



ANNUAL REPORT



2022



CEO'S MESSAGE

Dear Friends and Colleagues,

I cannot thank you enough for your support this year. 2022 was trying for most. The first half of the year, our organization still retained a recovery mindset from the financial insecurities of 2021. Our stride was strengthening in the second half of the year, only to then have Hurricane Ian delay many efforts. As a reminder to myself, staff and all who know and love our MainStreet organization, through tough times is when MainStreet thrives. We are designed to weather literal and figurative storms. As we draft this report on our accomplishments, projects in progress, and weaknesses, I hope you will be as pleased as I am with our successes. Without your support, we would not be a thriving organization, with many bright initiatives on the horizon!

- 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

Gilly Francis, Events Coordinator (Jan-Nov); Lysa Locke, Events Coordinator (Dec)

Michelle Harm, Community Engagement Coordinator

Bekah Horsley, Marketing Coordinator



WELCOME NEW STAFF!



Bekah Horsley
Marketing Coordinator



Lysa Locke
Events Coordinator

2022 BOARD OF DIRECTORS



President Tracy Silver
Venice Wine & Coffee Co.



Vice President Patrick Carney
Navamaze



Secretary Jeannie Gomes
Hotel Venezia



Treasurer Ronnie Fernandez
Venice Florida Tours



Andrew Britton
Britton Law Group



Cynthia Caton
Nest Venice



Sandra DiPentima
Fifth Third Bank



James Haas
Twist Boutique, SunBug



Alison Hooper
Made in Italy



Becky Leake
Englewood Bank & Trust



Cindy Lodge
Community Volunteer



Tom Mattmuller
Community Volunteer



Helen Moore
Michael Saunders & Co.

COMMITTEE MEMBERS

ECONOMIC VITALITY

Rod Nafziger, Chair

Andrew Britton

Ronnie Fernandez

Becky Leake

Tracy Silver

Jean Trammell

DESIGN

Patrick Carney, Chair

John Collier

Norhala Houck

Jean Trammell

MARKETING

Cindy Lodge, Chair

Jeannie Gomes

James Haas

Tom Mattmuller

Jean Trammell

OUR FOCUS



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.

