



ANNUAL REPORT



CEO'S MESSAGE



I am so happy to say-Venice is back! It feels great to be in historic downtown and see familiar faces and friends again taking part in our classic events and activities. But the truth is, Venice really never went away. Instead, thanks to our incredible volunteers, stores, restaurants, community leaders, and friends, Venice became an even more vibrant place, inviting you back safely to our wonderful City.

In 2021, you may have noticed some large and small additions of animals, creatures and mythical friends throughout the district. Venice Art Center has adorned our streets with

FantaSea Venice mermaids and seahorses artistically painted and designed by local artists and will remain with us until 2023. Venice MainStreet welcomed Fairies who have come to Venice and announced it their new Kingdom of Venezia. Children are invited to search downtown for the fairy doors and entrances to the Kingdom. We have much to look forward to in 2022 and hope to see you downtown enjoying these family activities, events, and the wonderful shopping and dining experiences only found in Venice.

- Kara Morgan, CEO Venice MainStreet

MISSION

Venice MainStreet, Inc. is a 501(c)(3) nonprofit organization committed to preserving and enhancing the character, beauty, and economic vitality of historic downtown Venice.

Vision: Through advocacy, partnerships, and volunteerism, we keep the balance between economic vitality, beautification, and historic preservation of our historic downtown.

STAFF

Kara Morgan, Chief Executive Officer

Michelle Harm, Community Engagement Coordinator

Nick Sperry, Events Coordinator (Jan-Mar); Gilly Francis, Events Coordinator (Nov-Dec)

PRESIDENT

Sandra Di Pentima, Fifth Third Bank

SECRETARY

Patrick Carney, Navamaze

TREASURER

Tracy Silver, Venice Wine & Coffee Co.

DIRECTORS

Andrew Britton, Britton Law Group

Ronnie Fernandez, Venice Florida Tours

Nick Flerlage, NextHome Suncoast

Jeannie Gomes, Hotel Venezia

James Haas, Twist Boutique & SunBug

Cindy Lodge, Community Volunteer

Helen Moore, Michael Saunders & Co.

Rod Nafziger, Community Volunteer

Bill Willson, Community Volunteer



2021 BOARD OF DIRECTORS

OUR FOCUS



A TARGETED APPROACH

Advocacy- Ensuring downtown is a priority

Marketing- Putting downtown on the map

Real Estate- Promoting available commercial spaces in district

Business- Empowering small businesses and entrepreneurs

Communications- Delivering district news and updates

Placemaking- Creating a sensory experience of downtown

Partnerships- Establishing critical stakeholder relationships

Events- Hosting signature events and collaborating with other nonprofits

ECONOMIC VITALITY COMMITTEE

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

MARKETING COMMITTEE

Positions the downtown commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

DESIGN COMMITTEE

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

ORGANIZATION COMMITTEE

Involves creating a strong foundation for maintaining a sustainably revitalized district, including cultivating partnerships, community involvement, and resources for downtown.

ALLEYWAY SUBCOMMITTEE

Collaborates with the City of Venice to improve the infrastructure, cleanliness, and beautification of the alleyways within the historic district.

PARTNERSHIP SUBCOMMITTEE

Recruits partners, creates community involvement and a positive image of Venice MainStreet through outreach.

OUR 31 EVENTS

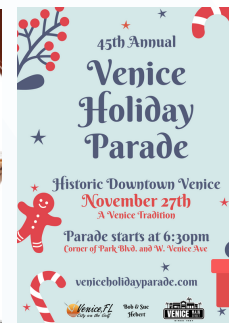
18 Venice MainStreet Friday Night Gazebo Concerts

- January 8- North Jetty Allstars
- January 22- Patchouli
- February 12- Joshua Reilly Trio
- February 26- Swinging Bridge
- March 12- Brown Campbell Blues Band
- March 26- Patchouli
- April 23- Wendy Barmore Duo
- May 14- Dean Johanesen
- May 28- Larry & Jeannie
- June 11- North Jetty Allstars
- July 9- Clover's Revenge
- July 23- Indiglow
- September 24- Joseph Lawhorne
- October 8- Nick & Donny
- October 22- Assisted Living Band
- November 12- Patchouli
- November 26- Johnny Rawls
- December 10- Joe Mullan Entertainment

Note: Four concerts were canceled due to bad weather or permit restrictions by the City of Venice.

