



MEMORANDUM

City of Venice

City Manager's Office

TO: Edward LaValee, City Manager

THRU: Len Bramble, P.E., Assistant City Manager

FROM: Shirley Gibson, Special Events & Marketing Coordinator

DATE: October 1, 2018

COUNCIL APPROVAL: Yes

MEETING DATE: October 23, 2018

STRATEGIC PLAN GOAL: Other

SUBJECT: Special Event Request – Braves on Miami

Background: The Atlanta Braves and Venice MainStreet would like to collaborate to create an event on Saturday, February 9, 2019 from 5-10 p.m. on Miami Avenue. This is a one-time, free event to kick off the Atlanta Braves Spring Training in Venice. Two blocks of Miami Avenue will be closed and two bands will play on a portable stage. Braves branded bar and entertainment will be on site. Participants will get the chance to interact with Braves alumni and the Braves mascot (if available on that date; he is in high demand). The Downtown Beautification projects indicates that Miami Avenue will be completed by the end of November 2018.

This is a unique opportunity for Venice to embrace the Atlanta Braves as part of our community and to bring baseball to Venice. The goal is to create a family-friendly event that is appealing to all demographics, with the theme of introducing the Venice community to the Braves and embracing them as our hometown team. The event proceeds (through beer/wine and sponsorship) will benefit Venice MainStreet and the Atlanta Braves Foundation, both 501c3 nonprofits. The Atlanta Braves Foundation grants funds to youth-serving organizations that focus on health, education, and recreation. Representatives from both organizations will be on site for the event. Restaurants will be encouraged to set up tents within the street and stay open late until roughly 9 or 10 p.m. Some food and drink vendors will join us in the street. As always it is Venice MainStreet's priority to not compete with local business but instead to compliment and encourage it.

Requested Action: Staff respectfully requests City Council approval of this special event.