



Venice Beach Performance & Participation Project | GREENHEART / FLIGHTLINEZ | SUMMER 2012 | PROPOSAL

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Greenheart/Flightlinez in collaboration with the City of Los Angeles - Department of Recreation and Parks and members of the Venice Beach Community propose to develop a unique performance and participation project for the Summer of 2012. Based upon the guidance of Venice beach residents and the Department of Recreation and Parks we have designed an approximately 750 ft long Flightlines attraction that would be the home to performance camps for kids and adults as well as an open public attraction for those looking to experience the thrill and amazement of flying over Venice beach. Venice has long been known and acknowledged as an environment that allows individuals and groups to perform and engage the community, creating a very unique and positive atmosphere. It is with the understanding that Venice is committed to public engagement along with the reality of a need to create funds to allow for performances and performance camps to take place but also to support the maintenance of the park that Greenheart/Flightlinez wish to move forward with this unique opportunity. The proposal is also based on Greenheart/Flightlinez success in working to create sustainable and profitable public parks and protected areas around the world as well as their recent success to support the re-vitalization of Fremont Street in downtown Las Vegas; and the creation of a spectacular aerial performance in collaboration with local Venice Beach residents that was presented at Burning Man 2011.

Greenheart/Flightlinez is committed to community engagement and participation as demonstrated by their performance on Fremont Street since October of 2010 in raising over \$200,000 to support local charities in that community and efforts to engage the community. Beyond this Greenheart has been working around the world with National Parks and protected areas ranging from Rwanda to Guyana to develop nature based attractions and experiences that promote and preserve nature. This is done by creating experience that connect people to their natural environment be it a walk thru the treetops or a Flightlinez experience over the ocean. Our team of committed conservationists, artists and professionals look to bring opportunities to both residents and visitors in Venice Beach and focus on creating a positive experience for all involved.

The goal of the project is to engage the current residents and visitors to Venice Beach in a manner that provides a positive experience by providing a breathtaking experience for those using the Flightlinez for fun; an introduction to performance and the development of performance skills for those attending the camps and workshops and a revenue stream to both sustain the business model and provide funds for the Department of Recreation and Parks to continue to successfully maintain and manage this park for the benefit of all.



photo: Mayor Antonio Villaraigosa of Los Angeles on Greenheart tree platform.

SITE PLAN // VENICE BEACH



World famous Venice Beach, like Piccadilly Circus in London or Montmatre in Paris, has been historically known for catering to artists coming from all corners of the globe to share their magic while creating a precious & unforgettable spectacle.

The goal of the Venice Beach FlightLinez project is aimed at reviving the once flourishing Venice Beach Live Art and Performance community, creating a focal point for tourists and residents alike. Art and performance have been drawing tourists from around the world to this special place for decades. In more recent years, Venice has also become known as a popular destination for the extreme sports Skateboarding, Surfing, Rollerblading, and BMX Biking. The Flightlinez model will unite & propel these enthralling & captivating characteristics of Venice Beach culture while reaching out to people of all ages. FlightLinez is a family and multi-generational experience. It is safe and exciting for everyone.

We are collaborating with accomplished local artisans wanting to engage with Community Outreach Organizations. The common purpose will be to mentor children through ongoing experiential education programs, while offering the opportunity to children to be involved in the creation of a show incorporating many different kinds of artistry. It is our vision that this show will act as a common thread to inspire the local community through the sharing of our youth's gifts and talents. Funding for shows and classes will be generated through the sale of Flightlinez tickets to the general public.

We are excited to introduce "Soar" A youth program designed for the Los Angeles/Venice Beach community. Soar will provide access for kids from all levels of financial background allowing the impossible to be possible. A place where they can learn to fly, dance in the air, gain confidence and understand that everything is possible if they put their heart and soul and a little elbow grease into it!

Fremont Street in Las Vegas, has been drawing a tremendous amount of positive attention and activities offering free rides to local honor students, and hosting charity drives for, The Boys and Girls club, Animal rescue, Junior Diabetes Research Foundation, Fight with a Flight! Fighting cancer, Christmas Toy Drive, and The Rape Crisis Center of Las Vegas. Flightlinez has raised over \$200,000 for local charity in Vegas and intends to the same for Venice Beach. So much good can come from sharing the sheer beauty of flying along the coastline at sunset and having fun with friends and family.



