



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: 9/17/24

MEETING DATE 10/8/24

SUBJECT / TOPIC: Adoption of the City of Venice Centennial Logo

BACKGROUND INFORMATION: Attached, please find a description of the City of Venice Centennial logo design contest and online voting, and three design submissions with the most public support.

- Staff Memo
- Logo designs, top three in color and black and white

To celebrate Venice's 100-year anniversary, which officially begins in November 2025 and spans 18 months, the City of Venice Centennial Team launched a Centennial Logo contest. This initiative aims to engage our art-centric community, build anticipation for the celebration, and leverage the wealth of local artistic talent, allowing us to both involve the community and reduce costs.

Artists were invited to explore the City's rich history and create a Centennial-themed logo inspired by their research, experiences and memories. Once adopted, the Centennial logo will be featured throughout the numerous Centennial events, at City facilities and on all City-sponsored printed and digital promotional and marketing materials. The City will also allow community partners to use and display the Centennial logo as approved through the City's partnership guidelines.

The logo design contest opened on July 15 and closed on Sept. 2. Over the eight-week period, 25 logo submissions were received from both local and out-of-state artists. Since the design criteria did not specify which years to include, submissions were left in their original form to observe how artists interpreted their research. The City of Venice Centennial Team reviewed the submissions based on design criteria, ADA accessibility, and artistic elements, narrowing the selection down to 10 finalists. Online voting, hosted through Opinion Stage from Sept. 4 to Sept. 18, received over 3,050 votes from more than 1,730 unique participants. Voting was restricted by browser and IP address, allowing participants to select up to three favorite designs.

Staff recommends City Council adopt logo 10, which received overwhelming public support with over 570 votes.

SUPPORTS STRATEGIC PLAN: Goal Six: Preserve the Venice Quality of Life through Proper Planning

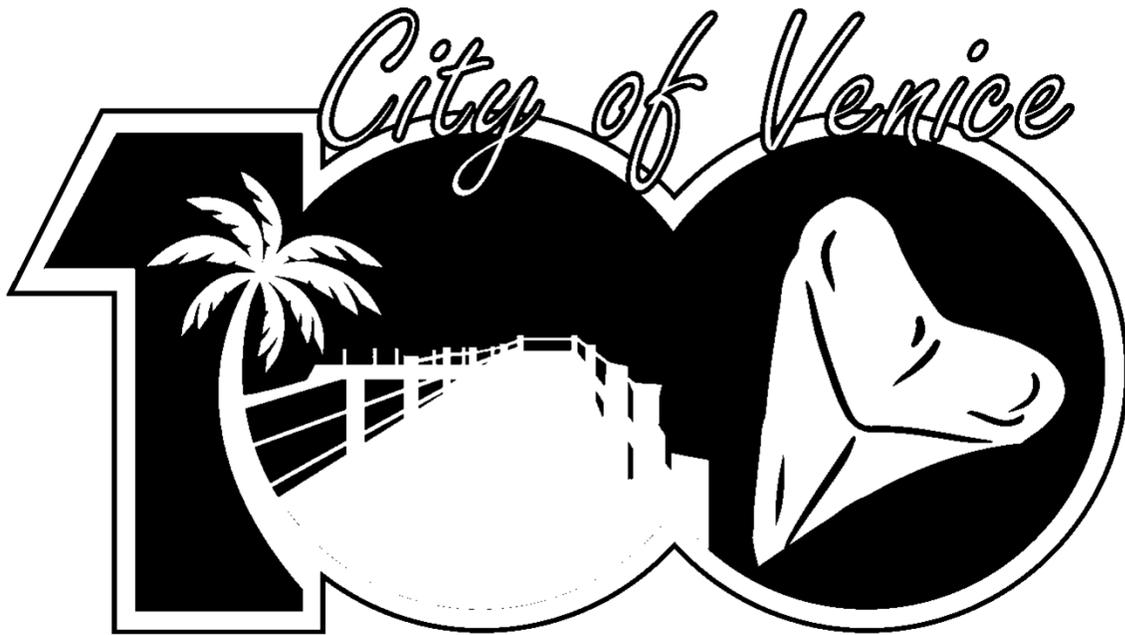
COUNCIL ACTION REQUESTED: For Council Adoption by Consent Motion

Cc: Brianne Lorenz, Special Events Coordinator
Harry Klinkhamer, Historical Resources Manager
James Clinch, Assistant City Manager

LOGO 10
576 Votes



LOGO 1
442 Votes



LOGO 3
Votes 387



MEMORANDUM Centennial Logo adoption

Final Audit Report

2024-09-29

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