13 Venice MainStreet Downtown Events

- Downtown Sweetheart Stroll, February 11
- St. Patrick's Day Downtown, March 17
- Eggstravaganza, April 3
- Spring Sidewalk Sale, May 21-22
- 28th Annual Downtown Venice Craft Festival in partnership with Howard Alan Events, June 19-20
- Christmas in July, July 16-17
- 12th Annual Venice Art Classic in partnership with Howard Alan Events, September 4-5
- Halloween Costume Strut, October 30
- 33rd Annual Downtown Venice Art Festival in partnership with Howard Alan Events, Nov. 6-7
- Chocolate Walk, November 11
- Venice Holiday Parade in partnership with City of Venice and Bob & Sue Hebert, November 27
- Artists Sunday, November 28
- Christmas Walk, December 2



80,000+

Estimated 2021 downtown attendance at Venice MainStreet events

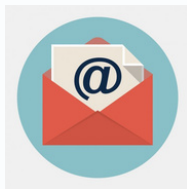
SOCIAL MEDIA & MARKETING REACH



3,971,518 people found
Historic Downtown
Venice, FL on Google
search page



20,082 followers



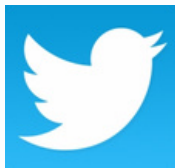
11,823 e-newsletter subscribers



127,000+ users on
VisitVeniceFL.org



3,576 followers

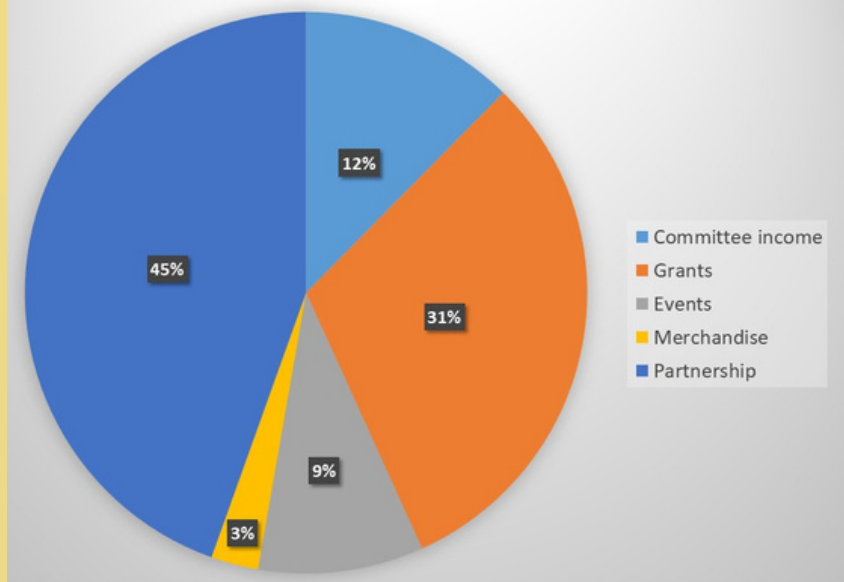


1,740 followers

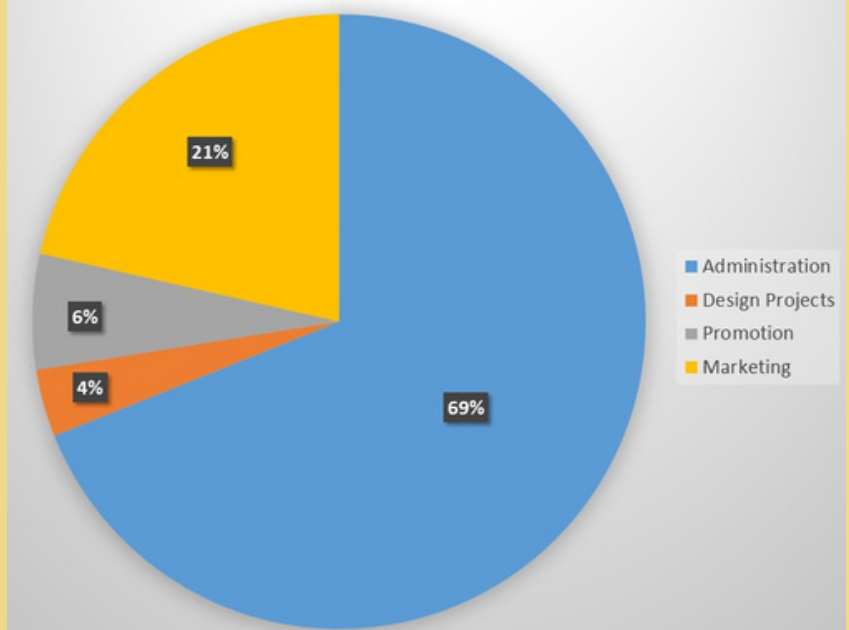


FINANCIALS

2021 Income= \$181,005



2021 Expenses= \$181,005



WHAT ELSE DID WE DO IN 2021?

We persevered through the continued COVID-19 challenges, despite reduced staff and the financial impact of less fundraising events for our organization. We still accomplished a great deal for our organization and the downtown district, beyond our 31 events, and we stayed on budget.

MARKETING ACTIVITIES

- Created printed advertisement campaign "Venice: Explore for a Day, a Weekend, a Lifetime."
- Created two new downtown Venice promotional 30 second videos to host on our website.
- Highlighted downtown Venice and 8 Business Partners in two ABC7 Suncoast View television segments airing on March 3, 2021 and November 11, 2021.
- Created and distributed surveys to gather public feedback on our events. Results were tabulated to determine marketing effectiveness and opportunities for improvement.
- Published 52 e-newsletters sharing information on hundreds of events and partner announcements. From January to December, subscribers increased from 11,241 to 11,823 (+582); open rate increased from 38% to 52% (14% increase).
- Posted 78 news blogs on VisitVeniceFL.org announcing new partners, events, downtown news and other Venice MainStreet activities.