ZIPLINE RIDES AT SUNSET

Classes / Workshops

Aerial Acrobatics

Intro to Aerial Acrobatics is class targeted toward beginners. In this first section student will learn the basic climbs and wraps. New tricks will be added weekly to prepare for the final group recital. Children should be in good physical condition for this class.

Monday - 9:30-11 * Limit 12 kids per class.
Thursday - 8-9:30 * Ages 10 and up

Juggling

In this class students will learn to create a juggling practice based in structure and technique. By learning how to juggle three or more balls students will learn hand eye coordination.

Monday - 8:30-9:30 * Limit 12 kids per class.
 * Ages 7 and up

Hooping

We'll begin on the core with exercises to familiarize you with the rhythm and 'window of opportunity' of your hoop, stalling technique, angle Hooping, and then move to methods for expanding our comfort zone.

Thursday - 8-9:30 * Limit 16 kids per class.
 * Ages 7 and up

Goals of Classes and Workshops:

- Community Building
- Mentoring children in the Arts
- Creating awareness of the ways our immediate actions have an impact on our local environment.
- Fundraising for Local Charities

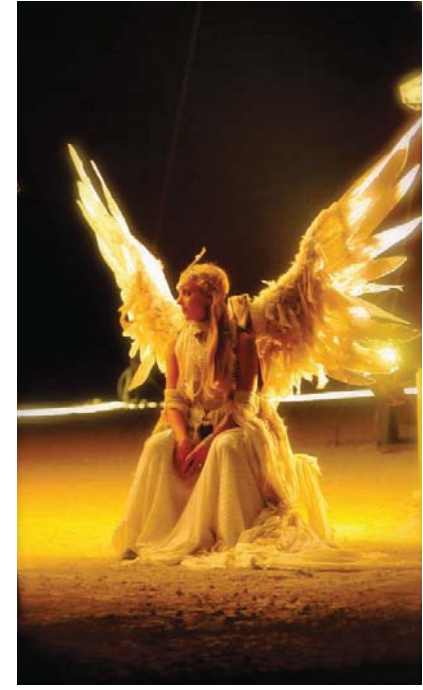
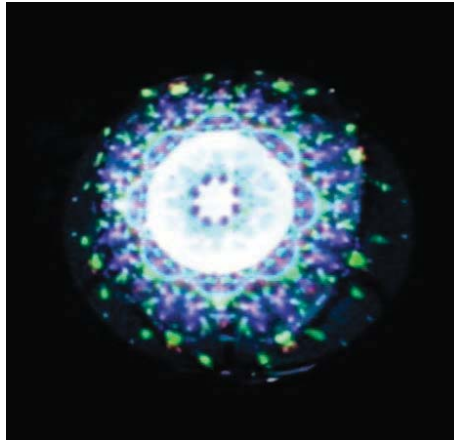


Live Performance and Installation Shots

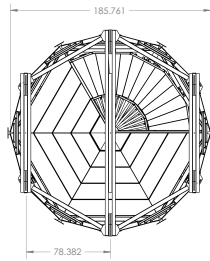
Shots from the ISIS Project - Installation at Burning Man 2011

