



APPLICATION SUMMARY SHEET

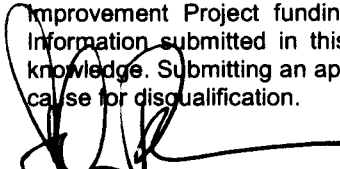
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PROJECT NAME		SPARC Building Beautification	MAR 6 2009
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS)			
SPARC wishes to beautify the front of its building (the old Venice jail) by cleaning up it front garden area painting to make visible a neo-egyptian freeze (art deco) above the entrance of our building, planting gardens, and purchasing appropriate lighting to enhance the front of the building.			
PROJECT SITE NAME AND FULL ADDRESS			
The Social and Public Art Resource Center 685 Venice Blvd., Venice, CA 90291			
PROJECT COMPLETION DATE	September 2009	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT	all Venice residents


ORGANIZATION OR STAKEHOLDER NAME			The Social and Public Art Resource Center
QUALIFYING ADDRESS			
685 Venice Blvd., Venice, CA 90291			
DAY PHONE	310/822-9560	EVENING PHONE	CELL PHONE
E-MAIL ADDRESS	info@sparcmurals.org		FAX 310/827-8717

PROJECT MANAGER	Debra Padilla	TITLE	Executive Director
MAILING ADDRESS			
see qualifying address			
DAY PHONE	310/822-9560	EVENING PHONE	CELL PHONE
E-MAIL ADDRESS	debra@sparcmurals.org		FAX 310/827-8717

BY SIGNING BELOW, I agree to the terms of the 2009-10 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



PROJECT MANAGER SIGNATURE

3/2/09

DATE

3/2/09

DATE

AMOUNT REQUESTED
\$2,000

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only)
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PROJECT DESCRIPTION SHEET

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

SPARC, housed in the Old Venice Jail, has been a staple in the Venice Community for over 30 years. We welcome visitors to our gallery six days a week and to our Mural Archives by appointment. Judy Baca's UCLA students attend lecture and lab courses in SPARC's digital/mural lab multiple times per week. Over the years, SPARC has hosted a wide variety of workshops for Venice community members and after-school programs for youth. Children and their families are in and out every day because of programs like 826LA that rent out spaces in our building. Local artists studios are present in the building. We also open up our doors to local organizations, councils and groups for anything from meetings to parties. And, most recently, we have begun attracting people from all over Los Angeles once or twice a month on Saturday nights from 7 to 10 for performance-based Planet Siqueiros Peñas.

Located on Venice Blvd between Lincoln and Abbot Kinney, our building rests on the main road to Southern California's most popular tourist destination, offering public parking for all of Venice.

SPARC is an amazing community resource, but, as it is set back from the street and has no markers that are aesthetically enticing, it is lost to many residents, especially at night. The front lawn that lies between SPARC and the street needs work. As it is the closet thing to the street, it should be vibrant and sustainable. There is a beautiful and art-historic freeze that rests above the building's entrance but it is in dire need of restoration. Finally, because SPARC is set back from the street, the building almost disappears at night making it difficult for event patrons to find and impossible for those passing by to discover. (see attached)

IS THIS PROJECT PART OF A LARGER PROJECT? YES NO

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

An aesthetically pleasing view is owed to the high volume of traffic that has flowed through SPARC's building consistently everyday for over 32 years. It will attract even more traffic to the many community programs the center has to offer that local residents are not, but could be, benefiting from. However, beautifying the front of SPARC is not only an aesthetic issue. The community will undoubtedly benefit from the aesthetic value offered by a garden and a bright building. However, more important is what the aesthetic value implies: a good investment. Take, for example, the way one dresses for a job interview - clean hair, ironed shirt, shined shoes. To appear legitimate to donors, funders, and even passersby, our building must also be clean, ironed and shined. A more beautiful building (see attached)

Project Description (max 500 words)

(continued) We are requesting money for a building beautification and visibility project. \$2,000 would allow us to repaint and glaze the beautiful and historic art-deco freeze that rests above the building's entrance, and to rent a cherry picker so that mural painters on staff can reach the freeze, to purchase the plants, feed, and gravel needed to plant our gardens (gardens will be planted and maintained by SPARC interns), and to purchase lighting for the front of the building making the area less subject to homeless camps and more welcoming during evening events. With all that we have to offer, we wish to be as visible as possible to neighbors and passersby. We want families to enjoy gardens, whether during a regular day, or during intermission from one of our monthly events. We also want to honor the history of the building itself by emphasizing the artistic accents on its art-deco front (the relief above the entrance).

Community Benefit

(continued) A more beautiful building will bring more donors and patrons, more donors and patrons means an increased money flow, money flow means more funding for programs and services that benefit community members. The Venice Community will ultimately benefit from our building's beautification.



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)

