

Venice Beach Party 2016

Narrative

The Venice Beach Party is a first time event hosted by Venice MainStreet. This event is in response to recent requests for more events for the locals to enjoy during the summer season. This will be a one-of-a-kind event as it is a free music festival held on Venice Beach. Independent Jones, a music and entertainment company, has been hired to assist in event logistics and band procurement. The event will be Saturday September 24, 2016. The event time is 3-8pm. The event will use the parking lot south of the Venice Beach Pavilion and the designated event area of the public beach.

At 3am police will close off the parking lot, portolets and other rentals will arrive by 1pm, vendors will setup at 1:30pm. The music will start at 3:00pm and the last band will end at 8pm. The stage will be delivered in pieces and assembled on the beach. A large tent will be erected over the stage so that people can have shade. Vendors will be in the parking lot selling goods, food, and drinks. Local vendors will be highlighted as we celebrate "all things local". The parking lot will be cleared by 10pm. Vendors and visitors will be encouraged to recycle. Vendors will receive a request in writing to do so.

Turtles

The Venice Beach Party will take place during Sea Turtle Nesting Season. As of July 22nd there are two nests located near the event area. These will be hatched by September 24th. A representative of Mote Marine will survey the event area early on September 24th and give Venice MainStreet a report of existing nests and where the tent and stage can be placed. Sensitivity to the nesting turtles is of utmost importance to Venice MainStreet. We will be vigilant in our efforts to keep our impact on the environment to a minimum. To protect our dune environment in the location we will place signs near the walkways from the parking lot to the beach reading "Please stay on path" and a banner displaying "Protect our park, stay on the path". We do not anticipate a problem.

Parking Plan

Limited parking at the site of the event creates a challenge. However we feel if we utilize the largest lots downtown and provide a free shuttle service this will alleviate parking and traffic flow concerns. Please see the attached map with parking lots and shuttle route. We will produce yard signs that designate each parking lot as preferred event parking with a shuttle stop. We will have two shuttles on this 10 minute loop. Encouraging parking downtown will also draw shoppers and diners into the downtown district, creating an economic impact on our businesses. The parking arrangements will be advertised in the newspaper, in our email newsletter that goes to 9,000, on Facebook and on our website. Day of event parking signage will be posted. Shuttles will run 3-8:30pm. Signs will be retrieved promptly as the event ends. As of August 4th, Sharky's has agreed to provide free shuttle service and we are in talks with another local business who may be able to provide this service as well.

Venice Beach Party

Saturday, September 24, 2016, 3-8pm

3:00am	Venice police close off parking lot
1:00pm	Portalets arrive
1:00pm	Sound and stage set up
1:00pm	Rentals set up (tent, chairs, tables)
1:30pm	Vendors arrive and set up
2:00	First band set up
3:00pm	Event BEGINS
3:30pm	First band begins
4:15pm	Second band set up
4:30pm	Second band begins
5:30pm	Third band set up
5:45pm	Third band begins
6:45pm	Fourth band sets up
6:00pm	Fourth band begins
8:00pm	Event ENDS
8:00pm	Sound and stage removed, vendors pack up and load out
8:30pm	Rentals picked up
8:30pm	Portalets removed
10:00pm	Parking lot cleared

Contact:
Erin Silk
office: 941-484-6722
cell: 443-472-8916