Top Row: Aerial Performance with Live Projection Art

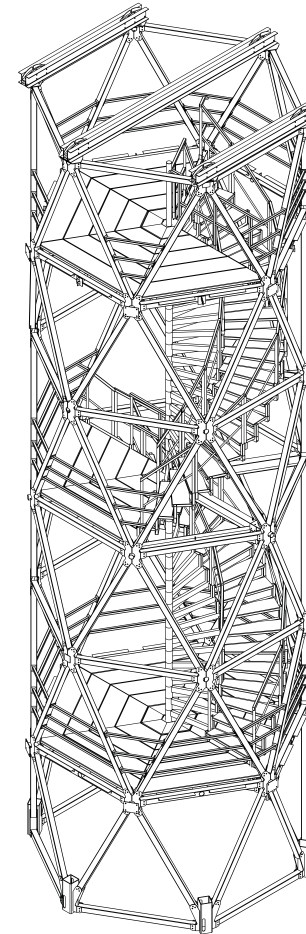
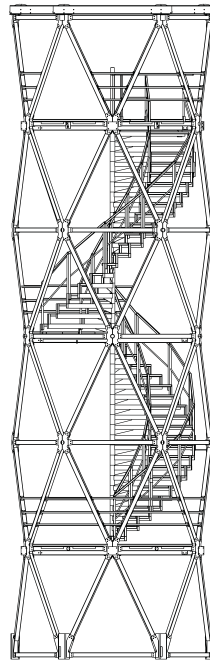
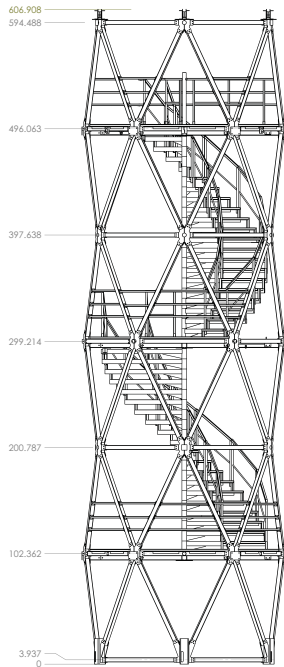
Bottom Row: Artwork Exhibition from a local artist from Venice, California // Hans Walør



ENG. DRAWINGS - To scale drawings are available upon request from project engineer - Julien Roberge, P.Eng.



Notes:
 - Each horizontal level is an hexagon
 - Next level is rotated by 30°
 - 12 Segments link each level



UNLESS OTHERWISE SPECIFIED		NAME	DATE
DESIGNED BY	DESIGNED BY	DAVID	
CHECKED BY	CHECKED BY	JR	
PROJECT MANAGER	PROJECT MANAGER	DAVID	
ISSUED BY	ISSUED BY	DAVID	
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REVISIONS	REVISIONS		
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FRONT VIEW

