

**From:** [Edward Lavallee](#)  
**To:** [Justin Bloomquist](#); [Tom Mattmuller](#); [Charles Thorpe](#); [James Clinch](#); [Bob Moroni](#)  
**Cc:** [Ashley bloomquist](#)  
**Subject:** RE: The Pilot House on Venice Beach City of Venice Request for Authorization 46-02(11) Sunshine/Council  
**Date:** Thursday, October 14, 2021 4:15:07 PM

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Justin

I received your request for the sale of alcohol on the beach. The City has historically been opposed to the concept. However, I am planning to discuss this issue with the Police Department and other staff personnel to determine their professional opinion about the benefits and liabilities that the City might experience. After I complete these conversations I will respond to you. Thank you for your inquiry

**From:** Justin Bloomquist <[justincbloomquist@gmail.com](mailto:justincbloomquist@gmail.com)>  
**Sent:** Thursday, October 14, 2021 3:46 PM  
**To:** Edward Lavallee <[elavallee@venicefl.gov](mailto:elavallee@venicefl.gov)>; Lenox E. Bramble <[LBramble@Venicegov.com](mailto:LBramble@Venicegov.com)>  
**Cc:** Ashley bloomquist <[ashleybloomquist@gmail.com](mailto:ashleybloomquist@gmail.com)>  
**Subject:** Fwd: The Pilot House on Venice Beach City of Venice Request for Authorization 46-02(11) Sunshine/Council

Hello,

My name is Justin Bloomquist, owner of The Pilot House on Venice Beach that operates the Venice Beach Concessions. We have had a great partnership with the City and the County over the past 5 years and wanted to reach out to you in regards to our recent request to put an exclusion on ordinance 46-08(11) to sell beer and wine products on Venice Beach. We sent a letter to the entire city council and we are forwarding you the response from the Mayor. Sarasota County also had a conversation with Len in regards to letting us sell beer and wine in the upcoming bid for this location and it was explained that the concern was that it would affect adjacent beaches. We are not asking for an exclusion to the entire ordinance but just simply for Venice Beach and possibly the South Jetty because we are the only two locations that have restaurants on the beach that do not sell beer and wine in Venice. If the issue is that there are concerns about allowing beer and wine on the beach another possible solution would be to just allow the consumption of purchased beer and wine in our pavilion seating area. Thank you for considering and reviewing our request. We would also be happy to meet with you to discuss further.

Thank you,

Justin Bloomquist  
703.472.0776  
[justincbloomquist@gmail.com](mailto:justincbloomquist@gmail.com)

----- Forwarded message -----

**From:** Ron Feinsod <[rfeinsod@venicefl.gov](mailto:rfeinsod@venicefl.gov)>  
**Date:** Fri, Oct 8, 2021 at 2:31 PM  
**Subject:** Re: The Pilot House on Venice Beach City of Venice Request for Authorization 46-02(11) Sunshine/Council

To: Justin Bloomquist <[justincbloomquist@gmail.com](mailto:justincbloomquist@gmail.com)>, City Council  
<[CityCouncil@venicefl.gov](mailto:CityCouncil@venicefl.gov)>  
Cc: Ashley bloomquist <[ashleybloomquist@gmail.com](mailto:ashleybloomquist@gmail.com)>, Bryan Bloomquist  
<[bloomquistbryan@yahoo.com](mailto:bloomquistbryan@yahoo.com)>

Thank you for your comments. Due to Florida's Sunshine Law and a City Council policy, neither I nor any other Council Member copied on this e-mail can reply substantively to your e-mail in writing. The Sunshine Law prohibits two or more members of City Council from discussing any matter which will foreseeably come before Council outside of a publicly noticed meeting. Any Council Member may address the topic of this e-mail at a future meeting.

If you wish to contact council members individually, you may email or call them. Contact information can be found at <https://www.venicegov.com/government/mayor-city-council>.

Ron Feinsod  
Mayor, City of Venice

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**From:** Justin Bloomquist <[justincbloomquist@gmail.com](mailto:justincbloomquist@gmail.com)>  
**Sent:** Wednesday, October 6, 2021 2:09:04 PM  
**To:** City Council <[CityCouncil@Venicefl.gov](mailto:CityCouncil@Venicefl.gov)>; Ron Feinsod <[rfeinsod@venicefl.gov](mailto:rfeinsod@venicefl.gov)>  
**Cc:** Ashley bloomquist <[ashleybloomquist@gmail.com](mailto:ashleybloomquist@gmail.com)>; Bryan Bloomquist  
<[bloomquistbryan@yahoo.com](mailto:bloomquistbryan@yahoo.com)>  
**Subject:** The Pilot House on Venice Beach City of Venice Request for Authorization 46-02(11)

**Caution:** This email originated from an external source. **Be Suspicious of Attachments, Links and Requests for Login Information**

**10/4/2021**

Venice City Council  
401 W Venice AVE

Venice, FL 34285

**Dear Venice City Council :**

We own and operate the Venice Beach concessions in a partnership with Sarasota County and the City of Venice. I recently presented myself in front of the board at the city council meeting on September 27, 2021 to address the Venice City ordinance 46-02(11) as it pertains to our operations at the Pilot House on Venice Beach. I was asked by the Mayor to send a follow up email with the specifics of this matter. The ordinance states, "no person shall sell, possess, or consume any alcoholic beverages without written authorization of the city manager." We are asking the council and city manager to put an exception in this ordinance that would allow us

to sell beer and wine at the Venice Beach concessions.

