
Fw: [EXTERNAL] Meeting Request: Sarasota-Venice Wellness Village Vision for the City of Venice

From Jim Boldt <jboldt@venicefl.gov>
Date Tue 6/30/2026 9:29 AM
To Roger Clark <RClark@venicefl.gov>

For your information.

From: Reuben LaBrado <reubenlabrado@gmail.com>
Sent: Thursday, 25 June 2026 12:13:33
To: Jim Boldt <jboldt@venicefl.gov>
Subject: Re: [EXTERNAL] Meeting Request: Sarasota-Venice Wellness Village Vision for the City of Venice

This Message Is From an External Sender

This message came from outside your organization.

Meeting Confirmation – Wednesday at 9:30 AM

Dear Vice Mayor Boldt,

Thank you. Let's plan on meeting at **9:30 AM**. That should work well and allow some flexibility in case our team coming from Miami experiences any traffic delays.

We can meet at:

First Watch

1617 U.S. 41 Bypass S #6
Venice, FL 34293
Phone: (941) 786-9821

After our meeting, we can do a walkthrough of the former hospital property located at **540 The Rialto, Venice, FL**, which is approximately a five-minute drive from First Watch.

We appreciate your willingness to meet with us and look forward to discussing the project, including the potential economic impact for the City of Venice, workforce opportunities, healthcare services, sports clinic, rehab facilities, doctors' offices, and a micro-hybrid hospital facility.

Respectfully,

Reuben LaBrado

On Thu, Jun 25, 2026 at 10:54 AM Jim Boldt <jboldt@venicefl.gov> wrote:

Let's plan on 9:30 am just in case your people from Miami have any traffic issues. Where would you like to meet?

From: Reuben LaBrado <reubenlabrado@gmail.com>

Sent: Wednesday, 24 June 2026 21:40:06

To: Jim Boldt <jbaldt@venicefl.gov>

Subject: Re: [EXTERNAL] Meeting Request: Sarasota-Venice Wellness Village Vision for the City of Venice

Meeting Availability – Sarasota-Venice Wellness Village

Dear Vice Mayor Boldt,

Thank you for your response and for your willingness to meet with us.

Wednesday, July 1, 2026, would work well for our team. We are available anytime after 9:00 AM, as part of our team will be traveling from Miami, Florida.

We look forward to sharing our vision for the Sarasota-Venice Wellness Village and discussing the potential economic impact this project could bring to the City of Venice, including job creation, expanded healthcare access, veteran housing and services, workforce development, doctor's offices, a sports clinic, rehabilitation facilities, a micro-hybrid hospital facility, retail activity, and long-term public-private investment opportunities. I have attached an executive summary, a rendering, and background information on our Eco-Urban Design Build team and portfolio.

Please let me know what time after 9:00 AM works best for your schedule.

Respectfully,

Reuben LaBrado

Reuben LaBrado

Managing Partner

ECO-URBAN DESIGN BUILD, LLC / Risen7 Consulting Group

On Wed, Jun 24, 2026 at 3:15 PM Jim Boldt <jbaldt@venicefl.gov> wrote:

Sir,

Thank you for your invitation to meet and discuss your project. I would be delighted to hear what you have to say.

I am available next week Monday, Wednesday or Friday.

The following week Monday or Tuesday. If you need to schedule further out

Please just give me some date and I will try to make myself available.

Regards,

Jim Boldt

Vice Mayor

City of Venice

From: Reuben LaBrado <reubenlabrado@gmail.com>

Sent: Tuesday, 23 June 2026 09:52:43

To: Jim Boldt <jbaldt@venicefl.gov>

Subject: [EXTERNAL] Meeting Request: Sarasota-Venice Wellness Village Vision for the City of Venice

Dear Vice Mayor Boldt,

I hope you are doing well.