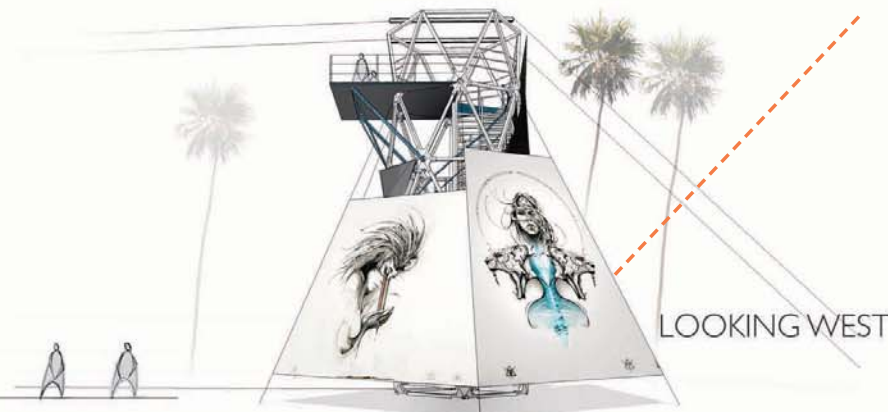


BACK VIEW

LOCAL ARTIST
ARTWORK DISPLAY



LOOKING EAST



LOOKING WEST



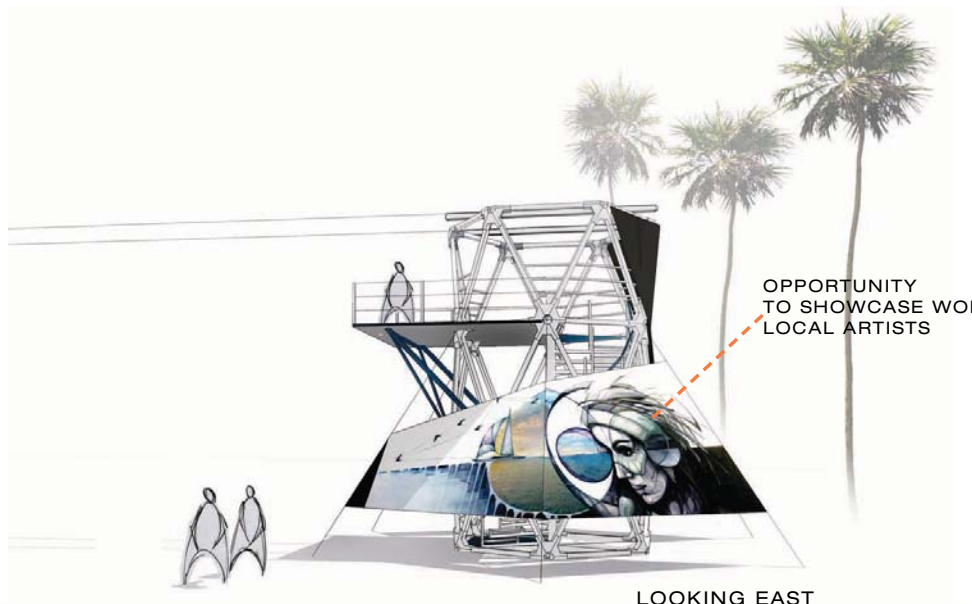
LAUNCH TOWER PERSPECTIVE - LOOKING NW



LOOKING NORTH FROM SKATE PARK

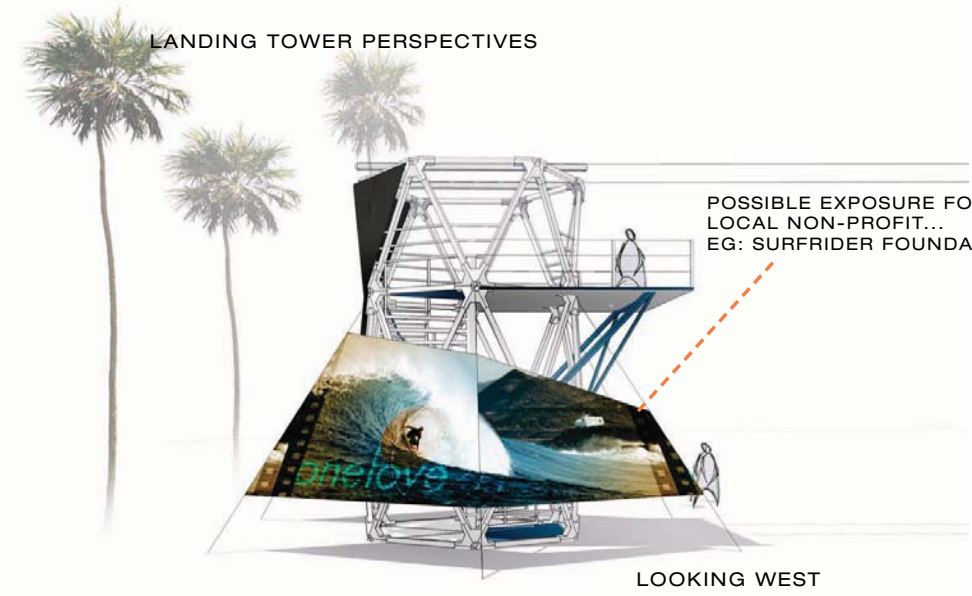


LOOKING SOUTHEAST FROM BEACH



LOOKING EAST

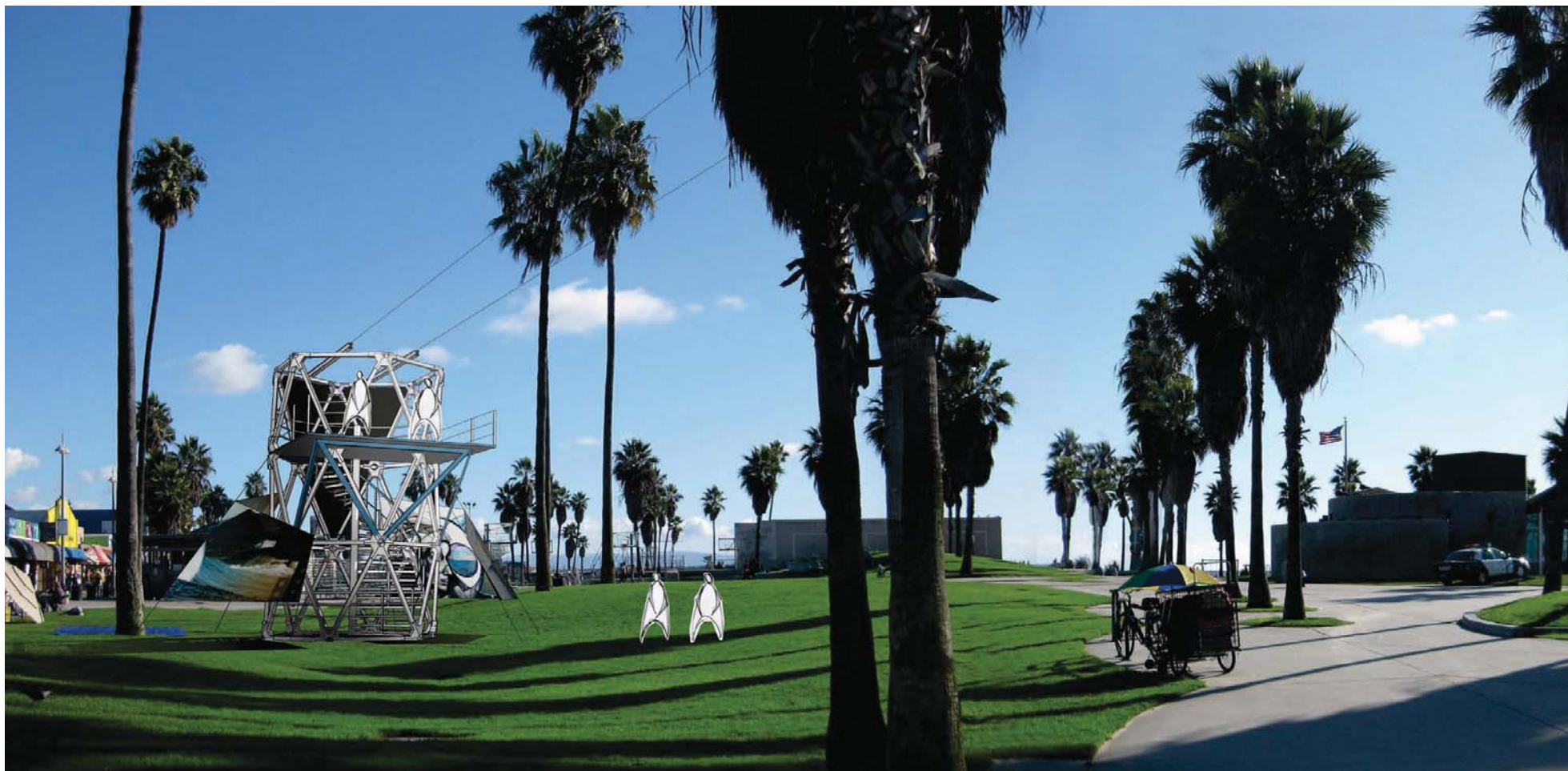
LANDING TOWER PERSPECTIVES



LOOKING WEST



LOOKING NORTH FROM PARK LAWN NEXT TO BOARDWALK



LANDING TOWER PERSPECTIVE - LOOKING SOUTH

LETTER OF SUPPORT FROM MAYOR OF LAS VEGAS



CAROLYN G. GOODMAN
MAYOR

April 25, 2012

To Whom It May Concern:

I would like to congratulate and thank Greenheart Conservation Company and its operation of the Fremont Street Experience Flightlinez. Since launching its first flight on Fremont Street under the celestial canopy in October of 2010, Flightlinez has committed itself in a unique way to the charities of Southern Nevada. Each month, Greenheart has sponsored a charity event donating the proceeds of the Flightlinez rides to a select local charity.

These charities include the Susan G. Komen Race for the Cure, the Rape Crisis Center, Opportunity Village, the KLUC Toy Drive, the Leukemia and Lymphoma Society, Nevada Childhood Cancer Fund, Juvenile Diabetes, the Boys and Girls Clubs of Southern Nevada and many others. The average contributions have ranged from \$9,000 to \$19,000 per event, with the total nearing \$200,000 to date.

