



MEMORANDUM TO VENICE CITY COUNCIL

THROUGH CHARTER OFFICER: Edward Lavallee, City Manager

E-SIGN: 
James Clinch (Jun 6, 2025 16:06 EDT)

FROM: Special Events and Marketing Coordinator, Brianne Lorenz

DEPARTMENT: City Manager's Office

DATE: June 5, 2025

MEETING DATE: June 24, 2025

SUBJECT / TOPIC: New Special Event: Venice Nights Market

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

- Memo
- Special Event Proposal
- Special Event Site Plan
- NERT Score

This event was reviewed and is supported by both NERT and Sarasota County Parks, Creation and Natural Resources as its occurrence will be at Maxine Barritt Park, which remains under the Parks Interlocal Agreement between both organizations. The event organizer has taken a proactive approach in communicating this event with the Venice Pier Group, and securing a permit with Sarasota County.

The proposed Venice Nights Market is an outdoor evening market designed to highlight local artisans, food vendors, live music, and family-friendly activities. The event creates a unique space for both residents and visitors to enjoy the beachside atmosphere with safe access for pedestrians and vendors and separation of parking and vendor areas. The 2025 Venice Nights Market will occur Oct. 25 and Nov. 15 and does not overlap with any existing permitted Special Events.

City support will include the presence of Venice Police Department officers for security and traffic control, Solid Waste staff for trash and recycling mitigation, and use of the City's special events trailer for event setup. Sarasota County will also provide support by adjusting the times for permanent restroom access and electrical power.

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):

Submitted to: City of Venice Special Events

Contact: specialevents@venicefl.gov | 941-882-7439

1. Event Holder Information

Name: Paul Kaldy

Phone: 941-667-0183

Email: info@gbackmedia.com

Organization: Golden Shellback Media (GBack)

Mission Statement – GBack Media Live Entertainment

At Golden Shellback Media, we create immersive experiences that celebrate community, culture, and connection. Founded by a Navy veteran and Golden Shellback, our mission is rooted in respect, service, and bringing people together. Through live music, curated vendors, and thoughtful production, we turn public spaces into vibrant community gatherings.

2. Event Information

Event Type: Night Market

Event Name: Shellback's Venice Nights Market

Proposed Dates:

- Saturday, **October 25, 2025**
- Saturday, **November 15, 2025**

Location Preference: Maxine Barritt Park (MBP), Venice, FL

Event Time: 5:00 PM – 9:00 PM

Purpose Statement:

Shellback's Venice Nights Market is a community-driven, outdoor evening market designed to highlight local artisans, food vendors, live music, and family-friendly activities. The event creates a unique space for both residents and visitors to enjoy the beachside atmosphere in a vibrant, safe, and culturally rich environment.

We aim to support small businesses, encourage local tourism, and provide a welcoming space that represents the best of Venice's creativity and community spirit.

Site Map: *Attached*



- Centralized vendor area within Maxine Barritt Park
- Clear pedestrian flow
- Hardened barricades at traffic-adjacent areas

Vendor Overview:

- Local retail and artisan vendors
- Community-based businesses
- Up to 3 food trucks
- Alcohol will be served at this event

Inclement Weather Plan:

We will coordinate with City and County staff in advance of weather events to determine rescheduling or cancellation procedures.

3. Event Support, Needs, and Amenities

Solid Waste:

- City-recommended smaller dumpster
- Recycling bins and cardboard containers based on vendor needs

- We will coordinate final plan based on vendor count and food offerings

Security – Venice Police:

- Two VPD officers requested by City for:
 - Overflow parking along Harbor Drive
 - Pedestrian safety due to proximity to Sharky's
- This may be reevaluated after the first event based on outcomes and feedback

Structures and Setup:

- No tents larger than 10'x10'
- All vendors will use compliant setups
- Quiet, self-contained generators may be used by vendors as needed

Utilities:

- No electric or water hookup required from the park
- Vendors may use battery-powered lighting or quiet generators for displays

Event Signage:

- Signage will follow all applicable City of Venice codes
- Placed strategically for pedestrian flow, parking direction, and sponsor visibility

Review Team Notes and Acknowledgments

This proposal reflects all **NERT recommendations** and **City of Venice** requirements, with the following stipulations acknowledged and accepted:

- **Limitations on Dates:** We are only requesting approval for **October 25** and **November 15, 2025**. We will not pursue Nov. 29 due to the Holiday Parade.
- **MBP Usage:** We understand Maxine Barritt Park is a beach park and that beach access and parking remain a top priority, we will try to enhance the exposure of the park.
- **Alcohol Service:** Alcohol will be served based on proximity to Sharky's.

- **Security Officers:** Two VPD officers will be scheduled to support traffic, overflow parking, and pedestrian management.
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Next Steps

We respectfully request the City to move this proposal forward to the **June 10 or June 24 Council Meeting** for final approval.

County permit paperwork is in process with Sarasota County Parks, Recreation and Natural Resources, coordinated through Aaron Carson.

We look forward to bringing Shellback's Venice Nights Market to life with the City of Venice in Fall 2025.

Respectfully submitted,

Paul Kaldy

Golden Shellback Media (GBack)

info@gbackmedia.com | 941-667-0183



VENDORS
VENDORS
VENDORS

FANS
FANS
FANS

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EVALUATION CRITERIA FOR NEW SPECIAL EVENT PROPOSALS

Proposed Event Score

Tally the numbers you circled for question 1 through 10 for a total score. It is suggested Events with scores 10 through 30 are recommended for Council approval and events with scores 31 through 50 are disqualified.

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NERT RECOMMENDATION

Proposed Event is Disqualified

The proposed event does not meet NERT criteria and will not be recommended to the Council for final review and approval. Event impacts were found to be too high to safely occur within the confines of date, time, location, services, and other event needs.

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Consider for Further Evaluation & City Council Recommendation

The proposed event meets NERT criteria for recommendation to the Council for final review and approval. Pending Council approval, the event holder will meet with City staff for a formal planning meeting and continue through the event execution process.

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Comments:

Dates are pending on County
approval/availability.

June 10th OR
June 24th Council meeting

Oct 25 is MADD but no conflict//morning daytime event. SRQ County permit required & notice to VPG. No Nov. 29 - holiday parade.

Council memo Venice Night market request

Final Audit Report

2025-06-06

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