

MEMORANDUM

TO: City Council

FROM: Emilio Carlesimo, Vice Mayor

RE: Florida League of Mayors Millennial Summit Report

DATE: March 3, 2014

On February 27 and 28, while Mayor Holic was in Washington D.C. on city business, I represented the City of Venice at the Florida League of Mayors Millennial Summit in Orlando.

Please see attached for a list of the speakers, agenda and a "Snapshot of Millennial Civic Engagement in Florida". Millennials are defined as those individuals born after 1980.

The summit's purpose was to make us aware of the impact millennials will have on local political affairs and provide guidance on how to encourage, understand, and utilize the qualities they bring to the table in our communities. This group's numbers are larger than the so-called "Baby-Boomers".

This group is generally well-educated, socially active through media, and with the many types of media available, may have anywhere from 300 to 1,000 individuals in their sphere of influence. Most get their news and watch movies on-line; they sleep with their cell phones so they don't miss anything, and consider driving a waste of time. Apartment living close to downtown suits their needs and they are tolerant, impatient and environmentally aware.

Although their participation in government may be limited to watching "streaming" meetings and/or recordings, they place high value on transparency and honesty.

So what draws this group to a particular city? Six major points were mentioned: education, diversity, night life, restaurants, apartment district/walkability and employment/opportunity.

In conclusion, it was agreed that being a millennial is more a state of mind that, in my opinion, is alive and well in Venice. We need to continue to have "Think Tank" citizen participation from every segment of our community, engage the Venice Area Chamber of Commerce Young Professionals, Venice MainStreet, Venice High School students and always include the question: What is your vision for Venice?

Certainly we should aspire to do better, but I believe this council is already covering most of these areas and has been inclusive in its efforts.

EC/las



MAKE YOUR PLANS NOW TO ATTEND THE FLORIDA LEAGUE OF MAYORS MILLENNIAL SUMMIT

February 27 and 28, 2014 • Orlando World Center Marriott Resort



The Millennial Summit is for all mayors who want to learn more about how to involve and engage younger residents in their cities. Millennials are between the ages of 18-29. They are now considered the most important generation of our time.

What are their interests? How do they view government and their local community? How can you get them involved in your city? Hear from experts, other elected officials and millennials as we learn to build the future of our cities by civically engaging this important demographic.

THURSDAY, FEBRUARY 27

6:00 p.m.-7:30 p.m. Welcome Reception

FRIDAY, FEBRUARY 28

9:30 a.m.-10:30 a.m. First General Session

10:45 a.m.- 12:00 p.m. Second General Session

12:15 p.m.-1:30 p.m.

Lunch - Keynote Speaker *Former Sen. Bob Graham*

THE FOLLOWING ARE TWO OF THE FEATURED SPEAKERS FOR THE SUMMIT.
PLEASE BE ON THE LOOKOUT AS ADDITIONAL SPEAKERS WILL BE ADDED.



Andrew Gillum is in his third term as city commissioner in Florida's capital city. He was elected while a student at Florida A&M University at age 23, making him the youngest person ever elected to the Tallahassee City Commission. Gillum is the lead commissioner on the city's Innovation and Engagement Committee, which serves as the catalyst in promoting citizen participation in all aspects of government life. He is the creator of the Young Elected Officials Network, which connects young elected officials from around the nation, and he has been recognized by numerous groups and publications as one of America's emerging leaders.



Jay Revell is the executive director of the Tallahassee Downtown Improvement Authority. Before he took on that role, Revell served four years as the aide to Leon County Commissioner John E. Dailey. In 2012, Revell earned a master's degree in applied American politics and policy from Florida State University, where he also received a bachelor's degree in political science with a minor in business.

SEE PAGE 2 FOR REGISTRATION FORM.

Florida League of Mayor

P.O. Box 1757, Tallahassee, FL 32302-1757 • (850) 222-9684 • www.floridamayors.org

Snapshot of Millennial Civic Engagement in Florida

2011-2012



	Florida Millennials	National average for Millennials	Most engaged state for Millennials	Florida "Youth Engagement Gap" "Generation Gap"	Florida
Registered to vote in 2012	56%	58%	Mississippi, 80%	-24%	-15%
Voted in 2012	46%	45%	Mississippi, 68%	-22%	-18%
Contacted or visited public official	4%	5%	D.C., 15%	-11%	-8%
Bought or boycotted product based on values of company	8%	9%	Oregon, 23%	-15%	-3%
Group participation (any group)	22%	29%	Alaska, 48%	-26%	-14%
Volunteered for any group	20%	22%	Utah, 40%	-20%	-6%
Attended public	3%	4%	Alaska, 11%	-8%	-8%
Did favors for neighbors a few times per week or more frequently	8%	11%	West Virginia, 22%	-14%	-9%
Worked with neighbors to fix problem with neighborhood	3%	4%	Utah, 14%	-11%	-7%

The "Youth engagement gap" is the difference between the percentage of Florida's Millennial generation engaged in each activity and the percentage of Millennials engaged in the most engaged state in the Union.

The "Generation gap" is the difference between the percentage of Florida's Millennials engaged in each action and the percentage over 30 engaged in each action. Data reported here are from the U. S. Bureau of Census 2011 Current Population Survey Civic Engagement Supplement and 2012 Voting and Registration and Volunteering Supplements.