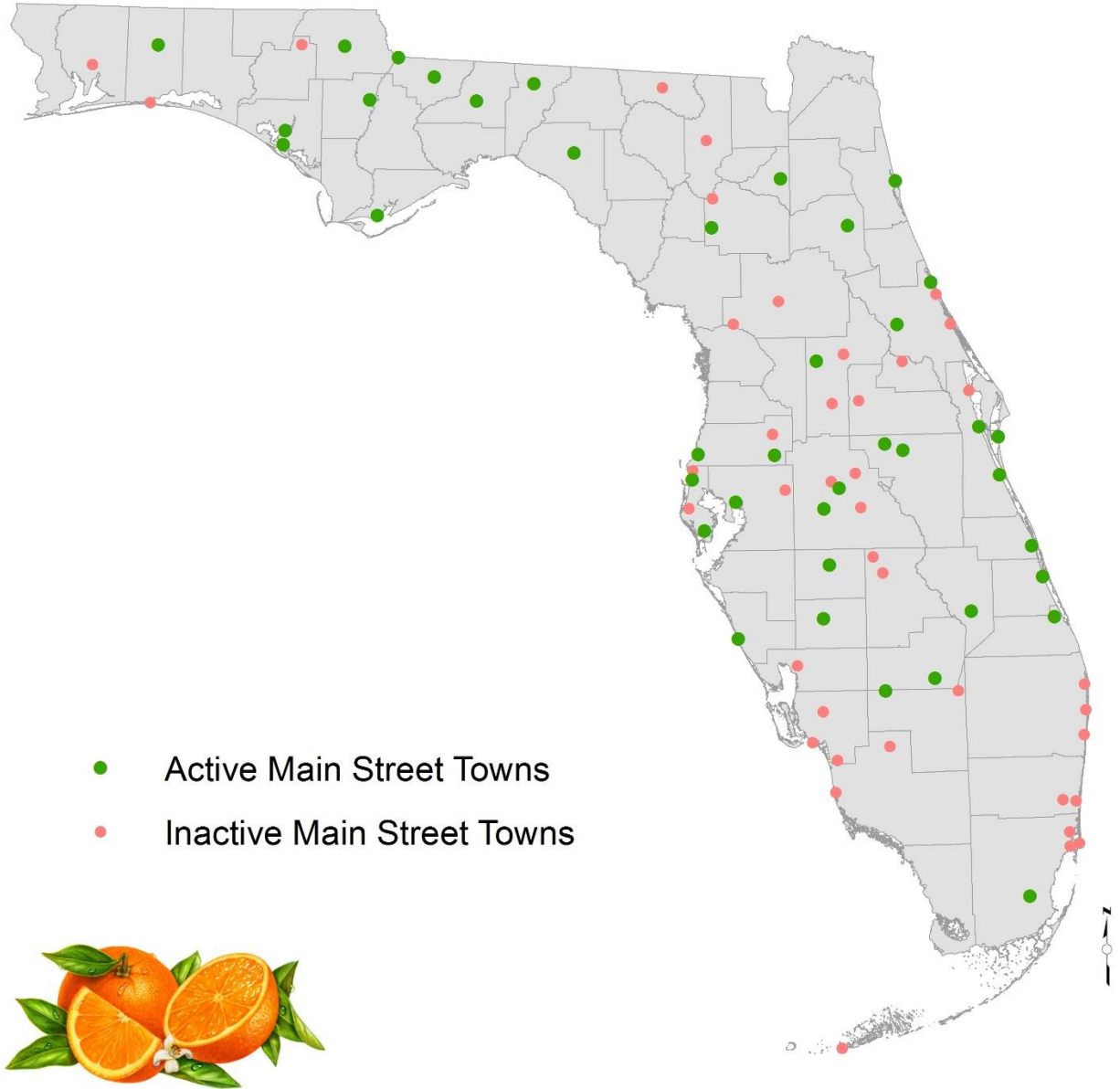


Venice Main Street 1987-2017



Since 1985,
96 communities
have participated
in the Florida
Main Street
program



Persistence Pays

- Today 48 communities have active programs
- Currently, the active programs have been Main Street programs an average of 17 years!

Return on Investment Average Local Main Street Program \$38:\$1



Economic Development within the context of Historic Preservation

Economic Development within the context of Historic Preservation



Why is Downtown Important



- Downtown is the heart and barometer of your city
- Downtown is the economic engine that drives the rest of the community.
- Buildings assessed at full value help reduce the tax burden on homeowners.
- Downtown is the home of independent, family owned businesses – your neighbors

Economic Development within the context of Historic Preservation



Annual cost to the downtown of one empty Downtown Storefront

- lost sales
- lost employee payroll
- lost rent
- lost business profit
- lost property taxes
- lost bank deposits
- lost real estate loan demand
- lost business loan demand
- lost sales tax to government
- lost utilities
- lost advertising

