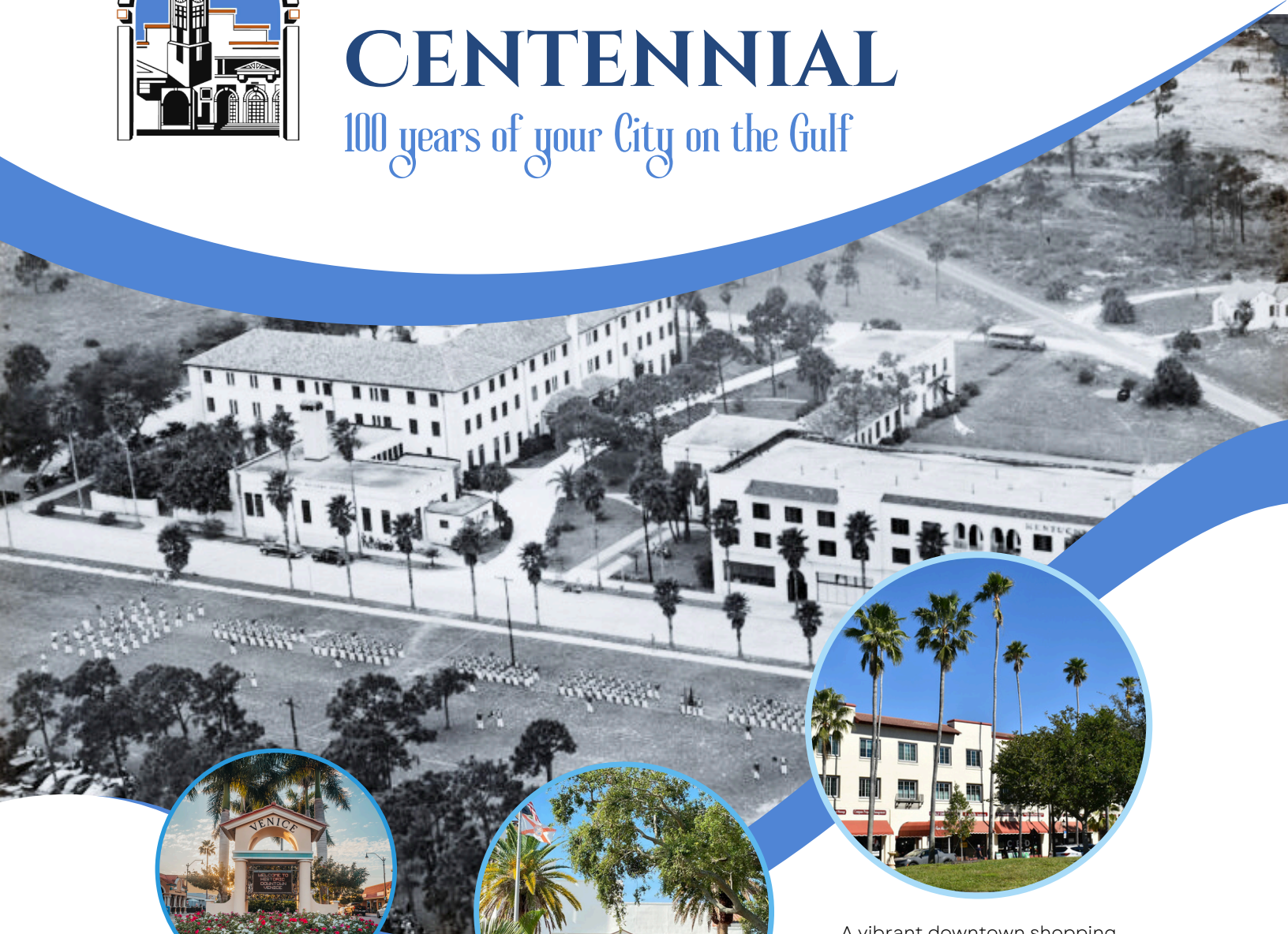




# CITY OF VENICE CENTENNIAL

100 years of your City on the Gulf



Incorporated in 1926 and planned as an innovative and charming coastal community. Known as the "City on the Gulf"



