



APPLICATION SUMMARY SHEET

PROJECT NAME <i>Masters in the Chapel</i>	
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS) <i>Masters in the Chapel is a concert series presented by First Lutheran Church of Venice. The mission is to enhance the cultural life of Venice by providing a world-class music series to the community, free of charge.</i>	
PROJECT SITE NAME AND FULL ADDRESS <i>First Lutheran Church of Venice / 815 Venice Blvd / Venice, CA 90291</i>	
PROJECT COMPLETION DATE <i>Dec 2010 - May 2011</i>	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT <i>4 concerts @ 200 people per concert</i>

LEAD ORGANIZATION NAME <i>First Lutheran Church of Venice</i>
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STAKEHOLDER NAME <i>Barbara Schwan</i>		
QUALIFYING ADDRESS <i>1659 Crescent Place / Venice, CA 90291</i>		
DAY PHONE <i>310-271-9700</i>	EVENING PHONE	CELL PHONE <i>310-722-1224</i>
E-MAIL ADDRESS <i>bdschwan@gmail.com</i>	FAX <i>310-271-7036</i>	

PROJECT MANAGER <i>Same as above</i>	TITLE <i>Program Director</i>	
MAILING ADDRESS <i>Same</i>		
DAY PHONE	EVENING PHONE	CELL PHONE
E-MAIL ADDRESS		FAX

BY SIGNING BELOW, I agree to the terms of the 2008-09 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.

Barbara D Schwan
STAKEHOLDER SIGNATURE 3/1/2010
DATE

Barbara D Schwan
PROJECT MANAGER SIGNATURE 3/1/2010
DATE

AMOUNT REQUESTED <i>\$ 2,000</i>

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only) <i>K</i>

March 1, 2010

Venice Neighborhood Council
Community Improvement Project Application Packet 2010

Project History & Description (Page 5a)

The *Masters in the Chapel* season consists of four, 1-hour concerts presented on Saturday evenings or Sunday afternoons from December thru May. There have been six series presented to date: 2001-02; 2002-03; 2004-05, 2005-06, 2008-09, and 2009-2010.

The capacity of the venue is 200. In the past, attendance ranged from 75 to 175 per concert. Thanks to our partnership with the Venice Neighborhood Council and expanded public relations efforts, all four concerts for the last two seasons played to a full house. And the funding received by the VNC helped provide the momentum to raise the additional funds needed and gave us the opportunity to fulfill our mission in a much broader and more meaningful way by allowing us to offer the concerts free of charge.

The series is managed by a volunteer staff, so all funds received are paid directly to the musicians or applied to expenses related to the production of the concerts such as instrument rental, printing and mailing costs, and advertising fees.

The renewed support of the Venice Neighborhood Council's Community Improvement Project will be a great benefit in that it will once again, give the series a broader exposure. It will also help give us the leverage we need to approach local businesses for in-kind donations and encourages individuals to give.

List of Volunteer Personnel

- Barbara Schwan, Program Director
Barbara has produced 6 successful seasons of *Masters in the Chapel* to date. She is currently the Executive Director for The Skylark Foundation and manages a private art collection.
- Emily Elliott, Marketing Director
Barbara and Emily met when they were working with SD&A—a marketing consulting firm for the performing arts. They designed and managed subscription campaigns for organizations like the Chicago, San Francisco, New York and Cleveland Symphony Orchestras, New York City Ballet and The Washington Opera. Services included brochure consultation, list management and marketing strategy.
- Lon Davis, Graphic Design
Lon is an artistic director for the advertising firm of Deutshe, Inc. He has designed all of the *Masters in the Chapel* materials to date.
- Barbara Goetz, List management
Barbara maintains First Lutheran's database and mailing lists.

Community Benefit (Page 5b)

The mission of *Masters in the Chapel* is to enhance the cultural life of the Venice community by providing world-class music in the beauty, intimacy and acoustic excellence of First Lutheran's chapel.

There are numerous concert series presented by churches throughout the Westside of Los Angeles. *Masters in the Chapel* distinguishes itself by presenting chamber groups and individual performers from world-renowned institutions like the Los Angeles Philharmonic, Los Angeles Master Chorale, Los Angeles Chamber Orchestra and Colburn School of Performing Arts therefore bringing the "best of L.A." to the Venice community, free of charge for all to enjoy.