\$ 400,100 TOTAL



Source: Donovan Rypkema, Place Economics

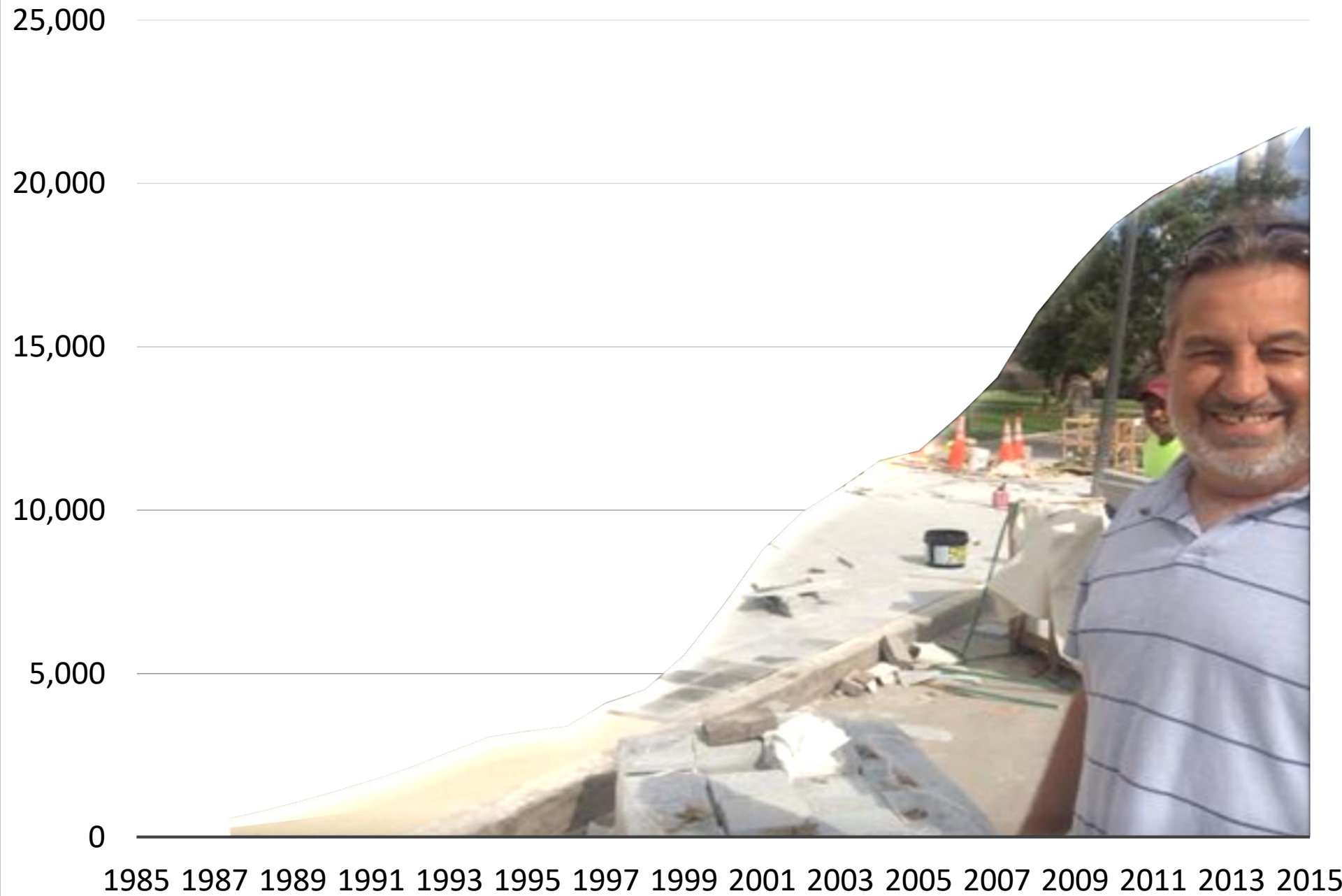
Economic Development within the context of Historic Preservation



