



LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

# Venice City Council Presentation February 14, 2017

# Tourism Matters to Sarasota County

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**1**  
**VISITOR TO**  
**SARASOTA COUNTY**

**=**

**\$893**  
**TO**  
**SARASOTA COUNTY**

[illegible]

11

# INTERNATIONAL VISITOR TO SARASOTA COUNTY

**TO  
SARASOTA COUNTY**

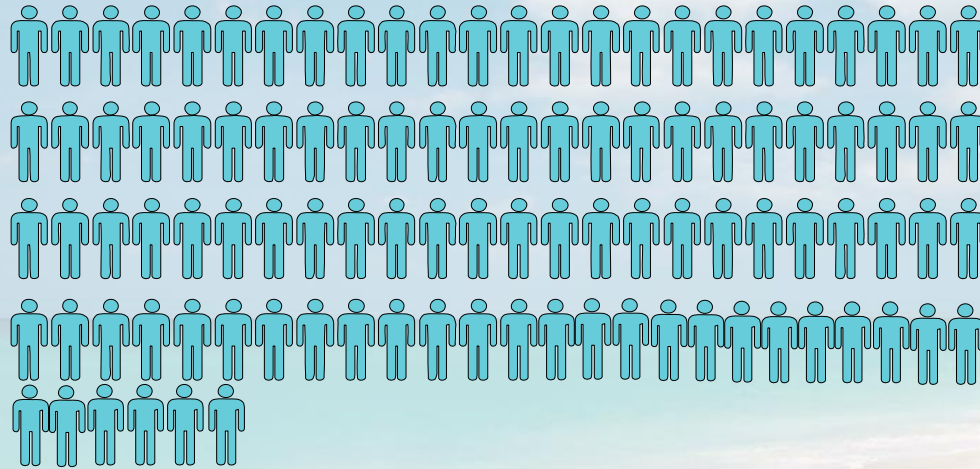


24,300 jobs



\$652,041,900 in wages

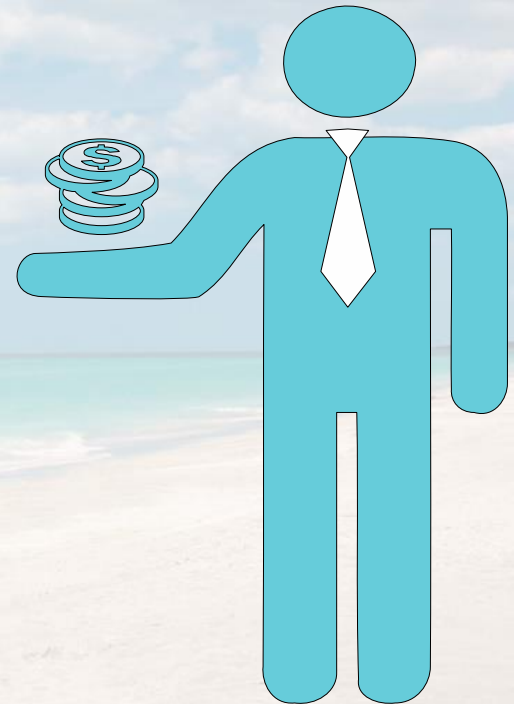
# Jobs in Sarasota County



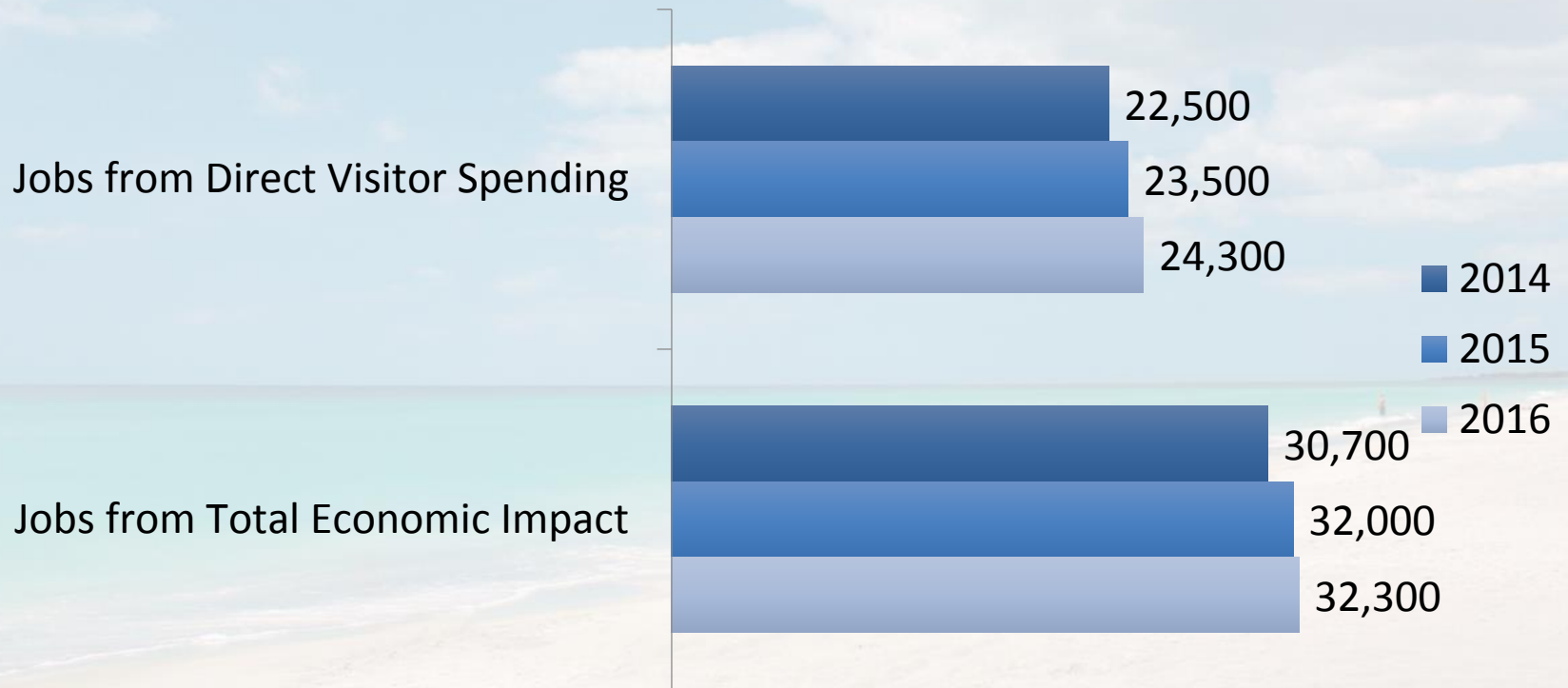
**102**  
VISITORS TO  
SARASOTA COUNTY



**1**  
SARASOTA COUNTY  
JOB



# Tourism's Impact on Employment





**\$20,010,244**

**TDT paid**



# Visitors save Sarasota County residents \$634 per household





# VSC Marketing ROI



=



\$1 of VSC marketing spending returns \$284 in visitor spending

# Cautionary Tale-Sausalito, CA



# Showcasing Venice in Tourism Marketing



# Sports Tourism

Fox Lea Farms generated \$16.3 million in Economic Impact for FY16 which ranked them 4th among facilities we sponsored events at and 2nd in Sarasota County behind Lido Beach. They also generated 9,956 room nights ranking them 5th overall and 3rd in Sarasota County.



