



SELLING PARADISE



2014

PEOPLE ARE FINDING PARADISE

Downtown merchants reported the last two years to be record years for tourism – not just since the recession, but ever. We worked hard to get our name out there and were in the receiving line when people started traveling again.

Business was great this season, many owners report
3-20-13

By ROGER BUTTON
BUSINESS COLUMNIST

This season, parking space is at even greater premium downtown on the island, according to several retailers. Further, they said, more shoppers are spending more money than in the same period a year ago.

Whether the season will come to a sudden, earlier finish compared to previous years because the Easter holidays are much earlier this year is another concern to merchants.

Retailers on the avenues, including West Venice, Nokomis and Miami, then south along Tamiami Trail to The Rinks, expressed their excitement about business during the past three months.

Michael Elden at Russell's Boutique & Winery was emphatic there were loads of

people. Europeans have been attracted by Siesta Key's beaches, and the city parking limits beneficially keep cars moving, he said.

Business is going great and people are buying off the wall the framed items this year, said Leah Sherman, owner of Collectors Gallery & Framery.

Everyone, including Canadians and snowbirds, are more willing to spend this year as they shop for the trendier unusual styles, said Wendy Hager, manager of Patchington's.

Many are attracted by the quaint, beautiful character of the historic avenues, and she said a parking garage would ruin the ambience of downtown.

Margaret Chase, who moved and expanded Margaret's Tailoring and Fashion Boutique, is

selling Canadian high-end fashions in a very, very good season, she said.

Nearby, at Sunbag, co-owner David Wilson said traffic is up, and there are a lot of people but added that spending is not up particularly during the recent, colder weather. For him, parking has been an issue with more complaints this year due to too many downtown weekend events.

Sandy McGowan, owner of Sandy's Designer Clothing and 2013 President of Venice Mainstreet, reported a very good season with more foot traffic than ever.

Dick's Shoes also reported a good season. "We are all happy," said owner Kathy Crissman, who introduced a new line of Fly London wedges, which have just taken off. "It has just been a fantastic season.

The weather has been perfect for residents and visitors to shop in Dick's Shoes, she added.

Customers have been buying needs instead of wants, according to Susan Innis, proprietor of Mrs. Candewick's Shoppe. She believes the improved 300

Block is helping as new businesses bring in more people and nobody has complained about parking, which is the only way to get there, she said.

Russell Pettigrove, owner of Pitt's Fashions, said he has had a good season with increased visitors who are ready to buy.

The boom in real estate has led to many people visiting his new design furnishing store, he said.

Nor far away, Blue Year owner of Country Inn & Restaurant, said business is up over last year from new clientele and connectivity with existing customers.

SUN PHOTO BY ROGER BUTTON



Retailers are reporting that shopping in Venice has been superb this season, with tourists and residents alike (above) shopping more often and spending more money than last year.



Bicycle Friendly City draws national attention

In 2013 we ran an ad in a national magazine, Bicycling. The ad cost \$20,000. The cost was shared equally by the city and a grant from Visit Sarasota.

An advertisement for Venice, FL, featuring a collage of images: a historic building, a cyclist, a beach, and a person on a beach. The title "RIDE THROUGH PARADISE" is prominently displayed in a red banner. Below the images, there is text describing Venice as a "Bicycle Friendly Community" and listing various amenities like beaches, shopping, and dining. At the bottom, there are logos for the City of Venice, the Venice Chamber of Commerce, and Visit Sarasota.

RIDE THROUGH PARADISE

Venice, Florida is a National Bicycle Friendly Community, with miles and miles of paved trails and bike lanes for you, and was named the 2012 Southeast Florida BICYCLING City of the Year!

