



## MEMORANDUM TO VENICE CITY COUNCIL

**THROUGH CHARTER OFFICER:** Edward Lavalley, City Manager

**E-SIGN:** *James R. Clinck*

**FROM:** Brianne Lorenz, Special Events and Marketing Coordinator

**DEPARTMENT:** City Manager

**DATE:** Nov. 20, 2023

**MEETING DATE:** Dec. 12, 2023

**SUBJECT / TOPIC:** 2024 Venice Blues Festival

### **BACKGROUND INFORMATION:**

Please find the following attachments for your review regarding an application for the return of the Venice Blues Festival on March 22 and 23, 2024 at the Airport Festival Grounds.

- Staff memo
- Event narrative
- Event layout and traffic plan

First time special events are presented to City Council for approval per the current special event policy. Major changes to events may request review by City Council. After a hiatus due to the COVID-19 pandemic, the Venice Blues Festival is looking to make its return to the Airport Festival Grounds in March 2024 under new management. The Upbeat Music Foundation Inc., a non-profit organization who is committed to promoting music and arts programs in local communities through education, support, empowerment and recognition, and event organizer Venice Blues Festival will bring in multiple Blues bands and musicians over the ticketed two-day festival. This beloved event is well known in both the local Venice and World Blues communities, with a history of kickstarting successful careers for several mainstream Blues bands. In addition to musicians, the Venice Blues Festival will also host a variety of merchandise, food and non-food vendors, as well as bar services, and will utilize the City's Special Events Trailer, Solid Waste services and Venice Police officers in addition to private security and event staff/volunteers.

