



Chalk Festival



October 17, 2016

Mayor John Holic and City Council for the City of Venice,

On behalf of the Avenida de Colores 501c3 nonprofit, 300+ local volunteers, and 300+ local, national, and international artists, I respectfully request the partnership/sponsor support of \$10,000 from the City of Venice for the 2016 Chalk Festival.

On September 21, the Economic Board approved \$5,000 from their budget of the \$10,000 total amount requested.

The Chalk Festival is a culturally rich event that focus on the pavement arts. We allow anyone, of any skill level, and age, to participate as an artist. We partner with many others who perform, such as musicians, to enhance our yearly theme. Our 2016 theme is LOVE & PEACE.

The festival promotes prosperity and strengthens the economy, making it good for local merchants by attracting upward of 100,000 visitors yearly. The City Government directly benefits in sales tax revenues because arts travelers stay longer and spend more. Socially, this arts festival sparks creativity and innovation, and improves healthcare with its healing benefits.

We look forward to working with you and creating again, the "WOW" experience everyone has come to love about the Chalk Festival.

Creatively Yours,

Denise Kowal

Denise Kowal, Founder/Volunteer Chair

