



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 presented in the beauty, intimacy and acoustic excellence of First Lutheran's Chapel.</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 - May 2010</i>	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT <i>4 concerts / 200 people per concert</i>

ORGANIZATION OR STAKEHOLDER NAME <i>Barbara Schwan / First Lutheran Church of Venice</i>		
QUALIFYING ADDRESS <i>1659 Crescent Pl / Venice CA 90291</i>		
DAY PHONE <i>310-271-9700</i>	EVENING PHONE <i>310-821-0237</i>	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 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.

Barbara Schwan
STAKEHOLDER SIGNATURE
Barbara Schwan
PROJECT MANAGER SIGNATURE

3/1/09
DATE
3/1/09
DATE

AMOUNT REQUESTED
\$ 2,000

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only)
M

PROJECT DESCRIPTION

Masters in the Chapel is a concert series presented by First Lutheran Church of Venice. The mission 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.

The season consists of four, 1-hour concerts presented on Saturday evenings or Sunday afternoons from September thru May. There have been five series presented to date: 2001-02; 2002-03; 2004-05, 2005-06 and 2008-09. In the past, attendance ranged from 75 to 175 per concert. This season, thanks to our partnership with the Venice Neighborhood Council, the Abbot Kinney District Association and expanded public relations efforts, the first two concerts have had excellent attendance with about 175 people in the audience. The capacity of the venue is 200. Sample brochures, concert reminder mailings and programs are presented as attachments.

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.

The concert series was on hiatus for two years, but when we heard about the Venice Neighborhood Council grant program, it inspired us to begin again. We received a \$2,500 grant from the Council, which helped to give 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.

This year, the series cost \$9,500. The largest expense is the musician fees, which average about \$1,400 per concert. Other fees include instrument rental, printing, mailing and local advertising. As of February 15, 2008, we have been successful in raising all of the funds needed through the VNC funding, a grant from the AKDA, individual donations and in-kind donations. Also, both the LA Philharmonic and the LA Master Chorale have supplemented the performance fees for the musicians performing which allowed us to present these groups within our budget.

The renewed support of the Council 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.

The stakeholders working on this project will be:

- **Barbara Schwan, Program Director**
Barbara has produced 5 successful seasons of *Masters in the Chapel* to date.
- **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.
- **Virginia Amy Scripps, Public Relations**
Amy has her own PR firm in Venice
- **Barbara Goetz, List management**
Barbara maintains First Lutheran's database and mailing lists.

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COMMUNITY BENEFIT

A \$2,500 grant from the Venice Neighborhood Council awarded to the *Masters in the Chapel* concert series will help give First Lutheran Church of Venice the opportunity to invite the Venice community to come and enjoy free concerts performed by world-class musicians presented in a beautiful, intimate and acoustically excellent environment.

BUDGET SHEET

PART A-VENDOR AND MATERIALS/SERVICES INFORMATION	TOTAL COST	NOTES
Musician Fees	\$6,000	Based on an average of \$1,500 per concert
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, 5,000 mailed	\$1,300	Based on this year cost
List merge/purge and mailing label production	\$600	Expect in-kind donation
Concert fliers/posters production	\$150	
Banner for church fence advertising	\$275	Expect in-kind donation
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	\$ 9,975	
PART B-APPLICANT MATCH-NAME OF SOURCE		
Venice Neighborhood Council Funding (hopeful)		\$2,000
Abbot Kinney District Assoc Funding (hopeful)		\$500
Energex list merge/label production donation (in kind)		\$600
First Lutheran program production donation (in kind)		\$150
Sigtist banner donation (in kind)		\$275
Individual donations (goal based on last year's donations of \$5,698)		\$6,500
Total Projected Donations		\$10,025

For the 2008-09 season, the budget was \$9,500. Funds received as of 2/15/09 are as follows:

Venice Neighborhood Council:	\$2,500
Abbot Kinney District Association:	\$500
Individual donations:	\$5,698
In-kind donations with a value of:	<u>\$825</u>
Total	\$9,523

3/2/2009

PROJECT PLANNING SHEET: WORK PLAN

- **May-July '09**
Secure performing groups and set concert dates.
Projected performance dates are December, February, March and May.
- **August '09**
Receive press materials and program information from performing groups
Write brochure copy/receive copy approval
Submit copy and images to Graphic Designer
- **September '09**
Design of printed materials
Acquisition of mailing lists from performing groups (in the past, all of the organizations performing allowed us to use lists of people who attend their performances and live in Venice and the surrounding zip codes.)
Submission of mailing lists to Enertex (mail merge company) for merge/purge and label production
- **October '09**
Production of printed materials.
- **November, '09**
Brochure drops bulk-mail with the intention that it will be received in households mid-November.
- **Two weeks prior to each concert date**
Email concert reminders to concert lists
Secure donated advertising if possible in local papers and radio
Graphic designer produce fliers to be posted in local businesses
Graphic designer produces 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 the attendees
Enjoy the concert!



