

VENUS

CAPABILITIES STATEMENT

THE RIGHT PARTNER FOR MISSION IMPACT

At Venus Valet, we specialize in turning strategy into action through meaningful engagement, experiential marketing, and program execution.

As a woman- and minority-owned small business, we bring over a decade of experience supporting public and private sector partners with creative, community-focused solutions.

From stakeholder outreach to large-scale activations, Venus Valet delivers with precision, purpose, and impact.

Core Competencies

Strategic Engagement

Public + stakeholder engagement strategy
Merchant relations and outreach
Program and initiative facilitation

Experiential Marketing

Brand activations
Grand openings
Community festivals
Government-focused outreach events

Creative Services

Visual storytelling + media planning
Newsletter, blog, and recap content
Social media management

Event Logistics + Management

Vendor coordination + permitting
Staffing and scheduling
Post-activation reporting

Certifications & Registrations

Venus Valet Solutions is actively pursuing the following certifications to better serve government clients and contribute to supplier diversity goals:

- Women-Owned Small Business (WOSB)
- HUBZone
- Minority Business Enterprise (MBE)
- Small Business Enterprise (SBE)

**DUNS: 06-216-6781 | CAGE Code: 9Y9F3 |
UEI: PGUVD8C37958**

541611 – Admin & General Mgmt Consulting
561920 – Convention & Trade Show Organizers
541820 – Public Relations Services
541810 – Advertising Agencies
711320 – Promoters of Performing Arts, Sports & Similar Events

"At Venus Valet, we believe excellence is earned through execution. Our clients trust us to bring their vision to life with creativity, precision, and care—whether it's a community event, a government initiative, or a full-scale activation. We don't just show up. We deliver."

JANAE WHEELER
Founder & CEO
Venus Valet Solutions



A Trusted Partner for Engagement,
Experience, and Execution

VENUS

PAST PERFORMANCE

Venus Valet Solutions has consistently delivered impactful results for national brands, commercial real estate developers, and mission-driven organizations across the Mid-Atlantic region. Our work reflects a proven ability to manage complex logistics, engage diverse communities, and execute large-scale activations with creativity and precision.

Howard Hughes | Books in Bloom

\$200K event budget – full-scale placemaking activation at Merriweather District

Peterson Companies | Taste of Rio

Multi-year festival with custom vendor zones, stage programming, and community engagement

Skyland Town Center | Lidl Grand Opening

Brand-aligned production with permitting, staging, signage, and promotion

Rappaport | Village at Leesburg

Seasonal event series including family activations, vendor management, and reporting

MCB Real Estate | Northwood Commons

Ongoing digital marketing + merchant engagement strategy

✓ Minority-Owned ✓ Woman-Owned ✓ Small Business ✓ SAM Registered