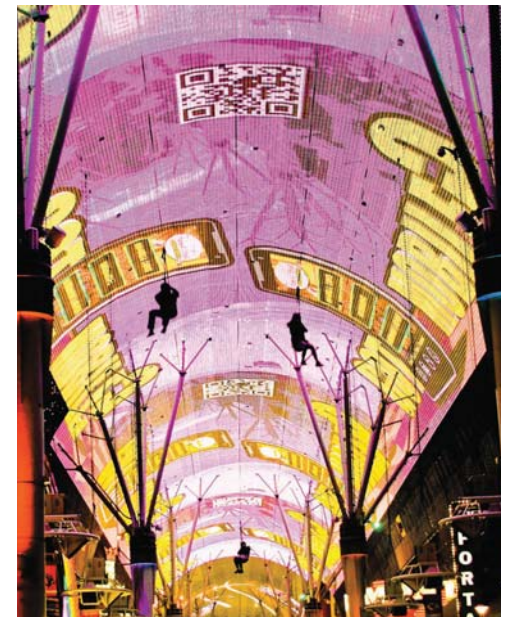
Drawing thousands of tourists to the heart of our city, Greenheart and Flightlinez are valued partners in the revitalization of downtown Las Vegas.

Sincerely,

Carolyn G. Goodman
Mayor, City of Las Vegas

CGG:lk

CITY OF LAS VEGAS
495 S. MAIN STREET
LAS VEGAS, NEVADA 89101



List of Charitable Donation made my Fligtlinz on Fremont St.

Fremont Street has held very successful charity events once per month since opening. Flightlinez has found that these fundraisers provide great exposure while promoting excellent causes.

OCT 2010 - SUSAN G. KOMEN

\$6,650

DEC 2010 - BOYS AND GIRLS CLUB TOY DRIVE

\$2,500

MAR 2011- PROFESSIONAL DRIVER'S ASSOC.

\$8,697

APR 2011 - CC SCHOOLS MUSIC PROGRAM

\$17,402

JUNE 2011 - BOYS AND GIRLS CLUBS

\$17,993

AUGUST 2011 - FENDER FOUNDATION

\$14,865

OCT 2011 - SUSAN G. KOMEN

\$12,900

DEC 2011 - ALPHA MEN AND DIVAS OF TOMORROW

\$10,340

FEB 2012 - JDRF (JUVENILE DIABETES)

\$7,138

NOV 2010 - NEUROFIBROMATOSIS, INC.

\$6,650

FEB 2011 - NEVADA CHILDHOOD CANCER FUND

\$13,218

MAR 2011 - TESEFAY ARZE FAMILY TRUST

\$8,697

MAY 2011 - SUSAN G. KOMEN RACE FOR THE CURE

\$9,745

JULY 2011 - OPPORTUNITY VILLAGE

\$19,713

SEPT 2011 - RAPE AND CRISIS CENTER

\$12,700

NOV 2011 - KLUC TOY DRIVE

\$8,000

JAN 2012 - LEUKEMIA AND LYMPHOMA

\$12,843

TOTAL CHARITABLE DONATIONS TO DATE

\$191,800



THE FOLLOWING IS AN OVERVIEW OF GREENHEART'S EXPERIENCE IN WORKING WITH NATURE:

ISIS PROJECT BURNING MAN PLAYA 2011

Temporary set up of Greenheart Flightlinez in support of the Isis Project installation/performance of One, created by Alicia Marie.

NYUNGWE NATIONAL PARK RWANDA (OPENED 2010)

Greenheart designed and built a canopy walkway contributing to a substantial increase in tourism to Nyungwe National Park as part of a biodiversity conservation strategy funded by USAID.

MANAUS CANOPY WALKWAY - AMAZON BRAZIL (2010)

The installation of the Greenheart Canopy walkway was designed to introduce visitors and locals to this unique forest while supporting a local monkey reserve collaborating with IBAMA (Brazilian Environmental Protection Agency) in the aim to re-habilitate and re-introduce monkeys that have been recovered from poachers.

FREMONT STREET FLIGHTLINEZ, LAS VEGAS OCT. 2010

Initially established as part of an effort to support the Komen Foundation, Flightlines not only succeeded in such endeavor, but was also able to continue to operate on Fremont under a business model that has allowed the project to provide over \$100,000 to local charities in less than one year.