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

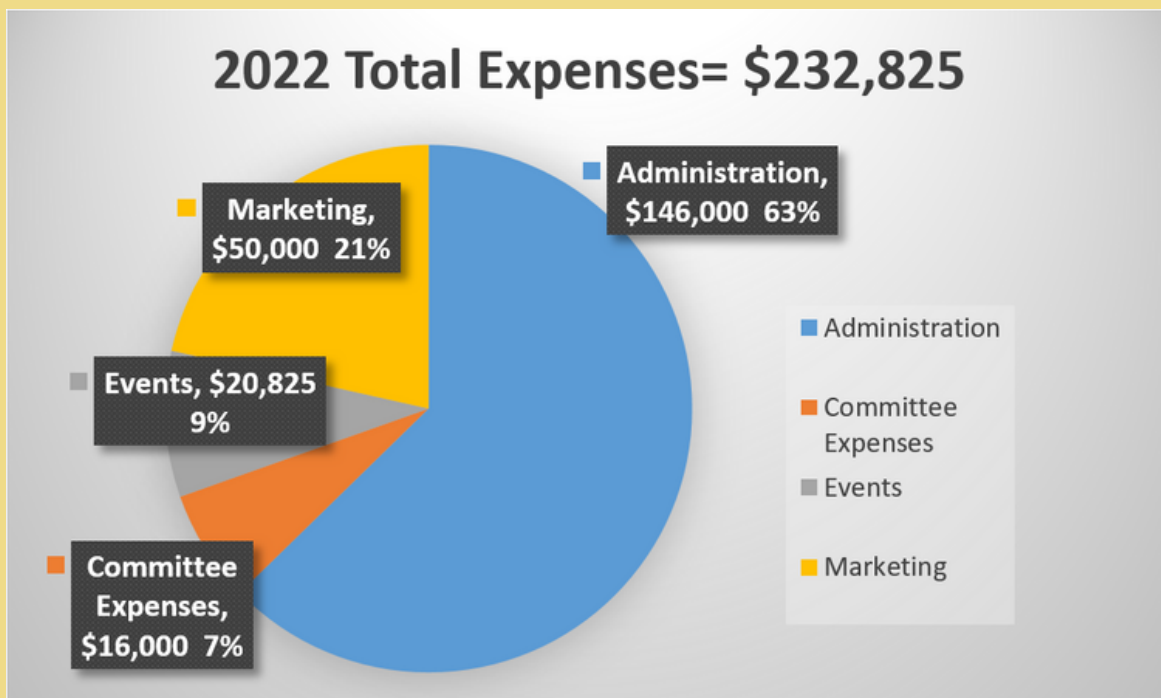
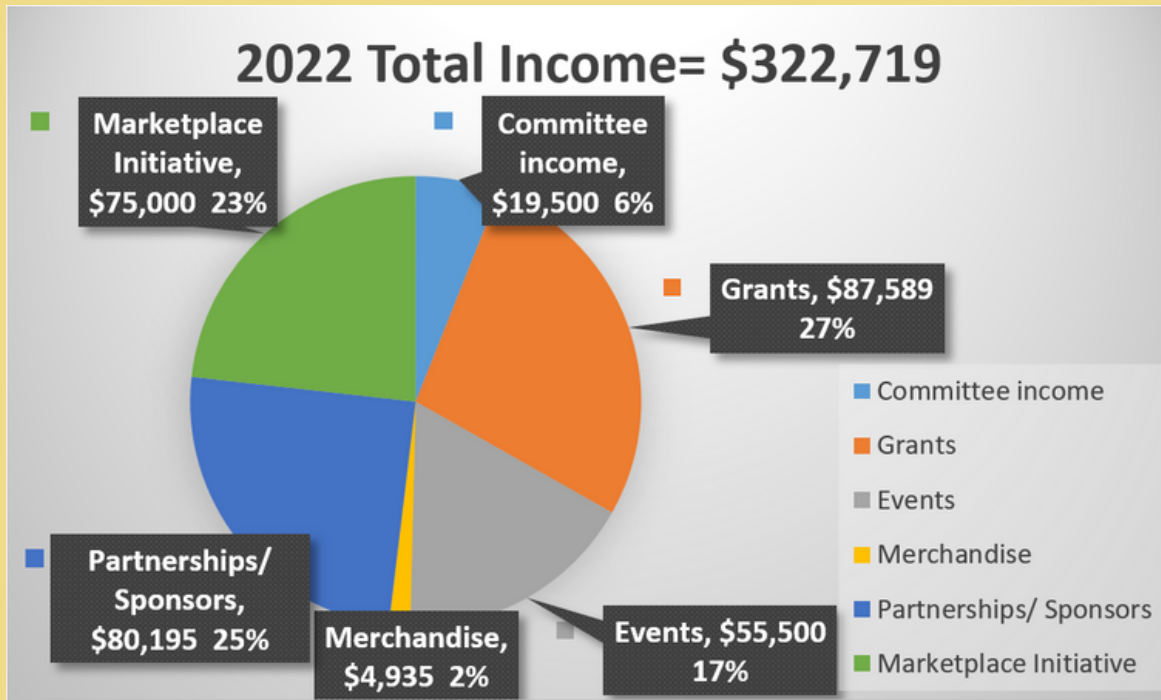
Communications- Delivering district news and updates

