



SELLING PARADISE



2014

PEOPLE ARE FINDING PARADISE

Downtown merchants reported the last two years to be record years for tourism – not just since the recession, but ever. We worked hard to get our name out there and were in the receiving line when people started traveling again.



Bicycle Friendly City draws national attention

In 2013 we ran an ad in a national magazine, Bicycling. The ad cost \$20,000. The cost was shared equally by the city and a grant from Visit Sarasota.



An advertisement for Venice, FL, featuring a collage of images: a historic building, a cyclist, a beach, and a person on a beach. The title "RIDE THROUGH PARADISE" is prominently displayed in a red banner. Below the images, there is a block of text describing Venice as a "Bicycle Friendly Community" and listing various amenities like beaches, shopping, and dining. At the bottom, there are logos for the City of Venice, the Sarasota County Office of Economic Development, and the Sarasota County Office of Tourism.

RIDE
THROUGH
PARADISE

Bringing Day Trippers to Paradise



- Supporting events that draw people to Venice by publicizing them
- Publishing articles that reach areas of the state that are in easy driving distance to Venice.
- Rack cards in state welcome stations and Tampa Bay tourist areas
- Provide incentives, such as hotel rooms and meals compensated, to get travel writers to write about Venice

Visitors in Paradise

COLLABORATION:

Three years ago, the Venice Area Chamber of Commerce, Venice MainStreet, Visit Sarasota and City of Venice collaborated on a rack card. The Chamber has placed it in the state's four welcome centers. The city has placed it in all the tourist locations in the Tampa Bay Area. The city pays about \$14,000 a year for this service and for the printing of the rack cards. The city pays another \$2,000 a year to be included on a state tourist map.



TRACKING TRIPS TO PARADISE:

The rack card was redesigned this year. A tracking device includes a QR Code to scan or website to visit to register for a free t-shirt that Venice MainStreet is giving away. MainStreet is using it for its television ad campaign aimed at visitors in South Florida.

Give them a reason to visit

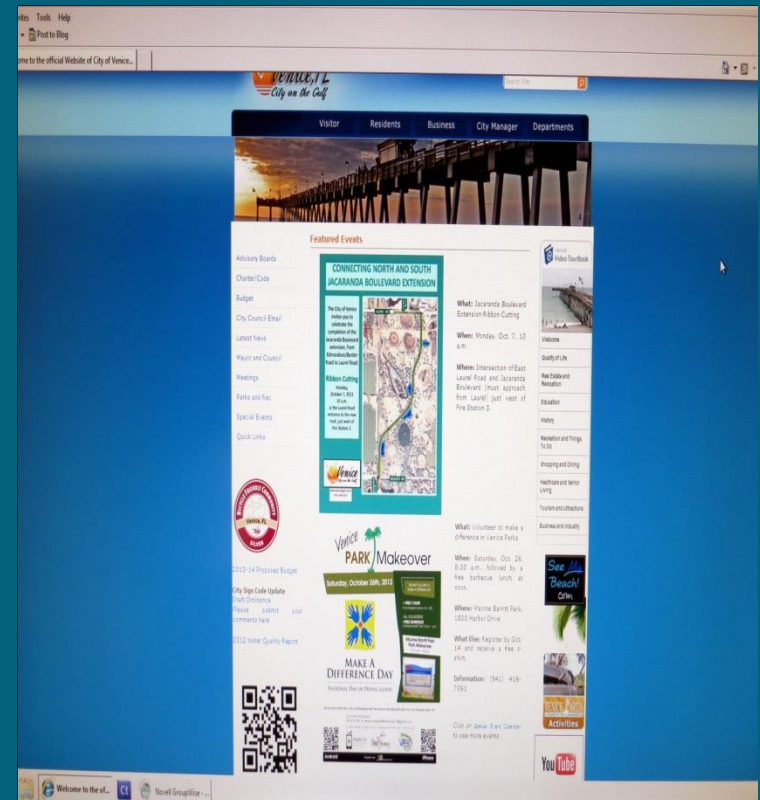
Events that draw people to town:

- New this year: Venetian Cup Regatta in April
- Suncoast BBQ state champion cook off in April
- Rev3 – into its third year bringing people from around the nation in November
- Venice Theatre hosts the international community theater competitions in June
- Howard Allen art fests draw huge crowds in November and March
- Book Fair – is growing steadily. This year we have more than the 35 booths we sold last year and authors are coming from Colorado, Indiana and Missouri to participate.



