



MEMORANDUM TO VENICE CITY COUNCIL

THROUGH CHARTER OFFICER: Edward Lavallee, City Manager

E-SIGN: 
James Clinch (Jun 6, 2025 16:06 EDT)

FROM: Special Events and Marketing Coordinator, Brianne Lorenz

DEPARTMENT: City Manager's Office

DATE: May 12, 2025

MEETING DATE: June 24, 2025

SUBJECT / TOPIC: New Special Event: Veterans Day in Venice

BACKGROUND INFORMATION: The New Events Review Team (NERT) has reviewed the submitted proposal for the 2025 Veterans Day in Venice event and recommends it for City Council review and approval. Included please find:

- Memo
- Special Event Proposal
- Special Event Site Plan
- NERT Score

This event was successfully held in 2024 as a Park Reservation without vendors and featured musical performances by veterans. The event organizer, who is also a veteran and existing permitted event holder, remains committed to delivering an event that is by veterans, for veterans.

The 2025 proposal expands on the previous format by including mobile food vendors, along with retail, artisan, and veteran-owned business vendors. Veterans Day in Venice is intended as a community celebration dedicated to honoring those who have served and continue to serve. Through music, connection, and shared appreciation, the event aims to bring people together in tribute to veterans from all branches and backgrounds. This event will be a recurring annual celebration held on the Saturday following Veterans Day, or the second Saturday in November, ensuring it remains close to the date of its intended recognition while avoiding conflicts with other recurring heritage events. The 2025 date will be Saturday, Nov. 8.

The proposed site plan includes use of the Centennial Park lawn and gazebo, as well as the west portion of the adjacent parking lot to stage vendors, while maintaining the eastern section near the information kiosk for public parking.

City support will include the presence of Venice Police Department officers for security and traffic control, Solid Waste staff for trash and recycling mitigation, and use of the City's special events trailer for event setup. The event holder will be responsible for the placement of hardened barricades to secure the pedestrian-only areas of the park.

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

COUNCIL ACTION REQUESTED: For Council Adoption by Consent Motion

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): |

EVALUATION CRITERIA FOR NEW SPECIAL EVENT PROPOSALS

Proposed Event Score

Tally the numbers you circled for question 1 through 10 for a total score. It is suggested Events with scores 10 through 30 are recommended for Council approval and events with scores 31 through 50 are disqualified.

23

NERT RECOMMENDATION

Proposed Event is Disqualified

The proposed event does not meet NERT criteria and will not be recommended to the Council for final review and approval. Event impacts were found to be too high to safely occur within the confines of date, time, location, services, and other event needs.

☐

Consider for Further Evaluation & City Council Recommendation

The proposed event meets NERT criteria for recommendation to the Council for final review and approval. Pending Council approval, the event holder will meet with City staff for a formal planning meeting and continue through the event execution process.

☒

Comments:

Unique event with moderate impacts to staffing and downtown/parking. Will require the use of VPD to assist with pedestrian/traffic control and parking issues. And will require to be the second weekend of November to avoid conflicts with recurring heritage events in November.

Submitted to: City of Venice Special Events

Contact: specialevents@venicefl.gov | 941-882-7439

1. Event Holder Information

Name: Paul Kaldy

Phone: 941-667-0183

Email: info@gbackmedia.com

Organization: Golden Shellback Media (GBack)

Mission Statement – GBack Media Live Entertainment

At Golden Shellback Media, honoring veterans isn't just part of our mission—it's in our name. Founded by a Golden Shellback, our roots run deep in naval tradition, and our purpose is anchored in service, respect, and community.

We use music, media, and live events to bring people together, spotlight veteran voices, and create spaces where sacrifice is remembered and stories are celebrated. Through every beat, broadcast, and gathering—we stand for those who've served and those still serving.

We don't just entertain. We honor. We connect. We remember.

2. Event Information

Event Type: Festival

Event Name: Veterans Day in Venice – 2nd Annual

Event Date (1st Preference): Saturday, November 8, 2025

Event Date (Future Stipulation): Beginning in 2026, the event will shift to the **second weekend in November** (e.g., Nov. 14, 2026), per City guidance and calendar availability, with our focus around Veterans Day Weekend.