# Sports Tourism (Cont)



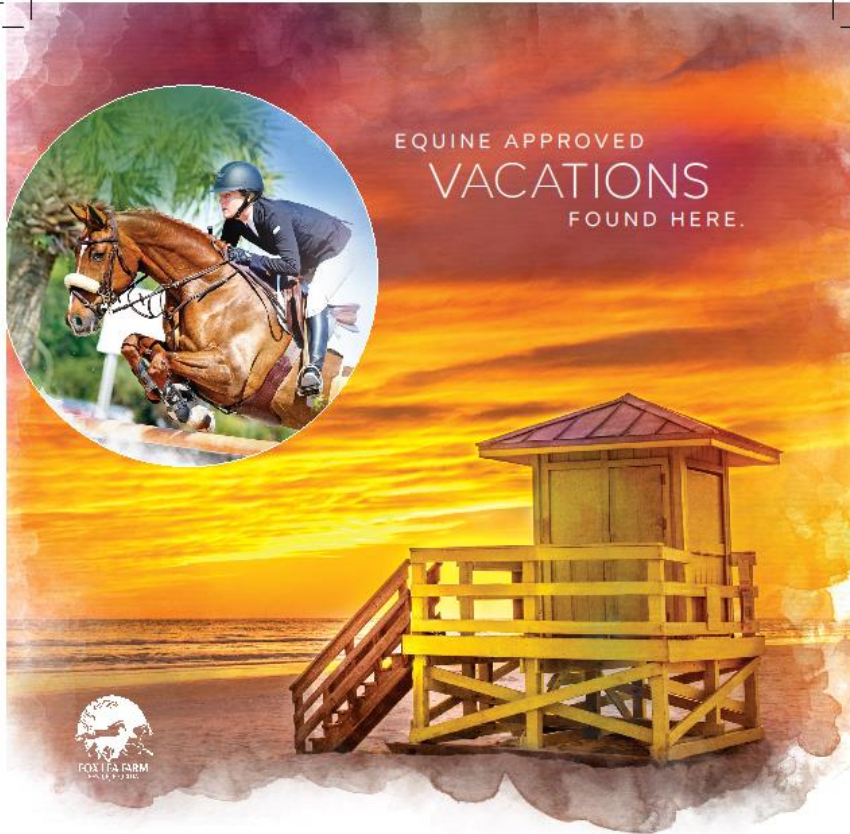
By-Pass Park hosted 4 Florida Half Century Softball Association events in FY16 generating \$1.5 million in economic impact and 793 room nights. More importantly these events promote physical activity to gentleman over the age of 50.



GameDay USA hosted their inaugural Girls' Fastpitch Junior All-American Games at By-Pass park generating 229 room nights at Venice hotels. They held their opening ceremonies at Brohard Park and used Sharky's for their catering. They were also able to engage multiple businesses in Venice to offer discounts to families that visited.



# Chronicle of the Horse



EQUINE APPROVED  
VACATIONS  
FOUND HERE.



Sarasota County is home to Fox Lea Farm, a nationally recognized horse show facility located in Venice, Florida. Hosting more than 40 competitions annually, Fox Lea Farm presents horse shows from Grass Roots to Grand Prix, including our NEW Venice Equestrian Tour Winter Circuit. The world class sporting venue attracts competitors from all over the world and is just minutes from some of the best beaches in the country.

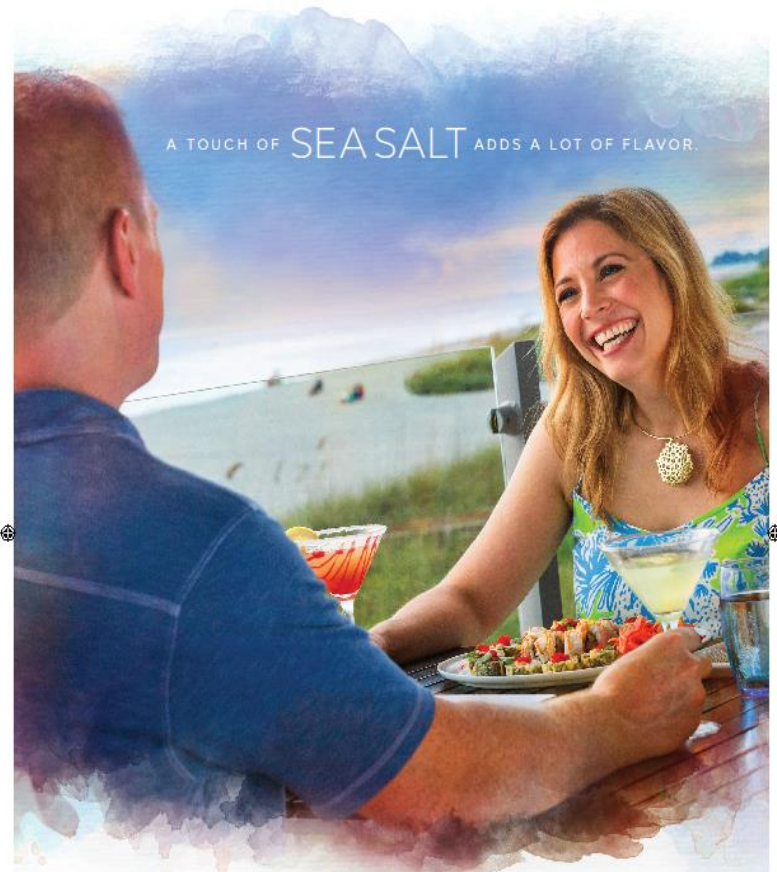
Go to [VisitSarasotaHorseShows.com](http://VisitSarasotaHorseShows.com) to check out the outstanding show schedule and find out why Sarasota and surrounding area is the best spot for a delightful equine adventure.

VISIT  
**Sarasota**  
beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

844-4-MY-SARASOTA

# Bon Appetit



A TOUCH OF SEA SALT ADDS A LOT OF FLAVOR.

VISIT  
**Sarasota**  
beaches and beyond

Venice Beach | Tables overlooking the Gulf of Mexico. Seaside towns and sidewalk cafés. And open decks where flip-flops become dancing shoes.

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

[VisitSarasota.com](http://VisitSarasota.com) | 844-4-MY-SARASOTA



# Small Market Meetings Ad



**GIVE THEM A  
PRESENTATION  
TO REMEMBER.**

**Hotel Venezia**  
Ideal location for your next small meeting. Over 6000 square feet of flexible meeting space. Resort Style setting, no resort fees. Full service restaurant and lounge.  
941-308-7700  
HotelVeneziaFL.com

**Westin Sarasota**  
The Westin Sarasota, opening in April 2017 is Sarasota's newest jewel overlooking the Bay With 26,000 square feet of beautiful and flexible meeting space, this is the perfect spot for your meeting or event.  
941-706-1607  
WestinSarasota.com

**Hyatt Regency Sarasota**  
Select a memorable waterfront setting for your event. Our expert planners help your guests experience the power of connection through refreshing culinary fare, technology-enabled collaboration & more.  
941-953-1234  
Sarasota.Regencyhyatt.com

**Zota Resort**  
Located on a breathtaking stretch of white sand beach in exclusive Longboat Key, you'll find the luxurious, new Zota Beach Resort opening in early 2017. Introductory meeting specials available.  
941-387-1605  
ZotaBeachResort.com

**The Resort at Longboat Key Club**  
Extraordinary meetings require an exceptional location. 223 luxury suites, 45 holes of golf, tennis, 8 on-site restaurants & lounges, spa, fitness center, marina, 12,000 sq. ft. of flexible meeting space.  
941-387-1605  
LongboatKeyClub.com

**Florida's Gulf Coast** | Sunsets on the Gulf of Mexico. Brilliant white-sand beaches. Evenings of theater, concerts and nights on the town. The only thing better—the inspiration they'll have for tomorrow's meeting. Contact us to find out about exclusive meeting incentives.