- Posted 1,890 community events on VisitVeniceFL.org 2021 monthly calendar.
- Created content for 12 full pages in the Venice Gondolier and Sun Weekly highlighting the downtown district, events and partners (published bi-monthly).
- Created 44-page printed Venice MainStreet Directory and distributed 15,000 copies.
- Continued funding Venice mural at Sarasota-Bradenton International Airport and coordinated advertising in the baggage claim area for participating partners.
- Managed event promotions on downtown LED gateway arch sign.
- Coordinated Downtown Ambassadors volunteer program with 30+ volunteers and Centennial Park Information Kiosk event postings and printed materials.
- Created content on our social media platforms and purchased Facebook ads for our downtown events.

ECONOMIC VITALITY PROJECTS

- Completed Advancing Mission Thrivability, a strategic consulting opportunity made possible by The Patterson Foundation in partnership with No Margin, No Mission – a national consulting firm and social enterprise. We identified ways to make our organization stronger by focusing our efforts on projects that fulfill our mission while having a sustainable financial rate of return. As a result, we are currently assessing the development of an e-commerce platform.
- Selected for Margin Mission Ignition 2021-2022 program, a second opportunity made possible by The Patterson Foundation. We are identifying earned income opportunities to ensure Venice MainStreet can continue to thrive during difficult economic times.

DOWNTOWN DESIGN ACTIVITIES

- Created downtown Shark Spotting web page, Facebook page and walking loop map in partnership with Gulf Coast Community Foundation. Marketing for the project will be launched in 2022.
- Highlighted additional fairy houses added downtown; updated VenceFairies.com website.
- Held call to artists and judged 2021 Venice Art Festival poster contest. Mary Erickson's "Venice Path" painting was selected.
- Funded additional downtown holiday lighting for \$6,400 (Miami Avenue West and Centennial Park).
- Held downtown holiday window decorating contest and awarded 12 winners.

ORGANIZATIONAL OUTREACH & ACHIEVEMENTS

- Promoted VMS and downtown district through outreach speaking engagements to American Association of University Women, Lion's Club of Venice, Venice Area Women's College Club, Innovative Networking, and many more.
- Met the rigorous standards to maintain our accreditation status in 2021 with Florida Main Street and Main Street America.

