer, Kathryn as Rose Phillips Wilson, and Frank Cassell as Mayor A. B. .Edwards.
11. Centennial Activities book, a joint project of the Centennial Steering Committee and Friends of the Sarasota Parks. Priscilla Brown of the Steering Committee coordinated the production and distribution of the book, which has gone through several printings.

12. Sue Blue's "Marker Minutes." These videos were made some years ago and obtained by Betty Intagliata for showing on the Centennial website. The videos discuss the content of Sarasota County historical markers.
13. Audio and video tapes produced by the Centennial Steering Committee for its website:
 - a. Sponsor Spotlight: William Parker Law Firm
 - b. Sponsor Spotlight: Friends of the Sarasota Parks
 - c. Radio Interview: Cathy Antunes interviews Dr. Frank A. Cassell
 - d. Video featuring photographer Elizabeth Siegfried who found lost photos of circus performers from the 1940s.
 - e. Video featuring Dr. Cassell lecturing on *Creating Sarasota County*.
 - f. Audio Tapes of Centennial 2021 Steering Committee interviewing Centennial Sponsors.
 - g. Video from March 29, 2021, of Library Director Renee DiPilato interviewing Dr. Frank A. Cassell on his book *Suncoast Empire: Bertha Honoré Palmer, Her Family, and the Rise of Sarasota* as part of the library's One Book/One Community Program.
 - h. Video of Centennial Steering Committee members discussing the celebration with the Tiger Bay Club on January 7, 2021.

Appendix D:

Centennial Lectures and Presentations in 2021

| Date | Group/Sponsor | Title of Presentation | Presenter/S |
|----------------|--|--|--|
| 1/7/2021 | Tiger Bay Club Sarasota | “Centennial 2021 Celebration | John McCarthy, Jeff La Hurd, Kathryn Chesley |
| 1/19/2021 | Venice Area Historical Society, Betty Intagliata Lecture Series | “Creating Sarasota County” (Zoom) (Lead off lecture for Centennial) | Frank Cassell |
| 1/21/2021 | Heritage Oaks | “Rose Phillips Wilson” (Zoom) | Kathryn Chesley |
| 2/3, 4, 5/2021 | Sarasota County School District, Classroom on Wheels, Suncoast Technical College | “Creation of Sarasota County” | Cassell and Chesley |
| 2/20/2021 | Daughters of the American Revolution | “Why We Celebrate” | Cassell |
| 3/3/2021 | Turtle Rock Club | “Bertha Honoré Palmer” | Chesley |
| 3/4/2021 | Venice Area Historical Society | “Early Woodmere: From Company town to Ghost Town” | Harry Klinkhamer |
| 3/9/2021 | Warm Mineral Springs, Little Salt Springs | “Creating Sarasota County” (Zoom) | Cassell |
| 3/15/2021 | Sarasota Garden Club | “Rose Phillips Wilson” | Chesley |
| 3/16/2021 | Lakewood Ranch History Club | “Creating Sarasota County” (Zoom) | Cassell |
| 3/17/2021 | Bay Pines Health | “Rose Phillips Wilson” | Chesley |
| 3/28/2021 | Phillippi Estate Park | “Rose Phillips Wilson” | Chesley |
| 4/7/2021 | Venice Area Historical Society | | |
| 4/15/2021 | Selby Public Library “Art in Common Places” | “The Sidewalks We Traveled to Sarasota County | Jerome Chesley, Katherine Chesley |