**SUPPORTS STRATEGIC PLAN:** Goal Five: Encourage and Support a Robust and Diverse Economy

**COUNCIL ACTION REQUESTED:** For Council Adoption by Consent Motion

Cc: Brianne Lorenz, Special Events and Marketing Coordinator





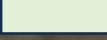

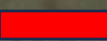
## Venice Blues Festival Narrative

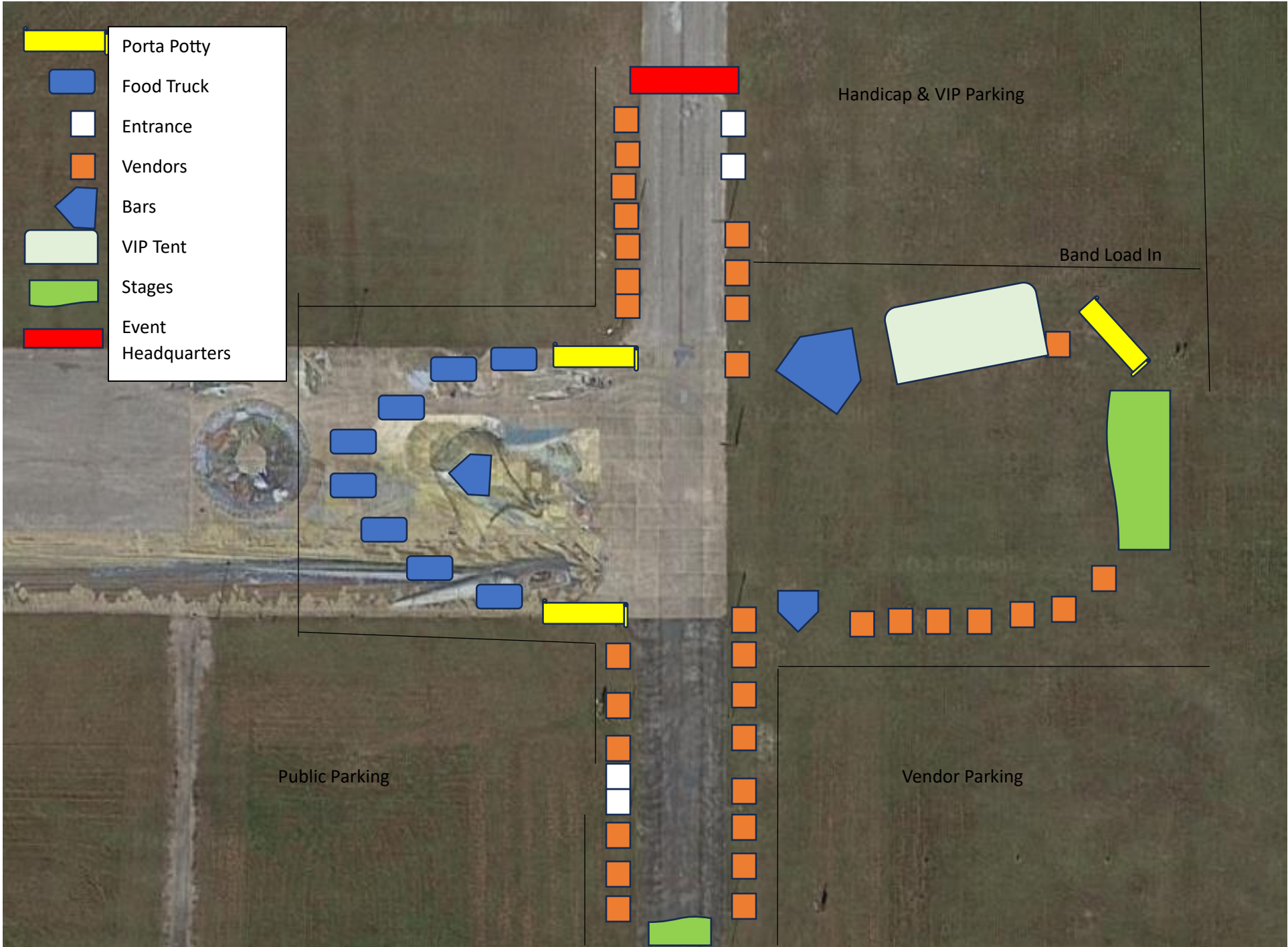
The Venice Blues Festival is making its return to Venice after the pandemic. It has become a great event in Venice, and we would like to bring it back and make it better than ever. Two days of great blues, great food, cold beverages and fun for the entire family. We plan to set-up on March 21, 2024, with the event being open to the public March 22 and 23, 2024. The Venice Blues Festival is in its eighth year and is known within the World Blues Community to launch blues acts around the globe. Several mainstream bands have gotten their start at the Venice Blues Festival. Musical acts, band merchandise, food vendors, non-food vendors, along with Gold Coast Eagle and a full-service bar will round out the festival.