PARTNERSHIP PROGRAM IMPROVEMENTS

- Created new Business/Nonprofit Partner renewal forms and enhanced thank you letters to more effectively communicate marketing benefits. Developed "Marketing Menu" for launch to partners in 2022.

FUNDRAISING MERCHANDISE

- Designed tote bag with Heather McCullough's 2020 winning poster image as a fundraiser.
- Created new 2021 Downtown Venice Art Festival poster featuring Mary Erickson painting.
- Continued sales of engraved commemorative bricks, vintage art festival posters and t-shirts.





2021 33rd Annual Downtown Venice Art Festival poster contest winner Mary Erickson



Several new fairy doors were installed in downtown Venice in partnership with The Venice Company



Developed walking loop for Shark Spotting project in partnership with Gulf Coast Community Foundation



Funded \$6,400 in additional holiday lights for Miami Avenue West and Centennial Park



Produced 44-page Downtown Directory



Held holiday window decorating contest and awarded 12 winners



Made two Suncoast View appearances on ABC7 in March and November 2021



Continued annual funding of "Venice Is" mural at Sarasota-Bradenton International Airport

A FEW 2021 HIGHLIGHTS



Ad campaign: Explore for a Day, a Weekend, or a Lifetime

2021 DISTRICT DESIGN AWARD WINNERS



Mobil Gas Station

New Construction in District
116 North Tamiami Trail



Seed & Bean Market

Facade Improvement
116 West Venice Avenue



Venice Area Beautification, Inc.

Public Art Project- West Venice Avenue
Post Office mural



Venice Area Beautification, Inc.

Landscaping Improvement- Miami Avenue
West plants and pots

Certificates of Appreciation

City of Venice- Calle de las Tiendas alleyway paving project

Troll Music, 628 East Venice Avenue- Exterior improvements

Venice Locale, 121 Miami Avenue West- Exterior improvements



OUR 2021 VOLUNTEER TEAM

COMMITTEE VOLUNTEERS

DESIGN

Patrick Carney, Chair

Sandra Di Pentima

Jean Trammell

Sonja Jordan-Mowery

Bill Willson

ECONOMIC VITALITY

Ronnie Fernandez, Chair

Sandra Di Pentima

Rod Nafziger

Jean Trammell

Tom Voigt

MARKETING

Jeannie Gomes, Chair

Sandra Di Pentima

Nick Flerlage

James Haas

Cindy Lodge

Michael Santaspir

Jean Trammell

Tom Voigt

PARTNERSHIP

Andy Britton

Sandra Di Pentima

Helen Moore

Dawn Perreault

Graphic Design

Michael Santaspir

Survey Development

Cindy Lodge



Volunteer Strut, November 15, 2021

DOWNTOWN AMBASSADORS

**A special thanks to our
Volunteer Coordinators:**

Joe & Pat Colonnese
Syd & Margo Emmons

Jo Ann Byrne
Pat Colonnese
Joe Colonnese
Tobe Cookingham
Mickey Eberhart
Margo Emmons
Syd Emmons

Barbara Feltquate
Harvey Feltquate
Arlene Ferrick
Lorraine Finizio
Joan Gardner
Hank Gesek
Jo Gruenwald
Bill Harris
Trish Harris
Nathan Hubert
Jim Ingham
Larry Ivey
Tracy Ivey
Brenda Jaacks
Linda Nelson
Amby Nolan
Nancy Parzych
Joyce Puglio
Sheila Reardon
Jerry Rehert
Carol Sbabo
Melinda Schell
Verna Silk
Gail Thompson
Harry Thompson
Mary Vlismas
Paul Weldon
Dee Wright



Christmas Walk, December 2, 2021

THANK YOU TO OUR SPONSORS

PLATINUM



GOLD



FIFTH THIRD BANK

SILVER



THANK YOU TO OUR 2021 DONORS & RENEWING COMMUNITY PARTNERS

SILVER SPONSOR

Janis Fawn

INVESTOR LEVEL

Caterpillar Foundation
John Fanelli
Jack & Elizabeth Gehring
Gary & Nancy Prior

PATRON LEVEL

Jim & Donna Boldt
Rich & Jeanne Davis
Helen Dennis
Jo & Ron Gruenwald
Jim & Jamie Henry
John & Pam Holic
Gene & Cindy Lodge
John McCafee
Vicki Taylor