| | | | |
|------------|---|---|--|
| 4/17/2021 | Philanthropic Educational Organization (P.E.O) | “Creating Sarasota County” (Zoom) | Cassell |
| 4/19/2021 | P.E.O. Venice Chapter | “Creating Sarasota County” (Zoom) | Cassell |
| 4/20/2021 | Sarasota County Library One Book/One Community Program | “Bertha Palmer and her Family” (Zoom) | Cassell and Chesley |
| 4/20/2021 | Venice Area Historical Society | “Bertha Honoré Palmer” (Zoom) | Chesley |
| 4/22/2021 | Osprey Library Book Club | “Suncoast Empire” Discussion (Zoom) | Cassell |
| 4/22/2021 | Sarasota/Manatee Chapter of University of Pennsylvania Alumni | “Suncoast Empire” Discussion (Zoom) | Cassell |
| 5/5/2021 | WEDU PBS Interview Carlos Pagan, videographer | “Sarasota Circus History” (videotaped) | Cassell |
| 5/12/2021 | Fruitville Public Library | “Bertha Palmer and the Agricultural History of Sarasota County” (Zoom) | Cassell |
| 5/13/2021 | Junior League of Sarasota | “Rose Phillips Wilson” | Chesley |
| 5/14/2021 | Shannon Staub Library One Book/One Community Program | “Bertha Palmer and her Family” (Zoom) | Cassell and Chesley |
| 5/20/21 | ABC Channel 7, Sarasota | “History of Sarasota Becoming a County” | Cassell interview by Mike Modrick |
| 6/7/2021 | <i>Sarasota Herald-Tribune</i> | “Sarasota County Centennial Celebration” (Led to a major story) | Cassell interview by Patricia McKnight |
| 6/24/2021 | <i>Sarasota Observer</i> | “Centennial Celebration” (Led to a major story) | Cassell interview by Bryonn Meacham |
| 10/3/2021 | Art Uptown Gallery in Sarasota | “Centennial Celebration” Opening of Marlane Wingbach’s paintings of Historic Sarasota County buildings | Cassell |
| 10/15/2021 | Pelican Pointe Women’s Association | “Bertha Palmer in Sarasota” | Cassell |
| 11/8/2021 | Selby Library, One Book/ One Community Program | Major lecture on “Suncoast Empire” Bertha Palmer as greeter | Cassell Chesley |
| 11/9/2021 | Historical Society of Sarasota County | “Rose Phillips Wilson” | Chesley |
| 11/14/2021 | Beneva Christian Church | “Bertha Honoré Palmer” | Chesley |

| | | | |
|------------|---------------------------------|-------------------------------|--------------------|
| 11/15/2021 | WBTT | “Bertha Honoré Palmer” | Chesley |
| 11/16/2021 | Sarasota League of Women Voters | “Bertha Honoré Palmer” (Zoom) | Cassell |
| 11/18/2021 | Venice Yacht Club’s Book Club | “Bertha Honoré Palmer” | Cassell Chesley |
| 11/19/2021 | Welcome Club | “Bertha Honoré Palmer” | Chesley |
| 12/2/2021 | Temple Sinai | “Bertha Honoré Palmer” | Chesley |

In addition, during 2021 Kathryn Chesley led 7 Discover Sarasota Centennial Tours on 3/31, 4/14, 4/17, 5/7, 5/12/5/25, and 11/24.

Lectures Scheduled for 2022

| DATE | GROUP/SPONSOR | TITLE OF PRESENTATION | PRESENTER/S |
|------------------|---|------------------------------|--------------------|
| 1/12/2022 | Sarasota Yacht Club | “Bertha Honoré Palmer” | Cassell |
| 1/27/2022 | Colonial Dames of Sarasota County Palm Aire Country Club | “Bertha Honoré Palmer” | Cassell |
| 2/3/2022 | St. Thomas Moore Women’s Club | “Creating Sarasota County” | Cassell |
| 2/18/2022 | Kappa Kappa Gamma Alumnae | “Bertha Honoré Palmer” | Cassell |
| 2/19/2022 | KKG Sorority Fundraiser | Bertha Palmer | Chesley |
| 3/16/2022 | Tampa Bay History Center Women’s History Month Program | “Bertha Palmer” | Cassell |
| 3/18/2022 | Dartmouth Alumni Club | “Bertha Honoré Palmer | Cassell |
| 4/2/ 2022 | St. Patrick’s Church Out and About Social Group | “Bertha Palmer” | Cassell |
| 4/6/2022 | Bird Key Yacht Club | Bertha Palmer | Chesley |

Appendix E

Media Coverage of the Centennial

This appendix reproduces the 2021 annual report on Media and Communications prepared by Director of Communications Don Bayley.