Digital Paradise

- The city's website was redesigned in 2011. Some features intended to draw people to Venice are:
- Weekly update of the upcoming special events on the front page
- Videos, originally established in 2005, will be updated for the second time
- Links to positive promotions, such as See My Beach, on the front page
- You Tube Venice Views television shows



Coming Up – Culture in Paradise



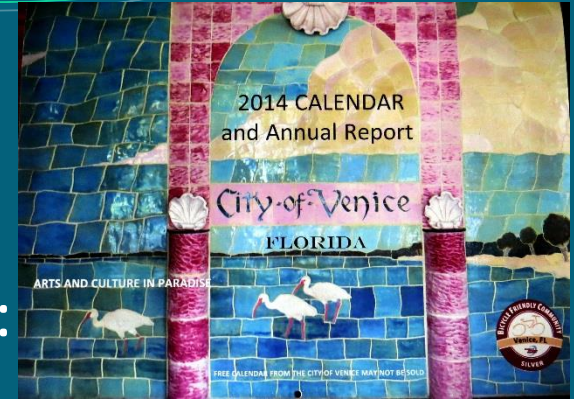
Opening of the new
Performing Arts Center
Fall 2014

Venice Theatre will be
the host of an
international conference
for community theaters,
June 2014.



This Year's Theme: Culture in Paradise

- Ways the city is sharing this information:
- City's calendar theme is the arts in Venice
- The city purchased five months of ads in the Chicago Journal and Topics, especially the Florida Travel Issue. It includes space for an article each month.
- Continue to work with Visit Sarasota to bring more travel writers to Venice.
- Continue rack card distribution, writing for area publications, taking advantage of opportunities that present themselves.



MEMORANDUM

DATE: June 21, 2012

TO: Ed Lavallee, City Manager

FROM: Pam Johnson, Marketing and Communications Officer

SUBJECT: Policy for use of city logos

Historically, the city has had several logos to serve in various capacities. The following is an overview of the logos as they exist today with recommended policy for their usage:



Since 2004, the policy has been to use this logo only on items generated by the city for city business. It has also been used on t-shirts and uniforms. It was replicated for use on the north and south bridges that serve as the entrance to the heart of the city. **Recommendation:** This logo should be used on written items generated by the City of Venice for the purpose of doing city government work and on all official uniforms, except police, fire and airport that have logos of their own.



This logo was recently redesigned by a professional graphic artist. It is currently used on items of community interest, such as project signs or other documents involving the city but not necessarily originating from the city. The main visual component of this logo is used in entrance signs to the city, on the water towers, on city vehicles, on the website and the city newsletters.

Recommendation: Use this logo for community branding and items that might involve the city but not necessarily generated by the city. Continue to use the logo on city vehicles, city t-shirts, and promotional collateral, including the website, newsletter and other such materials.



At the same time the city logo was being redesigned, the graphic artist created a stand-alone logo for Venice Municipal Airport, keeping it visually similar to the city logo, but providing a branding for the airport.

Recommendation: Use this airport logo on stationery, shirts, vehicles and other miscellaneous items representing the airport.



Traditionally, public safety and emergency services always has its own logo. The Venice Fire Department logo was recently redesigned.

Recommendation: Use this logo on stationery, patches, uniform shirts and other items related to the Venice Fire Department.



This police badge serves as the logo for use on stationery.

Recommendation: Continue to use this as the Police Department logo for items generated by the department for police work.



This is the Law Enforcement Accreditation logo, which is also included in Police Department Letterhead.

Recommendation: Continue to use the accreditation logo where appropriate, such as Police Department letterhead.



These two patches are used on sleeves of uniforms to distinguish between sworn police officers and civilian employees.

Recommendation: Continue to use these patches in the same way.