BUDGET SHEET (Page 6)

PART A-VENDOR AND MATERIALS/SERVICES INFORMATION	TOTAL COST	NOTES
Musician Fees	\$6,000	Based on an average of \$1,500 per concert \$2000
Printing/sealing/dropping mail	\$1,200	Based on cost of 08-09 brochure
Bulk Mail Permit	\$0	We can use First Lutheran's permit
Bulk Mailing @ \$0.153 p/piece, 5000 mailed	\$765	Based on this year cost
List merge/purge and mailing label production	\$600	Expect in-kind donation
Concert fliers/posters production	\$150	
Local print advertising (use will be dependant on our ability to get advertisting donated)		
Program production	\$150	First Lutheran will donate
Misc concert costs @ \$75 per concert	\$300	
Total Cost	\$ 9,165	
PART B-APPLICANT MATCH-NAME OF SOURCE		
Venice Neighborhood Council Funding (hopeful)		\$2,000
Abbot Kinney District Assoc Funding (hopeful)		\$750
Enertex list merge/label production donation (in kind)		\$600
First Lutheran program production donation (in kind)		\$150
Individual donations		\$5,700
Total Projected Donations		\$9,200

For the 2009-10 season, the budget was \$9,500. Funds received as of 3/01/10 are as follows:

Venice Neighborhood Council:	\$2,000
Abbot Kinney District Association:	\$750
Individual donations:	\$3,887
Anonymous community gift	\$3,000
In-kind donations with a value of:	\$750
Total	\$9,523

Project Planning Sheet 2010-2011 Season(Page 7)

May – July

Secure performing groups and set concert dates

Projected performance dates are December, February, March and May

August

Receive press materials and program information from performing groups

Write brochure copy/receive copy approval

Submit copy and images to graphic designer

September

Design of printed materials

Acquisition of mailing lists from performing groups

Submission of mailing lists to Enertex Marketing for merge/[purge and label production

October

Production of printed materials

November

Brochure drops bulk mail to be received 2-3 weeks prior to first performance

Two weeks prior to each concert date

Email concert reminders

Secure donated advertising

Produce fliers to be distributed to Farmer's Market and other local businesses and schools; library

Produce concert program

Recruit volunteer ushers

Concert performances

Coordinate rehearsal time with performers

Make copies of program for ushers to hand out

Prepare introductory remarks

Prepare chapel for performance

Welcome attendees



ORGANIZATION SHEET (Complete this form if the applicant is an organization)

ORGANIZATION NAME *First Lutheran Church of Venice*

ORGANIZATION ADDRESS *815 Venice Blvd, Venice, CA 90291*

ORGANIZATION DESCRIPTION AND PURPOSE (Include the experience that your organization has in the execution of similar projects)

See attached.

TOTAL MEMBERS	The proposal must include the names and SIGNATURES of 5 members of the organization (preferably Board members)	YEAR ESTABLISHED
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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
<i>David Rusch, Principal, Board of Ed.</i>	<i>4146 Center St. Culver City, CA 90232</i>	<i>(4) 310-204-0366 (5) 310-823-9367</i>	<i>David Rusch</i>
<i>David Hardin, Youth Minister</i>	<i>2511 Oakwood Ave Venice CA 90291</i>	<i>310-821-5290</i>	<i>David Hardin</i>
<i>Teresa Agnew Board of Education</i>	<i>4127 Bledsue Ave Los Angeles, CA 90016</i>	<i>310-989-5947</i>	<i>Teresa Agnew</i>
<i>South Cross Dec St Church Secretary Board of Washup</i>	<i>5103 West 134th Street Hawthorne CA 90250</i>	<i>310-970-1446</i>	<i>Delores Stoppel</i>
<i>Pastor Tom Forewer</i>	<i>438 Canal Canal Venice, CA 90291</i>	<i>310-490-4797</i>	<i>Rev. Thomas R. Forewer</i>



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.

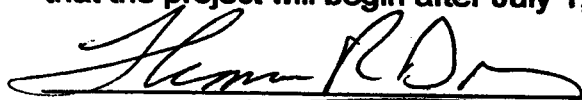
PROJECT NAME	Masters in the Chapel
APPLICANT	Barbara Schwan, music and Program Director

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	Thomas R. Brewer	TITLE	Pastor
FACILITY/BUSINESS NAME	First Lutheran Church	PHONE	310-821-2740
SITE ADDRESS	815 Venice Blvd Venice, CA 90291		

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

See attached.

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, 2008.


SIGNATURE

2/20/08
DATE

LETTERS OF SUPPORT FROM THE COMMUNITY (Page 12b)
(The people that wrote letters last year have given me permission to use them again)

Kenneth W. Frese
3778 Ashwood Avenue
Los Angeles, CA 90066

March 1, 2009

Community Improvement Projects
Venice Neighborhood Council
PO Box 550
Venice, CA 90294

Dear Neighbors:

I am writing to express my hope that you would fund another year of programs in the Masters in the Chapel concert series, which is conducted at First Lutheran Church of Venice (815 Venice Boulevard).

This concert series brings top tier artists to Venice from ensembles such as the LA Philharmonic, LA Chamber Orchestra, and LA Master Chorale, and it attracts capacity audiences to a venue that seats approximately 200. Having attended these concerts since their inception, it is my view that the success of this series is a result of a number of factors in addition to the superlative performers: the beautiful Spanish mission style architecture of the church, the acoustically perfect performing space, and the free admission. The attendance rose considerably when you made it possible for the concerts to be free, and your funding will help to insure that this vibrant community program remains accessible to people in what everyone describes as "these difficult economic times".

