

CITY MANAGER'S REPORT

AGENDA ITEM REQUEST

PLANNING & ZONING DEPARTMENT

TO: Edward Lavalley, City Manager

FROM: Roger Clark, Planner

DATE: April 15, 2014

SUBJECT: Special Event Request – Sarasota Chalk Festival
(November 10th – 17th, 2014)

Event Overview

The Sarasota Chalk Festival has been a recurring event for the last 6 years in the City of Sarasota. The applicant is proposing to relocate this year's event to the City of Venice. It is described as an internationally renowned, theme-based performance art event. It hosts roughly 250 local, national and international adult street painters who perform for the public creating oversized masterpieces using the road surface as their canvas and chalk as their medium. It is supported by volunteers and through sponsorships, grants, sales of merchandise and community support.

The event will be held from November 10th thru the 17th and will include three locations. The airport festival grounds, the Venice Community Center area and the main location of West Miami Avenue between Nokomis Ave. and Nassau St. The Miami Ave. location will be used from Friday, November 14th thru Sunday the 16th, with Monday the 17th being optional for an extra day of public viewing only. As depicted on the site plan, this area will be closed to vehicle traffic for this duration. The Miami Ave. location will be the primary focus of the festival.

In the area of the Community Center from Nov. 10th thru the 17th, the Venice Art Center will feature exhibition of the festival artists and host the VIP Reception for major sponsors. The Community Center will feature the opening gala for the artists, the closing night gala and other featured events. The parking areas will feature the 3D artwork and also provide areas for students and children to apply their talents on the pavement.

The airport festival grounds will function as the main parking location for the event from the 14th thru the 17th with shuttle service provided to each of the venues. All event attendees will be directed to the airport grounds for parking. This area may also include artwork to additionally attract people to the area.

City staff met with the applicant to discuss the event and confirm need for city services and required permitting. All permitting is in process and is required to be completed prior to the event. The applicant has met with the merchants on Miami Avenue to inform and gain support for the event. The majority of responses have been positive.

City Staff Cost Estimates:

Public Works - \$36.00

Police Department - \$4,996.00

Solid Waste - \$200.00

Airport - \$2400.00

Total: \$7,632.00

Applicant signed Special Event Agreement is attached.

Street Closure:

West Miami Avenue from Nokomis to Nassau from the Nov. 14th thru the 16th with the 17th as optional.

Requested Action

The applicant respectfully requests City Council approval of this special event.