



— POSITION AVAILABLE —

## CITY MANAGER

*Apply ASAP but no later than May 9, 2025*

Welcome to Venice, a place where waves, water, and warm weather combine into the perfect beachfront haven. Located in central peninsular Florida along the Gulf of America (formerly Gulf of Mexico), the City is less than 20 miles south of Sarasota and 60 miles northwest of Fort Myers. Though Venice is a sizeable city, it maintains a friendly, relaxed atmosphere that welcomes people in all stages of life. With its scenic ocean backdrop, bustling downtown area, and community-oriented initiatives, the City has a little bit of everything for everyone.

Renowned for its stunning beaches and breathtaking ocean views, the City has consistently earned recognition as a top coastal destination. Venice has been named a "Best Beach Town to Live In" (WalletHub.com; 2018, 2019, 2020, 2021) and a "Best Beach in the South (USA Today 10 Best, 2023). With 3.5 miles of pristine shoreline, Venice offers endless opportunities to soak in the sun and enjoy the water. Popular activities include jet skiing, fishing, kayaking, diving, parasailing, and strolling along the Venice Fishing Pier at sunset. Known as the "Shark Tooth Capital of the World," Venice is a favorite spot for beachgoers and treasure hunters alike.

Nature enthusiasts can also enjoy the area's beautiful warm weather through other outdoor adventures. Venice Myakka River Park (maintained by Sarasota County) is a popular destination with its nature trails, picnic spots, birding and fishing opportunities, and



canoe/kayak launch. The City also offers its active community a chance to connect with the outdoors on the go. Designated as one of 21 Florida Trail Towns, Venice is a great place to walk and bike as the first town along the Florida Gulf Coast Trail. The City certainly lives up to its distinction as a Silver Bicycle Friendly Community – evident along the South Tamiami Trail, The Legacy Trail, and at Venetian Waterway Park.

No stay in Venice is complete without a little tee time. Waterford Golf Club is a semi-private course with 27 holes spread between three 9-hole courses, and Venetian Golf and River Club is an exclusive private club with year-round events and nine sets of tees for its members. There are also many other golf courses to choose from in the surrounding area.

Venice is home to many natural areas and outdoor recreational spaces. Just six miles southeast is the Venice Area Audubon Rookery, and about seven miles west are the North and South Sleeping Turtles Preserves. Six miles north near Osprey is the Oscar Scherer State Park, an outdoor oasis for those wanting to hike the park's 15 miles of trails, kayak down the South Creek, fish at Lake Osprey, or spot the Florida scrub-jay. Approximately seven miles south is the Manasota Scrub Jay Preserve, another great spot for birding and hiking. About eight miles east, visitors can explore the T. Mabry Carlton Jr. Memorial Reserve, a vast natural area offering miles of trails and diverse wildlife habitats.

Additionally, the City is home to countless hidden treasures scattered throughout its streets. History buffs relish visiting the Venice Museum and Archives, as well as taking tours at the 1927 Historic Venice Train Depot - Sarasota County's only surviving passenger station. Visitors are quite fond of the Monty Andrews Arboretum at West Blalock Park, a 4.75-acre public space where people can walk along paved trails, encounter life-size sculptures of Florida wildlife, and identify over 80 species of trees and palms. Another favorite is Venice Shark Spotting - an hour-long interactive walking loop in downtown Venice where treasure hunters of all ages can search for 10 miniature bronze sculptures of both native and prehistoric shark species. Adding to the whimsy, downtown Venice also features a series of hidden fairy doors, part of a charming public art initiative created by Venice MainStreet and the Venice Art Center.

A walk along the City's Downtown is a fun way to spend the day. With dozens of boutiques lining Venice's avenues, people can enjoy window shopping, shop to their hearts' delight, and get a bite to eat at nearby restaurants. Visiting the City's historic downtown is an absolute must. The area's distinct Venetian

architectural style includes Centennial Park, giving the City's central business district its beautifully iconic green space. Centennial Park often hosts special events and concerts, and families love playing at its Children's Interactive Fountain during hot summer days.

