

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**



## Global Tourism Matters to Sarasota County



INTERNATIONAL VISITOR TO SARASOTA COUNTY

\$1,109

SARASOTA COUNTY

## 24,300 jobs

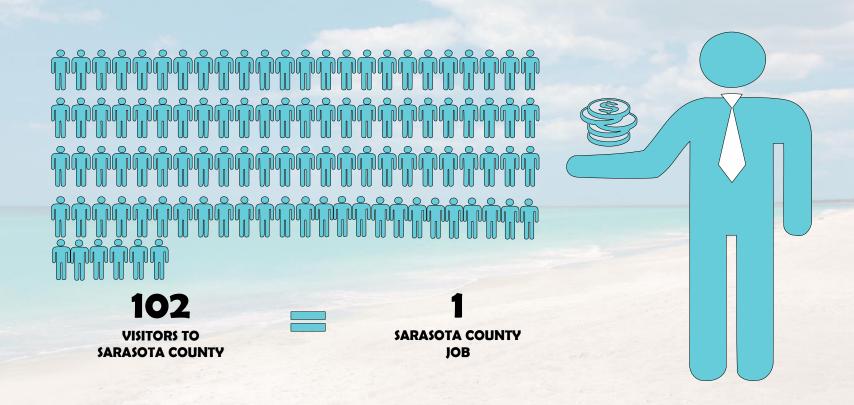




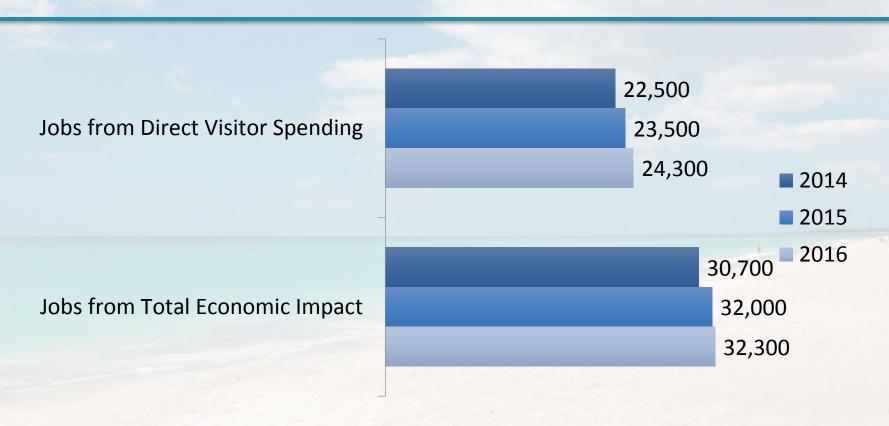


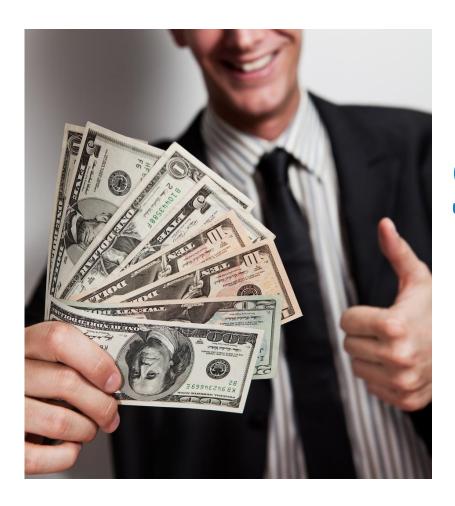
\$652,041,900 in wages

## **Jobs in Sarasota County**



## **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**

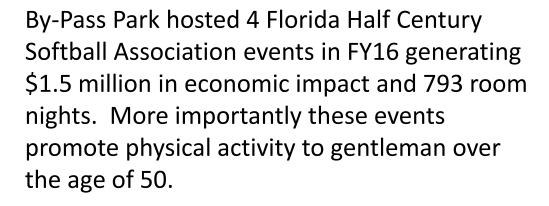
Fox Lea Farms generated \$16.3 million in Economic Impact for FY16 which ranked them 4th among facilities we sponsored events at and 2nd in Sarasota County behind Lido Beach. They also generated 9,956 room nights ranking them 5th overall and 3rd in Sarasota County.





## Sports Tourism (Cont)

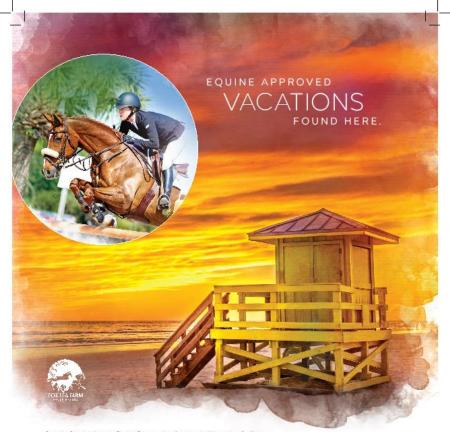






GameDay USA hosted their inaugural Girls'
Fastpitch Junior All-American Games at By-Pass park generating 229 room nights at Venice hotels. They held their opening ceremonies at Brohard Park and used Sharky's for their catering. They were also able to engage multiple businesses in Venice to offer discounts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

### Chronicle of the Horse



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 Tow 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 to check out the outstanding show schedule and find out why Sarasota and surrounding area is the best spot for a delightful equine adventure.



