



## MEMORANDUM TO VENICE CITY COUNCIL

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

**E-SIGN:**   
Edward Lavallee (Jun 22, 2025 20:25 EDT)

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

**DEPARTMENT:** City Manager's Office

**DATE:** June 20, 2025

**MEETING DATE:** July 8, 2025

**SUBJECT / TOPIC:** Recurring Special Event Location Change: Glow Ride

**BACKGROUND INFORMATION:** The New Events Review Team (NERT) has reviewed the submitted proposal for the 2025 relocation of the Glow Ride event and recommends it for City Council review and approval. Included please find:

- Memo

Since 2017, the Glow Ride has been a recurring permitted special event held annually on the same weekend in December by Bicycles International, with its traditional start and finish at Maxine Barritt Park. While owned by the City of Venice, Maxine Barritt Park is managed by Sarasota County under the City–County Interlocal Agreement. Permitted events at this location require both a County reservation and a City-issued special event permit, with all remaining park activities managed and booked through Sarasota County's reservation system.

While the City maintains recurring special event dates indefinitely, Sarasota County does not, and the park has since been reserved for another event in December 2025. The 2025 date for Glow Ride is Saturday, Dec. 13.

City staff worked with the event organizer and Sarasota County to identify potential alternatives, but ultimately, the event holder has elected to relocate the 2025 Glow Ride to the Airport Festival Grounds. This location offers ample space for staging and event operations, while minimizing impacts on City infrastructure, staffing, and traffic circulation.

The event holder will be responsible for restrooms, stage and amplified music, food and beverage services, and will require City Solid Waste (trash and recycling) and Venice Police Detail support – which is always part of this event's operational plan. Event set-up will begin in the afternoon with ride departing from the Airport Festival Grounds at 6 p.m. and post-ride celebration and concert from 7 to 10 p.m. The Glow Ride is a ticketed event and requires pre-registration.

Following the 2025 relocation of Glow Ride, the event holder will measure their success and determine if the Airport Festival Grounds will be the new event location moving forward or if they will attempt to return to Maxine Marritt Park.

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

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

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Yes	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	Document(s) Reviewed for ADA compliance (required if for agenda posting)
<input type="checkbox"/>	<input type="checkbox"/>	City Attorney Reviewed/Approval
<input type="checkbox"/>	<input type="checkbox"/>	Risk Management Review
<input type="checkbox"/>	<input type="checkbox"/>	Finance Department Review/Approval
		Funds Availability (account number):



# MEMORANDUM for July 8 City Council Meeting

Final Audit Report

2025-06-23

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