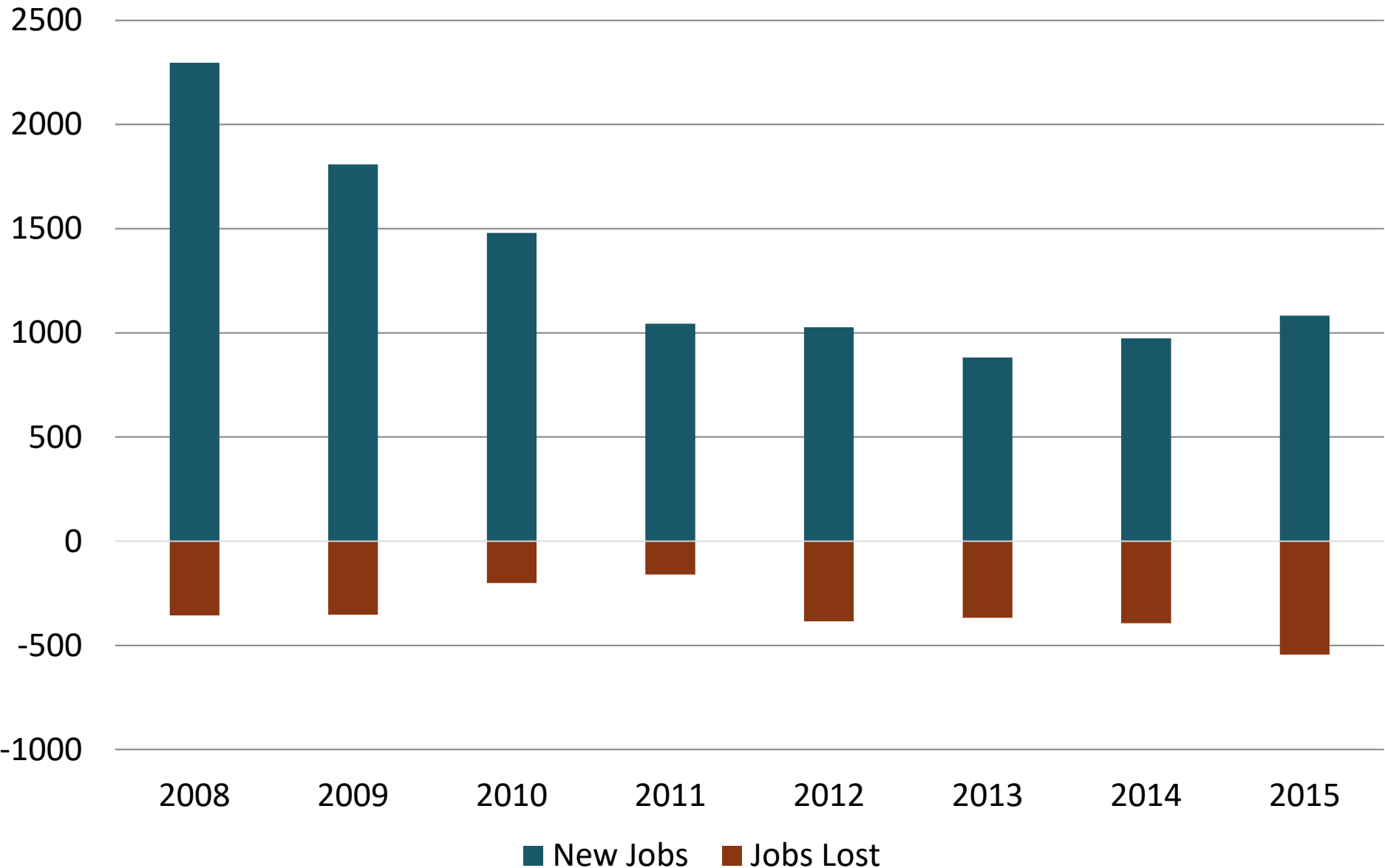
The Big Numbers



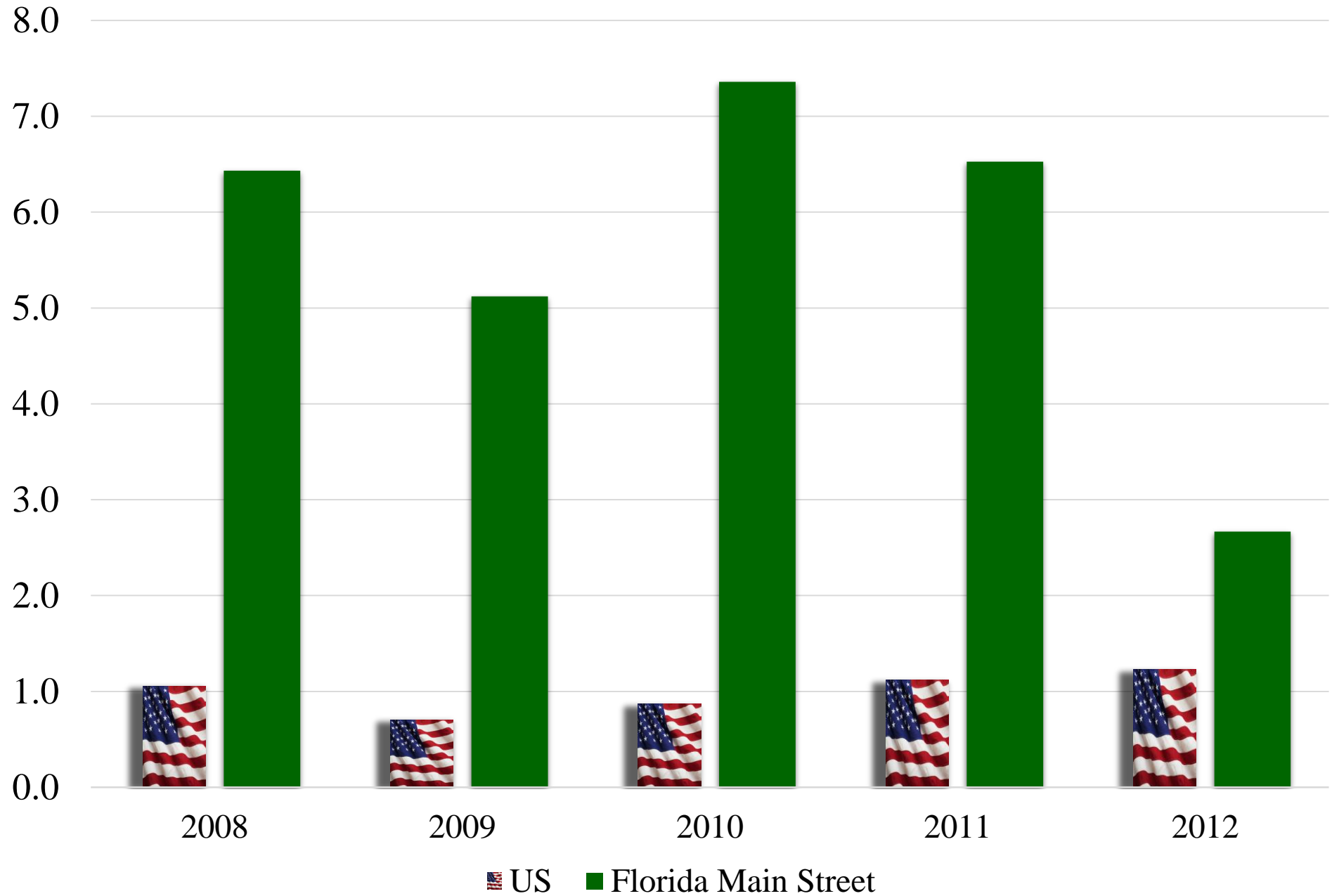