In the evening, the City really comes to life. The Venice Performing Arts Center is home to the Venice Symphony, the Venice Chorale, Venice Institute for Performing Arts, and several other groups. In addition, the Venice Theatre is a hub of classic and lively entertainment, standing as the largest community theatre per capita in the United States. With an operating budget of almost \$4 million, the theatre provides live music concerts and various production performances, as well as classes and camps for thespians of all ages.

Throughout the year, Venice hosts over 45 annual large-scale events organized by local groups and non-profits. Many love the Venice Sharks Tooth Festival in April, the annual Downtown Venice Craft Festival in June, the Downtown Halloween Strut in October, the Holiday Parade the Saturday after Thanksgiving, and the Mayor's Hometown Christmas in December. Other activities include Venice MainStreet's Friday Night Concerts every second and fourth Friday, as well as the weekly Venice Farmers Market.

Venice is a great place to live. Truly, residents and tourists greatly enjoy the area's low traffic and relaxing atmosphere. Crime rates are much lower in comparison to national averages, and residents feel safe in the community. Residents appreciate Venice's quality healthcare and idyllic environment.

Venice has numerous housing options, such as single- and multi-family homes, condominiums, townhomes, and mobile houses. As of March 2025, the City has a rather competitive buyer's market, with homes typically receiving two offers. Median listing price is \$430,000, and median sold price is \$440,000. Homes in different areas may have drastically different prices, with some condominiums priced at \$250,000 and a few oceanfront houses listed well over \$2 million. A three-bedroom, two-bathroom home with approximately 1,800 square feet may be listed for \$425,000.

Schools in Venice are highly rated, with public schools operated by Sarasota County Schools – ranked No. 2 out of 67 counties for the "Best School Districts in Florida," (Niche, 2025). The area includes nine schools that serve the community, including four elementary schools, three middle schools, and two high schools



- though not all are located within the city limits. Top-performing schools include Venice Elementary School, Student Leadership Academy (middle school), and State College of Florida Collegiate School-Venice (charter high school).

For those seeking higher education, several institutions are located within a 60-mile radius of the City including State College Florida-Venice (11 miles southeast), a 100-acre campus serving nearly 3,000 in-person and online students. Less than 26 miles north in Sarasota is the campus of Ringling College of Art and Design; over 70 miles north in Tampa are the University of South Florida and the University of Tampa. Approximately 74 miles southeast in Fort Myers is Florida Gulf Coast University.

Though Venice does not have any professional sports teams or leagues, it's surrounded by a vibrant regional sports scene. Just 11 miles southeast, Cool Today Park serves as the spring training grounds for the Atlanta Braves (MLB). In Sarasota, visitors can catch the Baltimore Orioles (MLB) during spring training or attend the annual Sarasota Powerboat Grand Prix - formerly the Suncoast Offshore Grand Prix - off the coast of Lido Key Beach. Sarasota is also home to Sarasota Paradise, a United Soccer League (USL) club that brings high-energy matches to the area. In the world of competitive swimming, the U.S. Masters Swimming – Sarasota Sharks have produced numerous elite athletes, including multiple U.S. Olympic hopefuls. In Fort Myers, sports fans can catch spring training games with the Boston Red Sox and Minnesota Twins (MLB) or enjoy minor league action with the Mighty Mussels (MiLB). For major league excitement, Tampa - just a short drive north - is home to the Tampa Bay Buccaneers (NFL) and the Tampa Bay Lightning (NHL).

Though it is hard to imagine anyone wanting to leave Venice, traveling out of the City is quite simple. Major roadways running through the City are U.S. 41 Tamiami Trail and Interstate 75. Frequent flyers can catch a flight at the Sarasota-Bradenton International Airport (28 miles north), the Punta Gorda Airport (28 miles southeast), and the Southwest Florida international Airport (71 miles east). Heading north are the St. Petersburg-Clearwater International Airport (70 miles north) and the Tampa International Airport (76 miles north). For those who enjoy cruises, Port Manatee is 45 miles north, Port Tampa Bay 73 miles north, and Port Canaveral is 187 miles northeast

Venice is a great place to live, raise a family, and grow professionally. Here, people care about their environment, their

health, and their neighbors. It is truly a place people love to call home. For experienced professionals seeking to become the next Venice City Manager, please apply!

