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**ROSENDAHL GIVES \$100,000 TO MAR VISTA BEAUTIFICATION**  
*Local Group to Lead Effort to Beautify Venice Boulevard*

MAR VISTA – Jumpstarting efforts to promote and improve Mar Vista, City Councilman Bill Rosendahl is allocating \$100,000 to community-led efforts to beautify Venice Boulevard.

Rosendahl, himself a Mar Vista resident, earmarked district street improvement funds to a new project by the Venice Boulevard Streetscape Improvement Association to beautify Venice Boulevard between Walgrove Avenue and the 405 Freeway.

“Venice Boulevard is Mar Vista’s Main Street,” Rosendahl said. “It is time to make this community shine and to let everyone in Los Angeles know what a beautiful neighborhood Mar Vista is.”

Rosendahl presented a check to community leaders at a Mar Vista milestone – the opening ceremonies of the new Mar Vista Farmer’s Market. The market, attended by several hundred people, will operate each Sunday 9 a.m. to 1 p.m. at Venice Boulevard and Grandview Avenue, next to the post office.

“This is the beginning of a new era for Mar Vista,” Rosendahl said.

The \$100,000 grant will help finance the Venice Boulevard Streetscape Improvement Association’s beautification project, one of a series of projects focused on building community pride and developing Mar Vista’s sense of identity.



Spearheaded by Steve Wallace, President of the Venice Boulevard Streetscape Improvement Association, the beautification project consists of several components focused on revitalizing the busy corridor. Immediate plans include installing 22 decorative trash cans, trimming 154 trees,

and beautifying the Venice Boulevard median.

“This donation shows that Councilman Rosendahl is not only dedicated to the beautification of one of the major commercial corridors in Council District 11, but also committed to improving Venice Boulevard in order to help existing businesses and attract new business to the area,” Wallace said. “The residents of Mar Vista really and truly appreciate everything the councilman has done.”

Tom Ponton, founder and past president of the Mar Vista Community Council, agreed:

"The revitalization of Venice Blvd has been something Mar Vista stakeholders have thought about, talked about, and imagined for a number of years. We've organized some clean-up projects, but without funding it's been pretty hard to make a lot of serious progress. Now thanks to the generous financial assistance from Councilman Rosendahl, we can really jumpstart this project."

Earlier in the year, the organization sought community input for the design of the median and met with Rosendahl's office, the City's Bureau of Street Services, and Katie Spitz, a landscape architect and Mar Vista resident, to further develop ideas.

The streetscape association unveiled two proposed design concepts for the median during the Mar Vista Farmers' Market, and asked attendees to vote on which option they preferred. The association plans on looking to the private sector for additional monetary support.

In April, Rosendahl, along with the Mar Vista Community Council, installed community designation signs, welcoming people to Mar Vista. The Mar Vista community will celebrate its 80<sup>th</sup> anniversary in 2007.

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