More than 27,000 full-time residents, increasing to more than 35,000 in season November through March



A vibrant downtown shopping and dining district with over 200 free concerts and events, 50 festivals, and a community focused on volunteer service and maintaining small-city charm



# *100 years of your City on the Gulf* **City of Venice Centennial Celebration Plan**





## 100 years of history

As a visionary masterpiece of famed city planner John Nolen, the City of Venice was founded in 1926 with concepts highlighting the Gulf of Mexico, railway travel, parks and open spaces, roadways, and city spaces. To commemorate 100 Years of Your City on the Gulf, the Centennial Celebration signifies a century of the City's advancements in tourism, economic development, and cultural spheres such as performing arts, fine arts, and the legacy of the circus. Over the mid-20th century, Venice has evolved through various identities, yet the "City on the Gulf" remains its most iconic. The Centennial Celebration promises to honor generations of memories and a century of rich history.

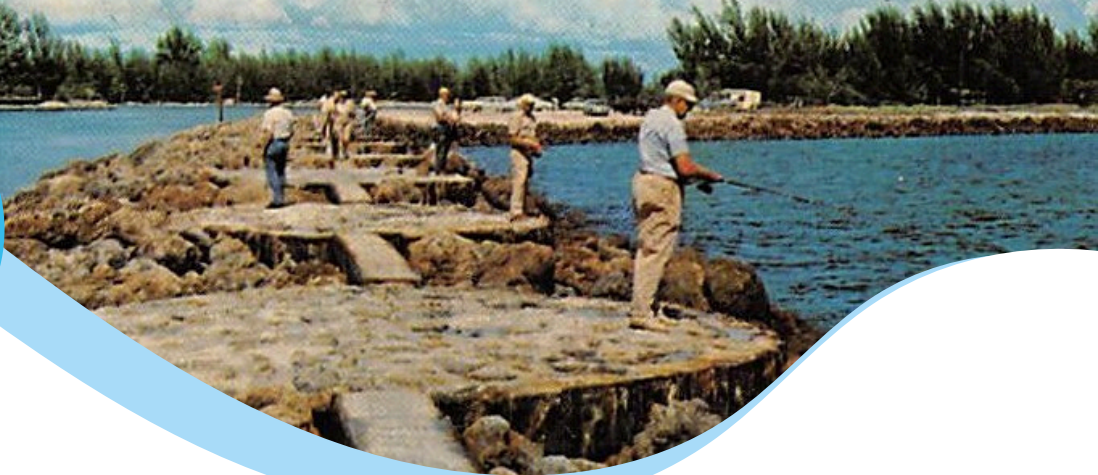
- 1926s**  
to  
**1940s**

Venice incorporates as a town! Town of Venice renamed City of Venice by Florida Legislature; Governor John Martin appoints Venice's first mayor and council; John Nolen revises Venice city plan for Brotherhood of Locomotive Engineers; Tamiami Trail opens from Tampa to Miami; Venice Army Air Base built; Venice Train Depot completed; Venice Jetties constructed
- 1950s**  
to  
**1990s**

Venice Fishing Pier opens; Seaboard Coastline Railroad ends transport to Venice; development of South Venice begins; Ringling Bros. & Barnum & Bailey Circus relocates winter headquarters; U.S. 41 Bypass opens; Kentucky Military Institute closes; West Coast Intracoastal Waterway is completed; Venice Archives moves to Triangle Inn
- 2000s**  
to  
**2020s**

Historic Train Depot restoration completed; first beach renourishment occurs; downtown beautification project finishes; Venice Fishing Pier refurbished; Julia Cousins Laning & Dale Laning Archives & Research Center opens; New Venice Police Public Safety Campus opens; New Public Works facility opens; New Venice Fire Rescue Station 1 opens; Hurricane Ian impacts cause more than \$10 million in damage





