



APPLICATION SUMMARY SHEET

PROJECT NAME

Venice Beach Music Fest

BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS)

Free Music and Art show for Community on Aug 14, 15 2010. Features Venice Musicians and Artists while encouraging tourism and businesses.

PROJECT SITE NAME AND FULL ADDRESS

City
"Windward Plaza" in Park at Westend of Windward Ave.

PROJECT COMPLETION DATE

8/16/10

OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT

3000+

ORGANIZATION OR STAKEHOLDER NAME

Milton Rosenberg

QUALIFYING ADDRESS

20 Westminster Ave #2 Venice CA 90291

DAY PHONE

310 448 0359

EVENING PHONE

310 450 0031

CELL PHONE

415 531 9893

E-MAIL ADDRESS

venicebeachmusicfest@gmail.com

FAX

PROJECT MANAGER

Milton Rosenberg

TITLE

Co-Producer

MAILING ADDRESS

20 Westminster Ave #2 Venice CA 90291

DAY PHONE

310 448 0359

EVENING PHONE

310 450 0031

CELL PHONE

E-MAIL ADDRESS

miltondavidrosenberg@gmail.com

FAX

BY SIGNING BELOW, I agree to the terms of the 2010-11 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

2,000.00

STAKEHOLDER SIGNATURE

DATE

2/27/10

REVIEW (For Office Use Only)

PROJECT MANAGER SIGNATURE

DATE

2/27/10

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)

Free Music and Art Show for Community on August 14, 15, 2010. Features Venice Musicians and Artists. Encourages tourism and business. 5th Annual event, held 2nd weekend of August each year. Supported by local businesses and community organizations each year. Held in City Park at West end of Windward Avenue. Stage and Art Show. Approximately 20 stakeholders volunteer to create event attended by several thousand over the weekend.

IS THIS PROJECT PART OF A LARGER PROJECT? YES NO

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

- Showcases Venice Musicians and Artists supporting the Art Community of Venice.
- Creates Tourism and business in Venice.
- Exposes children and Venice population to high quality music and ART promoting pursuit of these activities.
- Free Recreation for Residents and tourists.



VENICE NEIGHBORHOOD COUNCIL
COMMUNITY IMPROVEMENT PROJECT APPLICATION PACKET 2010

Please see pages 3.1, 3.2 ALSO



BUDGET SHEET

PAGE 3

Applicants previously receiving Community Improvement Funds must complete Parts A & B (see instructions)
Applicants previously unfunded should only complete Part A - No match is required

PART A - VENDOR AND MATERIALS/SERVICES INFORMATION	TOTAL COST	NOTES
Live Sound Concepts - Soundsystem + Generator	\$ 2000	Quote 81510-2 Attached

PART B - APPLICANT MATCH - NAME OF SOURCE	\$ AMOUNT OF MATCH	NOTES
Milton Rosenberg guarantees Matches exceeding \$2000 through personal contribution or sponsorships. Partial list of expenses for which receipts will be available;	\$ 2000 - \$8000	total budget will be between \$5-10K for event.
Live Sound Concepts - Soundsystem + Generator *	\$ 500 *	paid by VBMF before show
City Park Permit Fee's *	\$ 2114 *	estimated from last year
Insurance *	\$ 1296 *	" "
Security Services *	\$ 300 *	" "
* Receipts for Available Upon Request After event.		

