



APPLICATION SUMMARY SHEET

PROJECT NAME Masters in the Chapel Concert Series presented by First Lutheran Church of Venice	
BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS) <i>Masters in the Chapel</i> season consists of four, 1-hour concerts presented on Friday and Saturday evenings or Sunday afternoons from December thru May. This year we will also present the first Festival of New Music by Los Angeles composers; 2 concerts on May 14 at 2pm and 8pm. If it is well received, it will become an annual event. 2011-2012 will be our 8 th .	
PROJECT SITE NAME AND FULL ADDRESS First Lutheran Church of Venice/ 815 Venice Blvd / Venice, CA 90291	
PROJECT COMPLETION DATE June 2012	# OF VENICE STAKEHOLDERS TO BENEFIT BY THIS PROJECT 200 per concert

ORGANIZATION OR STAKEHOLDER NAME First Lutheran Church of Venice		
QUALIFYING ADDRESS 815 Venice Blvd Venice, CA 90291		
DAY PHONE 310-821-2740	EVENING PHONE same	CELL PHONE
E-MAIL ADDRESS frstluthrn@aol.com		FAX

PROJECT MANAGER Barbara Schwan		TITLE Program Director
MAILING ADDRESS 1659 Crescent Place Venice, CA 90291		
DAY PHONE 310-722-1224	EVENING PHONE same	CELL PHONE same
E-MAIL ADDRESS bdschwan@gmail.com		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.

Barbara Schwan
STAKEHOLDER SIGNATURE

2/28/11
DATE

Barbara Schwan
PROJECT MANAGER SIGNATURE

2/28/11
DATE

AMOUNT REQUESTED \$2,000.00

REVIEW (For Office Use Only)

PROJECT # (For Office Use Only) M



PROJECT DESCRIPTION SHEET

PROJECT DESCRIPTION (Include how many stakeholders will be working on this project.) (Maximum 500 words)
Thanks to funding from the Venice Neighborhood Council's Community Improvement Program and donations from individuals, *Masters in the Chapel* has been presented to the Venice community free of charge for the last 3 years.

Concerts are performed in the chapel at First Lutheran. It is a beautiful, acoustically excellent space. The capacity of the venue is 200. In the past, attendance ranged from 75 to 175 per concert. Thanks to our partnership with the Venice Neighborhood Council and expanded public relations efforts, concerts have been playing to a full house. In addition, the funding received by the VNC helped provide the momentum to raise the additional funds needed and gave 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.

The series is managed by a volunteer staff, so all funds received are paid directly to the musicians or applied to expenses related to the production of the concerts such as instrument rental, printing and mailing costs, and advertising fees.

The renewed support of the Venice Neighborhood Council's Community Improvement Project will 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.

List of Volunteer Personnel

- Barbara Schwan, Program Director
- Emily Elliott, Marketing Director
- Lon Davis, Graphic Design
- Scott Cross, Sound
- Rudy Olsen, Video Archivist

IS THIS PROJECT PART OF A LARGER PROJECT? YES NO

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

The mission of *Masters in the Chapel* 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.

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, free of charge for all to enjoy.



VENICE NEIGHBORHOOD COUNCIL
COMMUNITY IMPROVEMENT PROJECT APPLICATION PACKET 2011



BUDGET SHEET

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
Musicians Fees	\$7500	Based on the addition of the New Music Festival
Concert Fliers and Poster Production	\$250	
Program production	\$150	
Misc concert costs at \$100 per concert	\$500	
We decided to eliminate the cost of producing and mailing a brochure this year and feel that the attendance has not suffered, so we will eliminate it again for next season.		
TOTAL COST	\$8400	
PROJECT TOTAL (PARTS A & B)	\$8400	



PROJECT PLANNING SHEET

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

May – July

Secure performing groups and set concert dates

August

Receive press materials and program information from performing groups

Write brochure copy/receive copy approval

Submit copy and images to graphic designer

September

Design of email materials

Acquisition of email lists from performing groups

October

Finalize marketing materials

November

Email brochure is sent out 4-6 weeks prior to first performance

Two weeks prior to each concert date

Email concert reminders; Secure donated advertising

Produce fliers to be distributed to Farmer's Market and other local businesses and schools; library

Produce 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

MAINTENANCE PLAN (If applicable)

VENICE NEIGHBORHOOD COUNCIL
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ORGANIZATION SHEET (If applicable)

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(Only complete this form if the applicant is an organization. If so, do not complete Page 7)

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)

First Lutheran Church was founded in the 1950's and built by the hands of its founding members. It serves a congregation of about 500 members as well as those who attend from the community. *It has supported the Masters in the Chapel concert series for 8 years.*

TOTAL MEMBERS

The proposal must include the names and SIGNATURES of 5 members of the organization (preferably Board members)

YEAR ESTABLISHED

500

1950

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
Rheta Stoppel	702 Victoria Ave	310-821-1968	<i>Rheta Stoppel</i>
David Tusch	4146 Center St.	310-823-9367	<i>David Tusch</i>
Danette Parks	3612 Redwood Ave	310-915-9686	<i>Danette Parks</i>
Elizabeth Worell	3290 Sawtelle Blvd	310-751-0765	<i>Elizabeth Worell</i>
Nicde Wiele	12059 Wagner St.	310-902-3809	<i>Nicde Wiele</i>

