



**APPLICATION SUMMARY SHEET**



**RECEIVED**

PROJECT NAME <i>Venice Springs Fling</i>		MAR 02 2011
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS) <i>Free music and art show in Windward Plaza Park. Promotes community, tourism, business and the creative soul of Venice.</i>		
PROJECT SITE NAME AND FULL ADDRESS <i>Windward</i>		
PROJECT COMPLETION DATE <i>5/25/12</i>	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT <i>500+</i>	

ORGANIZATION OR STAKEHOLDER NAME <i>Milton Rosenbergs</i>		
QUALIFYING ADDRESS <i>20 Westminster Ave #2</i>		
DAY PHONE <i>310 450 0031</i>	EVENING PHONE <i>310 450 0031</i>	CELL PHONE <i>415 531 9893</i>
E-MAIL ADDRESS <i>venicespringfling@gmail.com</i>		FAX <i>N/A</i>

PROJECT MANAGER <i>Milton Rosenbergs</i>	TITLE <i>Producer</i>	
MAILING ADDRESS <i>20 Westminster Ave #2 Venice CA 90291</i>		
DAY PHONE <i>310 450 0031</i>	EVENING PHONE <i>310 450 0031</i>	CELL PHONE
E-MAIL ADDRESS <i>venicespringfling@gmail.com</i>		FAX

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.

  
 STAKEHOLDER SIGNATURE \_\_\_\_\_ DATE *2/25/11*  
  
 PROJECT MANAGER SIGNATURE \_\_\_\_\_ DATE *2/25/11*

AMOUNT REQUESTED  
*2,000.00*

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only)  
*A*



**PROJECT DESCRIPTION SHEET**

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

Free music and art show in Windward Plaza.  
Stage with music from 11:00<sup>AM</sup> 7:30 PM with art show.  
Celebrating Creative Spirit of Venice. Art on  
display around central park at west end of  
Windward Avenue. Thousands of stakeholders  
benefit from this event. Many local businesses  
and volunteers come together to do this show.  
2<sup>nd</sup> Annual event will be in May 2012.

**IS THIS PROJECT PART OF A LARGER PROJECT?**  YES  NO

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

Promotes tourism, business, reputation of Venice  
as creative and fun place. Creates community  
cohesion through volunteer collaboration on  
project. Provides display for Venice artists and  
musicians, and dancers.





**PROJECT PLANNING SHEET**

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

~~July~~

July 2011 - Set Dates and begin planning

Jun 2012 - Reserve site, seek sponsors

Mar 2012 - ~~ETP APP~~ Book, Press, Reserve Infrastructure

Apr 2012 - Final Press

May 2012 - Venice Spring Fling event held

May 28, 2012 - Project Completion

**MAINTENANCE PLAN** (if applicable)

Clean up and restore site when done.



PROJECT RENDERING SHEET (if applicable)

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

Bike trail

Art Show  
X / X X X X X

Ir Ir  
[stage]

x + + Art Show

Board Walk

O.F.W

DRINK



**INDIVIDUAL APPLICANT (if applicable)**

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

STAKEHOLDER NAME	Milton Rosenberg
QUALIFYING ADDRESS	20 Westminister Ave #2 Venice 90291
QUALIFICATION STATUS	<input checked="" type="checkbox"/> LIVE <input type="checkbox"/> OWN PROPERTY <input type="checkbox"/> WORK - NAME OF BUSINESS _____

**RESUME AND QUALIFICATIONS FOR COMPLETING THIS PROJECT**

- Successfully provided festivals on this site for past 5 years.
- Professional Project Mgr for millions \$\$\$ for federal govt.
- Use professionals for all key support roles.



**PERMISSION FOR USE OF PROPERTY SHEET (If applicable)**

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 Spring Fling
APPLICANT	Milton Rosenberg

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	Dept. Parks + Rec	TITLE	Victor / Dir Parks -
FACILITY/BUSINESS NAME	Windward Plaza	PHONE	
SITE ADDRESS	1 Windward Avenue		

**DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE**

Insurance ~~to~~ and permits are needed. The site will be reserved in early January 2012 when the calendar opens. Insurance and permits will be filed in advance of event per city procedures. Have history of successful filings from Venice Beach Music 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.

Victor J. ...  
SIGNATURE

2-28-11  
DATE



**COMMUNITY INVOLVEMENT SHEET (must be completed by all applicants)**

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	APPLICANT		
Venice Springs Fling	Mitha Rosales		
	Steffene		
Zelda Carnall	9 Westminster	Business Owner	Sponsor Participant
Muse S.	1305 Oceanfront	Owner	Supporter
M. Tony	1305 Oceanfront	Owner	Participant
M. John Rosales	20 Westminster #2	Principal	Participant
Jon Rosenberg	20 Westminster Ave #2	Owner	Volunteer
Kevin Hernandez	1305 Oceanfront	Owner	Resident supporter
Nia Wang	444 S. Main Street #30	Owner	Participant
VETS BOUND	11 20th Ave	Assistant	Supporter
David Quindini	1309 Oceanfront Walk	Business Owner	Supporter
Roy Bailey	1321 Oceanfront Walk	Artist	Supporter
Courtney Walker	17 Paul Mitchell	Business Owner	Supporter
Colter Hovey	1516 Pacific Ave	Business Owner	Supporter
John Ho	3 Westminster	Owner	Supporter
Endorsed by Venice	Chamber of Commerce	Formally	Attached

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.





Milton Rosenberg <venicebeachmusicfest@gmail.com>

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## Decision from the Venice Chamber Board of Directors

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Donna Lasman <donnaLasman@sbcglobal.net>

Thu, Feb 10, 2011 at 12:42 PM

To: Milton Rosenberg <venicebeachmusicfest@gmail.com>

Cc: alex rosales <alex@control-printing.com>

Milton: I am pleased to inform you of the board's decision to endorse both the Spring Fling and the Venice Music Festival. If it would help, we will provide you with a letter of support. Please supply the language if you want us to put something together.

The endorsement of the Venice Chamber of Commerce will offer you enhanced credibility for soliciting sponsorships from chamber members as well as the extended Venice community.

As a member, you also have the opportunity to promote your events at any of our mixers and can post information on our website calendar. Anything submitted by the first Friday of the month will be published in our monthly e-newsletter.

*Donna*

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Donna Lasman

Director of Operations

Venice Chamber of Commerce

Cell: 310.717.7686