## HISTORY

Prior to European colonization, the area known as Venice was home to mound-building native peoples. In the 1500s, Spanish explorers came to the region. Over time, more settlers came to "Horse and Chaise," so named by fishermen, due to a unique tree formation shaped like a carriage that marked the area.

A significant influx of settlers came to the region in the 1870s. Notable families who arrived were John and Eliza Webb in 1867, Reverend Jesse Knight and his wife Caroline in 1868, Robert Rickford Roberts in 1871, and John S. Blackburn in 1881. Frank Higel also arrived in the early 1880s, and he purchased the Roberts' homestead to develop a canned citrus operation.

In 1910, Bertha Palmer bought approximately 140,000 acres of land in the region that was called South Manatee County. During the period leading up to Florida's 1920s land boom, many people came to the state, eager to join others in purchasing available real estate. Of these was Fred H. Albee, who purchased 112 acres from the Palmer's Sarasota-Venice Company in 1917. He planned to turn the land into a city, so he hired John Nolen to do so. By 1925, the Brotherhood of Locomotive Engineering purchased the land, and the city plans were set in motion.

The Town of Venice was incorporated on July 1, 1926. Less than a year later, the Florida Legislature reincorporated the municipality as the City of Venice on May 9, 1927. To honor this rich history, the City will be celebrating its Centennial with a series of events kicking off in November 2025 and continuing through May 2027, thoughtfully synchronized with key historical milestones.

## CLIMATE

Venice experiences a subtropical climate. Summers are characterized as hot and humid, with average temperatures between 66° F and 91° F. August is the hottest month of the year, reaching 91° F and an average of 74% humidity. Winters are quite mild and pleasant, with average temperatures between 50° F and 77.7° F. The area experiences an average of 54 inches of annual rainfall, most which occurs between May and October. Snowfall is exceptionally rare.

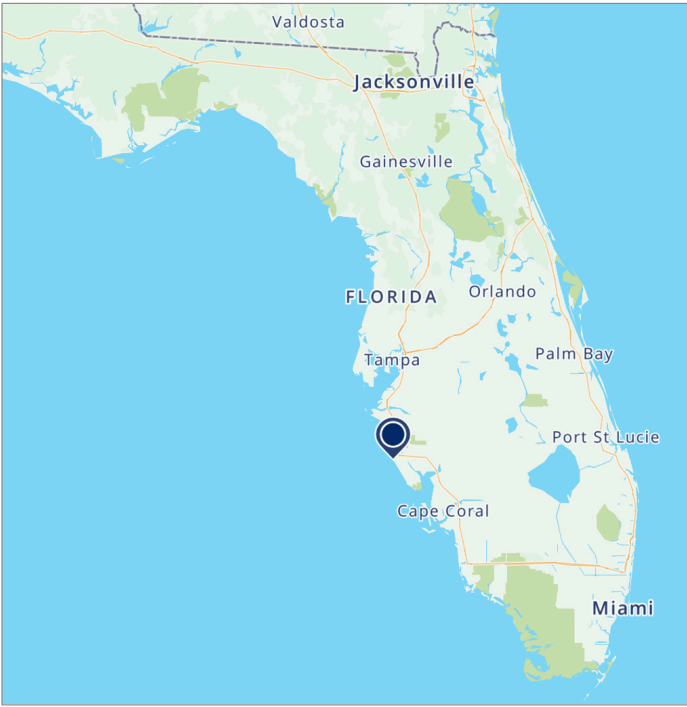


Figure 1: Location of Venice, Florida

Table 1: Venice Demographics

Distribution by Race		Distribution by Age	
White	93.1%	0 to 15	5.0%
Black	0.7%	15 to 25	3.8%
Asian	1.0%	25 to 45	9.3%
Native American	0.2%	45 to 65	22.0%
Some Other / Two or More Races	5.0%	65 to 85	51.5%
Total	100.0%	Over 85	8.4%
Hispanic (all races)	3.7%	Population 28,967	