PROJECT TOTAL (PARTS A & B) > \$6,210 estimate before

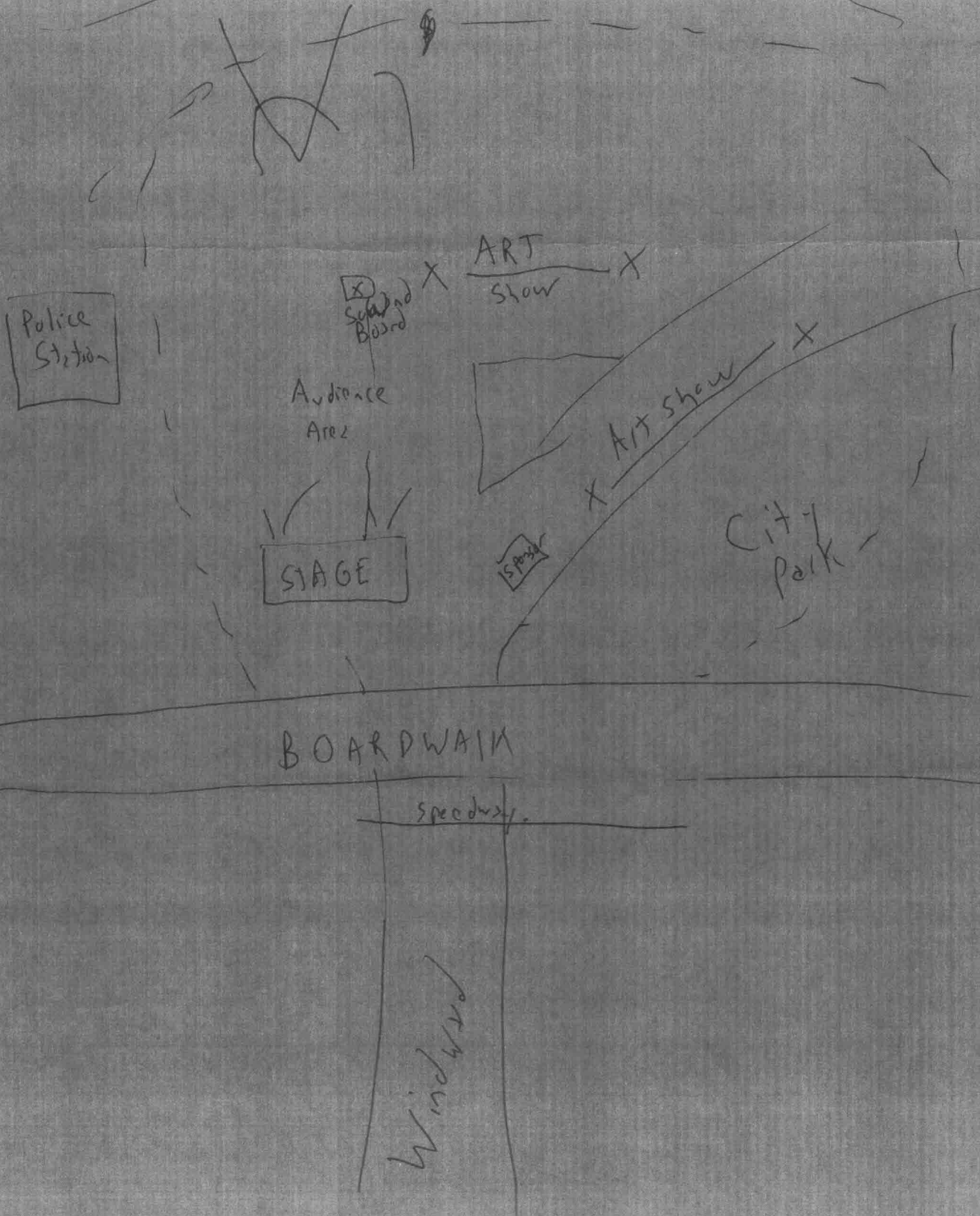
VBMF 5 will cost between \$6,000 - \$10,000 in 2010. Promotion, & other costs -



PROJECT RENDERING SHEET (if applicable)

Ocean Bling Park

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



Page 3.2 Venice Beach Music Fest (VBMF) Application for VNC Funding.

To clarify the budget sheet and the issue of matching we have inserted this page.

Milton Rosenberg commits to exceeding any matching requirement for 2010 VNC funding through use of his personal funds or through money raised for the Venice Beach Music Fest from sponsors and other fund raising activities.