**VISIT  
Sarasota**  
beaches and beyond

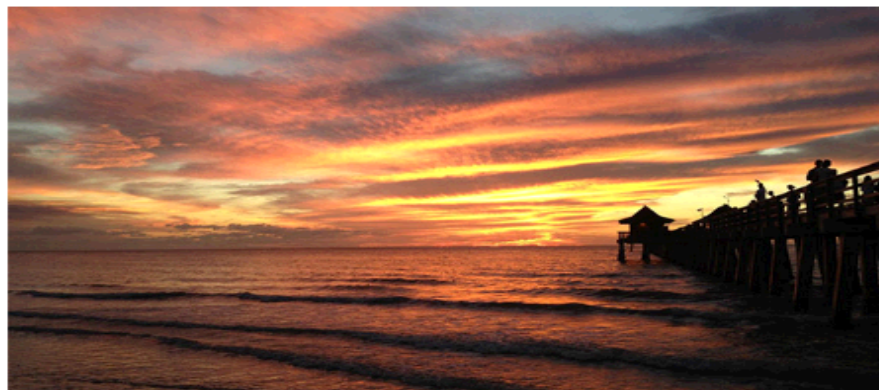
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SarasotaMeetings.com

# FALL SAVINGS: 23 AFFORDABLE DREAM DESTINATIONS FOR AUTUMN VACATION RENTALS

Posted On 03 Aug 2015

## NAPLES, FL - \$477 AVG WEEKLY RATE



Vacation Rental Score<sup>SM</sup>: 4.79/5.00

An urban chic oasis known for high-end shopping and sophisticated dining, Naples comes in as the number one most affordable US getaway for the fall. Don't let its luxury deter you, though. Families can enjoy marvelous beachside relaxation or outdoor adventure. Naples is a cultural mecca, too, with a bustling art scene and historic downtown area. Visit in autumn and you'll beat the winter price hikes – and crowds!

[CHECK OUT ALL NAPLES VACATION RENTALS!](#)

## PORT CHARLOTTE, FL - \$549 AVG WEEKLY RATE

Vacation Rental Score: 4.75/5.00

Port Charlotte is America's second most affordable fall getaway. This laid-back escape offers the best of recreation and leisure, with over 165 miles of waterways and seven world-class golf courses to boot. Spend gorgeous fall days jet-skiing, surfing and boating or hiking the pinewood trails of Tippecanoe Environmental Park.

[CHECK OUT ALL PORT CHARLOTTE RENTALS!](#)

## DAVENPORT, FL - \$571 AVG WEEKLY RATE

Vacation Rental Score: 4.62/5.00

The Disney-accessible Davenport is a popular home base for families wanting to soak in the magic of Orlando's theme parks. It seems there isn't a *bad* time to visit Davenport, as it also made our list of *affordable summer vacations*. Coming in as the third cheapest city for rental stays this fall, there's still a major benefit to waiting out the summer and heading South in September: you'll miss much of the crowds. That means shorter lines on the rollercoasters!

## VENICE, FL - \$578 AVG WEEKLY RATE



Vacation Rental Score: 4.60/5.00

Just as the name itself is borrowed from Italy, Venice boasts Italian-influenced architecture throughout its downtown streets. Fourteen miles of beaches offer pristine sands and unmatched water activities. Saving money on a Florida vacation has never been easier. An autumn stay in a Venice rental is perfect for families of all ages.

[CHECK OUT ALL VENICE VACATION RENTALS!](#)

## HOT SPRINGS VILLAGE, AR - \$663 AVG WEEKLY RATE

Vacation Rental Score: 4.20/5.00

Waiting for the *ideal* time to visit Arkansas? Start with the state's most affordable fall destination, Hot Springs Village. Arkansas is dubbed "The Natural State," and never is that more prevalent than during September and October. Radiant foliage paints the mountainsides with hues of gold, red and orange. Plus, the weather is great for outdoor recreation like hiking or mountain biking. Fall in the Hot Springs area also brings entertainment to your front door, with the annual *Documentary Film Festival* and multiple musical events like the *Jazz Fest* and *Blues & BBQ Festival*.

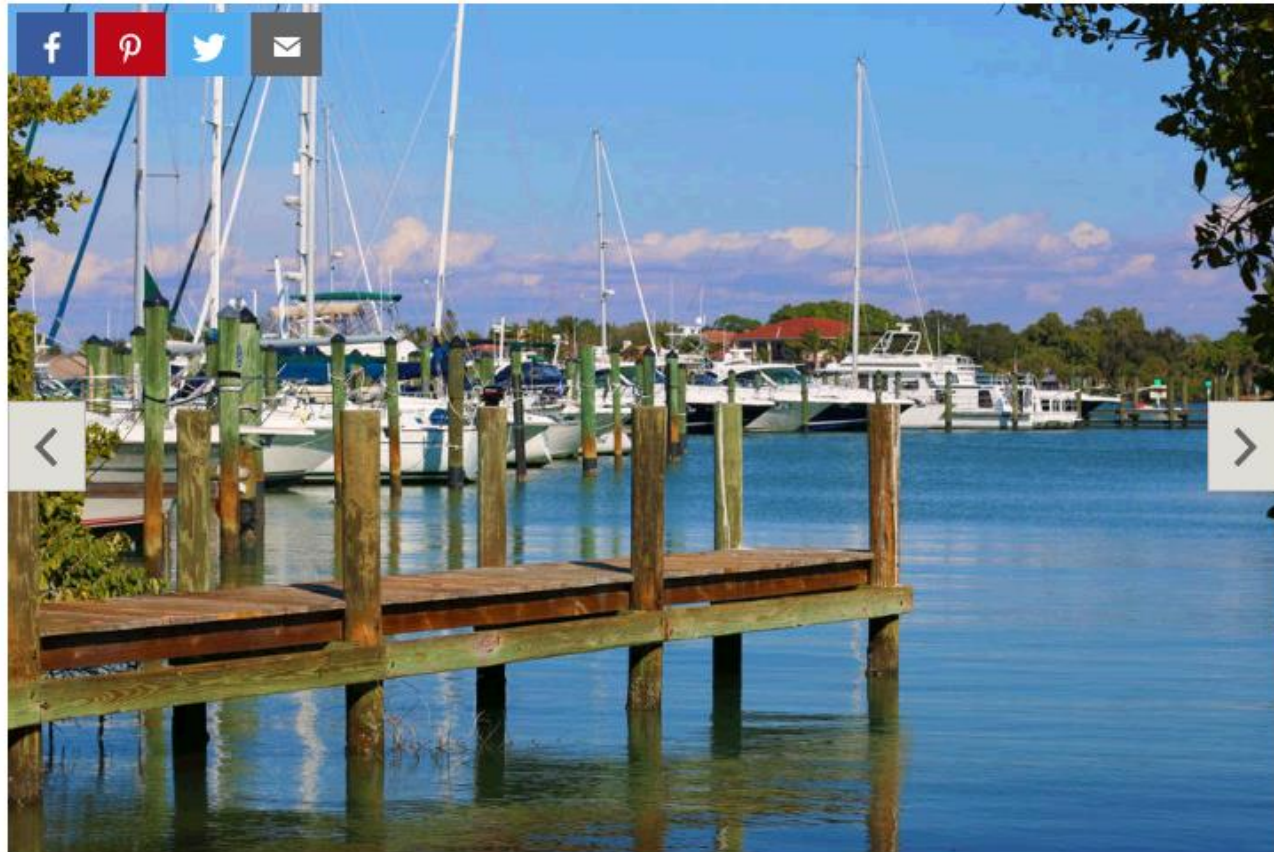
[CHECK OUT ALL HOT SPRINGS VILLAGE RENTALS!](#)