Location Preference: Centennial Park, Downtown Venice

Event Purpose Statement:

Veterans Day in Venice is a community celebration dedicated to honoring those who have served and continue to serve. Through music, connection, and shared appreciation, we bring people together to pay tribute to veterans from all branches and backgrounds.

As a veteran-founded organization, this event is personal—it's our way of giving back, telling stories that deserve to be heard, and showing that Venice is more than a beach town. We are the City on the Gulf, and we stand united for our veterans.

Entertainment Schedule:

- 12:00 PM – 1:00 PM: DJ / MC
- 1:00 PM – 3:00 PM: Live Band
- 3:00 PM – 5:00 PM: Live Band
- 5:00 PM – 6:30 PM: Direct Support Band
- 7:00 PM – 9:00 PM: Headline Artist

Approximate Set-Up Timing:

- **Load-in/Setup Begins:** 9:00 AM
- **Vendors Set:** By 11:30 AM
- **Soundcheck/Stage Ready:** By 11:45 AM
- **Event Opens to Public:** 12:00 PM
- **Event Ends:** 9:00 PM
- **Tear Down Complete By:** 10:30 PM

Site Map: *Attached*

- Layout of Centennial Park
- Vendor layout and mid-lot parking closure included
- Hardened barricades noted per City requirement

Vendor Overview:

- Up to 5 food trucks
- Mix of retail, artisan, and veteran-owned businesses
- Traditional community vendors
- **Alcohol will be served**
 - A full age verification system will be in place
 - Overservice prevention and responsible vendor training will be enforced

Inclement Weather Plan:

We will follow the City of Venice's emergency weather procedures and coordinate rescheduling or cancellation if necessary.

3. Event Support, Needs, and Amenities

Solid Waste:

- City recommendation for a **smaller dumpster**
- Will include **cardboard bins** and **recycling cans** based on vendor types
- Coordination will continue based on finalized vendor list

Venice Police / EMS:

- Per NERT stipulation, **one VPD Officer** will be present to assist with:
 - Traffic control
 - Mid-way parking lot closure
 - Pedestrian safety downtown
- **At least two officers will be on site during alcohol service hours remaining on site at least 30 minutes after last call per Special Events policies and guide**
- ~~We will coordinate directly with VPD~~ **SEC will facilitate VPD coordination with event holder**

Tents / Structures:

- No tents larger than 10'x10'
- All vendor and info booths compliant with current city code

Utilities:

- No water hookup needed
- **Quiet, self-contained generators may be used by vendors** for power supply needs

Event Signage:

- All signage will be designed and placed in accordance with City code

This event has received a **positive recommendation from the City of Venice's New Event Review Team (NERT)** with the following key conditions, which **we have accepted and integrated**:

- **Scheduling:** Beginning in 2026, we agree to schedule the event on the **second weekend of November** (e.g., Nov. 14, 2026) to avoid overlap with the VMS Downtown Art/Craft Festival
- **Safety & Traffic:** One **VPD officer** will be on-site to assist with traffic, pedestrian safety, and parking lot closure
- **Waste Services:** We support the City's recommendation for **cost-saving waste management**, using smaller dumpsters, recycling bins, and cardboard containers
- **Barricades/Site Map:** Our provided site plan with hardened barricades has been reviewed and deemed acceptable



Next Steps & Confirmation

We are ready for Council review and are available to supply any additional documentation needed prior to the June 10 or June 24 meeting.