## *centennial celebration objectives & themes*

### **Objectives**

- To celebrate the City of Venice's 100th anniversary and its diverse cultural history through the past, present and into the future
- To honor the City's origin story and vision of its founders by encouraging active participation and community-wide involvement in the celebration
- To adapt existing events and introduce new events, lectures, displays, activities, and contests within the Centennial theme and message
- To actively engage with area schools, businesses, historical agencies and nonprofit organizations, citizens and visitors

### **Proposed themes**

#### **100 years of your "City on the Gulf"**

focuses on the City's unique origin story, the natural Florida environment, tourism, and the City's evolution over time

#### **Celebrating our milestones**

focuses on the different chapters of City history including military, citrus, city planning, architecture, arts and culture, and other historical landmarks throughout the city's past

#### **My history is our history**

focuses on engaging the community to reflect on their personal histories, memories, and ties to the Venice area

#### **A vision for the future**

focuses on inspiring future generations to maintain the culture of community, create sustainability and resilience, and shepherd Venice into the next century

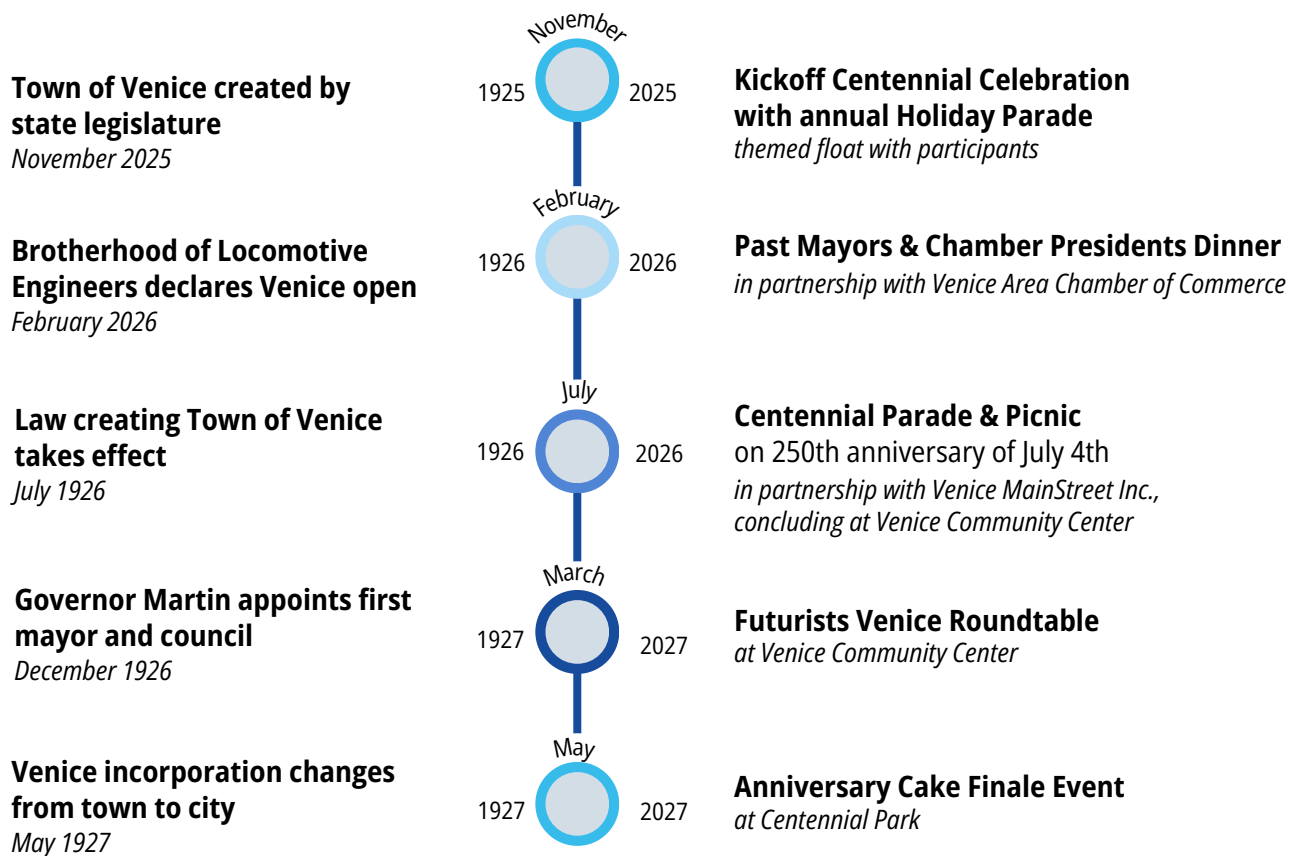




## centennial celebration timeline & City events

The Centennial Celebration begins November 2025 and will conclude May 2027, for a total duration of 18 months.

### Then & Now





## *centennial celebration budget & projected costs*

The following budget estimates are recommendations only, and all final budgetary decisions will be made during the City’s budget development process. The City will pursue funding and grant opportunities from local, state, and federal partners.

### **Fiscal Year 2025**

Centennial logo design	\$5,000
Centennial marketing materials	\$5,000
Promotional items	\$10,000
Holiday parade float	\$5,000

**FY25 Total \$25,000**

\*Recommended for inclusion this coming budget year

### **Fiscal Year 2026**

Centennial parade	\$50,000
Centennial picnic	\$10,000
Centennial park message board	\$5,000
Centennial picture books	\$55,000
Mayor/Chamber dinner	\$10,000
Street pole banners	\$5,000
Student contest prizes	\$2,500
Marketing & promotional materials	\$12,500

**FY26 Total \$150,000**

### **Fiscal Year 2027**

Futurists Venice Roundtable	\$5,000
