



MEMORANDUM TO VENICE CITY COUNCIL

THROUGH CHARTER OFFICER: Edward Lavallee, City Manager

E-SIGN: Edward Lavallee

FROM: Special Events and Marketing Coordinator, Brianne Lorenz

DEPARTMENT: City Manager's Office

DATE: June 20, 2025

MEETING DATE: July 8, 2025

SUBJECT / TOPIC: New Special Event: 100 Block Holiday Block Party

BACKGROUND INFORMATION: The New Events Review Team (NERT) has reviewed the submitted proposal for the 2025 100 Block Holiday Block Party event and recommends it for City Council review and approval. Included please find:

- Memo
- Special Event Proposal
- Special Event Site Plan

Over the past year, the City Manager's Office and Venice Police Department have worked with business owners along the 100 block of W. Venice Avenue to address concerns regarding the impacts of recent changes to special event policies and road closure restrictions.

As a collaborative solution, the businesses were offered the opportunity to utilize the 100 block during the Holiday Parade. This section is already closed to vehicle access as part of the City's established maintenance of traffic (MOT) plan, which supports both parade operations and pedestrian safety.

The business owners of the 100 block of W. Venice Avenue have solicited the assistance of Daisy Does It Events and Festivals, a successful Special Events permit holder with City, to help plan and manage the pre-parade block party. The goal is to support expanded business operations and enhance the overall Holiday Parade experience.

The proposal includes allowing participating businesses to extend their dining footprint and retail presence from their stores and sidewalk into the already closed vehicular lanes in the 100 blocks of north and southbound W. Venice Ave. The block party would feature an inflatable screen to display a live stream of the parade, increasing visibility and allowing spectators to spread out and enjoy this additional viewing space, artificial snow to enhance the festive atmosphere, and a DJ and audio equipment for entertainment prior to parade step-off and additional amplification of the parade MCs to improve engagement along the 100 block.

To accommodate setup for the block party, the intersection at W. Venice Avenue and U.S. 41 Bypass will close at 2 p.m., one hour earlier than in previous years. All festivities within the 100

block will conclude by 9:30 p.m. to allow for road clearance and post-parade reopening procedures.

This initiative is fully incorporated into the City’s parade operations and footprint and does not require any additional staffing or support from the City or Venice Police. Based on coordination efforts and alignment with existing safety and logistics plans, it is the recommendation of NERT that City Council approve this joint initiative to enhance the City’s annual Holiday Parade with the addition of the 100 Block Holiday Block Party.

SUPPORTS STRATEGIC PLAN: Goal Five: Encourage and Support a Robust and Diverse Economy

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
<input type="checkbox"/>	<input type="checkbox"/>	Risk Management Review
<input type="checkbox"/>	<input type="checkbox"/>	Finance Department Review/Approval
		Funds Availability (account number):



Narrative:

The Venice Holiday Parade is a Venice staple. The 100 block of Venice Avenue would like to bring awareness to the great restaurants and businesses. During the setup of the Venice Holiday Parade, the 100 block would like to propose a Holiday Block Party and viewing of the parade. We want to utilize the road closure already in place for the Historic Event and bring a positive, multi-generational experience to the underutilized space. We want to request that the 100 block of Venice Avenue be closed at 1:30 pm on Saturday, November 29th. We would like to have a stage with live festive music from 2:30-5:30 pm, 2 projection screens streaming the parade, 10x10 tents with light bites showcasing the restaurants with high-top café tables. The public would be able to have beverages at the block party, with a request to use an extension of their café sidewalk license extending to the curb of the medians. On the hour, we would make it snow on the block. We would place the stage so that both the east-bound and west-bound sides can enjoy the entertainment. The live music would conclude to coincide with the pre-parade festivities. We would start the festivities at 2 pm and conclude by 8:30 pm. This is a new experience, sure to be enjoyed by everyone.

100 Block Holiday Block Party Timeline

Pre 2:00 pm Street Closure: Snow Machines set at OVP and above Café Venice/Made In Italy

2:00 pm: Street Closure by Venice Public Works/VPD/Fence and MOT

2:05 pm: Stage pulled in and set, Tents and High tops set, projection screens set, sound equipment set on stage, decorations for stage and lights, piped in Holiday Music from the Stage to attract patrons

2:00 pm: Light bites from Café Venice, Made In Italy, Seed and Bean and Longet ready to serve from respective tents. Sunbug/Twist holiday merch tent and Aqua Silks Christmas Ornament making tent.

2:15 pm: Sound Check for the Band

2:30 pm: First Snow!

2:30 pm: Band kicks off

3:00 pm: Second Snow

4:00 pm: Third Snow

4:30-4:45 pm: Band Break and announcements

5:00 pm: Fourth Snow

5:30 pm: Band Stops and Live Feed from Parade Starts on Projection Screens

8:00 pm: Light Bites Stop Serving and Breakdown of Tents Begin

8:30 pm: Café Tables are Pulled off the Street and Sound System put away

9:00 pm: All clear of Patrons: Stage ready to be pulled away and parked at a safe location

9:30 pm: Both Directions of Venice Ave. open for traffic

Signature: 
Elavallee (Jun 24, 2025 07:43 EDT)

Email: elavallee@venicefl.gov

MEMORANDUM for July 8th council meeting - Holiday Parade

Final Audit Report

2025-06-24

Created:	2025-06-23
By:	Brianne Lorenz (blorenz@venicefl.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAA4EOM4WiRm2erJEcA44eBgyPj8E3zHh__

"MEMORANDUM for July 8th council meeting - Holiday Parade" History

-  Document created by Brianne Lorenz (blorenz@venicefl.gov)
2025-06-23 - 7:08:29 PM GMT
-  Document emailed to Edward Lavallee (elavallee@venicefl.gov) for signature
2025-06-23 - 7:08:33 PM GMT
-  Email viewed by Edward Lavallee (elavallee@venicefl.gov)
2025-06-24 - 11:42:19 AM GMT
-  Document e-signed by Edward Lavallee (elavallee@venicefl.gov)
Signature Date: 2025-06-24 - 11:43:40 AM GMT - Time Source: server
-  Agreement completed.
2025-06-24 - 11:43:40 AM GMT