Whether you're looking for a beach front parking, or some parking in the blue-green waters of the Gulf of Mexico, you'll find it all with the beach as your ally in a gorgeous sunset. Venice is filled with all kinds of shops, fabulous restaurants and distinctive shopping in the historic downtown area. An interactive downtown tour will keep the kids amused, and the New Park on the beach gives you a new found place to sit in the sun. Venice is located on the Gulf coast between Fort Myers and Tampa.

Bring your bike into Venice, Florida, let us help you plan your visit!
bicycfriendlyvenice.com

Logos at the bottom: City of Venice, Venice Chamber of Commerce, Venice FL City on the Gulf, SARASOTA

RIDE
THROUGH
PARADISE

Bringing Day Trippers to Paradise



- Supporting events that draw people to Venice by publicizing them
- Publishing articles that reach areas of the state that are in easy driving distance to Venice.
- Rack cards in state welcome stations and Tampa Bay tourist areas
- Provide incentives, such as hotel rooms and meals compensated, to get travel writers to write about Venice

Visitors in Paradise

COLLABORATION:

Three years ago, the Venice Area Chamber of Commerce, Venice MainStreet, Visit Sarasota and City of Venice collaborated on a rack card. The Chamber has placed it in the state's four welcome centers. The city has placed it in all the tourist locations in the Tampa Bay Area. The city pays about \$14,000 a year for this service and for the printing of the rack cards. The city pays another \$2,000 a year to be included on a state tourist map.



TRACKING TRIPS TO PARADISE:

The rack card was redesigned this year. A tracking device includes a QR Code to scan or website to visit to register for a free t-shirt that Venice MainStreet is giving away. MainStreet is using it for its television ad campaign aimed at visitors in South Florida.

Give them a reason to visit

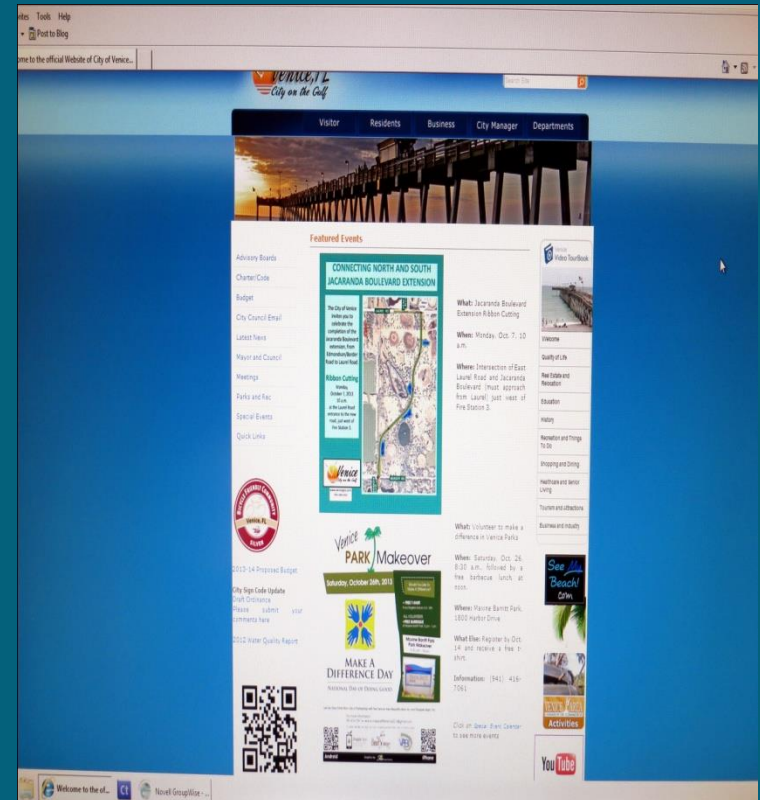
Events that draw people to town:

- New this year: Venetian Cup Regatta in April
- Suncoast BBQ state champion cook off in April
- Rev3 – into its third year bringing people from around the nation in November
- Venice Theatre hosts the international community theater competitions in June
- Howard Allen art fests draw huge crowds in November and March
- Book Fair – is growing steadily. This year we have more than the 35 booths we sold last year and authors are coming from Colorado, Indiana and Missouri to participate.



