



APPLICATION SUMMARY SHEET

PROJECT NAME: Venice Beach Surf & Skate Fest		RECEIVED
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS)		APR 04 REC'D
The VBSSF celebrates the lifestyle that in part made Venice famous. Retailers & individuals are invited to vend, swap, display exhibits and share in the camaraderie. Live music, food & beer garden add to the day's celebration. A raffle will be held to give back to a local charity.		
PROJECT SITE NAME AND FULL ADDRESS: LA Municipal Lot #701: 2150 Dell Ave. 90291		
PROJECT COMPLETION DATE: April 12 th , 2013	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT: ALL	

ORGANIZATION OR STAKEHOLDER NAME: Brady Walker		
QUALIFYING ADDRESS: 21 Westminster Ave. 90291		
DAY PHONE	EVENING PHONE	CELL PHONE: 310 980 7129
E-MAIL ADDRESS: brady_walker@hotmail.com		FAX

PROJECT MANAGER: Brady Walker		TITLE: Producer
MAILING ADDRESS: PO Box 2041 Venice 90291		
DAY PHONE	EVENING PHONE	CELL PHONE: 310 980 7129
E-MAIL ADDRESS: brady_walker@hotmail.com		FAX

BY SIGNING BELOW, I agree to the terms of the 2012-13 Community Improvement Project funding guidelines. I also acknowledge that the information submitted in this application is accurate to the best of my knowledge. Submitting an application with misleading information may be cause for disqualification.

STAKEHOLDER SIGNATURE

DATE

PROJECT MANAGER SIGNATURE

DATE

[Handwritten Signature]
3/26/13

[Handwritten Signature]
3/26/13

AMOUNT REQUESTED: ~~\$2000~~

\$1500

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only)

B



PROJECT DESCRIPTION SHEET

PROJECT DESCRIPTION (Include how many stakeholders will be working on this project.) (Maximum 500 words)

After the beat era of the 60's, Venice Beach's resurgence in popularity was due the growth of the surf & skate culture of the 70's & early 80's. Groups like the Z-Boys took skateboarding to new levels. Jeff Ho & company pushed the limits of surfboard design. Trends created in Venice set the standard for the world. A yearly event celebrating the creativity & innovation of Venice's surf & skate scene has long been waiting. It gives the ever-growing retailers an opportunity to address their direct market in one big afternoon of fun. It allows the already social Venice crowd a reason to check out all of the popular & new designs in one fall swoop & share in the day's excitement. It pays homage to Venice's illustrious past. And, well, it's a heck of a fun time!

The project is a one-day event that will showcase vendors & retailers, a massive swap meet, live music, food & drink from 11am-6pm.

The inaugural event turned out to be a fantastic local event with music by Street Smart & the Venice Street Legends. Retail vendors included Helen's Cycles & Rider Shack. Non-profits were invited to set up free booths including the Venice Neighborhood Council, Venice Chamber of Commerce, Venice Community Housing, the Beachhead, with the charity beneficiary being the Boys & Girls Club of Venice, who walked away with over \$1000 in the charity raffle. Local food vendors included Venice Ale House, Flake & Cairo Cowboy. The big smile on Jeff Ho's face said it all: This event needs to happen annually!

I, Brady Walker, producer and brainchild of the event, put in over 1000 working hours and over \$3000 of my own money to create and produce the inaugural event on April 21st, 2012. If there isn't any financial support for this event, I cannot afford the time, money, and personal sanity of presenting it again to our wonderful community. I do this for the love of Venice and am desperately seeking the VNC's help in making this event happen annually.

IS THIS PROJECT PART OF A LARGER PROJECT? YES NO

COMMUNITY BENEFIT (Description of benefit to the entire community and justification for these benefits)

As Los Angeles has cut back on all funding for free community events, most festivals have dissolved. Our creative and bohemian community needs events like this to celebrate our city and its heritage. This festival gives locals & spectators from around Southern California the opportunity to join each other in a day of fun and camaraderie.



PROJECT PLANNING SHEET

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WORK PLAN (Include a TIME-LINE for the project with beginning date and completion date of each phase. Projects may not begin prior to August 1, 2012 and must be completed by April 15, 2013)

August 2013 – March 2014 Solicit vendors & sponsors

January 2014 Secure event space, order logistics

March 1st 2014: Close sponsorship, order posters/flyers & send out press release

April 10th & 11th: Pick up supplies and setup event

April 12th

6am: Open lot to vendors

11am: Event begins

7pm: Event ends

9pm: Cleanup

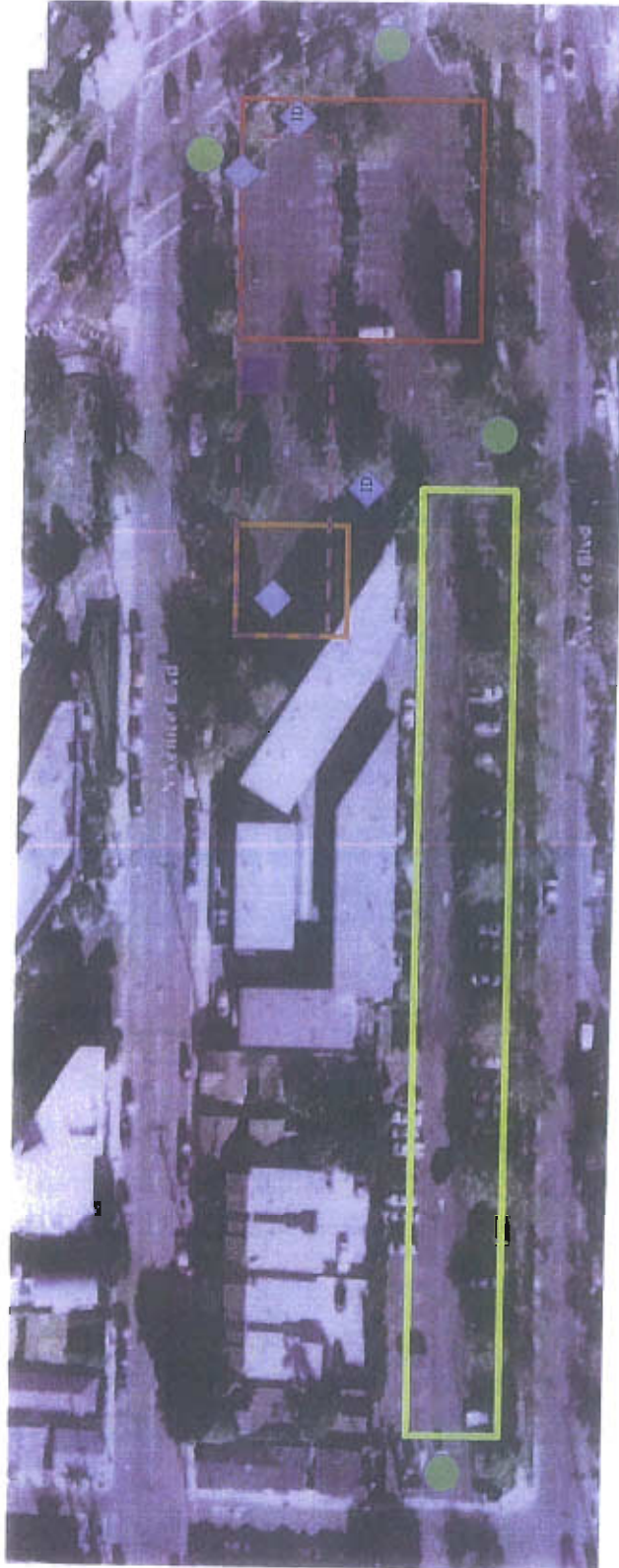
MAINTENANCE PLAN (If applicable)

PROJECT RENDERING SHEET (If applicable)

Attach conceptual images of the project to this sheet or design and print your own sheet. Include text explanations.

**VENICE BEACH SURF & SKATE FEST
& SWAP MEET**

MUNICIPAL LOT# 701: 2150 DELL AVE. VENICE 90291



- SETUP: 6AM
- NO VEHICULAR TRAFFIC/PARKING
- 6 SECURITY GUARDS / ID CHECK
- 4 TOILETS
- 1 HANDWASH STATION

- SWAP MEET
- VENDING/EXHIBITS
- FOOD COURT
- BEER GARDEN
- STAGE
- ENTRANCE/EXIT
- SECURITY



INDIVIDUAL APPLICANT (If applicable)

(Only complete this form if the applicant is an individual or sole proprietor. If so, do not complete Page 6)

STAKEHOLDER NAME: Brady Walker

QUALIFYING ADDRESS: 21 Westminster Ave. 90291

QUALIFICATION STATUS LIVE OWN PROPERTY WORK -- NAME OF BUSINESS _____

RESUME AND QUALIFICATIONS FOR COMPLETING THIS PROJECT:

Stage Managed, Sound Reinforcement & Producer of Carnevale! Venice Beach since inception (8 years total)

Executive Producer of Venice Vintage Motorcycle Rally since inception (5 years)

Co-Producer of Venice Beach Music Fest (2 years)

Co-Producer of Venice Spring Fling (1 year)

Brady is a hard working, passionate entrepreneur who supports the Venice Chamber, VNC, and local charities.

PERMISSION FOR USE OF PROPERTY SHEET (If applicable)

Use this form to show the approval of the use of the project site from the property owner, school principal, city agency, etc. Attach as many as necessary.

PROJECT NAME: Venice Beach Surf & Skate Fest
APPLICANT: Brady Walker

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY: David Cataldo	TITLE
FACILITY/BUSINESS NAME: LA DOT	PHONE 213-972-4923
SITE ADDRESS: 2150 Dell Ave. 90291 (Municipal Lot #701)	

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

USE OF LOT HAS BEEN INITIALLY APPROVED BY LA DOT & COASTAL COMMISSION. APPLICATION FOR EXEMPTION OF USE TO COASTAL COMMISSION WILL HAPPEN IN 2014

BY SIGNING BELOW, I declare in good faith that I own or am responsible for the named property. I understand that the applicant is seeking funding through the Venice Neighborhood Council. I grant the applicant permission to use the property for the implementation of the above named project. I understand that the project will begin after August 1, 2012.

SIGNATURE

DATE

Venice Beach Surf & Skate Fest

April 21st, 2012