SUPPORTER LEVEL

Teresa Asheroff	Pamela Morris
Cassandra Brody	June Lee Reninger
Marty Damon	Eileen Ryan
Norma N. Dayton	Debbie Salinas
Lorraine Finizio	Jim & Kathy Sass
Joan Gordon	Carol Sbabo
Jeanne Hobson	Richard Speelman
Irene Infanti	Naomi Voit
Brenda Jaacks	Paul & Gerri Weldon
Linda Lewis	
Anita McCarroll	
Frank Mercurio	

SUSTAINER LEVEL

Jim & Dawn Backus	Lester & Sharon Monk
Richard & Linda Cautero	Bill & Jane Morgan
Joe & Pat Colonnese	Dan & Kara Morgan
Ruth Ann Dearybury	Lynn Moseley
John & Sandra Di Pentima	Jerry & Marcey Norman
Cynthia Elsberg	K. Robertson
Ron & Denise Feinsod	Ken & Melinda Schweer
Bill & Lauren Ginand	Dean & Sharon Silvers
Dr. & Mrs. Thomas Gooding	Ernest & Anne Skinner
Mike & Addy Griffith	Sean Vallieu
Gregg & Chris Hassler	Tom Voigt
Tammy & Philip Heller	
Virginia Hurney	
Larry & Tracy Ivey	
Philip & Dorothy Korwek	
Rick & Lora Kosten	

DONATIONS

Deborah C.
John & Sandra D.
Jeanne H.
Gary J.
Joan M.
Carolyn M.
Brian & Emma P.

YOUR INVESTMENT KEEPS VENICE VIBRANT!



Our 2021 CEO and Board of Directors received a check on behalf of VMS for \$530 from Fifth Third Bank for its 35th year in Florida. The bank chose 53 nonprofits in Florida.

NONPROFIT 2021-22 PARTNERS

14 NEW PARTNERS!

- American Association of University Women
- Boys & Girls Clubs of Sarasota and DeSoto Counties
- Country Club Estates
- Emmanuel Lutheran Church
- Epiphany Cathedral Catholic Church
- Mercy Fellowship Church
- START of Sarasota County
- The Long Walk Home
- TOPS Club, Inc. Chapter FL60
- Unitarian Universalist Congregation of Venice
- Venice Area Mobile Meals
- Venice Area Pregnancy Care Center
- Venice Bible Church
- Venice Musicale

- All Faiths Food Bank
- Antique Automobile Club of America- Venice Florida Region
- Bella Costa Condominium Association
- Blue Lotus Buddhist Meditation Center
- Boys & Girls Clubs of Sarasota and DeSoto Counties
- Business & Professional Women of Englewood and Venice
- Chabad of Venice
- Chalk Festival
- City of Venice
- Country Club Estates
- Ehrhart Family Foundation
- Elephant's Trunk Thrift Store
- Emmanuel Lutheran Church
- Epiphany Cathedral & Catholic Church
- Friends of the Venice Public Library
- Grace United Methodist Church
- Gulf Coast Community Foundation
- Habitat for Humanity South Sarasota County
- Hospital Volunteers of Venice
- Italian American Club of Venice
- Kiwanis Club of Venice
- Knights of Columbus Council 7052
- Laughter Yoga Venice
- Mercy Fellowship Church
- Music for Life Ministries
- Plantation Community Foundation
- START of Sarasota County
- Suncoast Humane Society
- SunCoast Metropolitan Community Church
- The Long Walk Home
- The Venice Chorale

- The Venice Symphony
- TOPS Club, Inc. Chapter FL60
- Unitarian Universalist Congregation of Venice
- United States Coast Guard Auxiliary Flotilla 86 Venice, Florida
- United Way of South Sarasota County
- Venice Area Beautification, Inc.
- Venice Area Board of Realtors
- Venice Area Chamber of Commerce
- Venice Area Garden Club
- Venice Area Historical Society
- Venice Area Mobile Meals
- Venice Area Pregnancy Care Center
- Venice Area Quilters Guild
- Venice Art Center
- Venice Bible Church
- Venice Farmers Market
- Venice Gardens Civic Association
- Venice Heritage, Inc.
- Venice Interfaith Community Association
- Venice Institute for Performing Arts
- Venice Masonic Lodge #301
- Venice Museum & Archives
- Venice Musicale
- Venice Newcomers Club
- Venice-Nokomis Woman's Club
- Venice Presbyterian Church
- Venice Theatre
- Venice Youth Boating Association
- Women's Fellowship, Venice United Church of Christ
- Women's Resource Center
- Women's Sertoma Club of Venice
- Yoga With Elin