Digital Paradise

- The city's website was redesigned in 2011. Some features intended to draw people to Venice are:
- Weekly update of the upcoming special events on the front page
- Videos, originally established in 2005, will be updated for the second time
- Links to positive promotions, such as See My Beach, on the front page
- You Tube Venice Views television shows



Coming Up – Culture in Paradise



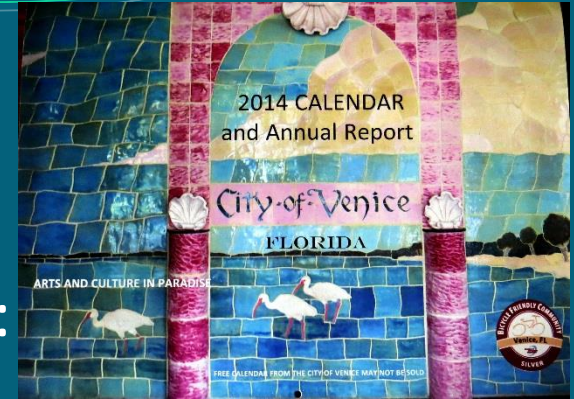
Opening of the new
Performing Arts Center
Fall 2014

Venice Theatre will be
the host of an
international conference
for community theaters,
June 2014.



This Year's Theme: Culture in Paradise

- Ways the city is sharing this information:
- City's calendar theme is the arts in Venice
- The city purchased five months of ads in the Chicago Journal and Topics, especially the Florida Travel Issue. It includes space for an article each month.
- Continue to work with Visit Sarasota to bring more travel writers to Venice.
- Continue rack card distribution, writing for area publications, taking advantage of opportunities that present themselves.



MEMORANDUM

DATE: June 21, 2012

TO: Ed Lavallee, City Manager

FROM: Pam Johnson, Marketing and Communications Officer

SUBJECT: Policy for use of city logos

Historically, the city has had several logos to serve in various capacities. The following is an overview of the logos as they exist today with recommended policy for their usage:



Since 2004, the policy has been to use this logo only on items generated by the city for city business. It has also been used on t-shirts and uniforms. It was replicated for use on the north and south bridges that serve as the entrance to the heart of the city. **Recommendation:** This logo should be used on written items generated by the City of Venice for the purpose of doing city government work and on all official uniforms, except police, fire and airport that have logos of their own.



This logo was recently redesigned by a professional graphic artist. It is currently used on items of community interest, such as project signs or other documents involving the city but not necessarily originating from the city. The main visual component of this logo is used in entrance signs to the city, on the water towers, on city vehicles, on the website and the city newsletters.

Recommendation: Use this logo for community branding and items that might involve the city but not necessarily generated by the city. Continue to use the logo on city vehicles, city t-shirts, and promotional collateral, including the website, newsletter and other such materials.



At the same time the city logo was being redesigned, the graphic artist created a stand-alone logo for Venice Municipal Airport, keeping it visually similar to the city logo, but providing a branding for the airport.

Recommendation: Use this airport logo on stationery, shirts, vehicles and other miscellaneous items representing the airport.



Traditionally, public safety and emergency services always has its own logo. The Venice Fire Department logo was recently redesigned.

Recommendation: Use this logo on stationery, patches, uniform shirts and other items related to the Venice Fire Department.



This police badge serves as the logo for use on stationery.

Recommendation: Continue to use this as the Police Department logo for items generated by the department for police work.



This is the Law Enforcement Accreditation logo, which is also included in Police Department Letterhead.

Recommendation: Continue to use the accreditation logo where appropriate, such as Police Department letterhead.



These two patches are used on sleeves of uniforms to distinguish between sworn police officers and civilian employees.

Recommendation: Continue to use these patches in the same way.