Educational Achievements (25 & Over) and Other Statistics	
High School or Higher	96.0%
Bachelor’s Degree or Higher	44.2%
Median Age—Venice	68.7
Median Age—U.S.	38.9
Median Household Income—Venice	\$74,340
Median Household Income—U.S.	\$74,580
Poverty Rate	8.5%

Source: U.S. Census Bureau

Like other parts of Florida, Venice prepares for hurricane season from June 1 to November 30. Flooding and strong winds are generally the main concern. Though hurricanes are possible, they are infrequent. The most recent were Hurricanes Helene and Milton in September and October 2024 and Hurricane Ian in 2022, but the next most recent major storm in the area was Hurricane Jeanne in 2004.

GEOGRAPHY

The City of Venice is located on the west coast of central peninsular Florida, just east of the Gulf of America and over 150 miles west of the North Atlantic Ocean. The City is within Sarasota County and part of the North Port–Bradenton–Sarasota, Florida Metropolitan Statistical Area. Encompassing 17.57 square miles, Venice is comprised of 15.94 square miles of land and 1.63 square miles of water with an average elevation of 10 feet above sea level.

Venice is located less than 20 miles south of Sarasota, nearly 80 miles south of Tampa, and 60 miles northwest of Fort Myers. Major roadways running through the City include Interstate 75, U.S. Route 41 (north-south), and State Road 681.

See Figure 1.

DEMOGRAPHICS

The population of Venice has risen over the past ten years from 21,418 in 2015 to 28,967 in 2024, reflecting an average annual increase of 3.1%. This growth is attributed more to migration than to natural changes such as births and deaths. In addition to its year-round residents, Venice experiences a significant seasonal population surge. An estimated 10,000 additional people from November through May, bring added vibrancy to the community during the cooler months.

Additionally, the City has a significant retirement population – with approximately 60% of its population aged 65 and older. Over the past several years, Venice has been ranked as a one of the “Best Beach Towns for Retirement” (Southern Living, 2024) and one of the “Best Places to Retire in Florida” (Florida for Boomers; 2020, 2025).

See Table I for the City’s demographic profile.



Table 2: Principal Employers, Venice, FL

Employer	Industry	Number of Employees
Sarasota Memorial Hospital	Healthcare	10,597
School Board of Sarasota County	Education	6,445
Publix Super Markets, Inc.	Retail	4,620
Sarasota County Government	Government	2,812
PGT Innovations	Manufacturing	2,615
Walmart	Retail	1,442
City of North Port	Government	900
City of Sarasota	Government	875
Target	Retail	636
Lowe's Home Centers	Home Improvement	555

Source: Venice, FL 2024 CAFR

## COMMERCE

The economy of the City of Venice and Sarasota County is a blend of tourism and retirement industries, service industries, light manufacturing, and construction.

When the Recession started in 2007, the City faced the same economic challenges as most of the nation. Around 2014, the local economy started recovering. By 2020, new construction activity and tourism had recovered above pre-Recession levels.

When the economic effects of the coronavirus pandemic hit in March 2020, the local economy was hit again. Travel restrictions meant fewer tourists. Some restaurants, bars and other businesses closed, a few permanently. At the City, gas taxes, sales taxes and commercial garbage collection revenues dropped for several months. The hiring of several vacant positions was delayed, and some capital projects were deferred or brought in-house. Otherwise, the impact on the City's Budget was not significant. Starting with financial statements from fiscal year 2023 and continuing with fiscal year 2024, revenues have reached above pre-COVID levels.