We are asking for \$2000 in help towards the cost of sound equipment and generator. VBMF will be making the initial payment on that equipment before the show in the amount of \$500. We will greatly exceed any remaining matching requirement (\$1500 more) as we pay the costs for the Park usage fees, insurance, and security services. Receipts or cancelled checks documenting these payments will be available after the event. On the data sheet, I have shown some of the additional cost categories and estimates for the amounts based upon past years... The actual numbers for 2010 will fluctuate but the total cost will exceed \$5000 and much more than the requested \$2000 from VNC will be contributed by Venice Beach Music Fest, its producers, sponsors, and fund raising activities. Ultimately, we expect somewhere between a 3:1 - 5:1 ratio of matching with total cost expected to end between \$6000 - \$10,000 for the event this year.

In 2009, We received VNC funding of approx \$1800..... That was matched several times over with a total of about \$7,000 that was required to complete the event for 2009. Again, checks copies are available to document our matching for 2009 upon request.

LIVE SOUND CONCEPTS

310-851-9428

fax 310-851-

9206

403 East Gardena Blvd Suite F Gardena CA 90248

Date: 2-28-09

City of Los Angeles business tax ID: 0002029849-0001-7

Venice Neighborhood Council

Quote. ORIGINAL INVOICE / Invoice # 81510-2

CLIENT INFORMATION: Venice Neighborhood Council, PO box 550, Venice, CA 90294 310-866-9276,

INVOICE FOR:

Sound equipment rental, delivery, setup, and operation- 2010 Venice Beach Music Festival, Venice & Windward, on August 14 and 15, 2010 11:00am-7pm. Equipment provided is listed below, and includes delivery, setup, operation, and load-out with one Foh tengineer and one monitor engineer. Setup complete by 10:30am, stage cleared by 8pm Sunday

TOTAL PRICE FOR EQUIPMENT AND SERVICES:

sound system and 20 kilowatt generator, fifteen 3' cable crossovers, UL approved spider box TOTAL.....\$2,500.00 Less cash payment.....\$500.00 = Paid by VBMF TOTAL AMOUNT DUE.....\$2,000.00 = VNC

TERMS OF PAYMENT: cash payment in the amount of \$500 to be paid on 8-15-10 following performance of services. Remaining balance of 2,000.00 to be paid net 60 days from performance date by the Venice Beach Neighborhood Council.

Payable to: LIVE SOUND CONCEPTS, 403 E. Gardena Blvd., Suite E, Gardena, Ca 90248 For further information please contact John Lackner at the above number.

SOUND SYSTEM TECHNICAL DESCRIPTION

FOH MIXING CONSOLE: Allen & Heath GL2400 32 channel mixing console. MONITOR MIXING CONSOLE: Allen & Heath GL2400-24

MAIN SPEAKER SYSTEM:

Four PAS RS-2 speaker systems with two 15" drivers and one 2" HF driver in each cabinet four CB-2 subwoofers with two 18" speakers in each cabinet. System is tri-amplified in stereo

MONITOR SPEAKER SYSTEM:

Five Radian 5215 stage wedges in custom cabinets. 15" LF, 2" HF drivers in each cabinet. Two 2x15" sidefill cabinets. Monitors are biamplified

POWER AMPLIFIERS - MAIN:

Two QSC PLX 3402 power amps for lows / midrange . One QSC PLX 1202 for highs. 8,600 watts total power for mains

POWER AMPLIFIERS - MONITORS:

two QSC PLX 2402 power amps for lows. One QSC CX 404 power amp for highs. 1,600 watts total power for monitors

OUTBOARD SIGNAL PROCESSING / EFFECTS:

One Sabine dual 31 band EQ for mains. Two Sabine 31 band digital equalizers for monitors .One Behringer Quadcomp four channel compressor. One Audio Logic four channel noise gate .One TC Electronic M350 effects processor .One Numark CD-MIX-2 dual CD player. One Tascam CD recorder for event recording.

MICROPHONES:

Various microphones by E-V, Audix, CAD, Shure and AKG. Various straight and boom mic stands. 15 mics, 4 active direct boxes, 4 passive direct boxes. 200 foot 32 channel snake cable.

POWER GENERATOR:

One 20 kilowatt power generator, from Associated Power, with custom power distribution panel and UL approved panel. 15 cable crossovers. One 10'x10' canopy

All necessary power, speaker, and signal cabling.