Marketing materials	\$2,500
Anniversary Cake - finale event	\$5,000

**FY27 Total \$12,500**

***\$187,500***

*projected total costs for expenditures  
FY25 through FY27*





## *centennial celebration promotional activities*

*Based on planning team, staff discussions, and stakeholder feedback, the following are activities and promotional items the City will lead, purchase, or promote:*

### **Centennial themed promotional items**

- Challenge coin
- Annual city calendar - themed
- Photo & coffee books - published
- Social media & newsletter content
- Props & print-outs
- Window logo clings
- Light pole banners & flags
- Dedicated webpage

### **Centennial themed contests & activities**

- Student contest: Street light banner design
- Student contest: Florida City Government Week poster
- Student contest: “What will Venice look like in 100 years” essay
- Community engagement: “What is Venice to You” downtown message board
- Historical Resources: Oral history project





## *centennial celebration promotional activities continued*

*Based on planning team, staff discussions, and stakeholder feedback, the following are events where the City will lead or be the sole organizer:*

### **Events, presentations & celebrations**

- 2024 & 2025 Public Centennial Workshops
- 2025 Annual Holiday Parade float and participants
- 2026 Exhibit installation at the Venice Museum
- 2026 Past mayors & Venice Area Chamber of Commerce presidents dinner
- 2026 Centennial/July 4th Parade & Picnic with float and participants
- 2026 Holiday Parade 100-year anniversary themed float
- 2027 Futurists Venice Roundtable
- 2027 History Day Competition
- 2027 100-year anniversary cake finale celebration event

*The City will encourage all members of the Venice community to adapt their existing special events and create new activities and experiences to complement the City's Centennial Celebration efforts.*







# *centennial celebration community outreach, engagement & participation*

*All members of the Venice community and partner organizations are welcome and encouraged to participate in the City's Centennial Celebration. The following processes will be used to receive, review, and approve partnership requests, special events, and other Centennial initiatives:*

## **Public Outreach & Engagement**

**Public Workshops** The City of Venice will host at least two public workshops to engage stakeholders and the community at City Hall (Fall 2024 and Spring 2025).