TRAVEL | BEST PLACES TO RETIRE

## Best Places to Retire

Whether you're about to retire or still dreaming, here's our list of some of the best places in the South to set your sights.



### Venice, Florida

7 / 15

In a city named for the canals that weave through it, you know two things: that water is central to life in the city, and that romance and culture are prized. Both a true in this gorgeous city; beach homes overlook the Gulf of Mexico, and beautiful beaches are always close at hand. A relaxed downtown boasts a healthy shopping district complete with walkable sidewalks lined with palm trees, and theaters and festivals provide entertainment throughout the year. Outdoor lovers will enjoy golf, tennis, and over 30 parks, and for anyone wishing for more, Sarasota, Tampa and St. Petersburg are all less than an hour away. Florida doesn't tax Social Security benefits, and seniors get a break on property taxes, too.



# Silver Travel Advisor

## Venice, Florida - Part 1



**David Graham**

davidwgraham@hotmail.co.uk

Professional journalist and Silver Travel Advisor



### Without the gondolas

Relaxing in Venice with a breakfast cappuccino, going on to eat great Italian food, sipping an excellent, refreshing summer wine, and taking a trip to the water without a gondola in sight.

For this is the 'other' Venice on Florida's glorious Gulf Coast, just south of [Sarasota](#) and deserving to get much more visitor attention than it does already.

Well known to locals for its quiet, laid-back charm, it's another up-and-coming 'arty' spot with something for everyone, with all the extra touches that make this part of the Sunshine State so appealing and user-friendly for all visitors who have been alive for three decades or more.

For a start, getting around is a lot easier and more civilised than you might expect, even after a short time driving on the 'wrong' side of the mostly dead-straight roads, although it's best to avoid rush hour traffic, as anywhere else in the world.

It pays to be careful, of course, but there are so many home-grown and visiting 'seniors' around that everyone seems happy to make allowances if you are sometimes unsure about lanes or if you take your time at junctions. And once you are out of the car and having a wander, there are virtually no taxing hills to trek up and down and every attraction, even well off the beaten track, invariably has the sort of free, accessible and always-clean restroom facilities. You would need a sat-nav and a prayer to find in Great Britain or Europe.

That's not to say that Venice and the area lives up to Florida's one-time cruel nickname of 'God's waiting room', with droves of the dodderly from all over the States packed into budget trailer parks. There are indeed a good few dedicated retirement communities around the whole area, but there's a healthy mix of all ages here. It's just that there's also much more awareness and consideration for those of us who aren't quite in the first flush of youth!



That means that you can get pretty well anywhere you want, and there is no shortage of places to go, starting in the historic, walking and cycle-friendly town of [Venice](#) itself, set on an island created by the Intracoastal Waterway, and full of boutique and specialist shops, galleries, cafés and restaurants and relaxing parks.

Tampa Avenue is the home of the original San Marco Hotel, built in 1926 and now the Venice Centre Mall, as well as the Venice Theatre, both overlooking the popular and pleasant meeting spot of Centennial Park, scene of a thriving 'Farmers Market and More' every Saturday and the striking Intergenerational Children's Fountain.



Next along on the town's handy guide map is the broad, dual-lane boulevard of W Venice Avenue, the verdant, gently-beating heart of the town, where the cafe culture is alive and well and there are enough of those special shops and stopping-off spots to satisfy all the cravings you might have for caffeine, calories or retail therapy, along with a generous helping of quaint charm. Generous helpings, too, at [Trattoria Da Mino](#), a small, unpretentious and unfussy little place with a basic cafe interior and a few sidewalk tables, which quietly tells the world that it provides rustic Italian cuisine. Rustic it may have been, but delicious it certainly was, with a tasty, simple caprese starter drizzled with olive oil and balsamic reduction followed by a superb, crisp pizza with a half-and-half topping to suit two of us, helped along with a couple of glasses of chilled, low-voltage Italian wine. This paved the way for a ridiculously-indulgent home-made tiramisu, and there was all the excuse you needed then to sit back and relax with a coffee and chat to Mino himself, as well as Sofia and Luigi, as they took the air and shared the laid-back ambience.



The pleasure doesn't stop there. For the next street in line, Miami Avenue, is a historic, almost-hidden gem of a street, with more of the same eclectic mix of businesses and shops, along with organic spas and the delightful Fountain Park near its junction with Ponce de Leon, another natural meeting spot where you can just sit and have a quiet contemplate.

From these Downtown hubs, take a stroll along Heritage Park to popular Venice Beach and adjoining stretches of pristine, white quartz sand (all 14 miles of it!) which is always cool and always a joy to walk on.

Turn right and you head towards Venice Inlet, with South Jetty-Higel Marine Park on the town side, and North Jetty Park over on the other side of the Intracoastal Waterway at the bottom of Casey Key, both great places for boat and people watching, as well as casting a line and having a chinwag with some of the Old Boys who've been fishing there for years and landing some great catches. The pelicans have a lot more success than I ever do, but it's always worth it to get some fresh air and to look out for playful dolphins and the occasional manatee cruising sedately along just under the surface.



Turn left to go south along Venice Beach, alongside the airport and Lake Venice Golf Club, and you reach the Venice Municipal Fishing Pier, built in 1966 and stretching out more than 700 ft into the Gulf of Mexico. This is another popular local hot spot, for as well as being able to fish from here without needing the usually compulsory licence. There's everything you might need for a full day out by the sea, from casual fishing or building sand castles to grabbing a beer and burger, and maybe sampling some rather more-dressed-up dining before watching an amazing sunset.

For a start, you can hire a rod and reel and get lots of valuable free advice from [Papa's Bait and Snack Shop](#) on the pier itself; others might want to buy all they can carry from the beach boutique; while everyone might eventually make a day of it with fun and food at [Sharky's On The Pier](#), and maybe change into something less casual before finishing off the night above Sharky's at their upstairs, and upmarket, Fins restaurant.

