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JUL 23 2013

City Manager

July 23, 2013

Honorable John Holic, Mayor  
Mr. Bob Daniels, Vice-Mayor  
Mr. Jim Bennett, City Council Member  
Mr. Kit McKeon, City Council Member  
Mr. Emilio Carlesimo, City Council Member  
Ms. Jeanette Gates, City Council Member  
Mr. Dave Sherman, City Council Member

Dear Mayor Holic and Members of the City Council,

It is with great pleasure that I write you on behalf of Venice Area Beautification Incorporated to offer yet another public/private partnership with the City of Venice.

At its most recent meeting, the City Parks and Recreation Advisory Board discussed proposals to improve Venice Beach as a destination location for tourists and seasonal residents, as well as those of us who enjoy this beautiful community year round. The Board of Directors of Venice Area Beautification Incorporated would like to assist substantially in accomplishing that goal, which is in alignment with our mission to make this area a more beautiful place to live, work, and play.

As a non-profit 501 (c) (3) organization with no outstanding grants from the Gulf Coast Community Foundation, Venice Area Beautification Inc. is well positioned to apply for a program grant during the immediately upcoming funding cycle. Applications are to be submitted on or before August 29, 2013.

If the City Council agrees, we are prepared to submit an application under both the Leveraged Program and Transformative Program grant categories in an amount up to \$200,000 for the enhancement of Venice Beach. Venice Area Beautification Inc. would administer the grant. All improvements would be approved in advance by the City of Venice and, where necessary, Sarasota County, with whom we also can partner. The term of the grant would be October 1, 2013 through September 30, 2014, unless the work is completed earlier.

I anticipate that the project would be completed in two phases: 1) design; and, 2) build.

1) Probably the most important phase is the first. During that phase, Venice Area Beautification Inc would:

- a. Conduct public workshops in conjunction with the City's Parks and Recreation Advisory Board to input;

*Making Venice a more beautiful place to live, work and play.*

- b. Clear proposals with City and County staff, addressing environmental and any other concerns;
  - c. Present an initial plan to City Council for approval after presentations to the appropriate City Advisory Boards;
  - d. Follow City procurement policies in soliciting bids from landscape architects, artists, and other designers for the preparation of site, building, and landscape plans;
  - e. Award the contracts and enter into Statements of Work with contractors, including time and material specifications.
- 2) During the “build” phase, Venice Area Beautification Inc. would:
- a. Follow City and County procurement policies to contract with landscape and other companies to install the improvements;
  - b. Award the contracts;
  - c. Provide volunteers to help with the installations;
  - d. Supervise and/or assist in the supervision of the installations;
  - e. Retain records, time sheets, and other documentation for submission to both the City and Gulf Coast Community Foundation;
  - f. Work with all organizations on project completion for a dedication ceremony.

For many of you, this outline (the details of which can be adjusted) probably sounds familiar. It is very much how Venice Area Beautification Inc. led the effort to make the Venetian Waterway Park a reality.

Gulf Coast Community Foundation is looking for public and private partnerships to support grant applications under both program grant categories. Based on Board approval of this project, I am going forward to discuss the grant parameters with senior GCCF staff. In addition to the volunteer hours “skin in the game,” that the Foundation is looking for, I believe that the City will be putting a significant investment in the project through the real property on which the enhancements will be built, as well as defined staff hours. The County has several possible and, I understand, readily available, enhancements that it could contribute to the project. Other individual and foundation monies may be available as the project advances.

Because of the tight timeframe for submitting grant proposals to Gulf Coast Community Foundation, I am requesting that this proposal be place on the earliest possible City Council agenda. In addition, I will be meeting with the City Manager and City and County staff on July 26<sup>th</sup> at 2:00 pm to discuss the proposal.

If the City approves of this concept, I will formally approach the County, and submit the grant application to Gulf Coast Community Foundation.

Thank you very much for your consideration of this public/private partnership. Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Judith A. Keeler", written over the typed name.

Judith A. Keeler

President, Venice Area Beautification Inc.

cc: Lori Seltzer, City Clerk  
Ed Lavallee, City Manager  
Linda Kenfield, President, City Parks and Recreation Advisory Board