PROJECT PLANNING SHEET

WORK PLAN (include a TIME-LINE for the project with beginning date and completion date of each phase)

ONGOING - seek sponsors & support

Jan 5, 2010 - Reserved Site w LA City Park

✓ Done

Feb 27, 2010 - Reserved sound system + Generator

✓ Done

Mar 30, 2010 - Reserve Stage

June 30, 2010 - Finalize Planning

July 14, 2010 - Buy Insurance, Permits

Finalize poster, line up, Press Releases

Promotion burst

Aug 14, 15, 2010 - Have Event Setup 7AM, AUG 14

Site clear 9PM Aug 15

Aug 15

Clean up 8-9PM

MAINTENANCE PLAN (if applicable)



INDIVIDUAL APPLICANT (If applicable)

PAGE 7

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

STAKEHOLDER NAME Milton Rosenbers

QUALIFYING ADDRESS 20 Westminster Ave #2 Venice CA 90291

QUALIFICATION STATUS LIVE OWN PROPERTY WORK - NAME OF BUSINESS _____

RESUME AND QUALIFICATIONS FOR COMPLETING THIS PROJECT

Milton Rosenbers & Michael Jost have held the festival successfully for the past 4 years with positive feedback from LA Parks, Police, and neighborhood council members.

Milton is a special project manager for USC running millions in projects each year successfully.

Michael is a trained sound engineer, musician and instructor, and promoter of additional events.

Together they have deep expertise in all aspects of making this happen.

They are helped by many in the community to achieve the festival.



PERMISSION FOR USE OF PROPERTY SHEET (If applicable)

PAGE 8

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 Music Fest 8/14, 8/15
APPLICANT	Milton Rosenbers

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	City of Los Angeles Recreation & Parks Victor James Jr.	TITLE	Senior Recreation Director
FACILITY/BUSINESS NAME	Venice Beach Recreation Ctr	PHONE	310 399-2775
SITE ADDRESS	1800 OceanFront Walk	Venice	90291

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

fees paid for use of facility grounds

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, 2010.

Victor James Jr.
SIGNATURE

2-26-10
DATE



COMMUNITY INVOLVEMENT SHEET

Use this sheet to establish the involvement of Venice stakeholders in this project. This sheet may also be used to document pledges of volunteer hours.

PROJECT NAME Venice Beach Music Fest

APPLICANT

NAME	ADDRESS	SIGNATURE	DATE SIGNED	NATURE OF INVOLVEMENT	HOURS PLEDGED
Stacy Young	Oceanfront Walk Venice 90291	[Signature]	2/27/10	ARTIST	2 DAYS
DON OLSON	58 1/2 GRAND BL. VENICE BEACH 90291	[Signature]	2/27/10	ARTIST REGISTRATION	20 DAYS
Lee Haynes	1313 Oceanfront Walk #10	[Signature]	2/27/10	Artist Relations	1430 days
Brian Henderson	1238 CALIFORNIA AVE	[Signature]	2/27/10	SHIRT CREW	14 DAYS
Greg Wodzinski	1036 W 4TH ST LA	[Signature]	2/27/10	Artist	2 days
Rami Khoury	1301 Ocean Front Walk	[Signature]	2/27/10	Local Merchant	—
Yvonne Ortega	1301 Ocean Front Walk	[Signature]	2/27/10	Artist	—
Amy Layman	1508 Ocean Front Way	[Signature]	2/27/10	Merchant	whatever
Thomas Chubb	1305 Ocean Front Walk	[Signature]	2/27/10	Venue/Sage	—
Jude Bourgeois	1305 OFW, Venice 90291	[Signature]	2/27/10	merchant	—
LAURA LEE	9 Westminister Ave	[Signature]	2/27/10	Merchant/sponsor	—
Paul Swebdy	9 Westminister Ave	[Signature]	2/27/10	Merchant/sponsor	—
Miller Roseberg	20 Westminister Ave	[Signature]	3/1/10	Organizer	100+ hrs.
Michael Jost	1305 OFW Venice CA	[Signature]	3/1/10	Co-Organizer	40+ hrs.

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.

Please see 901 Attached