The combination of cultural and recreational facilities, together with the continuing expansion of programs and facilities, makes Venice and Sarasota County ideal retirement areas. Retirees contribute an important stabilizing effect on the City's economy

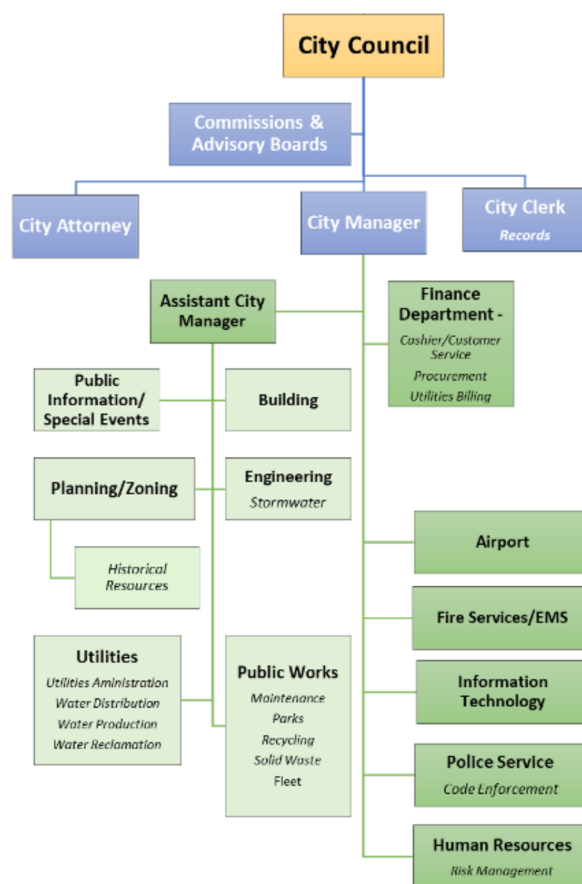
because their incomes are minimally affected by the cyclical nature of the economy and by unemployment levels.

Over the past decade, City property assessed valuations have steadily increased from \$3.0 billion in 2015 to \$6.6 billion in 2024, an average annual increase of 8.1%. There are no indications that this growth will moderate any time soon.

## THE GOVERNMENT

The City of Venice operates under a Council-Manager form of government. The City Council is comprised of seven members, consisting of the Mayor and six

Figure 2: Venice Organizational Chart



Councilmembers. As the presiding member of City Council, the Mayor manages procedures of Council, provides ceremonial leadership, and is equal to all other Councilmembers when voting upon matters. Council decides by majority vote amongst itself who will serve as Vice Mayor.

All seven members of Council are elected at-large in staggered, non-partisan elections during even-numbered years. Three seats are generally subject to election each election period, and the Mayoral seat is voted upon every other election period. Term-length is four years, and members may not serve more than two consecutive terms. One Councilmember has served since 2021, two Councilmembers have served since 2022, two Councilmembers have served since 2023, and one Councilmember has served since 2024. The Mayor has served since 2019.

The City Council truly has the best interests of the City at heart. They are professional and cordial to one another. Even though they may disagree on an issue, they are rarely disagreeable. The Council appoints three Charter Officers, comprised of the City Manager, City Clerk, and City Attorney (which consists of an outside contracted firm). The City Manager is the chief administrative officer of the City. He/she is appointed by the Mayor with the consent of at least five members of City Council and may be removed by majority vote of all members of Council. The Manager is responsible for carrying out the day-to-day operations of the City, as well as appointing City department heads.

Venice provides a full range of services, including Public Safety; Police; Fire and EMS Services; construction and maintenance of streets and other infrastructure; Solid Waste collection and disposal services; Planning; Zoning; Building Permits; Parks and Recreational activities; and cultural events. The City also operates a municipal airport (a historic general aviation facility), as well as Water, Wastewater, and Storm Water utilities. The City does not utilize any third-party contractors for its public services; however, the City Attorney Charter Official is a third-party contract providing legal services to the City Council and certain City operations. There are also other legal services contracted to third parties for certain activities related to employment and bargaining. See Figure ## for the City's organizational chart.

For Fiscal Year 2025, the City of Venice adopted a total budget of \$180,113,955, including a General Fund of \$51,990,998. The City's workforce includes 402 budgeted positions, of which 7

are elected officials and 393 are staff members operating under the supervision of the City Manager.