Cumulative Net New Jobs



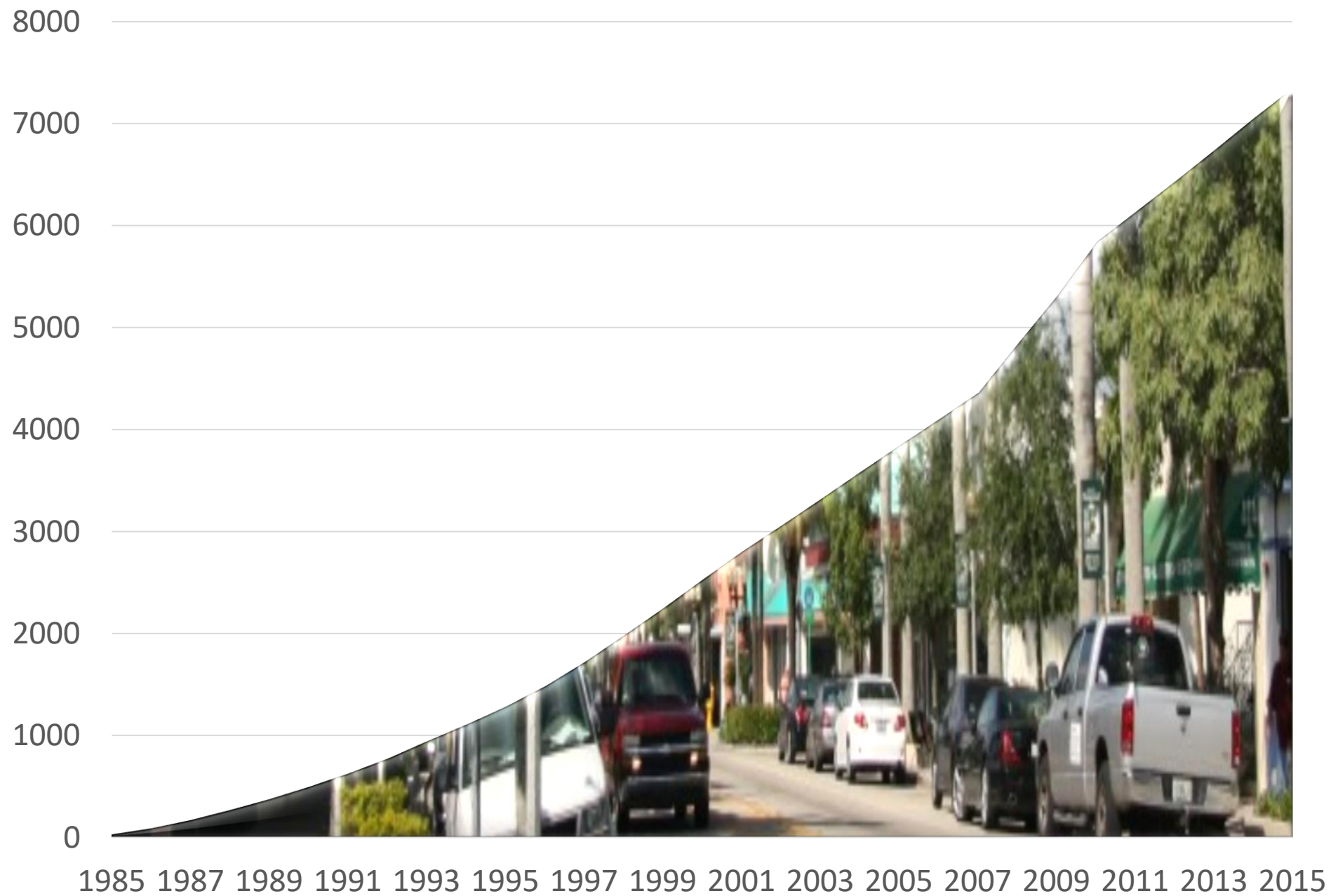
Job Gains and Losses – Florida Main Street 2008 – 2015