While on this side of town, you can also try out the mysterious 'Florida snow shovels', which have a long handle and a square metal sieve in place of a digging blade, a reminder that the other big shoreline sport, especially on nearby unspoilt Caspersen Beach, is fishing around in the sand for fossil shark teeth, with an almost certain guarantee of success.

So far, success guaranteed on our stay in Venice, but this was only the start, with much, much more in store in Part 2.

### More information

David Graham visited Venice on an extended trip to Florida, flying into [Tampa](#) with Virgin Atlantic and partner Delta, before spending time in the [Tampa Bay](#) area, including [Clearwater](#) and [St Petersburg](#), before heading south via [Bradenton](#) and [Sarasota](#), staying in various hotels, notably [Best Western Plus Siesta Key Gateway](#) and [Best Western Plus Ambassador Suites Venice](#).

# Silver Travel Advisor (cont)

## Venice, Florida - Part 2

Like 32 Tweet Pin it



**David Graham**  
davidwgraham@hotmail.co.uk  
Professional Journalist and Silver Travel Advisor



There's something rather special about being afloat in Venice, especially when there are just half a dozen friends on a powerful launch pottering out to visit a paradise island in perfect conditions.

Definitely a day for high-factor sunscreen as we eased along the flat calm of the Intracoastal waterway, because this particular **Venice** is on the Gulf Coast of Florida, a few miles south of bustling, beautiful Sarasota.

Before exploring by boat, we had already enjoyed the delightful Downtown area and headed south of town to Casperson Beach, where the Intracoastal, which loops round to make Venice an island, rejoins the Gulf of Mexico.

Looking back inland from here, there's easy access to the Venetian Waterways Park, a linear trail for walkers, cyclists, joggers and skaters that runs for miles along both sides of the Intracoastal.

There's another favourite access point to the trail and the water at Legacy Park, adjoining the Historic Venice Train Station and Caboose, which also marks the southern end of the Legacy Trail to Sarasota, following the route of the disused railroad track.

This is also a popular launching spot for boats, and it's where we met up with friends Steve and Lauren, along with their pals James and Jennifer, for a fishing and sightseeing trip which took us further south along the Gulf Coast.

Once away from Venice, we cruised in glorious sunshine alongside Manasota Key and took in some great views as we headed through Lemon Bay, and then edged up a quiet inlet with only inches of clearance under the keel, so that we could climb over the side to wade around and cast our lines close to the fringe of mangroves.

No fish, sadly, but we made up for that with lunch at **Stump Pass Marina**, with its distinctive yellow lighthouse, where we refuelled ourselves as well as the boat before sailing for Gasparilla Sound, taking a look at the exclusive community of Boca Grande and then steering for an even more exclusive retreat.



This turned out to be a special surprise, for skipper James' partner, Jennifer, shared with us her favourite secret spot, an uninhabited island where we ran the boat ashore and clambered out onto an untouched, snow-white beach, where the only sound came from seabirds and the gentle breakers.

Until, that is, a hidden bottle of bubbly was produced from the skipper's icebox as if by magic, and the cork was popped to toast our wedding anniversary, which was celebrated by walking along in the surf while pledging not to reveal the SatNav co-ordinates to anyone else!

When it was time to make our way back, we took to the Gulf rather than retracing the more sedate Intracoastal route and hammered up the 'outside' of the Keys with the wind and spray in our faces. We slowed down to cruise past Venice itself, then turned into Venice Inlet, between the North and South Jetty fishing spots, and took a left at Snake Island to tie up at **Pop's Sunset Grill**.

There's something a bit Hollywood about arriving at a restaurant by boat, but any temptation to do some showing off is tempered by the fact that you're being watched by an audience of diners, cocktail fans and sunset watchers who are just willing you to make a fool of yourself and fall in the water.

Mercifully, no red faces, except from the day's sun and spray, and we enjoyed a leisurely seafood meal before tootling back to Legacy Park to disembark as the sun dipped into the sea.



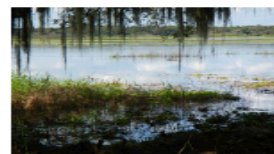
Amemorable day, indeed, but then holidays in this part of the world are measured in memorable days, and it's hard to bring to mind any significant times when you don't have a smile on your face.

There's often a look of astonishment as well, especially when faced with the size of helpings in most restaurants, never mind the ones with all-you-can-eat options.

One such was the **Gold Rush BBQ** off the main South Tamiami Trail, billed as 'an American legend' and certainly trying to live up to it, with what looked at first glance like platters full of half an animal per serving as they dished up racks of ribs!

All-you-can-eat in my case wasn't very much at all when compared with most of those around me, after I pleaded for an 'English senior' helping of a 'season-rubbed and hickory-smoked' quarter of a chicken, which even then came complete with two sides and a delicious 'gold nugget' omebread. Throw in an all-American root beer (and another sneaky combread!) and the bill for me was still less than \$12, while some nearby heaped platters being polished off by my companions didn't come to much more.

Quantity isn't the be-all and end-all, either, for the quality of the food, like in most other eating places around here, is top notch. It might not be fine dining in a posh sense, but most of the dining around here is still mighty fine!



It starts off with a traditional American breakfast, which certainly sets you up for the day, and the inclusive spread at the **Best Western Plus Ambassador Suites** was no exception. Not far out of Venice, this comfortable and useful base with a heated (!) pool and most other facilities you could want, is just off Interstate 75 and is really handy for both town and country. Loaded up with a help-yourself breakfast from a spread including DIY hot waffles and all manner of other goodies like cereals, muffins and fresh fruit, we were well placed to get to all the attractions of Venice and its surrounding area, including my chum Steve's ranch out in the wilds bordering **Myakka River State Park**.

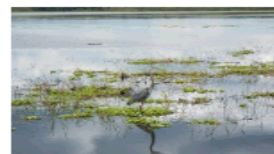
Steve is partner in a popular veterinary practice and his spread complements one of Florida's oldest and largest parks in being a haven for animals, including horses, deer and rare breed cattle as well as countless birds and other exotic varieties of local wildlife.

One in particular triggered a warning from Steve, who told us to watch out for nocturnal visitors trundling across the rural roads when we made our way back to our hotel, something a bit larger than the hedgehogs we find squished back in Britain. The four-legged hazards at large on the lanes were prehistoric-looking armadillos, endlessly fascinating and cute, but hit one when you're driving anything other than a huge back-country 4x4 and your car could be flipped over in a moment. Well worth keeping an eye open, though, if only to say you've seen one!

Not quite as welcome are some rather larger visitors to his garden pond which itself is the size of many, a municipal boating lake in the UK, because, as the adjoining park's brochure warns laconically, alligators are abundant in the area, which helps to explain the 6-inch-high electric fence on the lawns between Steve's pond and his kitchen.

Some do end up in the kitchen, or at least the massive porch BBQ, and they also figure on the menu at the park's **Pink Gator Cafe** (it's built on stilts to be alligator and flood-proof!) in a home-made stew.

No threat to the reptile population, as we saw goodness knows how many on an airboat ride on Upper Myakka Lake, where our guide told us there were about 1,000 lurking around the place. There are seemingly superfluous warnings not to approach, tease, frighten or feed them, but their presence didn't seem to deter several kayakers and anglers, with some guys in shorts even standing in the shallows to cast their bait. There was no inclination to follow them, especially after a park ranger shook his head and drawled that the foolhardy fishermen were quite likely to prove tempting bait themselves. Not surprisingly, swimming is banned in the reserve's two shallow lakes, but there's an awful lot more on offer in the 68 square miles of wetlands, prairies, oak-pine hammocks and pinelands, including a seven-mile scenic drive through the trees and along the lakeside on a paved road, many miles of dirt roads to explore and nearly 40 miles of hiking and biking trails to the remote interior.



