



## MEMORANDUM TO VENICE CITY COUNCIL

**FROM:** Carly Roderick, Special Events and Marketing Coordinator

**DEPARTMENT:** City Manager

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

**DATE:** June 8, 2022

**MEETING DATE:** Tuesday, June 28, 2022

**COUNCIL ACTION REQUESTED:** For Council Adoption by Consent Motion

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

**SUBJECT / TOPIC:** New Special Event: Venice Pride Festival at Centennial Park Saturday 11/12/2022, open to the public from 11AM-4PM

**BACKGROUND INFORMATION:** First time special events are presented to City Council for approval per the current special event policy. Venice Pride Inc. is a local 501(c)(3) nonprofit organization who has hosted the Venice Pride Festival for two years at Suncoast MC Church. Venice Pride Inc. is requesting to host their 3<sup>rd</sup> event in downtown Venice utilizing the west end of Centennial Park and the gazebo area from approximately 5AM to 7PM. Past events have brought just under 1,000 attendees and will bring many more if centrally located downtown. This event will include vendors, music, dancers, activities for children, a pet parade, and potentially alcohol.

**STAFF RECOMMENDATION:** Staff recommends approval of this event

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Yes    N/A

- |                                     |                                     |   |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Document(s) Reviewed for ADA compliance <small>(required if for agenda posting)</small> |
| <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): <a href="#">Click or tap here to enter text.</a>   |

Original(s) attached: Venice Pride Narrative and Timeline, Venice Pride Centennial Park Layout  
Cc: Ed Lavallee, City Manager and Mercedes Barcia, Deputy Clerk

# **EVENT NARRATIVE**

## **Request for Approval**

Venice Pride, Inc. requests your approval to host our 3<sup>rd</sup> annual Pride Festival (festival) on Saturday, November 12, 2022, at Centennial Park in downtown Venice.

## **Venice Pride 2022 Festival**

The annual festival is our flagship event. While this event is celebratory in spirit as evidenced in the diverse mix of entertainers and activities for all ages – its primary objective is to build collaboration around community. Bringing the festival to downtown Venice is both an opportunity to collaborate with local businesses, artists and the community while raising awareness and visibility about the LGBTQ+ community and allies. 2022 is the year to take this step together.

Below are the key details about the event.

- Date of the Festival is Saturday, November 12, 2022, from 11AM to 4PM.
- Theme in 2022 is “Out and Proud”.
- Targeting approximately 50+ vendors. Typically, each vendor has a tent, chairs, and their wares.
- We will need electrical power for the Gazebo. Entertainment will include live DJ music, singers, and dancers.
- We will have a children’s booth for arts and crafts.
- We will have a booth with T-Shirts for sale, as well as stickers and other fun giveaways.
- We will setup a media / welcome booth to answer any media or attendee questions.
- We will have a Pet Parade & Blessing. A dedicated team will coordinate. Each pet will be eligible for a free scarf and a medal (while supplies last). We will have dog water bowls at this station and in select areas in the park. The group blessing will be performed by a pastor from Suncoast MC Church.
- We may sell beer, soda, and water, in which case, we would need electricity for the cooler. There are some electrical outlets near the street lamp in front of the gazebo. In the past, we sell tickets from a central location. For the beer, we checked IDs, and use wrist bands.
- We will have signage throughout the part as needed.
- We will promote and market the event in various ways (email blasts, social media, flyers, newsletter, press release, etc).

## **Background**

Our prior festivals were held in 2018 and 2019. Both times, the festivals were held outdoors at Suncoast MC Church located at 3276 East Venice Avenue, Venice, FL 34272. However, because of COVID we cancelled the festivals in 2020 and 2021. Attendance has been just under 1,000 attendees.

Ongoing feedback by the community, including sponsors, vendors, entertainers, guests, and our event planners have asked Venice Pride, Inc. to look at hosting the festival in a more central location to the community and to local businesses. Centennial Park in Downtown Venice is the ideal location for the festival.

## **About Venice Pride, Inc.**

Venice Pride, Inc. was incorporated in 2019. It obtained its non-profit 501(c)(3) status in 2020. (Documents will be provided separately as part of the application process.)

In 2021, the Board of Directors drafted a strategic plan (2022-2024) which includes serving our community, building partnerships, and bringing awareness and education around key advocacy issues. For more info about us at our website: [veniceFLpride.com](http://veniceFLpride.com).

## **Event Timeline**

12:01 AM – Close off parking to the west end of Centennial Park's parking lot.

6:00 AM – Delivery of tables and chairs, setup of 10 x 10 tents for event holder, delivery of beer trailer.

6:00 AM – 8:00 AM – Distribution of tables and chairs

8:00 AM – 10:45 AM - Vendor and Sponsor tent and merchandise setup

10:30 AM – 4:00PM - Music by Oliver Dill, DJ.

11:00 AM – 4:00 PM – Festival open to the public

11:00 AM – 11:15 AM – Opening of Event by Venice Pride, Inc.

11:15 AM – 1:30 PM – Entertainment

1:30 PM – 2:00 PM – Pet Blessing and Parade performed by pastors from Suncoast MC Church.

2:00 PM – 4:00 PM - Entertainment

4:00 PM - Closing and Thank You

4:00 PM – 5:00 PM – Tear down of Vendor and Sponsor merchandise and tents

5:00 PM – 5:30 PM – Pickup of tables and chairs, tear down event holder tents, removal of beer trailer

5:30 PM – 6:00 PM – Policing of the park for trash and recycle.

6:00 PM – Reopen of the west parking lot



Discover Venice

Vendor tents

290

Rest rooms

Vendor tents

Vendor tents

Dumpster

Barricade

Beer tent/trlr

Vendor tents

Vendor tents

FPL Evolution  
Charging Station

Barricade

Audience

Venice Florida Tours

Vendor tents

Vendor tents

Quarter area with gazebo & splash pad

Centennial Park

Nassau St N

Nassau St N

Nassau St N