### Event timeline include set-up, tear-down and open to the public:

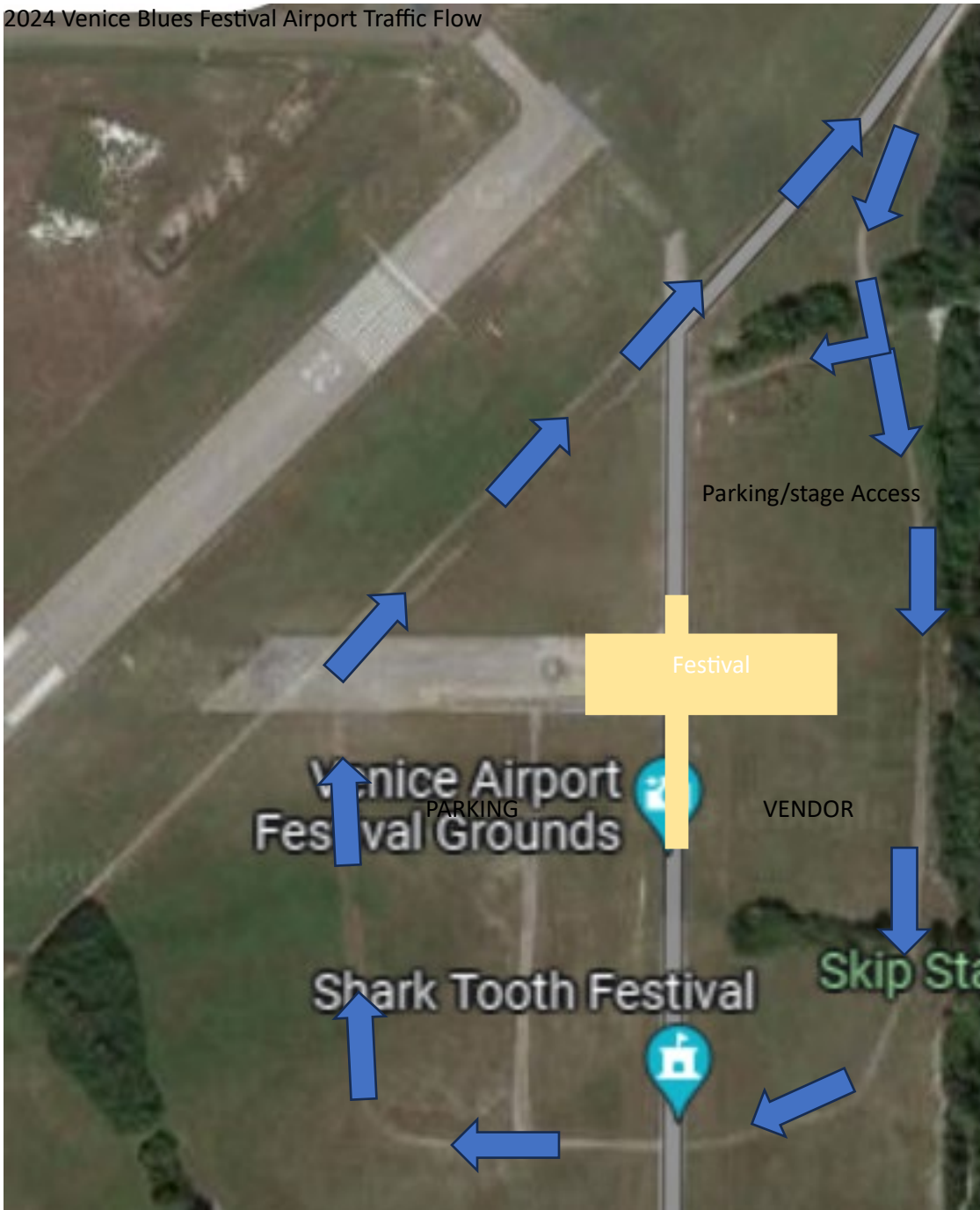
- **Thursday March 21:**
  - 6:00 AM Setup crew arrives
  - 6:00-10:00am Fencing and tents Arrive
  - 12:00 – 2:00pm Stage and Budweiser Arrives
  - 3:00 – 5:00pm Non Food Vendors and Merchandise Vendors Arrive
  - Overnight Security for Thursday Night
  
- **Friday March 22:**
  - 8:00 – 1:00pm Non Food Vendors Arrive
  - 1:00 – 3:00pm Food Trucks Arrive
  - 11:00 – 3:00pm Sound and Light Crew Arrive
  - 3:00pm First Band Sound Check
  - 3:00pm Site is locked down and final safety walk through takes place
  - 4:00 – 10:00pm Venice Police Officers for shift
  - 5:00pm – 6:30pm 1<sup>st</sup> Band Performance
  - 6:30 – 7:00pm Change of Bands
  - 7:00 – 10:00pm Last Band Plays
  - 10:00pm Event Closes
  - Overnight Security
  
- **Saturday March 23:**
  - 7:00 -10:00am Festival reset and food trucks return
  - 9:00 am 1<sup>st</sup> band Soundcheck
  - 11:00am Festival Opens
  - 11:00 – 12:30pm 1<sup>st</sup> band
  - 12:30 – 1:00pm Band Change
  - 1:00 – 2:30pm 2<sup>nd</sup> Band
  - 2:30 – 3:00pm Band Change
  - 3:00 – 4:30pm 3<sup>rd</sup> Band
  - 4:30 – 5:00pm Band Change
  - 5:00 – 6:30pm 4<sup>th</sup> Band
  - 6:30 – 7:30 Band Change with acoustic act

- 7:30 – 9:30pm Headlining Act
- 10:00pm Festival Closes and breakdown
- 10:00 – 1:00am Cleanup

-  Porta Potty
-  Food Truck
-  Entrance
-  Vendors
-  Bars
-  VIP Tent
-  Stages
-  Event Headquarters



2024 Venice Blues Festival Airport Traffic Flow










# Venice Blues Festival Memo Packet for Signatures

Final Audit Report

2023-11-21

|                 |  |
|-----------------|--|
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