You can take your own horse in there too, or get off the ground altogether and head for the treetops on a canopy walkway, and climb a 70ft tower for a great overview. There's also a decking birdwalk over the water at the north end of the lake to help you get nearer the alligators and local feathered inhabitants; and if you really want to hear the call of the wild at close quarters, you can head for any of the six self-styled primitive campsites or rent a log cabin dating back to when the park was founded in the 1930s.

What with trips on the world's two largest airboats and ground safaris by a tram made up of open carriages towed by a 4x4, the marvellous park is very accessible.

And like every other attraction in this part of the world, it's great for Silver Travellers, because other than alligators, it also boasts something else in abundance, accessible restrooms!





# Fam Itinerary



Visit Sarasota County & Bradenton Area CVB

Motorcoach Tour Operators FAM

Sunday, September 18 – Thursday, September 22, 2016

## Visit Sarasota Contact

Tricia Keelan, Leisure Group Sales Manager  
Office: 941.955.0991 x122 or Cell: 941.350.0894  
[tkeelan@VisitSarasota.org](mailto:tkeelan@VisitSarasota.org)

## Bradenton Area CVB Contact

Aimee Blenker, CMP; Destination Sales Manager  
Office: 941.729.9177 x 258 or Cell: 941.915.8209  
Email: [Aimee.Blenker@BACVB.com](mailto:Aimee.Blenker@BACVB.com)

## Attendee Contact Details:

Name: Carol Brown	Cell: 740.525.7095
Company: CL Tours	Email: <a href="mailto:cl.tours@hotmail.com">cl.tours@hotmail.com</a>
Name: Ronda Dotts	Cell: 303.703.7401
Company: Globus Family of Brands	Email: <a href="mailto:rdotts@globusfamily.com">rdotts@globusfamily.com</a>
Name: Michael Guidi	Cell: 607.256.7138
Company: Carrs Holidays	Email: <a href="mailto:mguidi@carrsholidays.com">mguidi@carrsholidays.com</a>
Name: Leigh Ann Arnholt	Cell: 419.775.6180
Company: Carson Travel	Email: <a href="mailto:larnholt@carsontrav.com">larnholt@carsontrav.com</a>
Name: Rebecca Avery	Cell: 740.253.1166
Company: Carson Travel	Email: <a href="mailto:beckya@carsontrav.com">beckya@carsontrav.com</a>

## Transportation Company during FAM in the Sarasota Area

Gulf Coast Destinations Phone: 941.927.3737  
Email: [Joe@gcdmc.com](mailto:Joe@gcdmc.com)

## ITINERARY

### Sunday, September 18, 2016

3:00 – 8:00PM Arrive to the Sarasota Area & check-in hotel

Call hotel (941.554.5800, option 0 takes you right to the Front Desk) for complimentary shuttle service to the hotel. They are about 3-5 minutes away from the airport. Complimentary shuttle service is also available within a 3 mile radius from SAM – 11PM.

### Monday, September 19, 2016

7:00AM Breakfast on your own and check-out of hotel.

8:00AM Meet Dana Scott, Hyatt Place Sales Director, in the Sunroom.

8:30AM Depart hotel for Warm Mineral Springs.

9:30AM

### Warm Mineral Springs

Website: <http://www.warmmineral.com>  
12200 San Servando Avenue, North Port, FL 34287  
Phone: 941.426.1692

Experience the healing waters of Warm Mineral Springs!



10:30AM Depart Warm Mineral Springs for Venice Theatre

11:15AM

### Venice Theatre

Web-site: <http://venicestage.com>  
140 Tampa Ave W. Venice, FL 34285  
941.488.1115

Enjoy a behind the scenes look at Venice Theatre!



12:10PM Depart Venice Theatre for Spanish Point

12:30PM - 1:30PM Lunch at Historic Spanish Point

1:30PM

Tour Historic Spanish Point to learn about Southwest Florida's history.

Web-site: <http://www.historicspanishpoint.org>  
337 N Tamiami Trail, Osprey, FL 34229  
Phone: 941.966.5214



3:30PM

Depart Historic Spanish Point for Tervis Tumbler Store

3:45PM

### Tervis Tumbler Store

Website: [www.tervis.com](http://www.tervis.com)  
928 S Tamiami Trail, Osprey, FL 34229  
Phone: 941.966.8614

Check out the home of the nationally recognized brand, Tervis Tumbler.



Departure for hotel - Open

Check in to hotel to freshen up for dinner.

6:00PM

Dinner at Sharkey's on the Pier

7:28PM

Sunset - Venice Beach - View the sunset on Venice Beach!

8:15PM

Return to Hotel





# Shopping



## Venice FL: Meandering along Miami Avenue

Don't miss this shop- and restaurant-filled stretch in downtown Venice

By Beth Luberski December 20, 2016

Like 43 Tweet 1 +1 0 Pin

In downtown Venice, Venice Avenue can sometimes get all of the attention. But just a block away, Miami Avenue also makes a great spot for strolling, shopping, sipping, and snacking. Start at the intersection of Miami and Nokomis Avenues, where a gurgling fountain in a pretty pocket park provides a soothing soundtrack for the beginning of your visit. Then head west to get shopping.

### Antiques & Vintage, Bath & Body, Quirk & Kitch

Love the thrill of the hunt? Several antiques and vintage shops call this stretch home. St. Mark's Divine Consign boasts a grandma's attic vibe, with merchandise ranging from floral couches and sets of china to brooches, beads, and other costume jewelry.

Richardson & Richardson trades in pieces with a bit more of a pedigree. Artwork-covered walls provide a backdrop for cases filled with pocket watches, cufflinks, cameos, and other adornments.

Whether you want to treat yourself or someone else, gift options abound on Miami Avenue. [SM Bath & Body](#) stocks its own line of all-natural, pure palm wax candles in scents like Blood Orange, Caribbean Rum, and Cherry Almond, along with essential oils, soaps, and other personal-care products.

At [Venice Trading Company](#), find an enticing selection of fair-trade and eco-friendly goods. Shelves hold intricate African baskets, jewelry from Central and South America, and sweet kids' items like knit finger puppets.

# Events

## Downtown Venice

Downtown Venice is absolutely aglow this time of year. Lights wrap the towering palm trees that line Venice Avenue, creating a cool effect that's totally Instagram-worthy. Additional lights hang from lampposts in the shape of poinsettias, gift boxes, and other holiday symbols.

In front of Venice City Hall sits an illuminated animal menagerie that includes everything from Florida wildlife (like an alligator, dolphin, and sea turtle) to more exotic creatures (like a camel, ape, and rhinoceros). After checking out that display, head to the nearby [Venice Arboretum at West Balcock Park](#). Many of the trees there (a lot of which were planted to honor deceased loved ones) have been strung with lights and other decorations for the season. It makes for a pleasant post-dinner walk and a pretty, no-cost way to end a holiday evening.



