




MEMORANDUM TO VENICE CITY COUNCIL

THROUGH CHARTER OFFICER: James Clinch, City Manager

E-SIGN:


James Clinch (Oct 2, 2025 16:30:46 EDT)

FROM: Deputy Public Information Officer Brianne Lorenz

DEPARTMENT: City Manager's Office

DATE: 10/2/25

MEETING DATE: 10/14/25

SUBJECT / TOPIC: New Special Event: Venice Crescendo (5K, 10K, 15K)

BACKGROUND INFORMATION: The New Events Review Team (NERT) recommends the two-day Venice Crescendo running event for City Council approval. Attached please find:

- Memo
- Site Plan
- NERT Scoring and Event Proposal

This event was reviewed and is supported by both NERT and Sarasota County Parks, Recreation, and Natural Resources as its occurrence will be at the Airport Festival Grounds and the Legacy Trail.

Hosted by Run With Purpose Nutrition, the Venice Crescendo promotes a healthy lifestyle and physical activity by offering 5K, 10K, and 15K race options. Planned for Saturday, April 25, 2026, and Sunday, April 26, 2026, the two-day event will include the on-site sales of race merchandise, one vendor to provide coffee and water before and after races, and the provision of portable restrooms. There will be no alcohol sales or service, no food trucks, and no tents larger than 10-by-10 feet. Runners will be instructed to return to their vehicles if inclement weather persists.

City support will include access to the Airport Festival Grounds, special event trailer, Venice Police Department officers, and Solid Waste for trash and recycling. This event does not require access to metered utility. Sarasota County will issue a lateral use permit for Legacy Trail Access and will provide notice along the trail.

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

COUNCIL ACTION REQUESTED: For Council Adoption by Consent Motion

Yes N/A

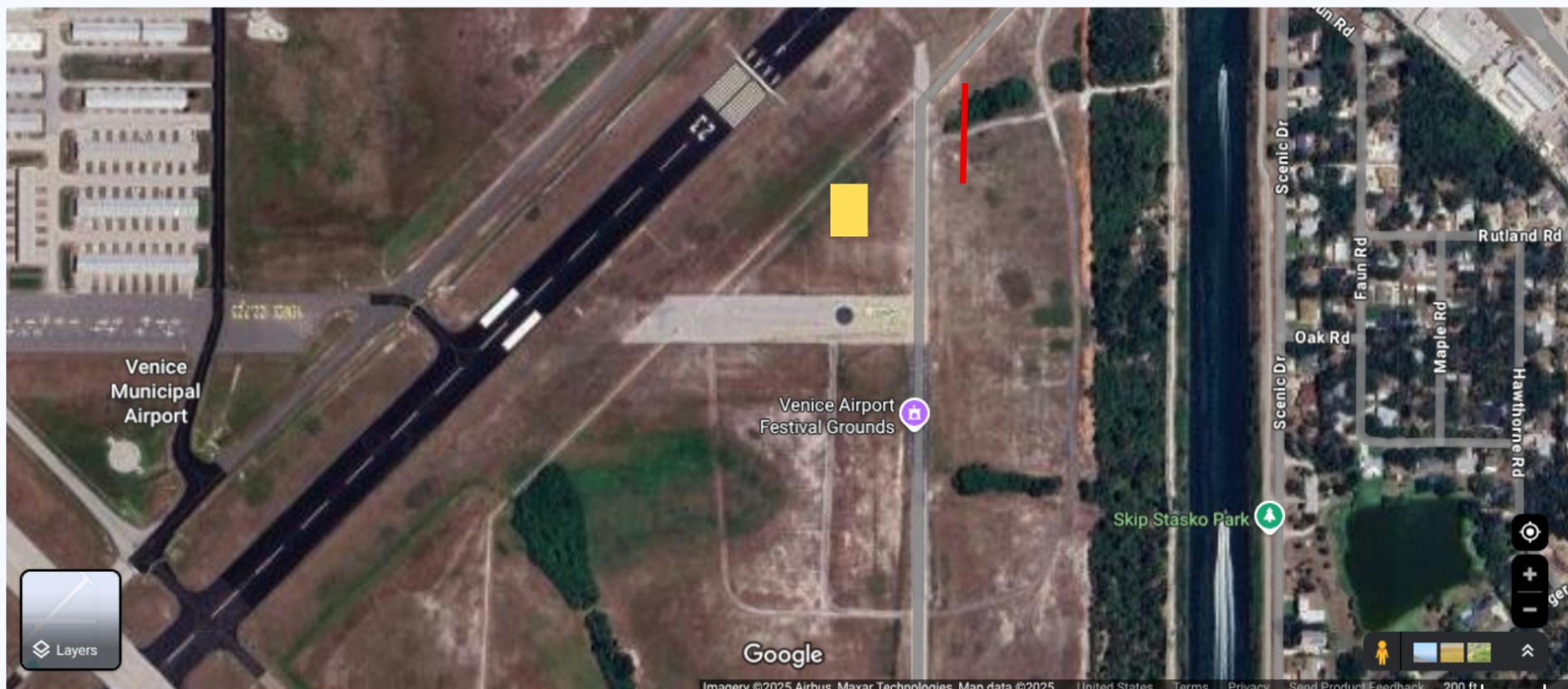
- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Document(s) Reviewed for ADA compliance (required if for agenda posting) |
| <input type="checkbox"/> | <input type="checkbox"/> | City Attorney Reviewed/Approval |