Placemaking- Creating a sensory experience of downtown

Partnerships- Establishing critical stakeholder relationships

Events- Hosting signature events and collaborating with other nonprofits

FINANCIALS



OUR 36 EVENTS

15 Venice MainStreet Downtown Events

- **14th Annual Downtown Venice Craft Festival**, in partnership with Howard Alan Events, January 30
- **Fat Tuesday Mardi Gras Crawl**, March 1
- **21st Annual Downtown Venice Art Classic**, in partnership with Howard Alan Events, March 5-6
- **St. Patrick's Day** promotion, March 17
- **Downtown Wine Walk**, March 24
- **Eggstravaganza** in partnership with Lions Club of Venice, April 16
- **Venice Beach Party**, May 21
- **29th Annual Downtown Venice Craft Festival** in partnership with Howard Alan Events, June 18-19
- **Christmas in July**, July 15-16
- **13th Annual Venice Art Classic** in partnership with Howard Alan Events, September 3-4
- **Oktoberfest Concert**, October 21
- **Children's Halloween Parade** in partnership with Lions Club of Venice, October 31
- **34th Annual Downtown Venice Art Festival** in partnership with Howard Alan Events, Nov. 5-6
- **Chocolate Walk**, November 17
- **Christmas Walk**, December 1

21 Friday Night Gazebo Concerts

- January 14- Patchouli
- January 28- Forrest Shafer & Friends
- February 11- Kit M. Jones
- February 25- Steve Arvey
- March 11- Patchouli
- March 25- Harbor Drive
- April 22- Robert Garcia
- May 13- John Howard
- May 27- George Durham & Company Band
- June 10- Joseph Lawhorne
- June 24- Doug Burns
- July 8- Marcus Magellan
- July 22- Larry & Jeannie
- August 12- Dean Johanesen
- August 26- Clover's Revenge
- September 9- Phoenix Rising
- September 23- Sara Nelms
- October 28- Patchouli
- November 11- Joe Mullan
- November 25- Venice Vagabonds
- December 9- George Durham & Co. Band



Note: 2 concert dates were canceled due to other events at the gazebo.

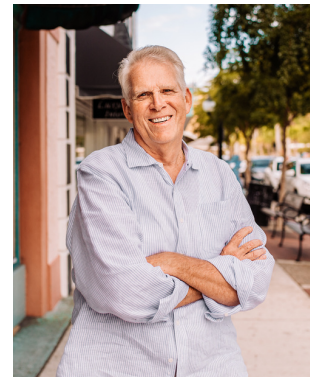
120,000+ Estimated 2022 downtown attendance at Venice MainStreet events



2022 ECONOMIC VITALITY

COMMITTEE ACTIVITY

Venice MainStreet participated in Margin & Mission Ignition, an opportunity from The Patterson Foundation to strengthen our mission impact through earned-income strategies. The Patterson Foundation matched \$37,500 in startup capital toward our new earned-income plan.



Rod Nafziger, Chair

The Economic Vitality Committee and VMS staff developed a business plan to launch an online marketplace, ShopVeniceFL.com, in 2023 to support our local business and nonprofit partners. They will become the featured vendors on the platform.

Present and future business interruptions will have less of an impact on revenue if businesses and nonprofits can have a second revenue stream through online sales. It will help reduce vulnerability during challenging times that traditionally impact brick-and-mortar locations. The Marketplace will bolster their income through online sales, while at the same time helping to boost the revenue for Venice MainStreet Inc. as an earned income initiative for our nonprofit organization. Venice MainStreet will monetize the Marketplace to maximize its financial return, while offering meaningful value to our featured vendors and bringing economic vitality to Downtown Venice in support of our mission.

Additionally, consumers will benefit from the Marketplace. Currently, they have to seek out individual retail and nonprofit websites that tend to offer only a limited selection of products. With the Marketplace, consumers will have one-stop, online shopping for Venice-related products, services and experiences.

Copies of our Business Plan are available upon request.



August 1, 2022, A Fast Pitch was presented to potential donors presented by Kara Morgan and Rod Nafziger of Venice MainStreet, Michael Corley of The Patterson Foundation and Michael Oxman of No Margin No Mission.