St. Ann's Holiday Light Photo by Eddie Marsh.

## Celebrating the Holidays in Sarasota: Winter Festivities in 2016

It's the season for cocoa and sand angels. Learn about the holiday activities post-Thanksgiving.

By Jessi Smith December 2, 2016

Like 249 Tweet 1 +1 0 Pin

Sleigh bells ring, are you listening? On the beach, the sun is glistening—in the Gulf waves, that is...

'Tis the season to sip hot cocoa and make 'sand angels' (in lieu of snow) in the powder-white sands of Siesta Beach and Lido Key. The holidays have arrived in sunny Sarasota County, and our balmy beachside towns are decking the streets with mistletoe and merriment.

Get the scoop on all the holiday parades and festivals, tree lightings, Santa sightings, Chanukah celebrations, and New Year's Eve bashes taking place throughout Sarasota County this winter season.

### Post-Thanksgiving: Events to Launch the Holiday Season

Consider Friday a day of rest to snooze off your Thanksgiving turkey coma—you'll want to be rested up for Saturday, Nov. 26, when downtown Venice and the Siesta Village kick off the yuletide season with festive parades.

The [Venice Holiday Parade](#) is a 40 year tradition in south Sarasota County and one of the largest events in downtown Venice, drawing over 3000 participants annually to light up the town. More than 120 local companies, churches, schools and organizations participate in the parade, which features live music and holiday decorations. Pizza, hot dogs, hamburgers and beverages will be available for purchase along the parade route by local high schools, nonprofits, booster clubs and Scouts. Pre-parade festivities begin at 5pm at the corner of Harbour Drive and West Venice Avenue. The parade takes place at 7pm.

# Arts & Culture



The Venice Theatre is the largest community theater per capita in the United States. Photo courtesy of Venice Theatre.

## Four attractions for art lovers in Venice

Sarasota County has long held a reputation for being an art lover's paradise, and the city of Venice has played no small part in that reputation. Here are four art attractions enthusiasts won't want to miss.

By Adrienne Andrade August 20, 2014

Tweet 1 +1 0 Pin

Along Florida's west coast, Sarasota County has long enjoyed the reputation for being an art lover's paradise. Only here you can follow a day at the venerable Ringling museums and gardens with a night at the Sarasota Opera.

However, there is more to the local art scene than within the city of Sarasota. As residents know, just south of Sarasota, in Venice lives a burgeoning art world. If you're in Sarasota County for a cultural experience, it is worth the short drive down to Venice to check it out.

### The Venice Symphony

Tickets for the [Venice Symphony's](#) fall season go on sale Sept. 1. You won't want to miss what's in store for the 2014-2015 season. This season features seven performances. Each show carries a different theme, from show tunes to classics to holiday music. Season ticket holders are sure to never get bored! Call 941-207-8822 for tickets or visit their [website](#).

### The Venice Theatre

The [Venice Theatre](#) is the largest community theater per capita in the United States. With two stages, it seems there's always something happening there. In the 2014-2015 season, theatergoers will enjoy a plethora of shows, including the Rocky Horror Picture Show, The Kingston Trio, The Miracle Worker, and The Full Monty.

The theater also offers acting lessons to children and adults. For more information, call 941-468-1115. You can view a full schedule of shows and purchase tickets [online](#).

### The Venice Arts Center

With one main gallery and four satellite galleries around [Venice](#), the [Arts Center](#) offers you various opportunities to experience the Venice art world.

The Pat Buster gallery, located in the Arts Center, changes exhibitions about every three weeks and features local and national artists. The satellite galleries show mostly local artists.

But the Venice Arts Center is much more than a gallery. It's a community. There are lessons for all ages, community events, and a café. You could take a lesson in the morning, have lunch in the café, and view an exhibition in the afternoon. For more information, visit their [website](#) or call 941-485-7136.





Brand Advertising

# Research, Testing and Delivery

1. September 14: Focus Group in NYC
2. September 17: Focus Group in Sarasota County (w/ industry and residents)
3. September 28: Focus Group in Chicago
4. October 14: Presentation & Focus Group with VSC Marketing Council
5. October 15: Presentation & Focus Group with VSC Board
6. October 28: Emotional Mapping Study Completed
7. November 10: Presentation & Focus Group with Sport Marketing Committee
8. November 16: Online consumer survey - Midwest and Northeast regions
9. December 8: Focus Group in DC
10. December 11: VSC Staff Focus Group
11. January 20: Presentation & Focus Group with VSC Marketing Council and Vendors
12. January 22: County Administrator Brand Presentation
13. April 4: International Focus Group in Toronto
14. April 20: Presentation & Focus Group with VSC Marketing Council and Vendors
15. April 27: Online Testing
16. May 19: Board of Directors Presentation
17. June 15: County Administrator Presentation for Naming Approval
18. September 27: Focus Group in NYC – Competitive testing and validation of branded assets