- ☐ ☐ Risk Management Review
- ☐ ☐ Finance Department Review/Approval
- Funds Availability (account number):

CC:



enetic Waterway
ilhead. Island-side...



Red is start/finish line
Yellow is portable restrooms



NEW EVENTS REVIEW TEAM

EVALUATION CRITERIA FOR NEW SPECIAL EVENT PROPOSALS

This Likert Scale measures the impacts of proposed new special events. Using 1 as the least amount of impact and 5 as the most, the questions will relate to staffing, public spaces, city services, roadways, and businesses. Circle the number corresponding to the response you feel is most appropriate. At the end of the questionnaire, tally the numbers you circled for a total score.

1. The proposed event requires the use of City services.

No City services requested	One City service w/o Special Event Trailer	Two City services w/o SE Trailer	Three City services w/o SE Trailer	Multiple City or partner services
1	2	3	4	5

2. The proposed event is requested during a month in which other events are already supported.

June, July, August	May January	February, September, October	November or December	March, April, December
1	2	3	4	5

3. The proposed event is similar in nature to an existing Heritage or recurring Special Event.

Unique, not similar to any existing	Somewhat similar, vendors, site plan or location	Moderately similar, vendors, activities, City Services or location	Mostly similar, similar, vendors, activities, City Services, location or date	Identical and in direct competition with an existing event
1	2	3	4	5

4. The proposed event impacts the use of or access to Public Space.

Airport Festival Grounds	Legacy Park, Venetian Waterway, Legacy Trail, W. Blalock Park	Centennial Park lawn, Venice Beach, Maxine Barritt Park	Area roadways, Centennial Park with parking lot	Multiple public spaces or park space with roadways
1	2	3	4	5

EVALUATION CRITERIA FOR NEW SPECIAL EVENT PROPOSALS

5. The proposed event impacts access to Public Parking.

Minimal, sufficient parking, Airport Festival Grounds, Legacy Park, or off-site parking plan	Moderate, some impacts, Nassau Street & Nokomis Avenue	Moderate, some impacts, Miami & Tampa Avenues	Significant, Centennial Park	Extensive, multiple public parking areas W. Venice Ave, Centennial Park, other
1	2	3	4	5

6. The proposed event impacts regular traffic flow and requires road closures or detours.

No road closures or detours	Nassau Street or Nokomis Avenue	Tampa or Miami Avenues	W. Venice Avenue, east & westbound lanes	Multiple road closures and detours
1	2	3	4	5

8. The proposed event is working with a non-profit organization or community partner.

Event holder, a non-profit organization	Event holder, using a non-profit as the permit applicant	Event holder, partnering with a non-profit and donating revenues	Non-profit organizations will attend as vendors	Event holder is private or for-profit group
1	2	3	4	5