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 6 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 Bledsoe Ave Los Angeles, CA 90066</i>	<i>310-989-5947</i>	<i>Teresa Agnew</i>
<i>Sophia Cross Des Stoppel Church Secretary Board of Worship</i>	<i>5103 West 134th Street Hawthorne CA 90250</i>	<i>310-970-1444</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>

ORGANIZATION DESCRIPTION AND PURPOSE

First Lutheran Church of Venice was built in 1944 by the hands of its founding members. In 1953, the facility was expanded and First Lutheran School was established. Today, the church supports 300 members and 110 students attend the school that provides education to students in grades K-8. The church offers two services every Sunday—an 8:30 a.m. Traditional Service and 11:00 Contemporary Service. In addition, they offer a variety of Christian education programs for children, teenagers and adults.

On September 11, 1998, an electrical short sparked a fire that severely damaged the sanctuary. The congregation rallied to rebuild and the restored space, while remaining true to the original architectural beauty, was reconfigured to respond to the growing needs of the church and school. The result was an expanded alter space and resurfaced floors, and an acoustically excellent environment was created. In addition, the congregation dedicated themselves to raising the extra funds needed to build a state-of-the-art pipe organ that was voiced by Manuel Rosales, the same man that voiced the organ at Disney Hall.

To celebrate the transformation of the facility and to share it with the Venice community, First Lutheran established the *Masters in the Chapel* concert series in 2001. Five successful concert series have been presented since then with attendance ranging from 75-175 people per concert. This year, attendance has been about 175 for each concert.

The facility has the capacity to seat 200 people. We intend to continue to offer the Venice community world-class concerts free of charge in the beauty, intimacy and acoustic splendor of First Lutheran's chapel, and hope that the Venice Neighborhood Council will continue to help us do this.

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DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

As a 501c3 organization, First Lutheran Church of Venice is authorized to use its venue for events open to the public provided that there is no charge for the event or, if funds are received, that they are made on a donation basis and First Lutheran will not profit from the donation.

For the 2008-09 concert season, thanks to funding from the Venice Neighborhood Council's Community Improvement Project, a grant from the Abbot Kinney District Association, support from the Los Angeles Philharmonic Community Outreach and donations from individuals, the series was presented to the community free of charge. Funds received were paid directly to the musicians performing or applied to expenses related to the production of the concerts such as instrument rental, printing and mailing costs and advertising fees.



VENICE NEIGHBORHOOD COUNCIL
COMMUNITY IMPROVEMENT PROJECT APPLICATION PACKET 2008

COMMUNITY SUPPORT SHEET

Use this sheet to document community members' support. This sheet may also be used to document pledges of volunteer hours.

PROJECT NAME Masters in the Chapel APPLICANT Barbara Schwan, Church of Venice

NAME	ADDRESS	SIGNATURE	DATE SIGNED	WORK OR MATERIALS PLEDGED	HOURS PLEDGED
Barbara Schwan	1059 Crescent Place, Venice	Barbara Schwan	2/29/08	MUSIC and Program Director	40-50
Emily Elliott	694 Althair Place, Venice	Emily Elliott	2/29/08	marketing Director	40-50
Lon Davis	3611 STEWART AVE	Lon Davis	2/29/08	Graphic Designer	30-40
Barbara Goetz	8707 Falmouth Ave #207 Marydel Key 90293	Barbara Goetz	2/29/08	List Management	4-6

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.

March 2, 2009

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

Dear Members of the Venice Neighborhood Council:

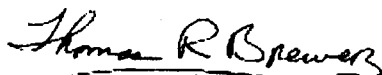
Thank you for your support of the Masters in the Chapel concert series. It is our pleasure to support community arts here in Venice by sponsoring and hosting this series of world class musical events. First Lutheran Church has been a part of the Venice Community for 65 years. Our school has provided quality education for youth from kindergarten through eighth grade for 60 years. During those years we have maintained a tradition of opening our facilities for community events. We sponsor a family friendly community fall festival and in partnership with the Pacific Resident Theatre we present the Christmas Carol. In addition we host other concerts. Recently we hosted the Los Angeles Organ Guild's annual concert. All of these events are offered free to the entire community.

In the past, Masters in the Chapel was offered as a ticket donation series. Funding from the Venice Neighborhood Council and the generous support of local merchants and other patrons of the arts has made possible to add it to our free community events. Your sponsorship has also been the foundational support that has helped us expand community awareness of this unique opportunity for our local residents to experience the arts in a beautiful local setting. On behalf of our congregation I want to extend our sincere and heart felt appreciation.

Our desire is to continue providing these events to the community and to the large constituency who have made these concerts a part of their lives. We have been blessed with full houses as the quality of the performances is becoming recognized throughout West LA. I join with Barbara Schwan, our concert chairwoman, in asking for your continued support for the Masters in the Chapel series in the coming year. In return we pledge to continue to offer the best of musical performances in a warm and friendly setting where everyone is welcomed.

Thank you for considering our application for funding. And thank you for the tireless work you do to make Venice a culturally rich community in which to live and raise our families.

Sincerely,



Tom Brewer
Pastor, First Lutheran Church and School

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,

Kenneth W. Frese

The Rusch Family

446 Center Street • Culver City, CA 90232

Phone: (310)204-0366

E-mail: dandlrusch@sbcglobal.net

To the Venice Neighborhood Council:

February 25, 2009

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

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