# Emotional Mapping

	Sarasota	Key West	Hilton Head Island	Palos Beach	Annis Island	St. Pete/Clearwater	Mixed Beach	Hopkins/Macco Island	St. Myer's/Seville Island	Tampa
1	Warm	Beautiful	Relaxing	Affluent	Away from the hustle & bustle	Warm	Crowded	Beautiful	Great beaches	Touristy
2	Relaxing	Surgeous currents	Beautiful	Beautiful	Warm	Water sports/activities	Nightlife	Great beaches	Outdoor activities	Crowded
3	Beautiful	Warm	Water sports/activities	Relax	Relaxing	Enough to keep me busy	Quietly	Relaxing	Relaxing	Hardly oriented
4	Great beaches	Touristy	Affluent	A place to see or be seen	Natural	Hardly oriented	Dance the night away	Surgeous currents	Beautiful	Quietly
5	Friendly	Another day to paradise	Upstate	Luxurious	Fleeting	Great beaches	Touristy	Calm	Warm	Outdoor activities
6	Wellbeing	Friendly	Comfortable	Upstate	Calm	Surgeous currents	Non stop action	Affluent	Surgeous currents	Enough to keep me busy
7	Surgeous currents	Historic	Great beaches	Stunning	Beautiful	Outdoor activities	Edgy	Outdoor activities	Calm	Nightlife
8	Comfortable	Relaxation	Calm	Nightlife	Transit	Beautiful	Easy	Another day to paradise	Water sports/activities	Non stop action
9	Relaxation	Wellbeing	Enough to keep me busy	Great beaches	Surgeous currents	Relaxing	Warm	Warm	Touristy	Warm
10	Hardly oriented	Relaxing	Outdoor activities	Warm	Water sports/activities	Comfortable	Local & obvious	Upstate	Beautiful	Dance the night away
11	Feel at ease	Unique	Hardly oriented	Enough to keep me busy	Great beaches	Friendly	Stunning	Luxurious	Another day to paradise	Water sports/activities
12	Outdoor activities	Enough to keep me busy	Warm	Relaxing	Comfortable	Happiness	Stunning	Unlabeled	Transit	Relaxation
13	Warmth	Old Florida	Luxurious	Warmth	Stuffy	Friendly	Enough to keep me busy	Beautiful	Unlabeled	Local & obvious
14	Happiness	Water sports/activities	Peaceful	Stuffy	Friendly	Relaxation	Warm	Unlabeled	Unlabeled	Theater & performing arts
15	Calm	Happiness	Unlabeled	Touristy	Outdoor activities	Feel at ease	Luxurious	Beautiful	Beautiful	Unlabeled
16	Relaxing	Outdoor activities	Beautiful	Sophisticated	Another day to paradise	Wellbeing	Outdoor activities	Relaxation	Relaxation	Unlabeled
17	Beautiful	Relaxing	Happiness	Calm	Peaceful	Positive	A place to see or be seen	Relaxation	Calm	Surgeous currents
18	Peaceful	Quietly	Another day to paradise	Crowded	Calm	Relaxing	Building culinary experiences	Touristy	Hardly oriented	Beautiful
19	Enough to keep me busy	A place to see or be seen	Relaxing	Outdoor activities	Relaxation	Warmth	Unlabeled	Sophisticated	Low key	Cultural
20	Another day to paradise	Vibrant	Touristy	Unlabeled	Unlabeled	Touristy	Water sports/activities	Transit	Unlabeled	Building culinary experiences
21	Water sports/activities	Nightlife	Transit	Unlabeled	Unlabeled	Another day to paradise	Relax	Water sports/activities	Comfortable	Positive
22	Peaceful	Relaxation	Calm	Dance the night away	Unlabeled	Unlabeled	Unlabeled	Relaxation	Relaxation	Great beaches
23	Unlabeled	"Old"	Warmth	Unlabeled	Wellbeing	Calm	Beautiful	Natural	Natural	Relaxing
24	Positive	Great beaches	Wellbeing	Water sports/activities	Warmth	Peaceful	Superficial	Comfortable	Feel at ease	Edgy
25	Calm	Unlabeled	Relaxing	Relaxing	Feel at ease	Relaxing	Young & beautiful	Low key	Away from the hustle & bustle	Vibrant
26	Community	Warmth	Unlabeled	Wellbeing	Low key	Calm	Relaxation	Feel at ease	Relaxing	Unlabeled
27	Feels like me	Relaxation	Relaxation	Old Florida	Happiness	Peaceful	Great beaches	Relaxing	Peaceful	Stunning
28	Unlabeled	Crowded	Sophisticated	Superficial	Relaxing	Relaxation	Relaxation	Wellbeing	Enough to keep me busy	Relaxing
29	Relaxation	Comfortable	Warm	Comfortable	Hardly oriented	Stunning	Surgeous currents	Happiness	Warmth	Unlabeled
30	Transit	Unlabeled	Peaceful	Unlabeled	Unlabeled	Feels like me	Affluent	Positive	Inspiring	Young & beautiful
31	Low key	Unlabeled	Positive	Unlabeled	Unlabeled	"Old"	Cultural	Natural	"Old"	Wellbeing
32	Cultural	Dance the night away	Natural	Cultural	"Old"	Historic	Warmth	Warmth	Old Florida	Happiness
33	Stunning	Unlabeled	Away from the hustle & bustle	Positive	Unlabeled	Natural	Sophisticated	Unlabeled	Historic	Community
34	Theater & performing arts	Feel at ease	A place to see or be seen	Another day to paradise	Enough to keep me busy	Crowded	Unlabeled	Unlabeled	Happiness	Superficial
35	Historic	Unlabeled	Relaxing	Building culinary experiences	Historic	Theater & performing arts	Another day to paradise	"Old"	Relax	Historic
36	Natural	Non stop action	Low key	Relaxation	Unlabeled	Pure	Happiness	Peaceful	Affluent	Comfortable
37	Building culinary experiences	Building culinary experiences	"Old"	Peaceful	Sophisticated	Low key	Relaxing	Unlabeled	Unlabeled	Old Florida
38	Unlabeled	Easy	Feel at ease	Edgy	Relax	Positive	Positive	Away from the hustle & bustle	Relax	A place to see or be seen
39	Away from the hustle & bustle	Positive	Surgeous currents	Unlabeled	Feels like me	Relax	Calm	Hardly oriented	Pure	Unlabeled
40	Relax	Cultural	Building culinary experiences	Friendly	Stunning	Stunning	Unlabeled	Cultural	Feels like me	Peaceful
41	Inspiring	Natural	Unlabeled	Non stop action	Stunning	Young & beautiful	Peaceful	Building culinary experiences	Wellbeing	Easy
42	"Old"	Low key	Crowded	Surgeous currents	Unlabeled	Community	Stuffy	Feels like me	Community	Relaxation
43	Unlabeled	Edgy	Stunning	Unlabeled	Unlabeled	Old Florida	Feels like me	Enough to keep me busy	A place to see or be seen	Affluent
44	Relaxation	Calm	Young & beautiful	Unlabeled	Relaxation	Cultural	Historic	Unlabeled	Unlabeled	Unlabeled
45	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
46	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
47	Old Florida	Transit	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
48	Affluent	Feels like me	Vibrant	Local & obvious	Old Florida	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
49	Unlabeled	Unlabeled	Historic	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
50	Sophisticated	Beautiful	Relax	Calm	Touristy	Sophisticated	Historic	Stunning	Unlabeled	Unlabeled
51	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
52	Pure	Away from the hustle & bustle	Unlabeled	Historic	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
53	Touristy	Young & beautiful	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
54	Unlabeled	Local & obvious	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
55	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
56	A place to see or be seen	Calm	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
57	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
58	Young & beautiful	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
59	Crowded	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
60	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
61	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
62	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
63	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
64	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
65	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
66	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
67	Dance the night away	Sophisticated	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
68	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled
69	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled	Unlabeled

Tested 72 attributes

Compared 9 competitive destinations

# Emotional Mapping

	Warm	Relaxing	Beautiful	Friendly / Welcoming	Comfortable	Enjoyment	Feel at Ease	Warmth	Satisfying	Restful
<b>Sarasota</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Key West	3	10	1	6	29	8	34	26	17	50
Hilton Head	12	1	2	25	6	27	38	23	19	16
Palm Beach	10	12	2	40	29	36	64	13	25	58
Amelia Island	2	3	7	14	12	19	25	24	28	13
St. Pete/Clearwater	1	9	8	11	10	14	15	19	18	25
Miami Beach	9	38	23	48	45	26	55	32	40	61
Naples/Marco Island	9	3	1	15	24	17	26	31	27	14
Ft. Myers/Sanibel	5	3	4	48	21	16	24	29	26	10
Tampa	9	23	18	63	36	12	45	29	28	62

Refined the list of 72 attributes into a list of 10 value-based words



# Tested Positions

- Sides of Sarasota
- Sarasota Now
- Performances Daily

## Tested “Sides of Sarasota”

- The “Ahhhhh” Side
- The “Wandering” Side
- The “Mmmm” Side
- The “Expressive” Side





# Brand Objectives

- Connect visitors to Sarasota County on an emotional level
- Promote regional ownership of Sarasota County attributes
- Promote Sarasota County as a collection of experiences
- Integrate Sarasota County's arts culture as more approachable



## **Brand Benefit**

On the beach or exploring the vast collection of Sarasota County experiences visitors are more relaxed taking each day as it comes free from expectations or sense of having to fit in.



# **Brand Positioning Statement**

Sarasota County puts visitors at-ease so they can be themselves.



# Competitive Landscape in Florida



# Competitive Landscape in Florida





Thank You