## **Centennial Partnership Process**

**Application Process** Partners will submit a short-form application for review, including all details for proposed event, activity, or initiative. Special events will utilize the existing special event application process.



**Review Process** **Level 1:** City staff review and approval for partnership requests that are for promotional purposes only, park reservations, or for existing approved annual special events.



**Level 2:** City staff and City Council review and approval required for any new special event request.  
**Level 3:** City staff, Citizen Advisory Board, and City Council review and approval required for any proposal involving the donation or placement of permanent items, such as art, plaques, or statues, onto public property.

**Partnership approval process** City approval will allow for outside events and activities to be officially included as part of the City's Centennial including cross-promotion and marketing under the "100 Years of Your City on the Gulf" brand.





## *centennial celebration stakeholders & partners*

Community partnership and collaboration are integral to the success of the City's Centennial Celebration. With the steadfast support of the City Council, dedicated City staff, and invaluable stakeholders and partners, the upcoming Centennial will not only be a success, but will embody the spirit of the Venice community.

### **Existing Stakeholder Organizations (preliminary meetings already held)**

Gulf Coast Community Foundation	Venice Art Center
Kentucky Military Institute Alumni	Venice Gondolier
Sertoma Club of Venice	Venice Heritage
Suncoast Rotary Club	Venice MainStreet Inc.
Venice Area Beautification Inc.	Venice-Nokomis Woman's Club
Venice Area Chamber of Commerce	Venice Theatre
Venice Area Historical Society	William H. Jervey Jr. Venice Public Library

### **Future Partners**

The meetings held to date are just the beginning of the anticipated community partnerships. The City will include and partner with numerous interested community stakeholders to encourage active participation in the City's Centennial Celebration. The City encourages the entire Venice community to adapt their own existing events and create new activities and experiences to complement the City's Centennial Celebration efforts.

*Example Future partners:* Local businesses, non-profits, neighborhood associations, service clubs, Venice area schools, and any other clubs and community groups.





## *centennial celebration next steps*

### **Proposed Timeline**

Council plan endorsement	May 2024
FY25 Budget approval	Oct. 2024
Public Workshop no. 1	Fall 2024
Order promotional materials	Fall 2024
Open Partnership Application Process	Fall 2024
Finalize event dates	February 2025
Public Workshop no. 2	Spring 2025
FY26 Budget approval	Oct. 2025
Centennial Celebration Kickoff	Nov. 2025
Execute events and programs	2025 - 2027
FY27 Budget approval	Oct. 2026
Centennial Celebration Finale	May 2027





*2026, a year of anniversaries*  
***Celebrate, Commemorate, & Remember***

During the City's Centennial Celebration, the United States will commemorate the 250th year of Independence and the 25th year remembrance of the Sept. 11, 2001, terrorist attacks.

*The following efforts will predominantly be led by the Venice Museum & Archives with collaboration from community, nonprofit, county, state, and federal organizations.*

### **Independence Day Semiquincentennial**

- 250th year of the United States' independence
- An opportunity to look back on the vision and beliefs of the country's founders
- Engage the community to respond to how we as a nation have implemented them
- Celebrations, events, parades, and more

### **September 11 Quadranscentennial**

- 25th anniversary of the Sept. 11, 2001 terrorist attacks
- An opportunity to allow for grief, reflection, healing, respect, and recognition
- Engage the community to create unity, awareness, and consolation

### **Events & Community Engagement**

- July 4 Centennial Parade - 2026
- July 4th Picnic - 2026 with Venice MainStreet
- July 4th Fireworks Display - 2026

- 9/11 exhibit at Venice Museum - 2026
- 9/11 remembrance at Patriots Park - 2026
- 9/11 Venice oral history project - 2026