



## MEMORANDUM TO VENICE CITY COUNCIL

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

**E-SIGN:**   
James Linch (Apr 15, 2025 20:56 EDT)

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

**DEPARTMENT:** City Manager's Office

**DATE:** 4/9/25

**MEETING DATE** 4/22/25

**SUBJECT / TOPIC:** Updates to the City's Special Events program, policies and procedures

**BACKGROUND INFORMATION:** Attached, please find supporting documentation to serve as the new comprehensive Special Events policies and procedures, including:

- Staff Memo and presentation
- Resolution No. 2025-09
- Special Events Guide
- Special Event Permit
- New Events Review Team (NERT) purpose statement and process

The City Manager's Office put a hold on accepting applications for new Special Events in March 2024 to conduct a comprehensive evaluation of the City's existing commitments, impacts to public spaces, staffing, and the surrounding area as a result of the changing Special Events environment. The City is currently committed to permitting and supporting approximately 50 Special Events and 200 park reservations annually.

This need for a comprehensive review stemmed from significant changes in the City's Special Events environment. The City has seen an extreme increase in existing event attendance, lack of available public parking, increased damage to public spaces and City property, greater demands on staff resources, heightened public complaints regarding noise, customer access, and business impacts, an increased need for enhanced safety measures and risk and hazard analysis, and more than 20 requests for new Special Events — many of which are for dates where the City has already reached capacity or the maximum level of support.

As a result, the program was redeveloped using industry best practices, updated standards, and streamlined policies.

Key updates include a complete redesign of the Special Events Guide; enhancements and corrections to policies regarding subsidies and city services fees; space use restrictions; strengthened requirements related to public safety planning and compliance; the creation of an online Special Event permit application; a full redesign and rewrite of the Special Event permit; the establishment of the New Events Review Team (NERT); and the formalization of a consistent

process for reviewing and evaluating new event requests.

These improvements help balance public space use, park reservations, and permitted Special Events, while streamlining information, improving internal processes, and providing clearer expectations for both recurring and new event holders.

Staff recommends that City Council adopt Resolution No. 2025-09.

**SUPPORTS STRATEGIC PLAN:** Goal Two: Provide Efficient, Responsive Government with High Quality Services

**COUNCIL ACTION REQUESTED:** Presentation with Action Requested

Cc: Brianne Lorenz, Special Events Coordinator  
James Clinch, Assistant City Manager



# MEMORANDUM

Final Audit Report

2025-04-16

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