2022 MARKETING COMMITTEE

STRATEGIC PRIORITIES

Strengthen Venice MainStreet Brand Awareness

Accomplishments

- Refurbished Centennial Park kiosk in partnership with the City of Venice and enhanced signage
- Spearheaded a Holiday destination marketing campaign for Venice
- Expanded e-newsletter distribution by 6%



Cindy Lodge, Chair

Increase Earned Income Opportunities through Ad Sales and Events

Accomplishments

- Piloted quarterly business partner spotlight
- Infused earned income opportunities into event planning and enhanced awareness of partner advertising opportunities
- Expanded inventory of MainStreet-themed merchandise; printed 2022 Downtown Venice Art Festival poster and t-shirts featuring Geoff Gurlock's winning photograph

Support Data-Driven Decisions through Feedback and Evaluation

Accomplishments

- Surveyed patrons and merchants regularly to enhance MainStreet events and activities



Holiday destination marketing campaign



Kiosk refurbishment

Event surveys implemented



Printed poster to generate revenue from sales

2022 MARKETING

STAFF ACTIVITIES

- Launched marketing for downtown **Shark Spotting** web page, Facebook page and walking loop map in partnership with Gulf Coast Community Foundation. Purchased advertising for 18,000 Shark Spotting flyer inserts to run in Sun Newspapers in Venice, Punta Gorda and Port Charlotte.
- Hired **professional photographer** for fairy door promotional photos; updated VeniceFairies.com website with additional doors installed in 2022.
- Highlighted three downtown Business Partners in three ABC7 **Suncoast View** television segments airing on March 21, 23, and 28th.
- Published **52 e-newsletters** sharing information on events and partner announcements. From January to December, subscribers increased from 11,899 to 12,608; average open rate was 53%.
- Posted **70 news blogs** on VisitVeniceFL.org announcing new partners, events, downtown news and other Venice MainStreet activities.
- Posted **3,183 community events** on VisitVeniceFL.org's 2022 monthly calendar.
- Created content for **24 full pages in the Venice Gondolier and Sun Weekly** highlighting the downtown district, events and partners (published bi-monthly).
- Created **48-page printed Venice MainStreet Directory** for distribution in 2023 (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 and messaging on downtown **LED gateway arch sign**.
- Coordinated **Downtown Ambassadors volunteer program** with 51 volunteers and **Centennial Park Information Kiosk** event postings and printed materials distribution.
- **Continued sales** of engraved commemorative bricks, art festival posters and t-shirts.



Produced Shark Spotting flyer and promoted in Venice Gondolier



Produced 48-page Downtown Directory for publication in 2023



Coordinated three downtown Business Partners to appear on the Suncoast View on ABC7 for three air dates in March

SOCIAL MEDIA & MARKETING REACH



25K interactions for Historic Downtown Venice, FL on Google My Business



159K users on VisitVeniceFL.org



12.5K e-newsletter subscribers



21K followers



18,000 subscribers receiving full page Venice MainStreet advertisements in Venice Gondolier



10,000 daily motorists viewing the new digital gateway arch sign

2022 DOWNTOWN DESIGN

DESIGN ACTIVITIES

- Worked with City of Venice to install **alleyway signs** at Calle del Mercado.
- Partnered with The Venice Company to add more **fairy doors** downtown.
- Held Call to Artists and judged 2022 Venice **Art Festival poster contest**. Geoff Gurock's "Flocking to Venice" photograph was selected.
- Funded additional downtown **holiday lighting** for \$7,000 (Miami Avenue West and Centennial Park).
- Held downtown **holiday window decorating contest** and awarded 10 winners.
- Selected 2022 **District Design Award** winners.



Continued fairy door project



Patrick Carney, Chair



Held poster contest for 34th Annual Downtown Venice Art Festival. Winner was Geoff Gurock (on left in black). Thank you to Leah Sherman (third from right) and Collectors Gallery & Framery for hosting and framing.