Additionally, various unions represent City employees: American Federation of State, County, and Municipal Employees (AFSCME) represents those in general non-supervisory roles; and the International Association of Firefighters (IAFF) represents EMS and Firefighters. The Florida State Lodge Fraternal Order of Police (FOP) represents Police Officers, whereas its S&L division represents Police Sergeants and Lieutenants.

Figure 2. Organizational chart for the City of Venice.

## THE CHALLENGES AND OPPORTUNITIES

At the forefront, Venice is in good financial health. It is a thriving City, but that does not mean it is casual with its finances. The City Council is financially prudent and is constantly aware of the importance of budgeting wisely. That being said, Venice has its portion of challenges.

Like many of the highly regarded Florida cities, Venice is experiencing a changing landscape of expanding geographic boundaries and increasing population. Because of its sterling reputation for high quality service delivery, land developers seek to annex their properties into the Venice jurisdiction. As both a challenge and an opportunity, managing projected income sources with the demands for expanding service delivery requires the next manager to have a solid background in municipal resource management.

The year-round Florida climate and tropic-like landscape is a major attraction for seasonal and increasing full-time residents. The new City Manager will lead a team of entrepreneurial Department Directors who are employing strategic short and long-term planning to accommodate the City's growth

Venice is a seaside community with extraordinary beaches gracing the Gulf of America. As a seacoast community, tropical storms and rising water events threaten low lying residential and commercial properties. Forecasting weather threats to residents and visitors, and working with local, county, state and federal agencies, the new City Manager will fully engage with public and private agencies to employ mitigation strategies, pursue funding opportunities, and work with individuals and neighborhoods to better protect their properties while maintaining the City's current high-level safety and security preparedness and response services.





## THE IDEAL CANDIDATE

The City Council is seeking an achievement-oriented leader and manager. They want someone to work with them as a partner and trusted advisor while understanding he/she works for the elected officials and takes direction from them. The individual will be someone who will be honest and tell them what they need to hear, not what they want to hear. The next City Manager will know how to look past the politics, recognize that she/he works for the elected body and receives direction from it, and finds a path forward with their vision. The next Manager should encourage and support the Council in a strategic planning process to create new long-term goals for the community.

The ideal City Manager will possess strong municipal planning and development skills. The City of Venice has received notable accolades from the State of Florida for the quality of its adopted Comprehensive Plan. As the entire southwest corridor of the state continues to attract commercial and residential growth, the City manager will work strategically with the City Council to ensure that Planning and Zoning initiatives meet policy-level expectations for managed growth, focusing on quality-of-life and eco-friendly targets.

Florida is a large state with 67 counties and 411 municipalities. County-level government partners are essential in the development of collaborative programs with region-wide impact. The ideal city manager has the skill level to work with municipal and county colleagues in the development, execution, and management of programs affecting populations and areas extending outside of the Venice jurisdictional boundaries. Protection of beaches and ecology, partnerships programs servicing regional populations such as parks, recreational facilities, storm water management, and transportation networks are among the public service functions that



require strong leadership and collaborative skills in the city manager.

Ideally, the selected individual will create a culture of positivity, set measurable and attainable goals, and rely on department heads to do their jobs competently. The Manager will expect to be kept informed and will hold the staff accountable. The Manager will be a mentor and encourage staff development. The Manager will recognize that diverse opinions and spirited discussions lead to better decisions and programs. Building teams and promoting teamwork will be important. Good judgment in hiring will be critical.

Customer service, along with communication, integrity, and transparency, will be core values for the Manager. Venice expects the Manager to be someone who leads by example and encourages the staff to find ways to get to “yes.” Customers are not always right, but their needs and concerns should be addressed promptly. They should be treated fairly, and an honest effort should be made to solve their problems. If a solution is not possible, an explanation of why should be given.