9. The proposed event holder has a demonstrated history of successful events.

Event holder has hosted successful events with the City	Event holder is working with another event holder who has been successful	Event holder has hosted successful Park Reservations	Event holder had minor issues during a previous event	Event holder has never hosted an event with the City
1	2	3	4	5

10. The proposed event requires additional permits or resources.

Special Event permit ONLY	Special Event & Sarasota County Permit	Special Event, Liquor, Sign Agreement, Tent or multiple	Special Event, Fireworks, Bone Fire or multiple	Special Event, FDOT, USCG, or multiple permits
1	2	3	4	5

EVALUATION CRITERIA FOR NEW SPECIAL EVENT PROPOSALS

Proposed Event Score

Tally the numbers you circled for question 1 through 10 for a total score. It is suggested Events with scores 10 through 20 are recommended for Council approval and events with scores 21 through 50 may be disqualified.

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NERT RECOMMENDATION

Proposed Event is Disqualified

The proposed event does not meet NERT criteria and will not be recommended to the Council for final review and approval. Event impacts were found to be too high to safely occur within the confines of date, time, location, services, and other event needs.

☐

Consider for Further Evaluation & City Council Recommendation

The proposed event meets NERT criteria for recommendation to the Council for final review and approval. Pending Council approval, the event holder will meet with City staff for a formal planning meeting and continue through the event execution process.

☒

Comments:

Recurring 5K event at Airport Festival grounds, running north on VWP/LT; requests solid waste support and VPD if required. No food trucks, no alc, no other vendors. Re requested for April or November.

The requested November date will not be considered due to staffing and proximity to the Thanksgiving Holiday and holiday parade.

Nearest 5Ks are Fools Run on April 4 at Legacy Park; Sharks Tooth/Shark Fin March 14/15; overlapping events may include Sharkys Ride the Beaches or the VBYA Reggatta - no public space overlap

1. Event Holder Info

- a. Frank Eveland, frank61520@hotmail.com, 309-338-1589
- b. Run With Purpose Nutrition, not a 501(c)3
- c. Purposeful Fuel for a healthy Life

2. Event info

- a. 5k, 10k, and 15k run
- b. Venice Crescendo
- c. April 25th & 26th, Nov 7th & 8th 2026
- d. The Airport Festival Grounds
- e. Engage the community in healthy outside activities
- f. See attached map, if there is a footprint that everyone uses we could use that also. We will use the Legacy Trail for the race also.
- g. As of now, no vendors. If we do have one it might be a coffee truck, no alcohol, there may be race merch sold, there will be portable restrooms depending on number of runners.
- h. Runners will be sent back to their cars to allow weather to pass. If weather doesn't pass, race will be cancelled.

3 Event support, needs and amenities

- a. We will have garbage cans out for runners waste and will take when we leave.
- b. No Venice Police needed unless one is requested at the end of the trailhead.
- c. There will only be tents 10x10 or smaller for timing, race merch table and for packet pickup.
- d. Timing may use a small generator. We will have a small generator for lights and sound system for music and race announcements.
- e. There will be a small banner for sponsors, yard signs to direct runners.

E. City Manager's Office1. Are there fair/carnival rides? ☐ Yes ☒ No If yes provide the following:

Carnival Operator Name: _____ Cell: _____

On-Site Contact Name: _____ Cell: _____

Email Address: _____

Business Address: _____ State: _____ Zip: _____

License of operation information: _____

2. Will you need the use of water/utilities? ☐ Yes ☒ NoIf yes: Do you have an account with the Cashier? ☐ Yes ☐ No If no: you may need to set one up

3. Provide your website _____

4. Provide your event Facebook Link not made yet5. Other Social Media/Marketing/Advertising Information not made yet6. Do you plan to have any signs, Posters, and Banners? ☒ Yes ☐ No (see sign policy for map for acceptable locations) hand signs

7. Specify where you intend to place event related signs (please see our sign policy for approved locations and restrictions). Signs may not be placed more than 7 days in advance.

Hand signs to Direct runners.

