



MEMORANDUM TO VENICE CITY COUNCIL

FROM: Carly Roderick, Special Events and Marketing Coordinator

DEPARTMENT: City Manager

THROUGH CHARTER OFFICER: Edward Lavalley, City Manager **E-SIGN:**

DATE: January 6, 2023

MEETING DATE: Tuesday, January 24, 2023

COUNCIL ACTION REQUESTED: For Council Adoption by Consent Motion

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

SUBJECT / TOPIC: 2023 Shark Tooth Festival

BACKGROUND INFORMATION: First time special events are presented to City Council for approval per the current special event policy. Major changes to events may request review by City Council.

STAFF RECOMMENDATION: The City requests City Council to approve Venice Mainstreet Inc.'s adoption of the Shark Tooth Festival and relocating it to Centennial Park.

Yes	N/A	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Document(s) Reviewed for ADA compliance (required if for agenda posting)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	City Attorney Reviewed/Approval
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Risk Management Review
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Finance Department Review/Approval
		Funds Availability (account number): Click or tap here to enter text.

Original(s) attached: Event Narrative and Event Map

Cc: [Click or tap here to enter text.](#)



1/6/2023

Event Narrative

Venice MainStreet will bring back the long time, community adored Venice Sharks Tooth Festival. The Venice MainStreet board of directors voted to approve pursuing the event with the intention of keeping the event consistent with other MainStreet events that speak to the culture and ideals of historic downtown Venice. To better understand the festival, staff has met with original organizers of the event to gain knowledge of the nature of the event, as well as, what features were most enjoyed by the public.


Knowing this, the event will take place in the same month of prior years- April 22 & 23, 2023. The event hours will be shortened to 10am-8pm Saturday and 10am-5pm Sunday. The event will be hosted in Centennial Park in the heart of historic downtown Venice in keeping with the mission of our organization.


The event will be free and open to the public. Activities will include fossil vendors, craft vendors, educational speakers from Mote Marine, children's fossil dig, kids arts and crafts, bounce house, music, food trucks, beer trucks, premium beverage tent, VIP area. Parking will be located on the street and a trolley will be employed to move attendees from V-PAC to Centennial Park.

Vendors will be vetted through the Venice MainStreet website application which will include a booth description, product photo, and booth set up photo.


Venice MainStreet partners are invited to participate and sponsor the event as well as nonpartners.



 = 4 10x10 booths + 6ft

 = Generator / Lighting

 = Dumpsters

 = porta-potties