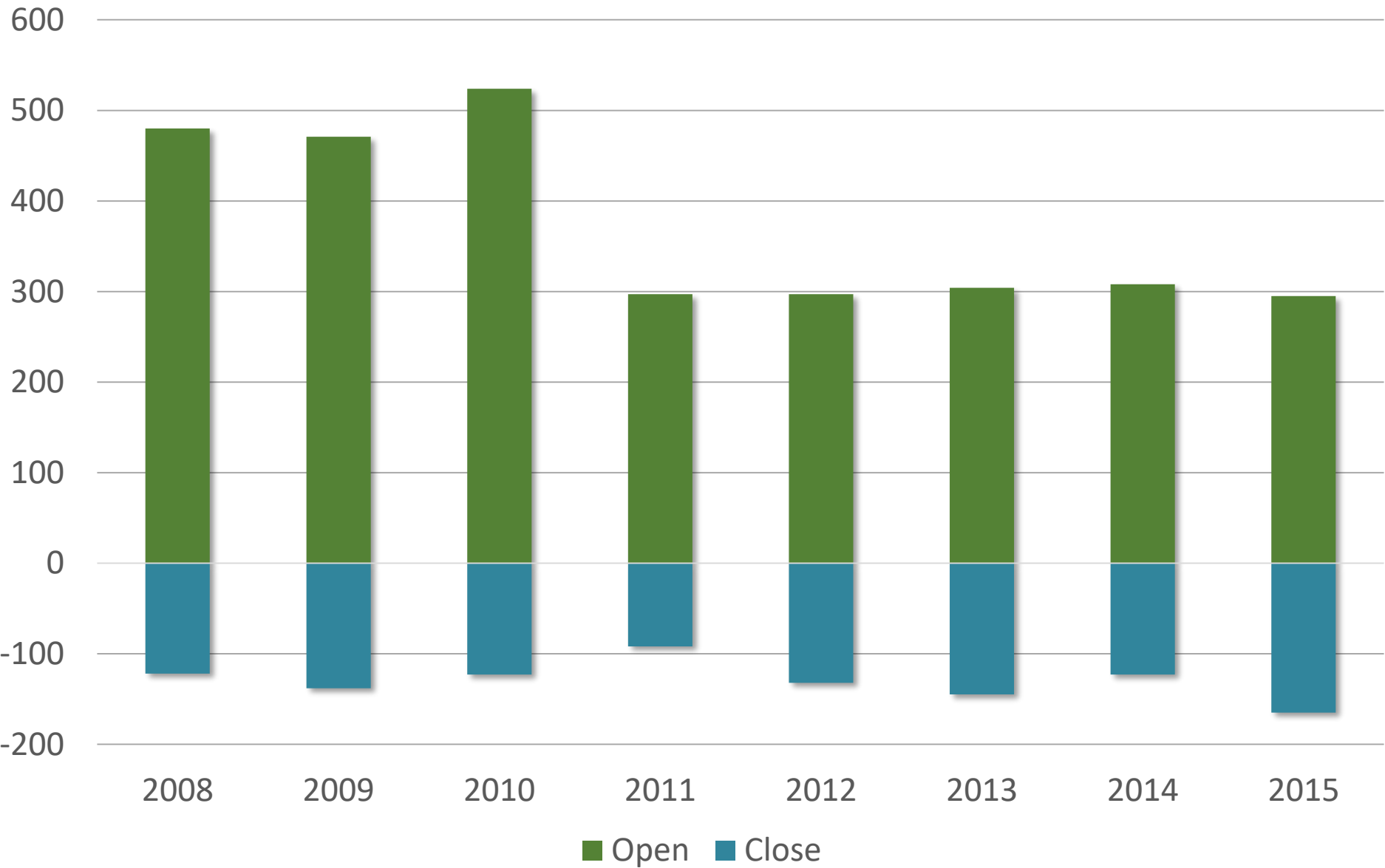
Jobs Gained to Jobs Lost Ratio



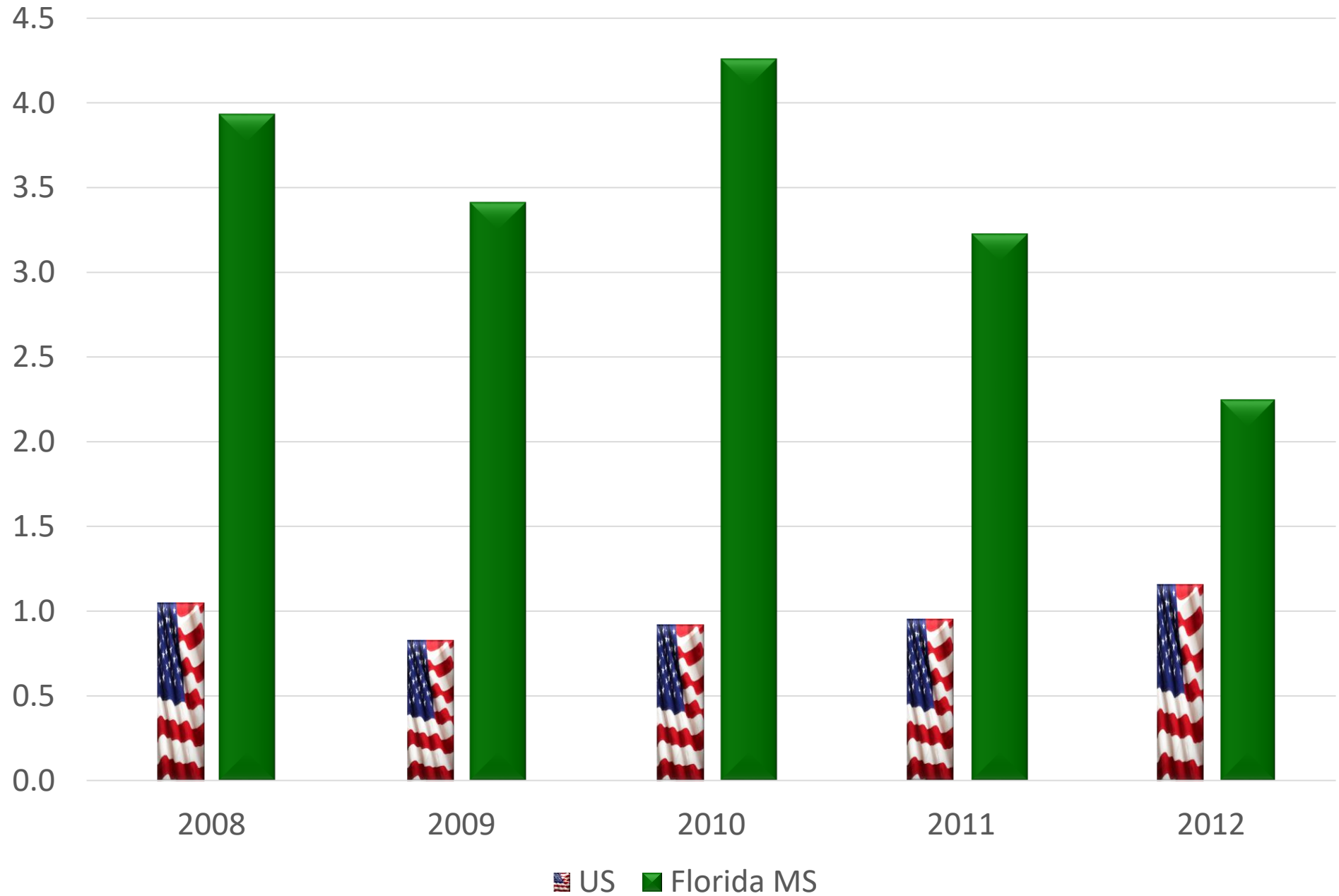