The most recent concert that I attended in this series took place on Valentine's Day, and yet the house was full. The audience reflected Venice diversity (not just classical music high brows), and the concert concluded with two standing ovations. It was a wonderful evening, and I, along with many other audience members, ran into several neighbors and friends and chatted our way to the parking lot. Not only was a lot of beautiful music heard, but a lot of community was built as well.

Thank you for making experiences like this possible in '08-'09, and please consider continuing to support them in '09-'10 and beyond.

Gratefully,

March 1, 2009

Community Improvement Project – Masters in the Chapel

Dear Neighborhood Committee of the Venice Neighborhood Council,

Again, it is a pleasure to write a letter in support of the Masters in the Chapel for a Community Improvement Project grant. I know this season there have been VNC board members in attendance so it's not only my word of how wonderful the series is, but others, who may be involved in making the decision, have seen for themselves.

As I said last year, to think that these concerts could be made available to Venice residents, especially children and seniors, at no charge would truly benefit the community. This type of music would enhance the lives and broaden the horizons of those who, otherwise, would never have the chance to be exposed to it.

After all, we do have a cultural center of Venice with Electric Lodge, Beyond Baroque, SPARC, Pacific Resident Theatre and, at the eastern tip, Masters in the Chapel at the First Lutheran Church.

Sincerely yours,
Betsy Goldman

Betsy Goldman
Abbot Kinney Real Estate
310-392-1014 Home Office
www.BetsySellsVenice
betsy@abbotkinneyrealestate.com

June 25, 2009

Dear Abbot Kinney Festival Association,

I feel strongly that "Masters in the Chapel" series, presented in the First Lutheran, should be an ongoing part of our community's offerings, the yin to the boardwalk's yang or whichever way you see it, both necessary and desirable.

I have lived in Venice with my family for thirty years. My daughter plays the cello. What good fortune to be able to walk together to hear world-class music in a lovely and intimate setting, truly a sanctuary, at a reasonable cost. We have enjoyed Disney Hall as well. But the logistics and cost are beyond many families' means. And the chances of sitting in such proximity to the musicians would be an even rarer treat.

The "Masters in the Chapel" series is a perfect fit for our diverse neighborhood: an affordable event for families to attend, an easy to access venue for more mature people to enjoy a concert without the rigors of traffic and parking difficulties (it is even close to the bus routes), and an opportunity for young people to witness and be inspired by musicians of the highest caliber in a variety of disciplines up close, with the possibility of engaging in a conversation after the concert. How very civilized, how evolved! How perfect for Venice.

A \$1,000 Venice Neighborhood Council grant in support of the "Masters in the Chapel" would allow them to make the series truly accessible for everyone in the community by allowing them to offer the concerts free of charge. I hope you'll consider the support.

Sincerely ,
Lynn Hanson

739 Superba Avenue
Venice
California
90291

IndigoLake@aol.com
<http://web.mac.com/lynnhanson>
310 821 4594
310 245 8207 cell

February 25, 2009

To: the Venice Neighborhood Council

From: Laura Rusch, 4146 Center Street, Culver City, CA 90232; 310-204-0366

I am writing to express my positive support for the "Masters in the Chapel" community concerts at First Lutheran Church, Venice. I have attended most of the concerts during the past seven years. They truly have been delightful experiences.

Performers have been delighted with the venue because the acoustics in the chapel are outstanding. It is also a wonderful venue for performers because of the intimate size. Performers and the audience are able to react to each other. (The chapel seats about 175 people comfortably, but more can be accommodated if the accordion doors in the back are opened.)

I especially have enjoyed the beauty of the chapel during the Sunday afternoon concerts. Usually those concerts have begun at 4:00. The late afternoon sun coming through the stained glass windows changes the lighting as the concert progresses. It is truly awe inspiring.

The concerts have been extremely diverse. The organist of UCLA, German native Christoph Bull, has performed on our world class organ. We have had the Los Angeles Master Chorale Director, Grant Gershon, and his wife, Elissa Johnson, perform. We have had a black Gospel church choir rock the building. We also have had the sweet children's voices of the Colburn School Choir enchant us. A Chinese string quartet and a singing group from St. Petersburg are examples of the international flavor of the concerts.

The chapel has high visibility in the Venice community because it is on Venice Blvd. Parking is adequate. Parking is no different for the performances than it is for attending worship services on Sunday mornings. The concerts are not held during the summer months when beach traffic could be a problem.

The concerts have appealed to all ages. They are usually not more than an hour and a half. They have been well suited for school age children. It also seems like they appeal to retired people in the community who are least likely to want to drive longer distances.

It would be a wonderful gift to West Los Angeles for the city of Los Angeles to help support these musical offerings. First Lutheran Church of Venice is willing to share our sanctuary so that as wide of audience as possible can experience live performances close to home. We think they are worthy of your financial support.

Sincerely,

Laura Rusch