



CITY OF VENICE
FLORIDA
401 W. Venice Avenue • Venice, Florida 34285

Edward F. Lavallee
City Manager

Office: (941) 486-2626 Ext 24006 • Fax: (941) 480-3031

Email: elavallee@venicegov.com
www.venicegov.com

Interoffice Memorandum

City Manager's Office

TO: Mayor Holic and City Council Members

FROM: Edward F. Lavallee, City Manager

RE: U.S. Army Field Band

DATE: August 15, 2017

The City received notice that the U.S. Army Field Band is interested in performing in Venice as part of their 2018 spring concert tour. With the City's demonstrated patriotism and military history, this is a wonderful opportunity for the citizens of Venice to experience this highly rated military band. The band does not charge for its performance, however, the overhead, including provision of a performance venue, must be borne by the recipient community. The performance date selected by the band is March 13, 2018.

Among the band's stated prerequisites are: the venue must accommodate at least 600 spectators; the recipient agency must provide a marketing campaign to alert the public to the concert; and the event must be free to spectators. The performance lasts approximately 75 minutes. With a brief intermission, the entire event lasts approximately 90 minutes.

The venue selected for the band's performance is the Venice Performing Arts Center (VPAC). As a partnering agent in the construction of VPAC the City receives a discounted rate for use of the facility. The cost of sponsoring the band to perform at VPAC in March 2018 is approximately \$1,700. With incidental costs for assisting in the public promotion of the event, the City's overall cost for hosting the band would not exceed \$2,000. The City Manager's budget provides funding for special promotional and marketing expenses. The purpose of this memo is to solicit the Council's support for sponsorship of this unique event.

EFL/jg