Cumulative Net New Businesses



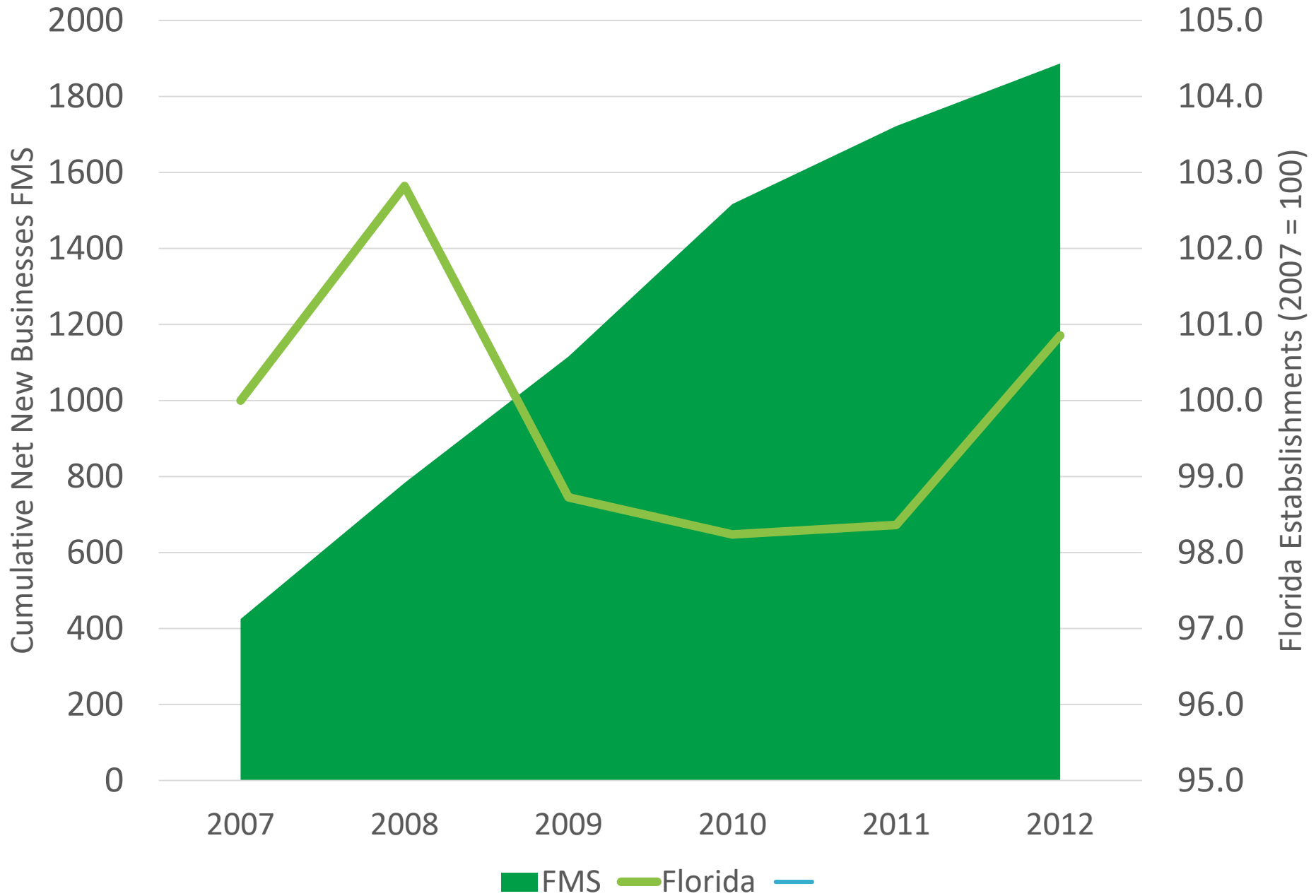
Florida Main Street Business Openings/Closings