Chris Johnson, who operates the South Jetty concessions, recently reached out to us after he reached out to the city concerning this same matter. Chris informed us that the response he received stated that the reason the ordinance would not be revised is because the police department leans heavily on the ordinance to help enforce and remove individuals who are causing trouble in the beach areas. In addition, the ordinance is an important restriction to the police department and in the interest of public safety they do not support the loosening of the ordinance restrictions at Venice Beach or Humphris Park at this time.

This reasoning does not match up to what we observe daily at Venice Beach. Every day we are inundated with requests from beach goers to purchase beer and wine from us. After explaining that we are not authorized to offer beer and wine and the consumption of alcoholic beverages is not permitted on Venice Beach, almost every guest follows up by asking where the nearest place is that they can purchase beer and wine from. They leave the beach and return with purchased alcohol from other sources and in fact, consume the alcohol on Venice Beach and at the pavilion. Also, with the recently passed Florida bill 148 which allows restaurants to sell to-go alcoholic beverages, we are seeing an increase in beach goers purchasing to-go alcohol, including liquor, from nearby restaurants and consuming them at the beach and at the pavilion tables. This makes it extremely difficult to explain that we are not able to sell alcoholic beverages due to the ordinance while other patrons are consuming beer, wine, and liquor purchased from other local restaurants and businesses in our seating area.

There is almost no enforcement of this ordinance on the beach or the beach pavilion. At any time you can go on Venice Beach and observe many people consuming beer and wine beverages on the beach and at the pavilion and no one is telling them they are not in compliance with ordinance 46-02(11). If the barrier to an exemption from the ordinance is that the police department is using this ordinance to remove people from the beach that are a threat to public safety for reasons other than just consumption of beer and wine, then this ordinance is not the most effective nor the most appropriate tool because it is only being enforced subjectively. There are many other valid reasons and tools police can use to remove people from the beach that are a threat to public safety.

It makes sense that guests assume we serve beer and wine and that there is a high demand for beer and wine at Venice Beach since the Venice Beach concession and the Humphris park concession are the only two concessions/restaurants in Sarasota County that do not offer beer and wine. Attached to this email we have included pictures from simple social media searches which show beer and wine consumption on Venice Beach as well as on the beach where Sharky's is located.

In addition to owning and operating The Pilot House on Venice Beach, we also own and operate two other beach concessions in a partnership with Sarasota County- The North Jetty Grille at the North Jetty which we recently took over on July 1st of this year and Shark Tooth Beach Concessions on Nokomis Beach which we have operated for over 5 years now. The Venice Beach and Nokomis Beach locations have a very similar footprint in terms of size, operation, clientele, and demand. So far this year we have had 19,172 beer and wine

transactions at our Nokomis Beach concession resulting in \$98,267 in sales. In those 19,127 transactions we have had a total of zero instances where the police were involved in a threat to public safety because of consumption of beer and wine beverages. This is proof alone that this ordinance is not valid nor necessary.

There are lots of benefits that can come from us being allowed to sell beer and wine products at the Venice beach concession. We offer all eco-friendly products on the beach to serve beer and wine beverages so it eliminates the immense use of glass bottles brought to the beach by beach goers and keeps the beach cleaner and safer. There is also a monetary benefit in that if we would have sold a similar amount of beer and wine beverages as we did in Nokomis so far this year to date, then we would have increased our percentage-based compensation for the Venice Beach concessions per our agreement by over \$10,000.

If the Venice Beach concession is granted the requested exemption, we will immediately apply for a 2 COP license which allows us to sell only beer and wine products for consumption. Each of our team members would go through our extensive beer and wine service training to ensure each team member has the tools and knowledge necessary to safely serve the public while abiding by all beer and wine laws, rules, and regulations. In addition, each team member will be ServSafe Alcohol certified.

In summary, people are already consuming beer and wine on Venice Beach and Humphris Park daily and most of the time this ordinance is not followed or enforced. In reference to ordinance 46-02(11), we are asking for authorization from the city manager to sell beer and wine at the Venice Beach concessions and Humphris Park operations. Although we are not affiliated with the Humphris Park location, after speaking with Chris Johnson, we believe the South Jetty concessions operations warrants this as well. Being allowed to serve beer and wine will provide a safer environment for beach goers and we will satisfy the overwhelming demand visitors have for beer and wine and at the same time increase sales which will result in an increase in the percentage we pay based on our concessions agreement.

We really appreciate our partnership with the City of Venice and Sarasota County and thank you for considering our request.

**Sincerely,**

**Justin, Ashley, and Bryan Bloomquist**

Justin Bloomquist  
703.472.0776  
[justincbloomquist@gmail.com](mailto:justincbloomquist@gmail.com)