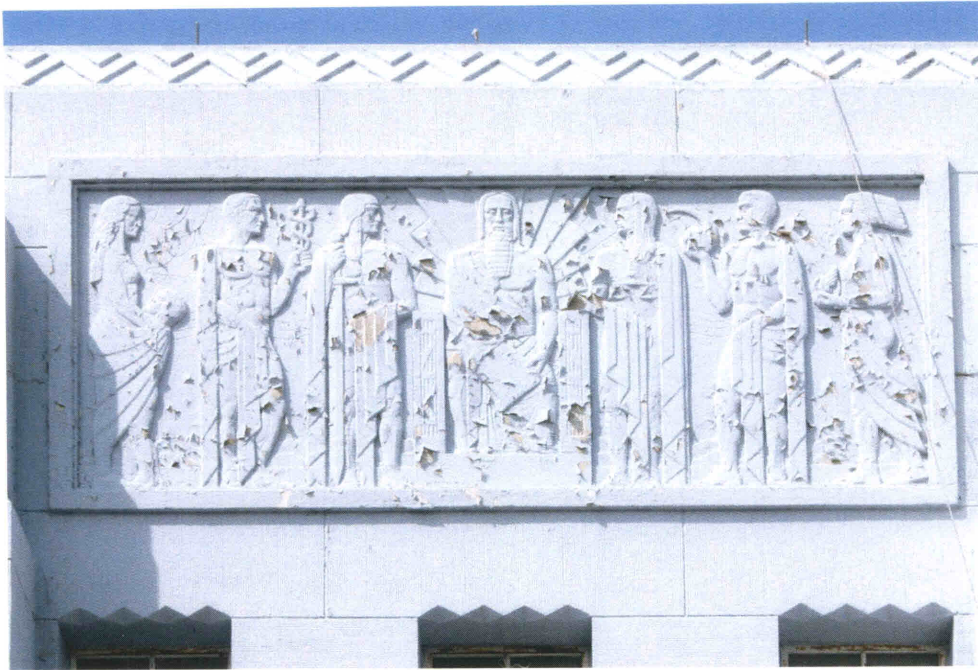
July 2009 Re-paint freeze above building
August 2009 Clean landscaping, garden and plant
September 2009 Adequately light the building

MAINTENANCE PLAN (if applicable)

Garden maintenance by SPARC volunteers and interns.

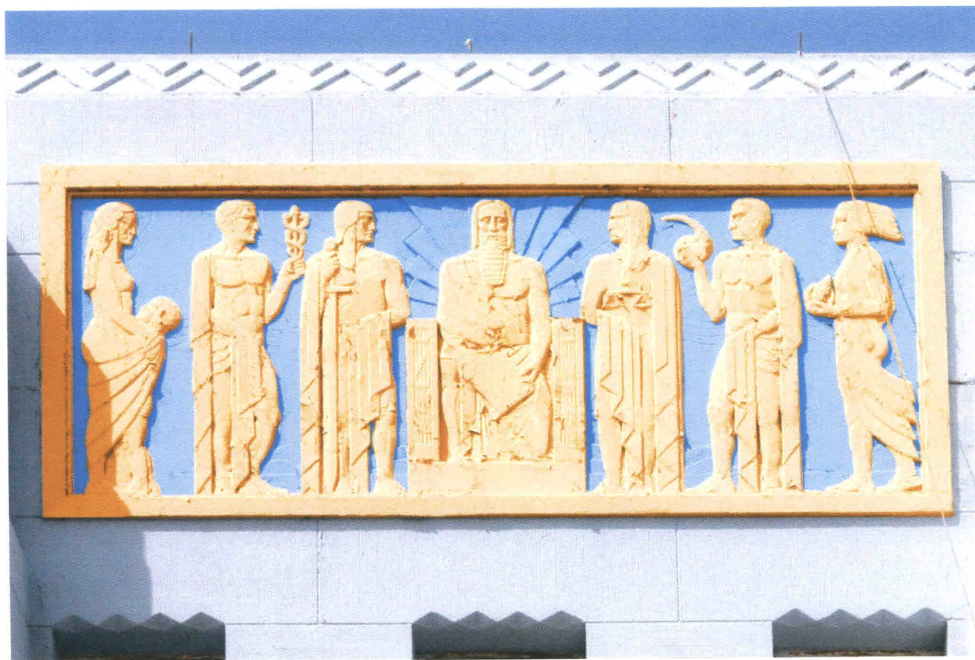
BEFORE

*The current condition of the once beautiful art deco freeze
that is now dirty and peeling*



AFTER

The art deco freeze, once it has been cleaned and repainted





ORGANIZATION SHEET (If applicable)

(Only complete this form if the applicant is an organization. If so, do not complete Page 10)

ORGANIZATION NAME The Social and Public Art Resource Center		
ORGANIZATION ADDRESS 685 Venice Blvd., Venice , CA, 90291		
<p>ORGANIZATION DESCRIPTION AND PURPOSE (Include the experience that your organization has in the execution of similar projects)</p> <p>SPARC is dedicated to producing, presenting and preserving public artworks. SPARC is proud of its rich legacy of artworks that stand as a testimony to communities that make up the immigrant and ethnic face of our city. SPARC's intent is to examine what we choose to memorialize through public art, to devise and innovate excellent artworks; and ultimately, to provide through participatory processes with local residents and communities sometimes excluded from civic discourses the agency to act in their own behalf. SPARC works are never simply individually authored endeavors, but rather collaborations between artists and local residents, resulting in art, which rises from within the community rather than being imposed upon it. SPARC has remained committed to its values as socially responsible art makers since 1976. We remain committed to helping individual communities find their voice, giving it public expression, and having others hear it; to breaking down barriers, real and perceived, between communities; and remembering that what we do is as much about public good as it is about public art.</p>		
TOTAL MEMBERS 7	The proposal must include the names and SIGNATURES of 5 members of the organization (preferably Board members)	YEAR ESTABLISHED 1976

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
Judy Baca	439 Linnie Canal, Venice, CA 90291	310/306-8279	
Debra Padilla	2301 1/2 Pisani Pl. Venice, CA 90291	310/827-3719	
Ava Porter	2925 Nichols Cyn. Rd. Los Angeles, CA 90046	323/428-4752	
Carlos Rogel	564 N. Hoover St. Los Angeles, CA 90004	323/420-3953	
Felipe Sanchez	1169 E. Appleton St. Long Beach, CA 90802	562/209-2736	

