


**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: WebTours		Amount of Request: \$ 20,000 Total Project Cost: \$ 40,000 Amount of Match: \$ 20,000 SMMC Fund Source(s): Conservancy Fund Source of Match: Discretionary grant from Zev Yaroslavsky							
Applicant Name: Social and Environmental Entrepreneurs (SEE) A nonprofit public charity		Project Address: 23333 Valdez Rd., Topanga, CA 90290 <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:33%; text-align: center;">County</td> <td style="width:33%; text-align: center;">Senate District</td> <td style="width:33%; text-align: center;">Assembly District</td> </tr> <tr> <td style="text-align: center;">Los Angeles</td> <td style="text-align: center;">23rd</td> <td style="text-align: center;">41st</td> </tr> </table>		County	Senate District	Assembly District	Los Angeles	23rd	41st
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Applicant Address: 22231 Mulholland Hwy Ste 209 Calabasas, CA 91302 Phone: 818-222-2538 Fax: 818-591-8589		Email: toby@finecut.com							
Grantee's Authorized Representative: <u>Jennifer Hoffman, Managing Director</u> <u>818-225-9150</u> <small>Name and Title Phone</small>									
Person with day-to-day responsibility for project: <u>Toby Keeler, project producer</u> <u>818-591-8500</u> <small>Name and Title Phone</small>									
Brief Scope of Work (60 words maximum): The WebTours project will create 24 video segments of two to three minutes in length for viewing on LAMountains.com to provide visitors to the website with a summary of the recreational opportunities available in the SMMRA.									
Funding Source Applied for: Conservancy Fund									
Narrative/Detailed Project Description: Since its introduction in 2005, the LAMountain.com website has provided an online resource to explore the 140 parklands in the MRCA realm. With modern digital capability this Internet tool can increase visitorship and bolster greater public support for our parklands.									
Tasks / Milestones: 1 repurpose 13 existing park locales 2 shoot & edit 11 new park locales 3 embed WebTours on website 4 5 6	Budget: \$ 20,000 \$ 20,000	Start Date June, 2011 June, 2011 Dec. 2011	Completion Date June, 2012 June, 2012 June, 2012						
Acquisition Projects: APN(s): Acreage:									
I certify that the information contained in this Grant Application form, including required attachments, is accurate.									
<u></u> Signature of Authorized Representative			<u>6/6/11</u> Date						
Interim Form SMM-001 STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY									