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VENICE NEIGHBORHOOD COUNCIL
COMMUNITY IMPROVEMENT PROJECT APPLICATION PACKET 2011

APPLICATION SUMMARY SHEET

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PROJECT NAME: 27 th Annual Abbot Kinney Festival (September 25, 2011)	
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS): With a grant to the AKFA, Venice Neighborhood Council (VNC) will receive a complimentary exhibitor booth at this year's Abbot Kinney Festival (AKF), a value of \$500, plus marketing benefits valued at \$1,500; the latter of which includes VNC logo recognition in 30,000 program guides distributed through Whole Foods Market-Venice; on the AKF website; and in our AKF social media.	
PROJECT SITE NAME AND FULL ADDRESS Abbot Kinney Festival in Venice on Abbot Kinney Blvd. between Main St. and Venice Blvd.	
PROJECT COMPLETION DATE September 25, 2011	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT: The entire community

LEAD ORGANIZATION NAME Abbot Kinney Festival Association

STAKEHOLDER NAME: David Reiss		
QUALIFYING ADDRESS: c/o Beechwood Restaurant @ 822 Washington Blvd., Venice 90292		
DAY PHONE (323) 823-4222	EVENING PHONE (323) 823-4222	CELL PHONE (323) 823-4222
E-MAIL ADDRESS dave@abbotkinney.org		FAX (310) 448-8889

PROJECT MANAGER: Kim Sharp		TITLE: Vice Chair
MAILING ADDRESS: PO Box 1138, Venice, Ca 90294		
DAY PHONE (310) 396-3772	EVENING PHONE (310) 396-3772	CELL PHONE (310) 396-3772
E-MAIL ADDRESS kim@abbotkinney.org		FAX (310) 396-9480

BY SIGNING BELOW, I agree to the terms of the 2011-12 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.

AMOUNT REQUESTED: \$2,000

	3/1/11
STAKEHOLDER SIGNATURE	DATE
	3/1/11
PROJECT MANAGER SIGNATURE	DATE

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only) G

PROJECT DESCRIPTION SHEET

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

The Abbot Kinney Festival is a one-day event that focuses on celebrating AND giving back to the community of Venice and its residents and businesses. It attracts a diverse attendance of more than 150,000 people, and as such, is an excellent place to showcase the best that Venice has to offer, locally, regionally, and nationally.

Having the Venice Neighborhood Council on board as a featured supporter of the festival provides visibility not only of the VNC, but of the individuals and organizations it supports and for whom it advocates. Through guaranteed marketing activities such as the in-store distribution of event guides at Whole Foods Market-Venice and the festival's strong online presence, VNC can broaden public awareness of its good works.

Following are 2010 stats that demonstrate the success of Abbot Kinney Festival "by the numbers:"

- ★ 150,000+ attendees saw Venice at its best and came from cities throughout Southern California.
- ★ 30,000+ Venice residents enjoyed the day and helped make it all happen.
- ★ 400+ booth exhibitors – mostly arts & crafts, then community groups – sold their wares and promoted their services.
- ★ Over 250 performers showcased their unique talents.
- ★ More than 150 volunteers helped ensure that festival attendees enjoyed the day.
- ★ About 110 Abbot Kinney merchants opened their doors and gave of their time.
- ★ Nearly 50 performances on four stages were presented to the public at no charge.
- ★ 44 sponsors and supporters helped cover the gap in funding from the cuts in city services.
- ★ About 20 suppliers and vendors were contracted for services.
- ★ 15 commercial exhibitors paid to participate at the festival.
- ★ Approximately a dozen government agencies lent their support and helped ease the experience.
- ★ 10 nonprofit organizations receive grants from the AKFA Community Grants Program.
- ★ 9 volunteer board members donated time, services, and money to the festival and its production.
- ★ 8 event producers generously gave of their time to handle areas of the festival.
- ★ 5 community leaders received "Spirit of Venice" awards.

Visit www.abbotkinney.org for details. Also, check out the online sponsor report at http://web.me.com/melrichban/2010_Abbot_Kinney_Festival/Summary.html.

IS THIS PROJECT PART OF A LARGER PROJECT? YES NO

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

Creating awareness of the Venice community supports all local residents and businesses. Abbot Kinney Festival will continue focusing on reinvesting dollars raised to give back to local nonprofit organizations and promoting opportunities to get actively involved in the community. Past exhibitors and sponsors have included local organizations such as Venice Neighborhood Council, Venice Historical Society, Cheshire Project, Mildred Kursch Foundation, Beyond Baroque, Heal the Bay, Friends of Ballona, and many local businesses, schools, civic groups, and religious organizations.

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)

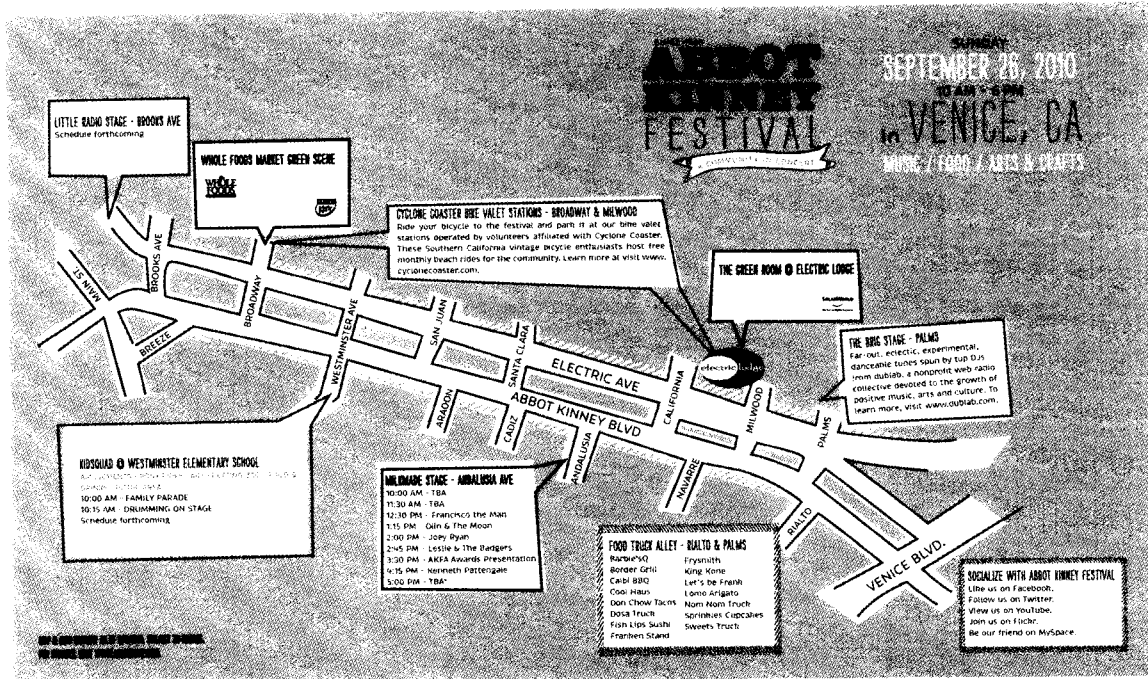
Registration dates for exhibitors and sponsors take place during March 15-August 15 (or until spaces are filled). Registrants are reviewed by a committee, and those selected receive notification of their acceptance within 21 days. Accepted participants will receive a booth assignment, posting on website, and presentation time within 30 days of the festival.

MAINTENANCE PLAN (If applicable)

VENICE NEIGHBORHOOD COUNCIL
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PROJECT RENDERING SHEET (If applicable)

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





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ORGANIZATION SHEET (if applicable)

PAGE 6

(Only complete this form if the applicant is an organization. If so, do not complete Page 7)

ORGANIZATION NAME Abbot Kinney Festival Association (AKFA)		
ORGANIZATION ADDRESS P.O. Box 1138, Venice, CA 90294		
ORGANIZATION DESCRIPTION AND PURPOSE (Include the experience that your organization has in the execution of similar projects) <p>The Abbot Kinney Festival Association (AKFA) is a 501(c)(3) nonprofit organization that has produced an annual community festival since 1984 that showcases the vibrant and eclectic creativity of Venice and attracts nearly 150,000 people throughout Southern California each year. Proceeds from AKFA activities are reinvested into the surrounding neighborhood to improve the quality of life for youth and families, with an emphasis on the environment and the arts.</p> <p>During the event, the <i>Spirit of Venice</i> awards are given by the Abbot Kinney Festival Association to recognize exemplary individuals, nominated by the community, for their contributions to the heart and soul of Venice. Past recipients include artists, poets, musicians, and civic leaders such as Lynn Warshafsky and Jim Hubbard of Venice Arts; artist Tibor Jankay, poet Fred Dewey of Beyond Baroque, and community advocates Betsy Goldman, Ivan Spiegel, and Diane Bush.</p> <p>AKFA has produced the Abbot Kinney Festival since 1984. It is managed by a volunteer board of directors, members of whom are live, work and/or own businesses in Venice.</p>		
TOTAL MEMBERS 9	The proposal must include the names and SIGNATURES of 5 members of the organization (preferably board members)	YEAR ESTABLISHED 1984

BY SIGNING BELOW, I declare in good faith that I am a member of the organization named above. I realize the Venice Neighborhood Council may contact me to verify my membership and participation in this organization.

NAME	ADDRESS	PHONE	SIGNATURE
Donna Humphrey	1507 Abbot Kinney Blvd., Venice, 90291	(310) 422-4702	<i>Donna Humphrey</i>
Elisa James	1505 Abbot Kinney Blvd., Venice 90291	(310) 310-0982	<i>Elisa James</i>
Brian J. Lee	1413 Abbot Kinney Blvd., Venice 90291	(818) 383-9728	<i>Brian J. Lee</i>
Kim Sharp	P.O. Box 1138, Venice 90294	(310) 396-3772	<i>Kim Sharp</i>
Dave Reiss	822 Washington Blvd., Venice 90292	(323) 823-4222	<i>Dave Reiss</i>

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PERMISSION FOR USE OF PROPERTY SHEET

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Use this form, if applicable, 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: **27th Annual Abbot Kinney Festival (September 25, 2011)**

APPLICANT: Abbot Kinney Festival Association (AKFA)

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	City of Los Angeles	TITLE
FACILITY/BUSINESS NAME		PHONE
SITE ADDRESS Abbot Kinney Blvd. between Main and Venice		

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

Permission to use this site always takes place after the VNC March 1st grant deadline. This year, AKFA applied for the 2011 permit this past December, and will be meeting with City of Los Angeles Bureau of Street Services sometime in April (to be determined by that agency). Based on presenting the festival successfully since 1984, AKFA has every reason to believe that the City of Los Angeles will approve closing Abbot Kinney Blvd. for the 27th annual Abbot Kinney Festival.

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 July 1, 2011.

SIGNATURE

DATE



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COMMUNITY SUPPORT SHEET

Use this sheet to document community members' support. This sheet may also be used to document pledges of volunteer hours.

PROJECT NAME: 27th annual Abbot Kinney Festival (September 25, 2011)

APPLICANT: Abbot Kinney Festival Association (AKFA)

NAME	ADDRESS	SIGNATURE	DATE SIGNED	WORK OR MATERIALS PLEDGED	HOURS PLEDGED
Adrian Norwood	143 1/2 Abbot Kinney Blvd		2/1		
Jay Berkeley	1351 Abbot Kinney Blvd		3/1		
Vony Goshmid	1338 A.K.		3/1		
JADELLE SIMON	1344 Abbot Kinney Blvd		3/1		
Alexander Strussell	1344 Abbot Kinney Blvd		3/1		
SASA CLARK	1350 A-K Blvd		2/1		
Laura Nielsen	1410 Abbot K. Blvd #102		3/1		

Attach letters of support from the community behind this page. Letters that state something unique about the project or from people who will be directly affected by the project will have a greater impact.

March 1, 2011

Abbot Kinney Festival Association (AKFA)
P.O. Box 1138
Venice, CA 90294



EAST

1714 W. SUNSET BLVD.
LOS ANGELES, CA 90026
T (213) 413-3388
F (213) 413-3383

WEST

685 VENICE BLVD.
VENICE, CA 90291
T (310) 305-8418
F (310) 305-8616

www.826LA.org

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826LA is pleased to provide this letter of support on behalf of the AKFA and its yearly presentation of the Abbot Kinney Festival in Venice, California. For the past two years, 826LA has received a grant from the AKFA as part of their Community Grants Program, which is funded through proceeds from the festival. The grants have been to support our After-School Tutoring Program and our Summer Camp for English Language Learners. Their support has provided vital support in our efforts to reach an expanding number of underserved youth living in low-income neighborhoods in the Venice area.

It has been a very exciting time for us at 826LA and the grants from Abbott Kinney Festival Association has had an impact throughout the organization. The demand for our services continues to grow exponentially and with the help of a dedicated staff and a committed corps of volunteers, we continue to expand our services to meet the growing demand. Over the past three years, 826LA has nearly tripled the number of students, teachers, and volunteers that we reached in the 2007-2008 school year and it is due in part to the support of the AKFA.

826LA is a nonprofit organization with locations in Venice and Echo Park. We are dedicated to supporting students ages 6 to 18 with their creative and expository writing skills and to helping teachers inspire their students to write. Our services are structured around the understanding that great leaps in learning can happen with one-on-one attention and that strong writing skills are fundamental to students' future success. With this approach and objective in mind, we provide in-school tutoring, assistance with student publications, after-school tutoring, workshops, college prep support, and help for English language learners. All of our programs are free and our overriding goal is to help our students find their voice and give them the power to express that voice with creativity and confidence.

The Abbot Kinney Festival is an event eagerly anticipated each year by not only the community, but also by those of us in the nonprofit world and those we serve who benefit from its success. The AKFA is a vital asset to the Venice community and we are grateful for their partnership.

Very truly yours,

Lee Schube,
Development Director
826LA



venicearts

Mentoring & Education • Gallery • Documentary Programs
Institute for Photographic Empowerment • Beyond MySpace
www.venice-arts.org • info@venice-arts.org

March 1, 2011

Tel 310.578.1745

Fax 310.578.1525

610 California Avenue
Venice, California 90291

Abbot Kinney Festival Association (AKFA)
P.O. Box 1138
Venice, CA 90294

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To Whom it May Concern:

Venice Arts is happy to provide this letter of support on behalf of the AKFA and its annual Abbot Kinney Festival in Venice, California, presented since 1984.

Our non-profit organization, which mentors at-risk youth via media arts, has been a recipient of an award from the AKFA Community Grants Program, which is funded by festival proceeds. With our \$2,000 award, we were able to run two semesters of a sophisticated, technologically intense Advanced Photography workshop entitled "Document This!" for a dozen local low-income youth (per class), ages 14 and up, free of charge.

In addition, we are truly grateful for the complimentary booth space we received at the festival. It is so helpful to our organization to receive such wonderful neighborhood exposure. Venice Arts very much appreciates the opportunity to showcase our organization, and to participate as part of the larger Venice community at the Abbot Kinney Festival each year, which brings so many people together.

Feel free to contact me if you have any questions. Thank you.

Best regards,

Liz Leshin
Development Director