63
NONPROFITS

2021-22 BUSINESS PARTNERS

20 NEW PARTNERS!

- Alternative Homemaking with a Heart of SW Florida
- Apex Boxing & Fitness
- Aqua Silks Studio
- Cranbrook Loans
- Excel Telemessaging
- Flamingo Duo
- Florida Violins
- Handcrafted Marketing Solutions
- Heather A. Dempsey, Heart Space Center

- Koworx
- Modern Mobile Denture Repair
- Nest Venice
- OZA Essentials
- Rocketman Shop
- Seed & Bean Market
- Susan Kelly- Cruise Planners
- The Island Bookshop
- Velasquez-Pierce Family Dentistry
- Venice Locale
- VidaCann

- Abby's on Miami
- Absolute Window & Door
- Achieva Credit Union
- Alternative Homemaking with a Heart of SW Florida
- American Import Auto
- American Realty of Venice
- Anchor Realty of the Gulf Coast
- Apex Boxing & Fitness
- Aqua Silks Studio
- AquaTech Pools
- Banyan House Vacation Rentals
- Bayshore Painting Contractors
- B & B Bootery
- Beachcomber In Venice
- Berlin Patten Ebling, Attorneys at Law
- Big Bam Bikes
- Bodrum Restaurant
- Bonnell's Boutique & Winery
- BrewBurger's
- British Open Pub
- Britton Law Group
- Burgundy Square Cafe

- Café Longet
- Cafe Venice
- Captain's Landing
- Car Chemistry Auto Body & Painting
- Cassariano Italian Eatery
- Celebration Corner
- Century 21 Schmidt Real Estate
- CIA Carter Insurance Agency
- Ciao Gelato
- Coldwell Banker Realty
- Collectors Gallery & Framery
- Compass Property Management
- Contemporary Hearing
- Cranbrook Loans
- Crate & Marrow
- Croissant & Company
- Crow's Nest Restaurant & Marina
- Daiquiri Deck
- Dale K. Ehrhart, Inc. (DKE)
- DanaTyler
- Deb Peter's Coaching
- Deborah and Dick Miller Team, RE/MAX Platinum Realty

- Deborah's Quilt Basket
- Devine's Wine Bar
- Dick's Shoes of Venice
- Dockside Waterfront Grill
- Door Belle Dinners
- Down Island Way Boutique
- Dr. R. Scott Walker, Optometrist
- Earth Treasures
- Edie Lomason, Realtor, Michael Saunders & Company
- Englewood Bank & Trust
- ER2You, Mobile Urgent Care
- ERA Preferred Properties of Venice, Inc
- Evolution Marketing
- Excel Telemessaging
- Eyes On You
- Family Spine & Pain Care Institute
- Farley Funeral Homes & Crematory
- Fifi's of Venice
- Fifth Third Bank
- Fins at Sharky's
- Flamingo Duo
- Florida Bike and Beach
- Florida Oil & Vinegar Company
- Florida Violins
- FourThought Private Wealth
- Fox Lea Farm
- Freedom Boat Club
- Gae Stewart-Dudley, RE/MAX Alliance Group
- Gulf Shores Realty
- Gulf Soles
- Handcrafted Marketing Solutions
- H&H Signs
- Heartis Venice
- Heather A. Dempsey, Heart Space Center
- Heitel Jewelers of Venice
- Helen Moore, Michael Saunders & Company
- Hobart K. Richey, MD Dermatology



BUSINESS PARTNERS CONT.

