

Item Cover Page

CITY COUNCIL MEETING AGENDA ITEM REPORT

DATE: July 23, 2025

SUBMITTED BY: Rob Perry, City Administration

ITEM TYPE: Miscellaneous

AGENDA SECTION: NEW BUSINESS BY DEPARTMENT HEADS, CITY ATTORNEY AND COUNCIL

SUBJECT: Renaming the Day Dock to the Bradenton Riverwalk Pier

SUGGESTED ACTION: Approval

Is this item Quasi-Judicial?

No

Does this item require a public hearing?

No

EXPLANATION:

Because the Riverwalk serves as a hub for the Gulf Islands Ferry, the Bradenton Area Convention and Visitors Bureau recommended that the day dock be branded. We propose renaming the day dock as the Bradenton Riverwalk Pier. This new name aims to enhance the area's identity and attract more visitors to the waterfront. By aligning the dock with the Riverwalk, it emphasizes the connection between the community and its scenic waterways.

This branding initiative is expected to improve navigation for tourists and foster a sense of pride among locals. Additionally, it may create opportunities for events and activities that celebrate the cultural richness of the area.

FINANCIAL IMPACT:

The funding for design and construction will be provided by Manatee County/Bradenton Area Convention and Visitors Bureau.

ATTORNEY REVIEW/RECOMMENDATION:

N/A

SUGGESTED MOTION:

Motion to approve the branding of the day dock to the Bradenton Riverwalk Pier.

ATTACHMENTS:

[Bradenton Riverwalk Pier Concept](#)