



MEMORANDUM

Date: October 21, 2026
To: Mayor, Vice-Mayor and Commissioners
From: Megan Powers, Assistant to the City Manager
Subject: John's Pass Village Directory

Background

The John's Pass Association has requested City support for updated directory and wayfinding signage in John's Pass Village, to improve visitor navigation and visibility for local businesses.

John's Pass Village Directory Signage The proposed directories feature a hand-drawn style illustration of John's Pass, carrying the character and history of the Village. Each directory gives visitors a map-style overview of the Village and identifies area businesses; businesses may pay an advertising fee (amount TBD) to be listed, helping offset signage costs while gaining exposure.

The City would purchase and maintain the directory shell, while staff recommends the John's Pass Association create and maintain the map within it.

Proposals Received

Only two vendors submitted cost figures, and both cover the same five-sign scope, so the two are directly comparable.

Line item	Signarama	Florida Building Technologies
3 double-sided directory signs	$3 \times \$4,160.05 = \$12,480.16$	$3 \times \$7,000 = \$21,000$
2 single-sided directory signs	$2 \times \$3,783.59 = \$7,567.17$	$2 \times \$6,000 = \$12,000$
Subtotal	\$20,047.33	\$33,000

Recommendation

Proceed with **Signarama** as the more affordable and more complete proposal (\$21,450.64). Cost does not include permits or labor to install. The City of Madeira Beach staff should be able to handle the project in house saving thousands on permits and labor.