- 
- HomeSmart, Swonger-Waldoch Team
 - Horse and Chaise Rentals and Property Management, Inc.
 - Hotel Venezia
 - Inn at the Beach
 - Island Gift Nook
 - Island Life Hammock Co.
 - Island Organics
 - Jacaranda Trace
 - James Griffith Salon of Venice
 - James Lorenz, The Kotaska Team, RE/MAX Alliance Group
 - Jazz with Morrie
 - Karla Blake Medicare Specialist
 - Karma Marketing + Media
 - Keller Williams Island Life Real Estate
 - Klingbeil & Roberts, P.A.
 - Koworx
 - Kristine Grace Resort Wear
 - Krystyna's Designs
 - Laurie Jean & Co.
 - Law Office of Dan Policastro
 - Lisa's Classic Rose
 - Lueanne Wood, PA, Gulf Shores Realty
 - Luxurious Interiors
 - Made In Italy
 - Mary Erickson Art Studio
 - Modern Mobile Denture Repair
 - Mother's Cupboard Spice Shoppe
 - Mowery Book & Paper Conservation
 - Nana's - A Children's Shop
 - Navamaze
 - Nest Venice
 - New Dawn Travels
 - NextHome Suncoast
 - Old Venice Pub
 - OZA Essentials
 - Pamper Me Spa, LLC
 - Patchington
 - Pelican Pointe Golf & Country Club
 - Premier Sotheby's International Realty
 - Program Realty
 - Puttin' On the Ritz Salon & Spa
 - Radiance Endodontics
 - Ramey Insurance
 - Rattan Wicker & Cane
 - RE/MAX Platinum Realty
 - Ristorante San Marco
 - Roberts Insurance Group
 - Rocketman Shop
 - Roof Leak Patrol
 - Sabal Palm Bank
 - Sandra K Pridemore, CPA, PA
 - Sarasota Suncoast Tours
 - Scarlet Macaw Resort Wear
 - Sea Pleasures & Treasures
 - Seed & Bean Market
 - ServisFirst Bank
 - Shark Frenzy
 - Sharky's on the Pier
 - Shirt Stop
 - Smoky Mountain Handmade Candles
 - Smulron LLC
 - Snook Haven
 - St. Marco Boutique
 - Stanley Dean Insurance Agency
 - Stephenson Eye Associates
 - SunBug
 - Sun Events
 - Susan Kelly- Cruise Planners
 - Tangi & Jess and Rose & Leo
 - Tarpon Shores Dental
 - The Boutique By the Beach
 - The Cigar Room
 - The Island Bookshop
 - The Miller Group- EXP Realty
 - The Ritter Group, Gulf Shores Realty
 - The Soda Fountain & Vinnie's Pizzeria
 - The Venice Company
 - Things I Like
 - Toale Brothers Funeral Home & Crematory
 - Towers of Venice
 - Trattoria Da Mino
 - Tri-Healthy CBD
 - Troll Music
 - Truly Nolen
 - Twist Boutique
 - Upper Crust Cafe & Bakery
 - Velasquez-Pierce Family Dentistry
 - Venice Avenue Creamery
 - Venice Beach Villas
 - Venice Buggies
 - Venice Florida Tours
 - Venice Gallery & Studio of Clyde Butcher
 - Venice Gondolier Sun
 - Venice In Vogue
 - Venice Island Coffee Cafe
 - Venice Island Gallery & Gifts
 - Venice Isles Apartments
 - Venice Locale
 - Venice Olive Oil Company
 - Venice Print Center
 - Venice Wine & Coffee Co.
 - Venice Yacht Club
 - VidaCann
 - Village On The Isle
 - Waves of Light Mystical Boutique
 - Whittaker & Saucier CPAs
 - Yummies Donuts & BBQ

188
BUSINESSES

WE APPRECIATE YOU!



Thank you to all the City of Venice employees and departments that helped make Venice MainStreet's events, commemorative brick installations and other projects possible.

Thank you for the Miami Avenue wayfinding sign improvements!

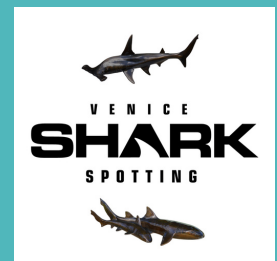


Photos courtesy of
City of Venice

Thank you, City of Venice, for the downtown alleyway improvements on Calle de las Tiendas, which runs east to west between West Venice Avenue and Miami Avenue West.