2022 DISTRICT DESIGN AWARD WINNERS



Prime Serious Steakhouse
New Construction in District

City of Venice Public Works Department
Renovation
Refurbishment of
Information Kiosk



Venice Area Beautification, Inc.
Landscaping Improvement
Miami Avenue W and Nokomis
Avenue S (NE corner)



Held holiday window decorating contest and awarded 10 winners. The Island Bookshop is shown above.

HISTORIC PRESERVATION & ORGANIZATIONAL OUTREACH

- Coordinated **Heart Bomb historic preservation awareness project** in partnership with Venice Museum and Venice Heritage Inc., February 3-14, 2022.
- Venice MainStreet staff met with John Bry, Principal Planner and Main Street Oakland County, Michigan Program Coordinator and Dekalb County, Michigan Historian to see Historic Downtown Venice **post-Hurricane Ian** to offer advice for historic building assessments and preservation efforts (October 10, 2022).
- CEO, Kara Morgan served on the **Board of Directors of Visit Sarasota County**, maintaining relationships and connections to the broader Sarasota County area.
- CEO, Kara Morgan participated in the **Venice Leadership** program of the Venice Area Chamber of Commerce.
- Assisted the City of Venice with its annual **Venice Holiday Parade** by providing logistical support, volunteers and emceeing the event.
- Met the rigorous standards to **maintain our accreditation** status in 2022 with Florida Main Street and Main Street America.



John Bry, Principal Planner and Main Street Oakland County, Michigan Program Coordinator and Dekalb County, Michigan Historian visits post-Hurricane Ian, October 10, 2022.



Utilized our weekly e-newsletter and website's homepage to share resources for recovery information to assist local residents and businesses, as well as posting resources for relief funds and volunteering efforts.



THANK YOU TO OUR SPONSORS

PLATINUM



SILVER



IN PARTNERSHIP WITH



FRIDAY NIGHT CONCERT SERIES SPONSOR

NEALCOMMUNITIES

Where You Live Matters



Kara Morgan (above left), CEO of Venice MainStreet, accepts a check for \$15,000 from Neal Communities, which was presented by Carlos Puente Vice President of Sales and Marketing (above right) at the gazebo in Centennial Park in downtown Venice.

THANK YOU 2022 VOLUNTEERS

DOWNTOWN AMBASSADORS

A special thanks to our Volunteer Coordinators:

Joe & Pat Colonnese
Syd & Margo Emmons
Nancy Parzych
Melinda Schell

Amy Antonino
Jo Ann Byrne
Cindy Casserly
Helen Castellano
Frances Clemo
Pat Colonnese
Joe Colonnese
John Dale
Lisa DeMauro
Mickey Eberhart
Margo Emmons
Syd Emmons
Joan Farragut
Paul Farragut
Barbara Feltquate
Arlene Ferrick
Lorraine Finizio

Joan Gardner
Hank Gesek
Cleora Grossi
Jo Gruenwald
Alice Haber
Bill Harris
Trish Harris
Mary Kay Heitman
Debbie Hobbs
Nathan Hubert
Jim Ingham
Larry Ivey
Tracy Ivey
Brenda Jaacks
Kathe Magadance
Rita Maistrellis
Joanne Mills

Linda Nelson
Amby Nolan
Nancy Parzych
Shirley Pollack
Joyce Puglio
Sheila Reardon
Jerry Rehert
Carol Sbabo
Melinda Schell
Verna Silk
Gail Thompson
Harry Thompson
Michelle Usiskin
Madre Volschenk
Mary Vlismas
Paul Weldon
Dee Wright



Volunteer Strut, November 7, 2022



Volunteer appreciation luncheon
April 20, 2022

THANK YOU TO OUR DONORS & 2022-23 RENEWING COMMUNITY PARTNERS

SILVER SPONSOR

Janis Fawn

INVESTOR LEVEL

Jack & Elizabeth Gehring
Matt & Ashley Troutman

PATRON LEVEL

Patrick & Paula Carney
Ron & Jo Gruenwald
Jim & Jamie Henry
Gene & Cindy Lodge
Bill & Jane Morgan
Gary & Nancy Prior