My name is Reuben LaBrado, Managing Partner of ECO-URBAN DESIGN BUILD, LLC / Risen7 Consulting Group. I am reaching out to respectfully request a meeting with you to introduce our team, share our background, and present our vision for the Sarasota-Venice Wellness Village—a proposed public-private redevelopment initiative designed to support

healthcare access, veteran housing, workforce housing, recovery services, wellness programming, job creation, and long-term economic development within the City of Venice.

Given your extensive background as an entrepreneur, business owner, manufacturing executive, construction-related business operator, and civic leader, I believe you would appreciate the importance of aligning redevelopment with practical operations, responsible growth, job creation, and long-term community value. Your experience in the chemical industry, construction-related businesses, national trade organizations, nonprofit boards, and your current service to the City of Venice provide a valuable perspective on a project of this scale and community impact.

ECO-URBAN DESIGN BUILD is a design-build, development, real estate advisory, and sustainable construction platform that brings together architects, engineers, builders, developers, construction managers, and real estate advisors. Our team has been involved in a wide range of residential, commercial, retail, hospitality, mixed-use, restoration, and redevelopment projects throughout Florida, New York, New Jersey, Pennsylvania, Puerto Rico, and other markets. Our experience includes high-rise and mid-rise residential developments, condominium projects, office buildings, retail centers, hospitality renovations, landmark restorations, and sustainable design-build initiatives.

Our approach is centered on creating buildable, cost-efficient, and environmentally responsible projects that combine strong design, construction management, financing coordination, and long-term operational planning. We also focus on green building strategies, energy efficiency, sustainable materials, indoor environmental quality, and technologies that can reduce operating costs while improving quality of life for residents, workers, patients, visitors, and the surrounding community.

In Venice, our goal is to work collaboratively with the city, Sarasota County, healthcare operators, veteran-service organizations, workforce partners, labor partners, private capital sources, and community stakeholders to help transform underutilized healthcare and real estate assets into a modern, wellness-oriented destination.

The Sarasota-Venice Wellness Village vision includes the potential redevelopment and reactivation of the former ShorePoint Health Venice campus, previously a 312-bed acute-care hospital. The concept is designed to reposition the property into a next-generation healthcare, recovery, rehabilitation, performance medicine, and veteran-support campus serving the broader Sarasota-Venice region.

The proposed vision may include the following:

A VA-aligned and/or private healthcare operating model;

Post-acute care, rehabilitation, outpatient therapy, and wellness programming;

A sports medicine and performance recovery institute;

Specialty clinics, outpatient medical services, and ambulatory care;

Veteran-focused and workforce-oriented housing;

Micro-unit and mixed-use housing concepts near 540 The Rialto;

Retail, office, parking, amenities, and community-support components;

Job creation, workforce training, and public-private economic development opportunities.

We also recognize your liaison roles with the Tourist Development Council, Venice Area Beautification Inc., and the Historic and Architectural Preservation Board. These areas are directly relevant to our vision because our goal is not only to redevelop property, but also to create a project that respects Venice's character, enhances the community, supports beautification, and contributes to the City's long-term identity as a wellness, recovery, tourism, and quality-of-life destination.

We believe this project could become a major benefit to the City of Venice by supporting healthcare access, creating construction and permanent jobs, strengthening the local tax base, supporting veterans and working families, attracting private capital, and bringing new life to an important former healthcare asset.

We would appreciate the opportunity to meet with you at your convenience to introduce our team, review the concept, and discuss how this vision may align with the City of Venice's long-term goals for responsible growth, community wellness, economic development, beautification, historic compatibility, and public-private collaboration.

Please let us know a convenient time that works with your schedule. We would be honored to meet with you and share the full Sarasota-Venice Wellness Village concept.

Thank you for your time, leadership, and service to the City of Venice.

Respectfully,



Reuben LaBrado

Reuben LaBrado

Managing Partner

ECO-URBAN DESIGN BUILD, LLC

Risen7 Consulting Group

Phone: 813-203-8117

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