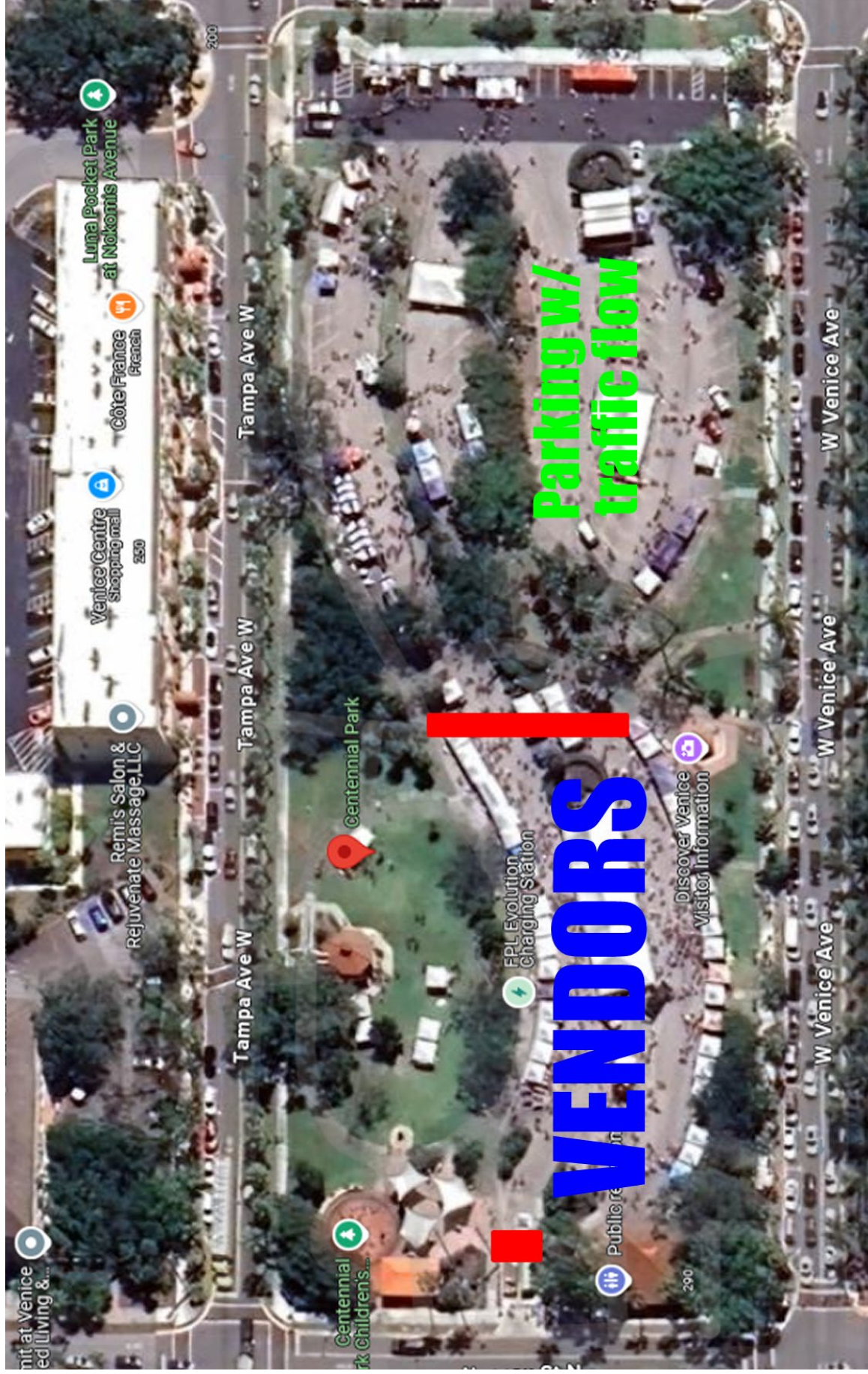
Thank you for your continued partnership in building this respectful and meaningful celebration of veterans.

Respectfully submitted,

Paul Kaldy

Golden Shellback Media (GBack)

info@gbackmedia.com | 941-667-0183



Parking w/
traffic flow

VENDORS

Council Memo & Packet New SE request Veterans Day in Venice

Final Audit Report

2025-06-06

Created:	2025-06-06
By:	Brianne Lorenz (blorenz@venicefl.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAfHXakd418jHjhaqjegtwDFHxYRfxkYpK

"Council Memo & Packet New SE request Veterans Day in Venice" History

-  Document created by Brianne Lorenz (blorenz@venicefl.gov)
2025-06-06 - 7:32:26 PM GMT
-  Document emailed to James Clinch (JClinch@venicefl.gov) for signature
2025-06-06 - 7:32:29 PM GMT
-  Email viewed by James Clinch (JClinch@venicefl.gov)
2025-06-06 - 8:02:34 PM GMT
-  Document e-signed by James Clinch (JClinch@venicefl.gov)
Signature Date: 2025-06-06 - 8:06:08 PM GMT - Time Source: server
-  Agreement completed.
2025-06-06 - 8:06:08 PM GMT