SAN DIEGO WILD ANIMAL PARK FLIGHTLINEZ MAY 2009

The Flightlines at the San Diego Zoo's Wild Animal Park allow visitors the chance to learn about the remarkable recovery of the California Condor and experience the thrill of flying over 3700 ft. across the open area exhibits.

CLAYOQUOT WILDERNESS RESORT FLIGHTLINEZ AND CANOPY OBSERVATION PLATFORM AUG. 2009

Both activities provide unique nature based experiences for the Resort guests while creating further employment and opportunity for education.

BOOTLEG CANYON FLIGHTLINEZ, BOOTLEG CANYON PARK, BOULDER CITY NEVADA (2008)

Greenheart established a unique series of Flightlinez that allow visitors to travel over 1.6 miles of minimum impact aerial trails as they experience this unique canyon environment along with breath-taking views of Lake Mead, the Eldorado Valley and Las Vegas. The Flightlinez have also turned Bootleg Canyon Park into a sustainable and profitable park that provides over \$150,000/year in direct revenue for the City while directly employing over 50 staff. A park visitor centre is also now under development along with expanded plans to draw more attention to this location.

GREENHEART CANOPY WALKWAY AT THE UNIVERSITY OF BRITISH COLUMBIA BOTANICAL GARDENS, VANCOUVER AUG. 2008

Established under a 25 year concession with the Botanical Gardens as part of an overall effort to continue to grow the Gardens' ability to attract and educate visitors as to the importance of our native forest. Voted as one of the Top 10 new attractions in 2008, the canopy walkway is becoming a regular part of local school out trips and is very well received by faculty, staff, locals and visitors. The walkway also serves to support 1/2 of the Education Director's salary along with 1/2 of the Gatekeeper's salary while providing guided educational tours of the forest canopy.



Bootleg Canyon



Labadee Haiti

(continued from pg 15)

AMAZON CLOUD FOREST CANOPY WALKWAY, PERU 2007

Working with the Amazon Conservation Association, with initial funding provided by the National Geographic Trust, Greenheart designed and built a tower based canopy walkway as part of a conservation strategy to promote and protect this unique habitat.

CROSS RIVER STATE CANOPY WALKWAY, NIGERIA 2006

Working in partnership with the Cross River State Govt., Greenheart established an expansive canopy walkway as part of a strategy to protect the last of the lowland gorilla habitat in that country. A canopy observation tower was also established on the Obudu Plateau to provide upper canopy access and education to this highly threatened environment.

LABADEE FLIGHTLINE, LABADEE, HAITI 2006

Working with Royal Caribbean to bring employment and opportunity to Haiti, Greenheart designed and built the Labadee Zipline; an 800 meter long Flightline that has continued to be one of the top selling tours at this private port in Haiti.

RIPPLE ROCK SUSPENSION BRIDGE, CAMPBELL RIVER, B.C. 2006

Greenheart designed and built the Ripple Rock suspension bridge as a low cost alternative for B.C. Parks who needed to replace an older fixed span bridge on a very limited budget.

BELIZE CANOPY ACCESS PROJECT 2006

Greenheart designed and installed a canopy access system for Belize Lodge as part of their growing eco-tourism and educational programs to support conservation of Belize rainforests.

COUGAR MOUNTAIN SKYLINE (FLIGHTLINE), COUGAR MOUNTAIN WHISLTER, B.C. 2005

Greenheart designed and built the Cougar Mountain Skyline at Whistler along with the local owner/operator to showcase this beautiful mountain valley.

COLUMBUS STATE UNIVERSITY CANOPY WALKWAY, COLUMBUS, GEORGIA 2005

This demonstration canopy walkway was designed and built at the Oxbow Meadows Environmental Learning Center as part of a strategy to attract and educate.

PUERTO MALDONADO, PERU 2003

Greenheart designed and built a canopy access bridge and viewing platform as part of research facilities created to promote research and conservation of the Peruvian Amazon.

GREENHEART CANOPY WALKWAY IWOKRAMA 2002

The Iwokrama Canopy Walkway was the first aluminum based canopy walkway built by Greenheart that also employed the use of the "tree hugger" suspension system. The walkway is part of the 360,000 ha rainforest reserve and has been a focal point for visitors and researchers since opening in 2002.

greenheart
conservation company ltd.

