



## MEMORANDUM TO VENICE CITY COUNCIL

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

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

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

**DEPARTMENT:** City Manager's Office

**DATE:** 02/06/24

**MEETING DATE** 02/27/24

**SUBJECT / TOPIC:** NEW Special Event Venice Brewfest

### **BACKGROUND INFORMATION:**

Please find the following attachments for your review regarding a new special event request, Venice Brewfest, scheduled for Saturday, May 18, in Centennial Park with open to the public hours from 11 a.m. to 4 p.m.:

- Staff Memo
- Site Plan
- Timeline

First time special events are presented to City Council for approval per the current special event policy. Independent of the previous Brew Bash event, 3 Bridge Brewing, a local brewery who focuses on exceptional beer craftsmanship and is dedicated to helping local causes by giving back to the community, in partnership with The Twigg, a 501c(3) whose serves the foster care community, will bring in nearly 20 local craft beer breweries, between six to eight food trucks and live music for this one day event. The event hours are intended to bring residents and visitors to downtown Venice to align with dining and shopping hours of restaurants and businesses.

The event will predominantly use the west side of the Centennial Park parking lot, the lawn and gazebo and will reserve the east side of the Centennial Park parking lot for VIP guests and vendors. The event holder and event staff will verify appropriate ages for alcohol consumption and provide wrist bands for those ages 21 and over.

The event holder will use Venice Police Department officers, Solid Waste and Public Works services in addition to bringing in event volunteers, vendors and additional portable restrooms.

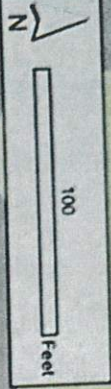
**SUPPORTS STRATEGIC PLAN:** Goal Five: Encourage and Support a Robust and Diverse Economy

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

Cc: Brianne Lorenz, Special Events Coordinator

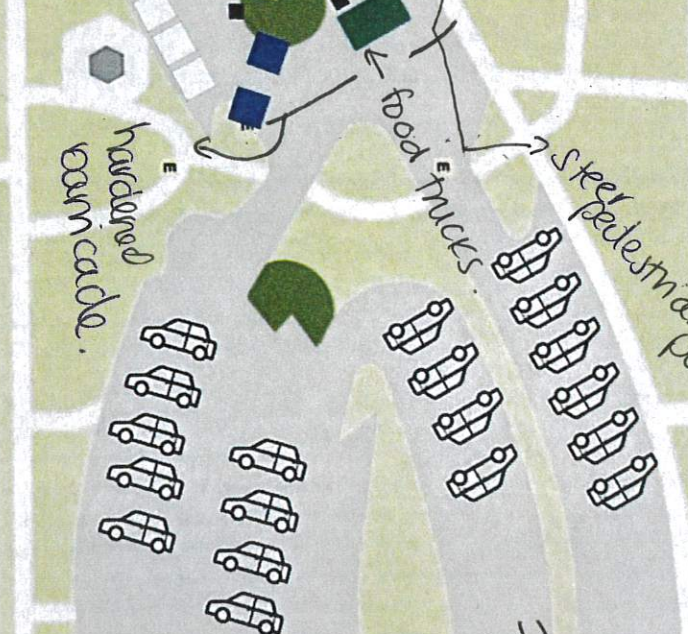
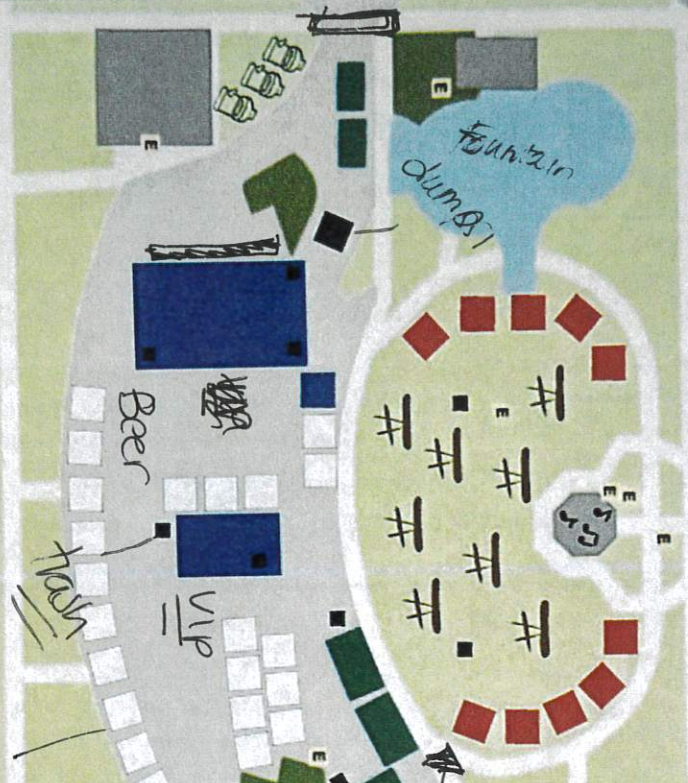
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*photo positive*

*Food trucks spacing requirements  
10' x 10' or a bit dead.*



*hardwood rampcade.*

*Vendor or VIP parking.*

*Brew vendors*

TAMPA AVE W

*traffic into perimeter.*



## Venice Brewfest Timeline

### Friday, May 17 – DAY BEFORE EVENT

- Close Centennial Park
- Ice truck delivered
- Cooler truck delivered
- Large 60x80 and 20x40' tents delivered
- Porta Potties delivered

### Saturday, May 18 – DAY OF EVENT

- 6 a.m.
  - Event holder and staff arrive on site and work with VPD to remove any remaining vehicles
  - Set up beer trailer
  - Walk property to clear and clean event site (if needed)
  - Set up 10 trash receptacles
- 7 a.m.
  - Set up PA system of music
  - Set up ticket tents
- 8 a.m.
  - Vendors begin to arrive, unload and set-up
  - Food trucks begin to arrive and set up
  - Brewery vendors arrive and set-up
- 9 a.m.
  - Remaining event staff and volunteers to arrive
  - Event holder to provide training for event staff and volunteers
    - how to pour beer
    - how to tell if someone is intoxicated
    - tent ticket training
    - barback and garbage training
- 10:30 a.m. VPD arrival
- 11 a.m. to 4 p.m. OPEN TO THE PUBLIC
  - Music to change on the hour
  - Last call 3:50/4p.m.
- 4:30 p.m. tear down
- 5 p.m. loadout
  - Food trucks, breweries and public vendors
- 8 p.m. off site and cleared out

# COUNCIL MEMO - NEW SE Venice Brewfest 2024

Final Audit Report

2024-02-09

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