



**APPLICATION SUMMARY SHEET**

PROJECT NAME <i>METAL AT MUSCLE BEACH</i>	
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS) <i>A monthly concert series at Muscle Beach. It will run during the day the 3rd Sunday of every month. It will run four months in a row and will highlight four or five local Venice hardrock and METAL bands. It will go from July - OCTOBER.</i>	
PROJECT SITE NAME AND FULL ADDRESS <i>1800 OCEANFRONT WALK Venice, CA 90291</i>	
PROJECT COMPLETION DATE <i>OCTOBER 18 2008</i>	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT

ORGANIZATION OR STAKEHOLDER NAME <i>ALEX STOWELL</i>		
QUALIFYING ADDRESS <i>1901 OCEANFRONT WALK # 1 Venice, CA 90291</i>		
DAY PHONE <i>310 745 1064</i>	EVENING PHONE <i>310 745 -1064</i>	CELL PHONE <i>310 228-8462</i>
E-MAIL ADDRESS <i>Kettlebellboxing@yahoo.com</i>		FAX (not by 1st) <i>310-745-1064</i>

PROJECT MANAGER <i>ALEX STOWELL</i>		TITLE <i>Manager/Promoter</i>
MAILING ADDRESS <i>1901 OCEANFRONT WALK # 1 Venice, CA 90291</i>		
DAY PHONE <i>310 745 -1064</i>	EVENING PHONE <i>310 745 1064</i>	CELL PHONE <i>310 228-8462</i>
E-MAIL ADDRESS <i>kettlebellboxing@yahoo.com</i>		FAX (not by 1st) <i>310 745-1064</i>

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.

*Alex Stowell*  
\_\_\_\_\_  
STAKEHOLDER SIGNATURE

*Alex Stowell*  
\_\_\_\_\_  
PROJECT MANAGER SIGNATURE

*3/2/09*  
\_\_\_\_\_  
DATE

*3/2/09*  
\_\_\_\_\_  
DATE

AMOUNT REQUESTED  
*\$2,000*

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only)  
*D*



**PROJECT DESCRIPTION SHEET**

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

I, Alex Stowell, as well as my wife ERIEN Stowell, will be spearheading this project. We will be utilizing the help of three other stakeholders to help with the set up and breakdown as well as the execution of the event. My wife and I are both stakeholders so that would put the direct handling of the event into the hands of five stakeholders. In addition, we will be highlighting five (5) local bands each month at the show. With four or five people in a band that puts the number of stakeholder musicians at a possible 100+. This is not including additional stakeholders working on behalf of local performers. The first band will start at 12:00 p.m. and the second band at 1:30 p.m. Each band will 1/2 hours to set up and play with the last band starting at 6:00 p.m. We will be utilizing the stage and grandstand at Muscle Beach so as to avoid the cost of renting these items. We will have a variety of bands, all local, spanning the genres of hard rock and metal. This will give local performers the place to showcase their talents as well as provide different style of music for the listeners.

IS THIS PROJECT PART OF A LARGER PROJECT?  YES  NO

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

This will provide local talent a place to play. In addition it will provide a much needed break from the monotony of ~~the~~ music regularly hired to play at the festivals in the summer. The festivals that have been going on always get bands from elsewhere to play. Also, the festivals are either Reggae, hip-hop or mellow funk/ska rock. There is a huge demand for hard rock and metal ~~and~~ and it should have its proper place and presence on our boardwalk. In addition, the musicians who ~~are~~ should have a place to perform. It will add



**PROJECT PLANNING SHEET**

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

Sunday  
July 19 - 10:00am - SET UP Begins  
12:00 - 1st Band  
1:30 - 2nd Band  
3:00 - 3rd Band  
4:30 - 4th Band  
6:00 - 5th Band  
7:00 - Breakdown

Sunday  
Aug 16 -

Sunday  
Sept 20

Sunday  
OCT 18

All shows will follow the same  
SET up, perform, Breakdown timeline.

We will start promoting and advertising each show about a month before it happens, including promoting the upcoming shows during the show taking place.

MAINTENANCE PLAN (if applicable)

**INDIVIDUAL APPLICANT (If applicable)**

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(Only complete this form if the applicant is an individual or sole proprietor. If so, do not complete Page 9)

STAKEHOLDER NAME	Alex STANZELL
QUALIFYING ADDRESS	1901 OCEANFRONT WALK #1 VENICE, Ca 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

I am the owner of Venice's Kettlebell Boxing. This is a local business that trains athletes for participation in U.S.A. Boxing sanctioned events such as Golden Gloves.

I am the co-owner and chief editor of Venice Paparazzi.

I am a certified U.S.A. Boxing Coach as well as a member of the elite R.K.C. strength and conditioning group.

Aside from owning a running two local businesses I currently run a once a month Showcase for hard rock and Metal bands at Club Trig, which is located on Lincoln Blvd.



**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.

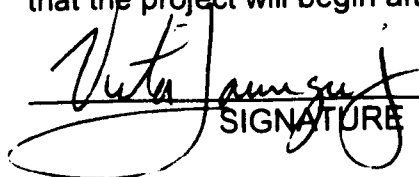
PROJECT NAME	METAL AT MUSCLE BEACH
APPLICANT	AJEX STOWELL

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	Victor Jansregui	TITLE	Senior Rec. Dir. II
FACILITY/BUSINESS NAME	Venice Beach Rec CTR. L.A. CITY DEPT. of Park + Rec.	PHONE	310 399-2775
SITE ADDRESS	1800 OCEANFRONT WALK Venice Ca 90291		

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

Rent The Stage Area at Muscle Beach for Music Performances

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, 2009.

  
SIGNATURE

3-2-09  
DATE



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PROJECT NAME	METAL AT MUSCLE BEACH
APPLICANT	ALEX STOWELL

ENTITY OR NAME OF PERSON WHO CONTROLS USE OF THE PROPERTY	Victor Jansregui	TITLE	Senior Rec. Dir. II
FACILITY/BUSINESS NAME	Venice Beach Rec Ctr. L.A. CITY DEPT. of Park + Rec.	PHONE	310 399-2775
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Victor Jansregui  
SIGNATURE

3-2-09  
DATE



VENICE NEIGHBORHOOD COUNCIL  
COMMUNITY IMPROVEMENT PROJECT APPLICATION PACKET 2009



**COMMUNITY INVOLVEMENT SHEET**

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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			
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NAME	ADDRESS	SIGNATURE	DATE SIGNED	NATURE OF INVOLVEMENT	HOURS PLEDGED
Edison Street	1901 Oceanfront #1 Venice	<i>[Signature]</i>	03-01-09	Public Relations / Promotions	25
Juan Rodriguez	1827 Oceanfront walk	<i>[Signature]</i>	03/20/09	Mosque Beach Cafe	
Alicia Conroy	1901 Oceanfront walk	<i>[Signature]</i>	3-20-09	HDL Painting	
SHE/BI Clayton	1901 Oceanfront walk	<i>[Signature]</i>	3-20	Scenic Engineering	20
Priscilla Weber	1901 Oceanfront walk	<i>[Signature]</i>	3-02-09	ESSENCE Park	
Greg Davis	1825 Oceanfront walk	<i>[Signature]</i>	3/2/09	Retain	
Melissa L'Amore	2207 Oceanfront walk	<i>[Signature]</i>	3/19	Retain Stone	
Melissa L'Amore	1809 Oceanfront walk	<i>[Signature]</i>	3/19/09	Retain	

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.