SUPPORTER LEVEL

Teresa Asheroff	Rick & Lora Kosten
Cassandra Brody	Frank Mercurio
Kimberly Corle	Debbie Salinas
Marty Damon	Carol Sbabo
Ruth Ann Dearybury	Sharon Silvers
Lorraine Finizio	Ernest Skinner
Dr. and Mrs. C.T. Gooding	Lynette Weber
Jeanne Hobson	Paul Weldon
Virginia Hurney	& Our Anonymous
Lynda Irvin	Supporters
Brenda Jaacks	

SUSTAINER LEVEL

Jim & Dawn Backus
Jim & Donna Boldt
Joe & Pat Colonnese
Helen Dennis
Cynthia Elsberg
Bill & Lauren Ginand
Mike & Addy Griffith
Chris & Gregg Hassler
Tammy & Phil Heller
Mark & Irene Infanti
Larry & Tracy Ivey
Philip & Dorothy Korwek
Linda Lewis
Dan & Kara Morgan
Pamela Morris
Tom Voigt
& Our Anonymous
Sustainers

**YOUR
INVESTMENT
KEEPS VENICE
VIBRANT!**

VMS DONORS

Steven Burt
Jane Diles
Jack & Beth Gehring
Larry & Tracy Ivey
Linda Rivard
Timothy Smith
Emma Stokes

MARKETPLACE INITIATIVE DONORS

Britton Law Group
Burgundy Management
Made in Italy
Navamaze
The Patterson Foundation
Twist Boutique & Sunbug
Venice Florida Tours

Michelle Adams
Nancy Anderson
Blue Iris Jewelry
Jeanne Davis
Christine Dear
Janis Fawn
Lynn Moseley Field
Jack & Beth Gehring
Jeannie Gomes
JoAnn Guinane
Jeanne Hobson
John & Pam Holic
Larry & Tracy Ivey
Craig Kennedy
Becky Leake
Cindy Lodge
Mary Ann McGee
Bill & Jane Morgan
Pamela Morris
Franklin Muher
Rod Nafziger
Frederick Nichols
Tracy Silver
Joseph Tantillo
Robert Vedder
Ramkes Ventures

THANK YOU, 2022-23 PARTNERS

**THANK YOU FOR
JOINING THIS YEAR!**

NONPROFITS:

2B Kind Thrift Store
First Baptist Church
Gulf Coast Mineral Fossil and Gem Club
Holy Spirit Orthodox Church
Literacy Volunteers of South Sarasota County
Venice Area Women's College Club
Venice Community Orchestra
Venice-Nokomis Rotary

64

NONPROFIT PARTNERS



206

BUSINESS PARTNERS

**THANK YOU FOR
JOINING THIS YEAR!**

BUSINESSES:

Accent Kitchen & Floor
Brand Realty & Associates
Chef Rolf's New Florida Kitchen
Cooking Quest
DND Cleaning Co.
Desrosiers International
Donna-Lee M. Roden, Attorney at Law
EmmaTrang Beauty Lounge
Engel & Völkers Venice Downtown
Face Foundrie
Grand Resort Wear
Jimco Maintenance
Ken Orton Gallery
Kimal Lumber
Iugufelo Art Studio
Mary Charland, PA, Realtor, Gulf Shores Realty
Patriot Pack & Ship
Pier 22 Home Decor & Furnishings
Pinnacle Health
Pop's Sunset Grill
Restorative Medical Center
Seaside Chic Boutique
Shirley St John
The Cottage Art Gallery
The Goldton at Venice
Toes in the Sand
Travel By Georgia
Venice Gulf Coast Living Magazine
Vetted Home Watch Services
Voila! Petite Fine Art Gallery
Waves of Light Mystical Boutique

WE APPRECIATE YOU!