Press Coverage

View on our Press page: <https://www.sarasotacountycentennial.com/press/>

Age Friendly Sarasota <https://www.agefriendlysarasota.org/blog/sarasota-county-at-100.html>

APPAdvice <https://appadvice.com/app/sarasota-county-auto-tours/1541755357.amp>

Englewood Review

Englewood Sun

North Port Sun

Our Town Sarasota <https://www.ourtownsarasota.com/sarasota-county-centennial-time-line/>

Sarasota Herald Tribune

Sarasota Magazine

Sarasota News Network (SNN TV)

Sarasota Observer

Sarasota Patch (online)

Sarasota Scene Magazine (monthly ad gratis)

SRQ Magazine

Venice Gondolier

Visit Sarasota <https://www.visitsarasota.com/sarasota-county-centennial>

WWSB TV

WSLR radio

Your Observer .com

Media:

“CENTENNIAL SIGHTS & SOUNDS”

View on our Media page: https://www.sarasotacountycentennial.com/sights_sounds/

Art

"Richard Capes" Richard Capes shares his artwork of many of the historical buildings & scenes around Sarasota County

Podcasts

- 1) Cathy Antunes, WSLR Radio, Interviews Author Frank Cassell about Bertha Palmer and the Centennial. The Sarasota County Libraries and Historical Resources system announced its choice for its annual One Book, One Community program. The winner was Dr. Cassell's book Suncoast Empire: Bertha Honore Palmer, Her Family, and the Rise of Sarasota.
- 2) "Monty's Stories: Growing Up in a Small Florida Town"
- 3) "Sponsor Spotlight" Priscilla Brown, Program Director of Sarasota County's Phillippi Estate Park
- 4) "The Historical Society of Sarasota County" Marsha Fotter, President talks about their mission, their programs and their plans for the Centennial.

Television

ABC7's Mike Modrick reports on the Centennial and Sarasota's breaking away from Manatee County. June 1, 2021. Mike Modrick repeats a series of historical interviews with Frank Cassell, Uzi Baram, and Rob Bendus, December 30, 2021.

Videos produced by the Centennial Committee, most can also be viewed on our YouTube page:

<https://www.youtube.com/channel/UCAiyz85BGnLlIm2CKY5sd2A/videos>

The first 6 videos listed are PowerPoint Presentations by Jim Clubb and include research of local newspapers, the Manatee River Journal and the Sarasota Times.

- 1) "Jack Halton" the singing doctor who came to Sarasota as an Eye, Ear, Nose and Throat specialist but ended up giving the area so much more than his physician skills
- 2) "Ends & Odds" events that ended in death and some oddities and newspaper ads of the times
- 3) "A Brief View of the History of Sarasota"
- 4) "Andrew McAnsh and the Mira Mar Properties" the Scot investor from Chicago, fell in love with Sarasota and wanted to build a million dollar hotel on the bay.
- 5) "History of Sarasota's Five Points" individual history of each of the corners of the hub of downtown Sarasota
- 6) "Sarasota Women" two special pioneer women, one was the postmaster, the other was the owner of the newspaper, both helping Sarasota move forward.

