

WebTours

Project Proposal



The *WebTours* project will initially create 24 streaming video segments for the LAMountains.com website, funded by matching \$20,000 grants from Supervisor Yaroslavsky and the Santa Monica Mountains Conservancy for a total of \$40,000. A budget is included below. It is proposed that both grants be administered by the Social and Environmental Entrepreneurs (SEE), a nonprofit public charity ideally suited to receive the matching grants.

A total of 24 *WebTours* will be produced and embedded on the LAMountains.com website, which include 11 new segments to be produced over a period of one year. Thirteen (13) additional segments will be produced by repurposing existing footage from the *Trailmasters* video series, and include the follow park and trail locations:

The Secret Trail, Escondido Falls, Leo Carrillo State Beach, Satwiwa, the Stunt High Trail, the Upper Las Virgenes Open Space Preserve, Solstice Canyon Preserve, Malibu Creek State Park, Upper Zuma Canyon, King Gillette Ranch & Visitors Center, the Edmund D. Edelman Park Summit Valley and Viewridge Trail in Topanga Canyon, and the Wildwood Regional Park of the Conejo Recreation & Park District.

Eleven (11) new *WebTours* park locations will be selected by the SMMC. Completed video segments will be completed by June, 2012, and delivered to the LAMountains.com webmaster in a QuickTime movie file format (.mov) for embedding on the website.



photo courtesy of Tom Gamache

WebTours

Budget

24 park locations (10 new)

15 days - preproduction

15 days - production

40 days post-production

	<u>position / item</u>	<u>quan'ty</u>	<u>rate/day</u>	<u># days</u>	<u>TOTALS</u>
Labor, Preproduction	Producer	1	400	15	6000
Labor, Production	Producer/camera	1	500	15	7500
	Hike coordinator	1			1000
Equipment Rental	Camera	1	50	15	750
	Wireless Sound				included
	DVCam tape stock	10	15		150
Permits, Insurance, fees					2500
Mileage		1000	0.5		500
Labor, Post-production	Producer/editor	1	400	40	16000
Equipment Rental, Post-production	Edit system	1	60	40	2400
Administration	Fees & expenses				3200
TOTAL EXPENSE					40000

submitted for review, June, 2011