



MOUNTAINS RECREATION & CONSERVATION AUTHORITY
Los Angeles River Center & Gardens
570 West Avenue Twenty-Six, Suite 100
Los Angeles, California 90065
Phone (323) 221-9944 Fax (323) 221-9934

May 21, 2012

Ms. Elizabeth Cheadle
Chairperson
Santa Monica Mountains Conservancy
5750 Ramirez Canyon Road,
Malibu, California 90265

**Grant Application – Proposition 84
Interpretative amenities and services - Santa Monica Bay Watershed**

Dear Ms. Cheadle:

I am pleased to present the enclosed application for Proposition 84 funds in the amount of \$170,000 for visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Bay Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

The Mountains Recreation and Conservation Authority (MRCA) has a long history of providing relevant and meaningful interpretation and education programs that not only enhance the visitor experience but promote stewardship and protection of the resources. In addition to the programs and materials developed for the general public, specific focus will be on amenities and programs that serve urban communities, ensuring that disadvantaged youth have access to the mountains through transportation, education and interpretive programs, and overnight camping in the Santa Monica Mountains.

Please refer to the enclosed application for more information. If you have questions regarding this application please contact Amy Lethbridge at 818-878-0866 extension 233.

Sincerely,

George Lange
Chair

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: Interpretive amenities and services –Santa Monica Bay Watershed 2012	Amount of Request: \$170,000						
Applicant Name: Mountains Recreation and Conservation Authority	Total Project Cost: \$170,000 Amount of Match: \$						
Applicant Address: 570 West Avenue 26, Suite 100 Los Angeles, CA 90065	Source of Match:						
Phone: 323-221-9944 Fax: 323-221-9934	Project Address:						
	<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;">Multiple</td> <td style="text-align: center;">Multiple</td> </tr> </table>	County	Senate District	Assembly District	Los Angeles	Multiple	Multiple
County	Senate District	Assembly District					
Los Angeles	Multiple	Multiple					
	Email: Amy.Lethbridge@mrca.ca.gov						
Grantee's Authorized Representative:							
Amy Lethbridge, Deputy Executive Officer	818 878-0866 x233						
<i>Name and Title</i>	<i>Phone</i>						
Person with day-to-day responsibility for project:							
Amy Lethbridge, Deputy Executive Officer	818 878-0866 x233						
<i>Name and Title</i>	<i>Phone</i>						
Funding Source Applied for: Proposition 84 – Santa Monica Bay Watershed							
Narrative/Project Description: For the purposes of this grant, interpretation includes amenities serving visitors that educate and communicate the significance and value of natural, historical, and cultural resources of the Santa Monica Bay Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy							
<p>All programs will target regional audiences from our city's most impacted and disadvantaged urban areas. The specific scope of services that will be provided, includes:</p> <p style="margin-left: 40px;">Guided interpretive programs, including program development and implementation directly relating to the watershed's rich natural, cultural, and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology.</p> <p style="margin-left: 40px;">Partial funding of an interpretive newsletter, "Symbiosis" which is printed quarterly and distributed to over 2,000 addresses and is available at all park locations;</p> <p style="margin-left: 40px;">Campfire programs at Temescal Canyon and King Gillette Ranch. These programs presentations that increase the understanding and enjoyment of the outdoors, and watershed resources;</p> <p style="margin-left: 40px;">Interpretive materials, including site specific materials, program schedules, safety information and self guided interpretive materials that are designed and implemented to increase visitors' enjoyment and understanding of the watershed;</p>							

Tasks / Milestones:	Budget:	Completion Date
1 1 Interpretive Newsletter	\$3,000	Quarterly
2 80 Public Guided Interpretive Programs	\$79,000	Annually
3 52 Campfire Programs	\$30,000	Annually
4 32 Interpretive Materials (flyers/schedules/brochures)	\$32,000	Quarterly
5. Visitor Center staffing @1040 hrs	\$26,000	Annually

Acquisition Projects:

Acreage:

I certify that the information contained in this Grant Application form, including required attachments, is accurate.

Signature of Authorized Representative

Date

Interim Form SMM-001