- 7) "A bit about Bertha Palmer and others who contributed to Sarasota County's creation" by historian John McCarthy
- 8) "Sarasota County Centennial 2021, A Special Invitation!" Dr. Frank Cassell, historian, author and Chair of the Centennial Committee invites citizens from the entire county to join in the celebration. He relates the history of the founding of our county 100 years ago.
- 9) "Elizabeth Siegfried and the Box of Memories" fine art photographer Elizabeth Siegfried details the backstory of finding lost 16mm films of Circus performers from the 1940s
- 10) "Lemon Bay Historical Society Through the Years" a look at events and programs of Englewood's venerable historical society over the years including moving and saving the historic Green Street Church and the annual Cracker Fair
- 11) "Englewood Lampp House Museum Tour" a tour of Englewood Museum at the Historic Lampp House with Curator Betty Nugent portraying Lottie Lampp
- 12) "Vintage Englewood Photos" Nancy Wille, a member of the Lemon Bay Historical Society, has lived in Englewood since 1949. She has taken hundreds of photos over the years documenting the history of the area. Here she narrates a slideshow of her best photos.
- 13) "Moving the Church in the Middle of the Night" watch this historic building being moved and thus saved in the middle of the night
- 14) "Sarasota County Centennial Panel Discussion hosted by Tiger Bay" featuring 3 local historians
- 15) "Olde Towne Englewood" a tour of Old Englewood narrated by Amy Hibbard and the late Bernie Reading. Video added and edited by Don Bayley of the Sarasota County Centennial Committee.
- 16) "Bee Ridge Woman's Club" Diana Allen, past-president of the Bee Ridge Woman's Club tells us a bit about the club's rich history. The Club is one of many historic stops on the Sarasota County Auto Tours produced by the Centennial Committee.
- 17) "Sarasota Sailor Circus" Pedro Reis, founder of the Sarasota Circus Arts Conservatory talks about the history of Sailor Circus and shows us some very colorful costumes
- 18) "Rose Wilson: Sarasota Trailblazers" Rose Wilson (portrayed by Kathryn Chesley) talks about several early Sarasotan trailblazers who helped pave the way toward a new county.
- 19) "Woodmere Lumber Company: From Company Town to Ghost Town" by Harry Klinkhamer, Historical Resources Manager, City of Venice, FL
- 20) "Creating Sarasota County" a presentation by the Betty Intagliata Lecture Series

Centennial Sponsor Spotlights

- 1) "Williams Parker" Dan Bailey highlights the history of one of Sarasota's pioneer law firms founded in 1925

- 2) "Friends of Sarasota County Parks" President Terry Redman talks about this volunteer organization and its accomplishments
- 3) "Friends of Sarasota County Parks Pt.2" the Centennial Committee's Tom Bowers asks Terry Redman, President of the Friends of Sarasota County Parks, about buildings the organization has saved.
- 4) Sponsors Marilyn Gerkin and Beth Cassell tell our Tom Bowers why they are sponsoring the Centennial

Press Releases

- 1). Auto Tours Announced

<https://www.sarasotacountycentennial.com/wp-content/uploads/2021/12/Auto-Tours-Announced.docx>

- 2) Sarasota County Centennial Committee Debuts Auto Tour App

<https://www.sarasotacountycentennial.com/wp-content/uploads/2021/12/02.18.21-Sarasota-County-Centennial-Committee-Debuts-Auto-Tour-App.docx>

- 3) Suncoast Empire selected as “One Book Sarasota”

<https://www.sarasotacountycentennial.com/wp-content/uploads/2021/12/04.28.21-Suncoast-Empire-selected-as-One-Book-Sarasota.docx>

- 4) Sarasota Centennial Celebration Explores Local History through the Art of Marlane Wurzbach

<https://www.sarasotacountycentennial.com/wp-content/uploads/2021/12/09.28.21-Sarasota-Centennial-Celebration-Explores-Local-History-through-the-Art-of-Marlane-Wurzbach.docx>

- 5) Sarasota Centennial Committee Shares Handy History with County Schools and Library

<https://www.sarasotacountycentennial.com/wp-content/uploads/2021/12/12.14.21-Sarasota-Centennial-Committee-Shares-Handy-History-with-County-Schools-and-Library.docx>