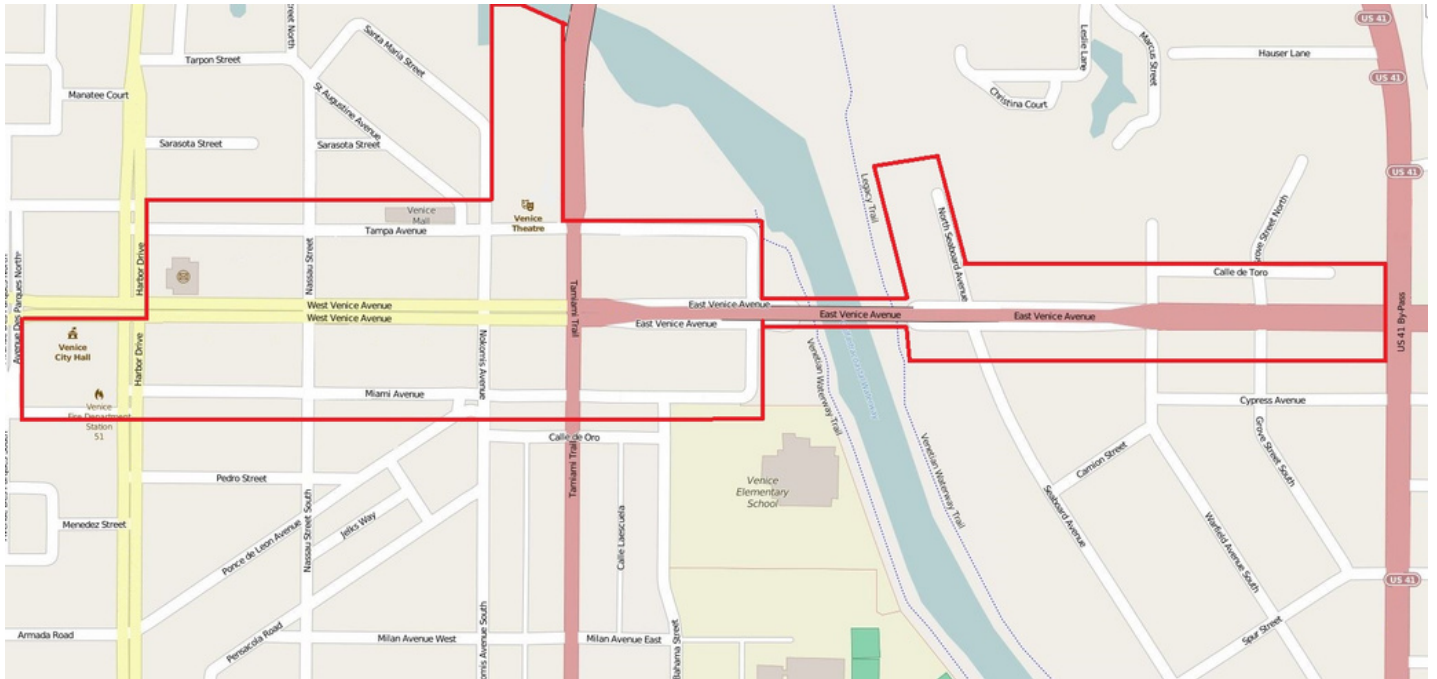


Venice Art Center launched its fantastic public art project "FantaSea" downtown and around town in 2021. Fifty-two sculptures of mermaids and seahorses were painted by local artists in a variety of themes. A special thank you to Ehrhart Family Foundation for sponsoring Venice MainStreet's mermaid and to artist Madeleine Harwell for painting it.



Thank you to the Foundation for providing us grant money to develop signage and a Shark Spotting walking loop in downtown Venice.

SUPPORT OUR HISTORIC DISTRICT



To learn more about volunteering, joining or donating to Venice MainStreet, please go to VisitVeniceFL.org

To download this annual report go to VisitVeniceFL.org/staff-and-board-of-directors/

Venice MainStreet Inc. is a 501(c)(3) nonprofit registered with the Florida Department of Agriculture and Consumer Services. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR VISIT WWW.FDACS.GOV. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. [s.496.405(1)(c), F.S.] Registration # CH50211

