

**Cultural and Community Development Grant Application**  
**FY 2013-14**

**Event/Project/Organization for which funds are requested:** Eyes On The Sierra: 7 part video series promoting EDC

**Event/Project Location:** Various locations in El Dorado County

**Name of Organization:** Kathleen Newell

**Address of Organization:** P.O. Box 906  
Shingle Springs, CA 95682

**Website:** KathleenNewell.com

**Name of Contact Person:** Kathleen Newell

**Telephone Number:** 530-306-9371

**E-mail address:** knewellvs@gmail.com

**Total Amount Requested:** \$5,000.00

C.A.O.  
 EL DORADO COUNTY  
 2013 AUG 16 AM 11:30

**1. Briefly describe the event/project/organization for which funds are being requested:**

Eyes On The Sierra is a 7 part video series featuring a narrative and visual tour of El Dorado County's beautiful Sierra Nevada mountains and foothills. Emphasis is on visiting the unique communities throughout the county. The original episode still airs on SCATV2 and highlights the El Dorado Trail, Wrights Lake, Mormon Emigrant Trail/Caples Lake/Carson Pass, Coloma, and Placerville, California. The 7 additional episodes proposed here, each 3-5 minutes in length, will spotlight family friendly historic, recreational, artistic, and agricultural places or events.

**2. If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.**

Kathleen Newell is News Media professional, lifelong resident of El Dorado County, and community volunteer. In 2011, as part of the El Dorado/Diamond Springs Vision workgroup she volunteered to produce their vision, 'A Peek Into The Future, ' which was adopted by the Diamond Springs El Dorado Community Advisory Committee. She's also produced Shingle Springs' draft vision, and numerous other short videos on events in El Dorado County. Please visit her website at KathleenNewell.com to view her full portfolio.

**3. Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:**

100% of the funds would go towards the production costs for the series. Each episode would incur costs relating to travel expenses to the production site, time and labor writing/shooting/editing the episode, and distribution of each episode to various media platforms. Suggested platforms: Sierra Community Access TV2, EDC website, El Dorado County Visitors Authority Website, News10.net MyNe, and various facebook pages.

**4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:**

The first episode would air one month after receiving the funds. The production of the remaining 6 episodes would be produced and released each month thereafter until all 7 episodes have aired.

The funds would be used immediately to cover the cost of ongoing production. Some of the proposed episodes that air in 2014 require shooting events in the fall of 2013.

**5. What is the target market for the advertising/promotional efforts and how will this target market be reached (please include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County):**

No traditional advertising is proposed. I will market via social media on the Internet 1) I am a contributor to News10.net Sacramento - My Neighborhood's website and will post each episode there as long as MyNe is available.



- 6. The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

All of the proposed episodes showcase something unique in our county, and are meant to be the, 'Carrot on the end of the stick,' so to speak, to get visitors to head on over and check us out.

- 7. What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

The goal is to entice both 'daycation' and overnight destination visitors to El Dorado County by profiling a handful of fun experiences we offer here. Measurement could be accomplished by asking the viewer to like the video if they plan on visiting us after viewing the episode.

- 8. How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

Each episode will have titles that include the El Dorado County seal indicating sponsorship and funding.

- 9. Please provide any information on sponsorships for this event/project/organization:**

I am not currently under any non-profit sponsorship. There are non-profits that would consider me for sponsorship if that is an absolute requirement of the grant.

- 10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

No

## HISTORY OF EVENT/PROJECT/ORGANIZATON

**1. How long has this event/project/organization been in operation:**

The original Eyes On The Sierra Aired on SCATV2 in 2011. It is still airing.  
Proposed episodes based on the event date:

1. Apple Hill Harvest (Oct)
2. El Dorado Western Railroad (Nov)
3. Divide Adventure Loop Tour (Dec)
4. KFOK Community Radio (Jan)
5. Wine Tour & Hospitality (Feb)
6. Native Plant Society Wildflower hike at Dave Moore Nature Area (ADA accessibility emphasis) (Mar)
7. Disk Golf (April)

(Details of each suggested event is attached on separate paper)

**2. What is the overall attendance (past and future anticipated) of the event/project/organization:**

N/A

**3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.**

No

## BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

### **Revenue for event/project:**

#### **1. Funding/Contributions:**

<b>Source</b>	<b>Amount</b>
Cultural and Community Grant (CCG)	\$5000.00
<b>Total:</b>	

#### **2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):**

<b>Type</b>	<b>Amount</b>
None	
<b>Total:</b>	

3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

None

**Expenditures**

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
Production time/labor	\$2000.00	CCG
Edit time/labor	\$2000.00	CCG
Distribution	\$520.00	CCG
Travel expences	\$480.00	CCG
<b>Total:</b>	5000	CCG



**SUBMITTAL**

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: Kathleen Newell  
Title: Media Professional  
Applicant Organization: KathleenNewell.com  
Date: 8/15/13

**Return Grant Application No Later than August 16, 2013 at 5:00 PM to:**

**Chief Administrative Office  
Attn: Economic Development  
330 Fair Lane  
Placerville, CA 95667**

## **Cultural and Community Development Grant Application FY 2013-14**

**Applicant: Kathleen Newell**

### **Details on Suggested Episodes**

1) October/Camino & Pollock (Agritourism) - Apple Hill Harvest. Still looking for a unique event within the fall event to use as the hook.

2) November/El Dorado & Shingle Springs (History/Recreation/Community Pride) - El Dorado Western Railroad. Profile volunteers working on the caboose restoration in Shingle and also a train ride during the Christmas event they have annually)

3) December/Divide Communities (Recreation/Food...) - Adventure Loop self tour. Get a bubbly couple to drive it for the first time.

4) January/Georgetown (History/Community Pride) - KFOK Community Radio (one of the best kept secrets in El Dorado County). Just a totally cool funky set up there. Worth showing off.

6) February/South & North County (Agriculture/Food) - Wine & Hospitality. Still working on non specific winery event tie in, so we don't focus on just one winery, or B&B.

5) March/Lotus (Recreation/Community) – Native Plant Society Wildflower Hikes. Hope to get one at Dave Moore Nature Hike because it is ADA accessible. Will work with Lynn Murray's Spinal Cord Injury Support group to see if they want to participate.

7) April/Lake Tahoe (History/Recreation) - Disk Golf: Profile this Nature Tour/History Lesson disk golf event that coincides with the Lake Tahoe Lifestyle Festival in South Lake Tahoe. Will also profile other disk golf courses tucked away in EDC such as the one at Finnon Lake.

Organization Name: Kathleen Newell