Thank you to the City of Venice staff, City Council Members and Mayor for your support of Venice MainStreet's events and efforts this year. Special thanks to the following:

Lorraine Anderson, Public Information Officer
James Clinch, Assistant City Manager
Ed Lavallee, City Manager
Carly Roderick, Special Events & Marketing

Public Works Department



Thank you, Patricia Matero, Skip Pettitt and Phil Young for installing 8 commemorative bricks



Calle del Mercado sign installation



Thank you, City Carpenter, Chris Bruns and City Sign Technician, Jess Korte for kiosk refurbishment

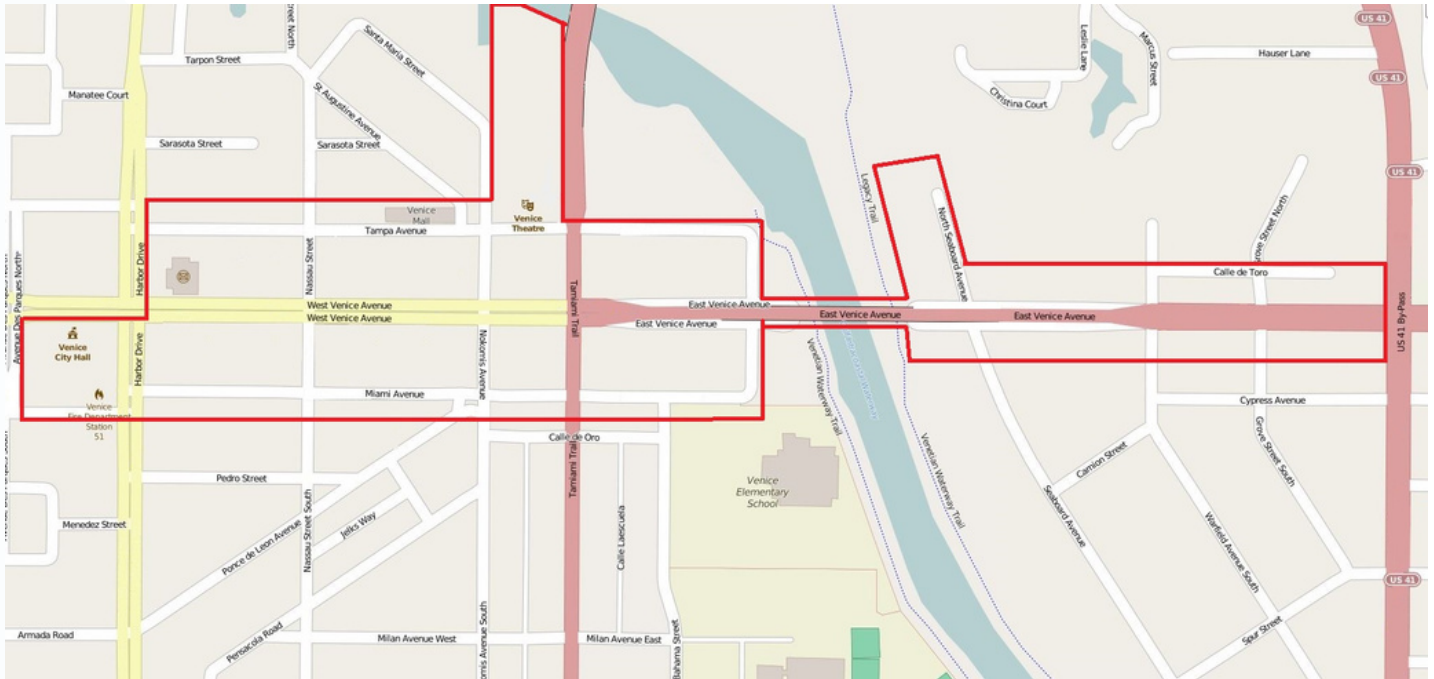


Thank you, Gulf Coast Community Foundation and the City of Venice for new LED sign funding. Installed in September 2022.



Thank you to The Patterson Foundation for matching \$37,500 of our capital campaign to raise \$75,000 to launch ShopVeniceFL.com, an online marketplace coming in 2023!

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/

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