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844-4-MY-SARASOTA

## **Bon Appetit**



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

Sarasota

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VisitSarasota.com | 844-4-MY-SARASOTA





## Small Market Meetings Ad



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

Posted On 03 Aug 2015

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



Vacation Rental Score\*\*\* 4 79/5 III

An urban chic basis 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 bod 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

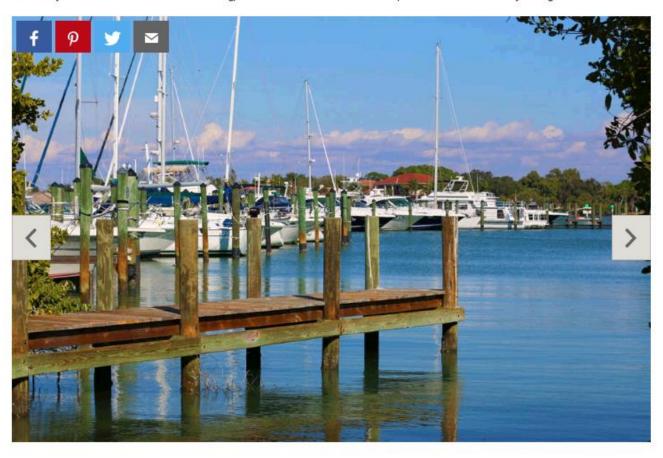
Waiting for the *ideal* time to visit Arkansas? Start with the state's most affordable fall destination. Hot Springs Village. Arkansas is dubbed "The Natural State," and never is that more prevalent than during September and October. Radiant foliage paints the mountainsides with hues of gold, red and 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 *Documentory Film Festival* and multiple musical events like the *Jozz Fest* and *Blues & BBQ Festival*.

#### **CHECK OUT ALL HOT SPRINGS VILLAGE RENTALS!**

#### Best Places to Retire

Southern Living

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-andcoming '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-nay 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-includent 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 a 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.

Venice, Florida - Part 2

## Silver Travel Advisor (cont)

#### Venice, Florida - Part 2

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



There's something rather special about being affoat 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

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

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.





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' combread. 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



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

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 noctumal 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 58 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,



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

#### **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

#### **Attendee Contact Details:**

Name: Carol Brown Company: CL Tours

Cell: 740.525.7095 Email: cl.tours@hotmail.com

Name: Ronda Dotts

Cell: 303.703.7401

Company: Globus Family of Brands

Email: rdotts@globusfamily.com

Name: Michael Guidi

Cell: 607.256.7138

Company: Carrs Holidays

Email: mguidi@carrsholidays.com

Name: Leigh Ann Arnholt

Cell: 419.775.6180

Company: Carson Travel

Email: larnholt@carsontrav.com

Name: Rebecca Avery Cell: 740.253.1166

Company: Carson Travel

Email: beckya@carsontrav.com

#### Transportation Company during FAM in the Sarasota Area

**Gulf Coast Destinations** Email: Joe@gcdmc.com Phone: 941.927.3737

**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 5AM - 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

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

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





### Venice FL: Meandering along Miami Avenue

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

By Beth Luberecki December 20, 2016









Like 43 YTWEEL GH 0 en 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 Awenues, 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 broaches, 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

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 Amond, 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 shaped of poinsettias, gift boxes, and other holiday symbols.

In front of Venice City Hall sits an illuminated animal menagerie that includes everything from Rorida wildlife (like an alligator, dolphin, and sea turtle) to more exotic creatures (like a carnel, ape, and rhinoceros). After checking out that display, head to the nearby Venice Arboretum at West Blalock 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.



S.t. Armania's Hollaby Light Photo by Eable Kirsch.

#### 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



m <









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 powderwhite 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

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

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



### 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 enthusiast's

By Adrienne Andreae August 20, 2014







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

However, there is more to the local art scene than within the city of Sarasota. As residents However, there is more to the local art scene than within the city of parasota. 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 <u>Venice Symphony's</u> 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 thanks to charge to charge to the state of the season of the season state. in sure for the 20 19-20 to Season. This season reduces sever performances, each show correst a different theme, from show tunes to classics to holiday music. Season ticket holders are sure a unrecent metric, numberouw tables to Gosses to Homoly Husic, seasons to never get bored! Call 941-207-8822 for tickets or visit their website.

#### The Venice Theatre

The <u>Venice Theatre</u> is the largest community theater per capita in the United States. With two the value freque to the largest commany predict per copies in the context states, in seems there is always something happening there. In the 2014-2015 season, stages, it seems under a anways surface may nappeding under, at the 20 14-20 13 second, theatergoers will enjoy a plethora of shows, including the Rocky Horror Picture Show, The

The theater also offers acting Jessons to children and adults. For more information, call 941-488-The invester also oriers acting isosoris to criminal and addition for investment and addition for investment and purchase tickets online.