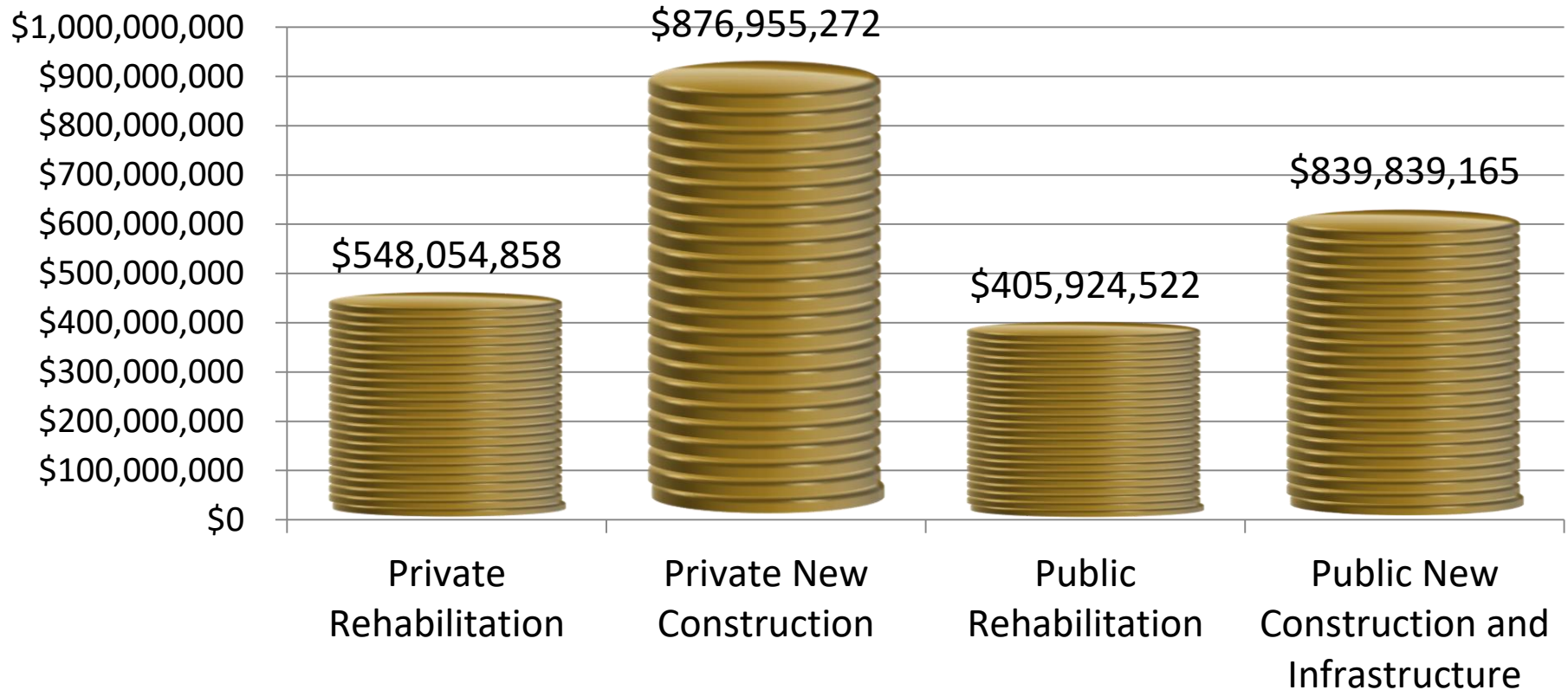
Business Open/Close Ratio



Business Growth During Recession



Nearly \$2.5 *BILLION* in Investment



- Total Private Investment **\$1,425,010,131**
- Total Public Investment **\$1,245,763,687**

Main Street: Good for Taxpayers



Property Tax

EVERY YEAR the Property Taxes from private sector investment in buildings on Main Street provide an additional *\$12,500,000* to local governments



WHAT IS DOWNTOWN WORTH?

Address	Occupant	Property Tax (10yrs)
152 Nokomis Ave	Christian Science Society	\$67,050.05
201 W Venice Ave	Venice Wine & Coffee	\$104,755.64
225 W Miami Ave	Burgundy Square	\$135,768.85
101 W Venice Ave	Island Plaza	\$328,866.89
304 W Venice Ave	Bank of America	\$464,786.92

Source: Sarasota County Property Appraisers 2017



Conservatively,
the Net New
Businesses in
Florida Main
Street towns
provide over **\$88
million** each year
in Sales Tax
Revenues to the
State



Economic Impact of Florida Main Street Programs since 1985

Total reinvestment in Florida Main Street	\$2.538 Billion
Net Gain in jobs	25,304
Net Gain in businesses	8,180
Number of Building Projects	16,308

Economic Development within the context of Historic Preservation



What has Main Street done for Florida?



ECONOMIC IMPACT OF VENICE MAINSTREET

Total reinvestment	\$2.105 Million
Net Gain in jobs	1,207
Net Gain in businesses	229



MISSION

Preserve and enhance the character, beauty, economic and community vitality of Historic Downtown Venice.

Four Guiding Platforms:

Historic Preservation

Beautification

Community Vitality

Economic Vitality



MAINSTREET DISTRICT

A defined district creates focused efforts.



Also promote all Venice amenities
Beach, Pier, Jetty
Arts & Culture venues

Without a strong business district, we cannot have a strong community

A recent survey of our downtown business partners showed that many donate to a number of local charities. With 44% of respondents giving more than \$2,000 a year. The highest donates up to \$25,000 in money, products or services.