The Event Holder agrees, at its sole cost and expense, to indemnify, defend and hold harmless the City of Venice and its officials, employees, agents and representatives from and against any and all liability, damages, claims and demands which may be imposed upon, incurred by, or be asserted against the City of Venice and its officials, employees, agents and representatives as a result of or in any way connected with this Special Event. Unless by exception authorized by the City Manager, the Event Holder shall provide general liability insurance in the amount of \$1,000,000; naming the City as an additional insured. If alcohol is to be provided at the Event, unless by exception authorized by the City Manager, the Event Holder shall provide liquor liability insurance in the amount of \$1,000,000; naming the City as an additional insured. The policies of insurance shall be primary and written on forms acceptable to the City and placed with insurance carriers approved and licensed by the Insurance Department in the State of Florida and meet a minimum financial AM Best and Company rating of no less than A. No changes are to be made to these specifications without prior written specific approval by the City.

By signing this application you certify you understand the information in this application and all information provided is true and accurate to the best of your knowledge. You certify you have the legal authority to sign agreements on behalf of the organization named in this agreement.

Event Holder Name Frank EUELAND

Signature _____

Date 7/29/25**City of Venice contingency approval/Denial of Initial Proposal**

Approval of this application does not guarantee the event will take place. Approval indicates the event can proceed to the next steps of the planning process and is contingent upon adherence to the Agreement and Special Conditions, General Special Event Permit Conditions, and any other stipulations, rules, and instructions as provided by the City.

Approved _____ Denied _____ City Staff Name: _____

Title: _____ Date: _____

Revised 8/12/21

2. Is alcohol being limited to 2 drinks or less? ☐ Yes ☐ No

Days & Times of service: _____

3. Will you have exchanges in currency/cash? ☐ Yes ☒ No
4. Are there any areas of sensitivity (gates, ATM, beer tents) ☐ Yes ☒ No
5. Will there be private security for the event? ☐ Yes ☒ No Times: _____

If yes, provide: security name and number:

***You may be asked to send a photo to PD of those on duty**

6. Do you need overnight security? ☐ Yes ☒ No
7. Are you requesting street closures or will there be disruptions to the flow of traffic? ☐ Yes ☒ No

Explain:

8. Who will design the MOT? N/A Who will implement & provide materials? _____

MOT Contact name: _____ number(s): _____

Attach MOT if available at the time of application

9. Does your event utilize a public right of way? ☐ Yes ☐ No Explain: _____
10. Does your event utilize space that will involve the United States Coast Guard? ☐ Yes ☒ No ☐ Unsure
11. What areas will be used for parking? Airport Festival Grounds
12. Will you charge a fee to park? ☐ Yes ☒ No
13. Will you charge a fee for admission? ☒ Yes ☒ No
14. Do you need security for money drops? ☐ Yes ☒ No
15. Will amplified sound, live/recorded music, or public-address system be used? ☒ Yes ☐ No
16. What hours might your event create noise and/or require an exception to our code? 7am - noon
17. Other requests: _____

Additional Information

[illegible]

C. Building & Fire Departments

1. Will there be 10x10 or smaller tents or canopies? ☒ Yes ☐ No If yes how many? 5
2. Will there be tents larger than 10x10? ☐ Yes ☒ No If yes please list all sizes on line below:

For all tents over 10x10 please provide:

- Certificates of Flame Resistance for each tent
- Tent Permit from the building department
- Inspection with the Fire Department

3. Will there be a stage? ☐ Yes ☒ No If yes please describe size, set up, electric
4. Will there be large commercial generators for electric? ☐ Yes ☒ No If yes how many? _____
5. Does your event include fireworks? ☐ Yes ☒ No
6. Will there be open cooking Equipment? ☐ Yes ☒ No If yes, please explain the type and location of the cooking: _____
7. Will there be ANY food or Mobile Food Vendors: ☐ Yes ☒ No How Many : _____

Temporary public food service establishments are required to be licensed and inspected by the Division of Hotels and Restaurants of the Florida Department of Business and Professional Regulation (DBPR) per Florida Administrative Code Rule 61C-1.002.

8. Explain the process for disposing of cooking grease (method, frequency, and contact if contracted

Additional Information:

COUNCIL AGENDA ITEM MEMORANDUM

NEW Special Event Venice Crescendo

Final Audit Report

2025-10-02

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"COUNCIL AGENDA ITEM MEMORANDUM NEW Special Event Venice Crescendo" History

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