## FINANCIAL MANAGEMENT

The ideal City Manager has a very strong background in fiscal management. Among the qualities and expertise needed to effectively manage the City’s annual budget of \$180,000,000 are: Ability to oversee the development of the annual citywide budget; Knowledge of grant programs - understanding funding criteria, award processes; Working knowledge of program audits - comprehensive annual fiscal audits; Understanding borrowing strategies - rating agencies effects on bonding; Ability to create and review line-item budgets; Understanding 0-based budget concepts; Capital projects strategic planning experience; Working knowledge of procurement procedures including bid solicitation, qualifying vendors, and contract awards.

## HUMAN RESOURCES

The ideal candidate understands the rudiments of Human Resource Management, which includes labor relations, collective bargaining, labor unions and contracts, employee benefit programs, on-boarding practices, employee enhancement, training, health insurance benefit programs, and principles of employee discipline, promotions and rewards.

The City is seeking someone who is a critical thinker who is always asking if there is a better way to conduct business and

address problems. Analytical skills, as well as a knowledge of how to develop relationships, are a must. The next Manager will have strong skills in management, budgeting and finance, and economic development. A track record of success in intergovernmental relations will be important and experience in a coastal community is a plus.

The position requires a minimum of a bachelor’s degree in public administration, business administration, or related fields from an accredited college or university. The ideal candidate must have a minimum of 5-10 years of progressive senior management experience as a City Manager, Assistant City Manager, or Department Head. A master’s degree in business, public administration, or related field is preferred.

## COMPENSATION

The salary range is \$210,000 to \$260,000. The salary will depend on qualifications and experience. Benefits are excellent. The City Manager will be part of the Florida Retirement System (senior management class) unless he/she chooses to opt out.

## THE MOST RECENT CITY MANAGER

The present City Manager is retiring and has served the City of Venice for 13.5 years.

## RESIDENCY

Per the City’s Charter the Venice City Manager is expected to reside within the City of Venice within six months of employment and thereafter maintain residence within the City throughout his/her term.

## HOW TO APPLY

E-mail your cover letter and resume to [Recruit37@cb-asso.com](mailto:Recruit37@cb-asso.com) by May 9. Please apply ASAP as resumes will be screened as they arrive. Questions should be directed to Rick Conner at (915) 227-7002 or Scott Krim at (801) 628-8364.

## INTERNAL CANDIDATES

The City Council is committed to a level playing field and the best person will be selected for the position, whether internal or external.



## CONFIDENTIALITY

Under Florida's public records act, a submitted application is deemed a public record. As a practical matter, we do not expect media coverage until at least the semifinalists are named, and perhaps not even then.

## THE PROCESS

Applications will be screened between April 17 and June 10. Finalists will be selected on June 17. A reception, events, and interviews will be held on June 23rd, 24th, and 25th. A selection will be made shortly thereafter.

## OTHER IMPORTANT INFORMATION

It is the policy of the City of Venice to grant equal employment opportunities to qualified persons without regard to race, creed, color, sex, religion, age, national origin, disability, marital status, citizenship status, or any other category protected by federal, state or local statute.

## ADDITIONAL INFORMATION

For additional information about the City, visit:

[www.venicegov.com/](http://www.venicegov.com/)

[www.venicechamber.com/](http://www.venicechamber.com/)

[www.visitvenicefl.org/](http://www.visitvenicefl.org/)

City Budget (2025, adopted)

[www.venicegov.com/home/showpublisheddocument/12999/638663932500930000](http://www.venicegov.com/home/showpublisheddocument/12999/638663932500930000)

Comprehensive Annual Financial Plan (2024)

[www.venicegov.com/home/showpublisheddocument/13230/638760705412230000](http://www.venicegov.com/home/showpublisheddocument/13230/638760705412230000)

Comprehensive Plan (2017–2027)

[www.venicegov.com/government/planning-and-zoning/comprehensive-plan-update](http://www.venicegov.com/government/planning-and-zoning/comprehensive-plan-update)

Strategic Plan (2023)

[www.venicegov.com/home/showdocument?id=9932&t=637854648675421714](http://www.venicegov.com/home/showdocument?id=9932&t=637854648675421714)

