

Mendocino County Fish & Game Project Proposal Summary Sheet

(This must be the first page of the submitted proposal)

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1. Contractor: _____
 2. Type of Contractor: _____
 3. Taxpayer/Organizational ID/EID Number: _____
 4. Street Mailing Address: _____
 5. City, State, Zip Code: _____
 6. Contact Person: _____
 7. Telephone Number: _____
 8. Email address: _____
 9. Website address(es): _____
 10. Project Title: _____
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11. Fish and Game Code Section 13103 Category: _____
 12. Amount Requested (\$): _____
 13. Objectives: _____

 14. Specie(s) Benefited: _____
 15. Work Schedule: _____
 16. Site Location (include reference to nearest city, town, and/or prominent landmark:

 17. Site Location – GPS Coordinates: _____
 18. **We would also like to be considered for funding** from the Ft. Bragg-based Salmon Restoration Association <http://www.salmonrestoration.com/> (for salmon habitat enhancement/restoration, salmon conservation, or salmon education projects). _____ YES _____ No.

Please also fill out the following, if applicable:

19. Stream: _____

20. Tributary to: _____

21. Major Drainage System: _____

The deadline for receiving proposals is 5:00pm, December 31, 2016.

Proposals must be submitted by email as a PDF, .DOC, .DOCX, .TXT, or ZIP file to the Commission at: mendofishgamecommission@gmail.com. **Applicants must also mail or hand-deliver eight double-sided copies** to the Commission c/o County Planning & Building Services.

Grant applicants are encouraged to attend the Tuesday, January 17, 2017 meeting of the Commission, location to be announced, beginning 5:00pm, to make a brief (5 minute) presentation regarding their proposal.

Applicants without personal computers or internet access to the Commission website can request assistance from County branch libraries in Ukiah, Ft. Bragg, Willits, Coast Community (Pt. Arena), and Round Valley (Covelo) to download and print the application materials. *Note: County library personnel can also assist with scanning and emailing completed proposals.*

For additional information, please call Fish and Game Commission at (707) 234-6094, or email the Commission at mendofishgamecommission@gmail.com.

Abalone Emergency Restrictions 2017 Video

Project Budget**Production expenses**

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Daily contract rates

- Underwater Camera Diver and camera, \$700 @ \$700 day
- Dive Boat rental and Operator for access, safety and shooting platform, \$1000 day
- Director, \$1000 day
- Host, \$1000 day

Sub Total \$3700

Hourly contract rates

- Editing, \$1000 @ \$100 hr
- Screenplay and scripting, \$500 @ \$100 hr
- Interviews and Voice Over, \$1000
- Encoding, uploading, DVD authoring and digital distribution \$500 @ \$50 hrs, 10 hrs

Sub Total \$2500

Fixed expenses

- Transportation, boat fuel and docking, \$200
- food and water \$200
- special insurance for nautical video productions, \$600
- encroachment permits, \$300
- Producer \$1000

*Sub Total \$2300**Total Video Budget: \$8500***In Kind Match / Donations**

- Editing, \$500 @ \$100 hr 5 hrs
- Screenplay and scripting, \$500 @ \$100 hr, 5 hrs
- Encoding, uploading, DVD authoring and digital distribution \$500 @ \$50 hrs, 10 hrs
- Director, 5 hrs \$500 @ \$1000 day
- Interviews and Voice Over, \$1000

*Total In Kind Match / Donations: \$3500**Total Grant: \$5000**Total Video Budget: \$8500*

Abalone Emergency Restrictions 2017 Video

Distribution

Distribution is essential to the success of this project. We will produce the video in all major distribution formats to enable a multimedia approach to this project such as mp4 format for facebook, YouTube embedding for web sites or DVDs for kiosks and visitor centers.

- We will deliver 2 masters to the Fish and Game Commission of all formats suitable for broadcast on a Blu-Ray and DVD disc and MiniDV tape.
- We will host the video on our YouTube channel, Vimeo and New Livestream hosting platforms and our website "Mendocino TV" for as long as the emergency restrictions are in effect which is projected to be until the end of the 2017 Abalone Season.
- We will supply embed code that will link to the videos to be emailed to all pertinent government and private web site administrators to post in their web site.
- We will supply a link to the videos to be downloaded to the Public Access Television Channels for re broadcast on the PEG networks in all 4 coastal counties, Sacramento and the Bay Area.
- We will work with the Fish and Game Commission to enable a wide distribution of this video as quickly as is feasible, including the distribution channels listed below.

Public Distribution Channels:

- County Web sites
- California Department of Fish & Wildlife web site
- Public Access Television in Marin, Sonoma, Mendocino & Humboldt Counties, Sacramento and the Bay Area.
- Facebook
- Promotional organizations including Chambers of Commerce, Visit Fort Bragg, Visit Mendocino County and similar organizations in the other affected counties
- State Parks Visitor Centers, Noyo Center for Marine Science kiosk and Mendocino Area Parks Association Ford House Visitor Center and their respective web sites

Fee based Distribution Channels:

- PSAs on Cable Television in the metropolitan markets. (Comcast)
- Coast Cinemas and The Noyo Theater

Additional DVD duplication and distribution and paid broadcast advertising will have to be negotiated under a different contract based on the client's requests and needs.

Examples:

<https://vimeo.com/197348857>

<https://livestream.com/accounts/62078/events/5570618/videos/125806329>