VENICE NEIGHBORHOOD COUNCIL
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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 Masters in the Chapel

APPLICANT

First Lutheran Church of Venice

ENTITY OR NAME OF PERSON

WHO CONTROLS USE OF THE PROPERTY

David Rusch

TITLE

School Principal

FACILITY/BUSINESS NAME

First Lutheran Church of Venice

PHONE

310-821-2740

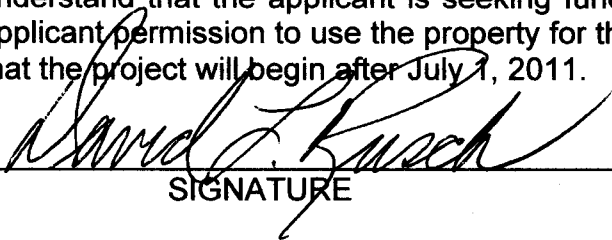
SITE ADDRESS

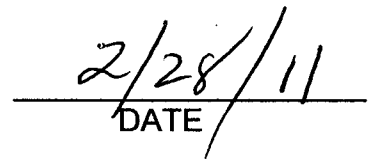
815 Venice Blvd / Venice, CA / 90291

DESCRIPTION OF USE AND PERMISSION NEEDED FOR THIS SITE

As a 501c3 organization, First Lutheran Venice is authorized to use its facility 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.

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.


SIGNATURE


DATE

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 Skuman, Church of Venice

NAME	ADDRESS	SIGNATURE	DATE SIGNED	WORK OR MATERIALS PLEDGED	HOURS PLEDGED
Barbara Skuman	1059 Crescent Place, Venice	Barbara Skuman	2/29/08	Musical Program Director	40-50
Emily Elliott	5321 Alhambra Place, Venice	Emily Elliott	2/29/08	Marketing Director	40-50
Lon Davis	3611 STEWART AVE Playa del Rey 90293	[Signature]	2/29/08	Graphic Designer	30-40
Barbara Goetz	8707 Felhampton Ave #207	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.

Burston, Alice L. <ALBursto@lasd.org>
To bdschwan@gmail.com

Date Thu, Dec 30, 2010 at 7:27 AM
Subject Christmas Concert in Venice
mailed-by lasd.org

12/30/10

I just have to say a big thank you for that lovely Christmas concert on Dec. 18th. I am a Venetian and for the Christmas season I wanted to just sit in a church and hear some Christmas music. I tried to get my husband to go with me but with the rain, he opted out. So I came into the lovely church with the wreaths, tree and candles, ahhh and sat for an evening of community music. I saw that the Sr. Lutheran Church Choir was singing. OK, so now I think, over 50, white group singing Christmas carols. Which was fine, as I was not expecting professional just ambience of Christmas, kids, community etc. But WOW what I got was so fantastic! What a delight and surprise! The opening number of "Oh, Holy Night" is my favorite carol and I have never quite heard it sung with such power and soul as it was that night. My only regret is that the choir did not put it on the CD. And then the concert just kept getting better and better from there. Thank you so much for having them. And the funny thing is... I never knew there was such a thing as Black Lutheran Church, that is such a great thing! As soon as I got out of the Church I called my husband and told him "You missed it!"

Alice Burston RN

JHIS Coordinator Medical Services Bureau
Tel: (213)473-6512
Fax: (323) 415-7922

There comes a time when silence is betrayal.
Martin Luther King Jr.

February 25, 2009

To: the Venice Neighborhood Council

From: Laura Rusch, 4146 Center Street, Culver City, CA 90232; 310-204-0366

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

LETTERS OF SUPPORT FROM THE COMMUNITY (Page 12b)
(The people that wrote letters last year have given me permission to use them again)

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,

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

June 25, 2009

Dear Abbot Kinney Festival Association,

I feel strongly that "Masters in the Chapel" series, presented in the First Lutheran, should be an ongoing part of our community's offerings, the yin to the boardwalk's yang or whichever way you see it, both necessary and desirable.

I have lived in Venice with my family for thirty years. My daughter plays the cello. What good fortune to be able to walk together to hear world-class music in a lovely and intimate setting, truly a sanctuary, at a reasonable cost. We have enjoyed Disney Hall as well. But the logistics and cost are beyond many families' means. And the chances of sitting in such proximity to the musicians would be an even rarer treat.

The "Masters in the Chapel" series is a perfect fit for our diverse neighborhood: an affordable event for families to attend, an easy to access venue for more mature people to enjoy a concert without the rigors of traffic and parking difficulties (it is even close to the bus routes), and an opportunity for young people to witness and be inspired by musicians of the highest caliber in a variety of disciplines up close, with the possibility of engaging in a conversation after the concert. How very civilized, how evolved! How perfect for Venice.

A \$1,000 Venice Neighborhood Council grant in support of the "Masters in the Chapel" would allow them to make the series truly accessible for everyone in the community by allowing them to offer the concerts free of charge. I hope you'll consider the support.

Sincerely,
Lynn Hanson

739 Superba Avenue
Venice
California
90291

IndigoLake@aol.com
<http://web.mac.com/lynnhanson>
310 821 4594
310 245 8207 cell