#### The Venice Arts Center

With one main gallery and four satellite galleries around Venice, the Arts Center offers you

The Pat Buster gallery, located in the Arts Center, changes exhibitions about every three weeks The Par Busser gallery, located in the Arts Cellier, Changes exhaustons about every use 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 out the weare was center to much more than a gatery. It's a community, there are tessons to all ages, community events, and a cafe. You could take a lesson in the morning, have lunch in an agas, community events, and a care, nou count take a resourning the morning, have runch in the cafe, and view an exhibition in the afternoon. For more information, visit their website or call





### 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**

	Serentia	Ray Work	Hilton Head Island	Pein Beach	America takend	St. Pete/Georgian	Misri teach	Haping/Marco Island	Pt. Myery/tenthel bland	Tempe
1	Werm	Resultful	Relating	Affluent	Away from the hostle & bostle	Warm	Crowded	Beautiful	Great leaches	Tourlely
2	Relating	Gorgeous sumerts	Besutful	Besutful	Werm	Water sports/activities	Myhdife	Great breakes	Outdoor authorities	Oranded
3	Beautiful	Werm	Water sports/activities	Kluy	Relating	Snough to keep me busy	Uvely	Relating	Relating	Fereily oriented
4	Great beaches	Tourkly	Affuert	A place to see or be seen	Netural	Family oriented	Cance the right away	Corgeous sursets	Resultful	Dowly
5	Friendly	Another day in paradise	Upocele	Lanatous	Pleasing	Breat bearing	Tourhly	Clean	Warm	Outdoor activities
	Webording	Friendly	Constartable	Upscale	Calin	Surgeous sursets	Non-stop action	Affloris	Corgeous sursets	Enough to keep me busy
7	Gorgeous sunsels	Hateria	Great beaches	(Namorous	Beeuthi	Outdoor activities	Higy	Outdoor extivities	Calin	Nightlife
	Comfortable	Enjoyment	Clean	Nghtife	Tranquil	Resultful	Sany	Another day to paradise	Water sports/activities	Non stop action
	Enjoyment.	Welcoming	Enough to keep me busy	Steet beaches	Gorgeous sursets	Relating	Warm	Warre	Tourlely	Warre
10	Femilyorlented	Relating	Outdoor activities	Werm	Water sports/activities	Comfortable	Loud & obnodous	Upsale	Restful	Dance the right every
11	Feel at more	Unique	Ferrify oriented	Enough to keep me busy	Great beather	Friendly	Energiani	Lucations	Another day in paradise	Water sports/activities
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25	Die	fregled	Friendy	Settlying	Feel at seas	Restrict	Young & beautiful	Lowing	Away from the hoste & bustle	Vicent
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27	Feels like one	- Feets	Entownent	Old Humb	Happiness	Pescelul	Great leader	Satisfying	Pleasing	(Samorous
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34	Theater & performing arts	feel at one	A place to see or be seen	Another day is paradise	Enough to keep me busy	Crowded	Linique	Refred	Happiness	Spetial
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36	Netural	Non-stop willon	Low key	Enjoyment	Genuine	Pure	Happiness	Finning	Afficient	Comfortable
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41	Imageling	National	Inspiring	Non stop action	Shoere	Young & beautiful	Pleasing	Softing cultury experiences	Welcoming	Swy
42	"OMP"	Lowing	Crowded	Gorgeous sunsets	Uposele	Community	Stuffy	Feels like me	Community	Suspe
43	Foodled delight	Migy	Siamorous	Suspe	Unpretentious	Old Hurlds	Feels like me	Snough to keep me busy	A place to see or be seen	Upsale
44	Refined	Clean	Young & beautiful	Serry	Refined	Culturel	Websering	Klatorio	Genuine	Afflows
45	Wires	Inspiring	Lively	"CMP	Pare	Foodler' delight	Comforable	Stuffy	facility cultury experiences	Feel of more
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58 54 55 56 57	Pure Tourhily Dively Sneighed A place to see or be seen Lawritone	Assey from the house & boarte fromg & beautiful Local & observation Local & observation Calve Pure	Qualité Brangland Unique Pauls lite rue Roodes' delight Pare	Historia Limetral Unique Genutine Peaceful Family oriented	Boots Afficient Ending cultury experiences Vibrant Kitay Userly	A place to see or be seen Recipied Unique Refined Afficent Usely	Implifing Community Child Printle Peol of ease Radiol Operative	Not enough to do A place to see or be seen Fundles' delphs Tope filed Young & beautiful Pure	Rando Cromided Unpreterritoria Rafford Unity Noticeg to dis	Peaceful United United United United United Peaceful Peaceful Another day in paradise
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Tested **72** attributes

Compared **9** competitive destinations

### **Emotional Mapping**

	Warm	Relaxing	Beautiful	Friendly / Welcoming	Comfortable	Enjoyment	Feel at Ease	Warmth	Satisfying	Restful
Sarasota	1	2	3	4	5	6	7	8	9	10
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"**

- o 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**

























CASEY KEY | MANASOTA KEY | ENGLEWOOD | NORTH PORT



















#### **Competitive Landscape in Florida**











































## Thank You