Events Listed On Website

All That Jazz, A Narrated Concert Celebrating Charlotte County’s Centennial

Amish Experience

Art in Common Places: The Sidewalks We Traveled to Sarasota County

Beethoven’s “Emperor” Piano Concerto, Chamber Orchestra of Sarasota

Betty Intagliata Lecture Series Fall 2020: Carrie Chapman Catt

Betty Intagliata Lecture Series Fall 2020: The New Generation of Suffragists

Business & Community Expo, North Port Chamber
Celebrating America's Music, Chamber Orchestra of Sarasota
Centennial Concert in the Old Maine Historic District
Circus History Trolley Tour
City Sightseeing Tour
Creating Sarasota County
Designing Sarasota: An Architectural History
Exhibit--Celebrating a Centennial: The Origins of Sarasota County
Garden Dialogues 2021: Sarasota & Bird Key, FL
Garden to Table Flower Show, Sarasota Garden Club
Haunted Sarasota Tour
Historic Central Cocoanut Walking Tour
Historical Society of Sarasota County Narrated Tour
HotWorks.org Sarasota Open Air Fine Art Show
Infamous Sarasota Happy Hour Tour
Lecture. The Creation of Sarasota County
Lecture: Bertha Palmer in Sarasota
Lecture: Unearthing Freedom on the Shores of the Manatee River
Lecture: Woodmere Lumber Company
LEMON BAY FEST 2021
Love Stories of Sarasota
Pelican Pointe Women's Association's Annual Meeting
Public Art Trolley Tour
Sarasota Centennial City Tour
Sarasota Centennial ONLINE Tiger Bay Panel
Sarasota County Fair
Sarasota County Library Adult Events for March
Sarasota County Library Events
Sarasota County Library Youth Events for March

Sarasota Open Air Fine Art Show

Sarasota Open Air Fine Art Show - Feb 13 & 14 outdoors at Phillippi Estate Park

Sarasota Sports History Trolley Tour

Sparkly Saturday Shebang

UNIDOS: Hispanic Heritage Month Celebration

UnidosNow's Decision Day

Venice Museums Day

World of Chucko in WONDERLAND a Springtime Special

Appendix F

Centennial Residuals

Publications

1. Frank A. Cassell. *Creating Sarasota County* (The History Press, Charleston, SC 2019.)
2. Don Bayley, ed. Cover designed by David Bayley. *Monty's Stories: Growing Up in a Small Florida Town* (Englewood Museum, 2020.)
3. Kathryn Chesley. *The Roads We Traveled to Sarasota County*. (Play, 2021)
4. Clarissa Thomasson. *A Poem: Sarasota Centennial* (2020.)

Historical Markers

1. Existing county historical markers were reviewed and repaired by the Sarasota County Historical Commission and Historical Resources.
2. Two new historical markers on the story of Sarasota County's establishment in 1921. They will be located at the headquarters of the Sarasota and Venice Chambers of Commerce.

Centennial Steering Committee Printed Materials

1. Centennial Celebration Rack Card A (Ruthmary Williams with design by Don Bayley)
2. Centennial Celebration Rack Card B (David Bayley)
3. Centennial Auto Tours Rack Card (Marilyn Gerkin and Don Bayley.)
4. Centennial "Children's Activity Books" (Tom Bowers and Don Bayley) A Joint Project of the Friends of Sarasota County Parks and the Centennial Steering Committee. Priscilla Brown coordinated all aspects of this project, including broad distribution throughout the county.
5. "Bookmarking our History," a special Centennial bookmark on the history of How Sarasota County became a county. (Tom Bowers and Don Bayley) Sarasota County School System has agreed to distribute the bookmark to all fourth graders over the next two years.

Sarasota County Centennial 2021 Website

<sarasotacountycentennial.org>

Loaded with historical information, issues of the *Centennial Journal* newsletter, videos, audio tapes, and much else, the website will be sustained by the Friends of the History Center through at least 2023.

Sarasota County Centennial Auto Tours.

The nine audio tours of various parts of the county will be available to the public through 2022 and possibly 2023 through the Friends of the Sarasota County History Center.

Sarasota County Centennial 2021 Records

All Steering Committee Records will be deposited in Sarasota County Historical Resources.