EARS, Cat Depot, Humane Society of Sarasota County, Toys for Tots, Shriners Hospital, Rotary Futures, Children First, Venice YMCA, Plantation Foundation, Salvation Army, Habitat for Humanity, Sertoma, BBBS Suncoast, Venice Area Chamber of Commerce, Venice Area Schools

MARKETING

- Developed go-to Venice website
VisitVeniceFL.org
- Television commercials air
outside of Sarasota Co.
during the Summertime
- 85' Mural in SRQ airport
Baggage Claim 2
1.3 million visitors per year





EXPANDED ONLINE PRESENCE



www.VisitVeniceFL.org
7,000-10,000 views/month



[Facebook.com/VeniceMainStreet](https://www.facebook.com/VeniceMainStreet)
9,100 followers
Reaching 60,000+/month

MAINSTREET ACHIEVEMENTS

Miami Ave Beautification

- Venice MainStreet, Venice Area Beautification Inc, & Venice Area Garden Club installed 13 pots along W Miami Ave with the business owners agreeing to care for the plants- 2017



MAINSTREET SPONSORED EVENTS

- Free Friday night concerts- 25/year
- Eggstravaganza
- Holiday Walk Children's Halloween Parade
- Miami Avenue Craft Festivals-3/year
- March Art Classic
- November Downtown Venice Art Festival
- Downtown Sidewalk Sales
- Christmas in July
- Venice Seafood Festival
- Venice Blues Crawl
- Venice Blues Festival



Photo by Ric Namico



Lovin' Our Locals Events



3,500 attended & 1,173 surveyed

51% Venice

9% Sarasota

9% North Port

6% Bradenton

5% Nokomis

4% Port Charlotte

3% Englewood



Photo by Sarasota-Herald-Tribune Staff Photo: Thomas Bender



Photo by City of Venice



LOOKING FORWARD

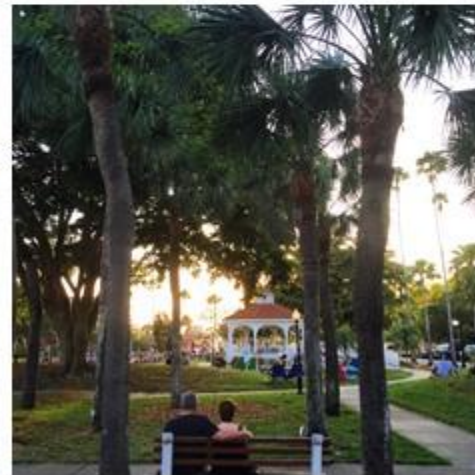


Forbes®

Retail stores are closing at a faster rate than they did during the Great Recession... This transformation is hollowing out suburban shopping malls, bankrupting longtime brands and leading to staggering job losses.

**Nationally there is 41% of retail space per person,
the US can only sustain 17%**

EXPERIENCE DRIVEN SOCIETY VENICE AS A DESTINATION

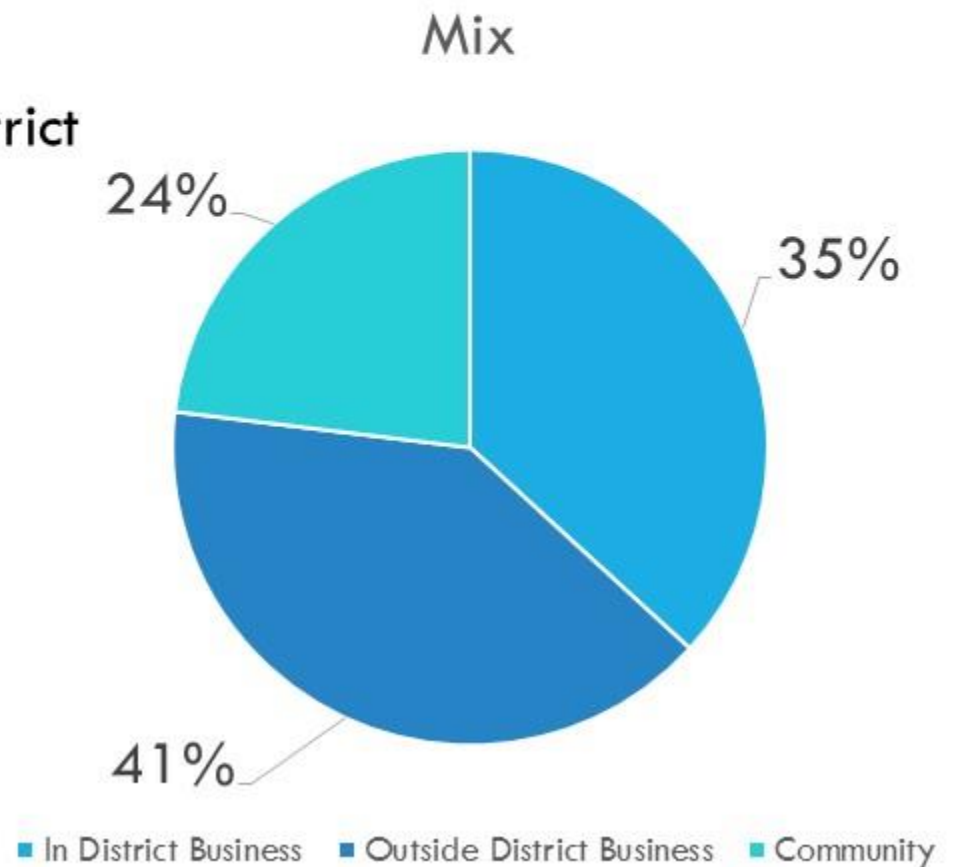


WHO ARE OUR PARTNERS?

236 Business

- 126 Outside of VMS District
- 110 Inside VMS District

76 Community



Erin Silk
CEO Venice MainStreet
Erin@venicemainstreet.com
941-484-6722

Ronni Wood, MBA, CMSM
Coordinator, Florida Main Street
Ronni.wood@dos.myflorida.com
850-245-6345

Katherina Paliwoda, MHP
Assistant, Florida Main Street
Katherina.Paliwoda@dos.myflorida.com
850-245-6346

Florida Department of State
Division of Historical Resources
Bureau of Historic Preservation
R. A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

