

Apple Hill Growers Association™ Proposal for Funding

April 28, 2014

The Apple Hill Growers™ has been in existence for 50 years in 2014. That milestone is a significant one for any business, but for an organization of farmers it is extremely unique.

The statistics reported about the number of visitors to visit our member farms exceeds 750,000 annually. What began in 1964 as a season that included only the month of October has grown into a year 'round destination for El Dorado County visitors. The organization began adding wineries to its list of members in the early 1970s and additional crops have been included ever since until a trip to Apple Hill™ can take place in every month of the year.

The association has long believed our success is attributable to the total independence from any outside funding. Farmers are a naturally independent group, but with the advent of celebrating 50 years in business, Apple Hill™ decided the time might have arrived when a one-time request for monetary help may be in order.

Individual members are planning unique ways to celebrate the 50 years and the association as a whole has decided to schedule a day to recognize and thank people who have helped us along these many years. Part of that celebratory experience is a video highlighting just what Apple Hill™ was and has become. The choice of the videographer has been thoughtful and the association hopes the resulting video presentation can be used not only for this celebration, but at other venues and in years to come.

Because the history of the growers association has always shown a need to find ways to fund our projects ourselves, we are approaching sponsors and are even delving into the new idea of crowd-funding through our Facebook friends. The accompanying request for county funding will be extremely helpful in accomplishing our goals, but Apple Hill™ will augment it with additional financial support from other sources. There are additional levels in the video proposal and if we are successful in generating support, the growers will expand on what can be done.

The association hopes El Dorado County will believe this first-time investment in the Apple Hill Growers Association™ is a wise decision.



Maryann Argyres
Apple Hill™ 50th Anniversary chairperson



Proposal for Production of Apple Hill Growers 50th Anniversary Video

Submitted on April 16, 2014
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Overview: This proposal is for the production of a video for Apple Hill Growers Association's 50th Anniversary gala event to take place on August 24, 2014. The video will be approximately fifteen minutes in length and will incorporate historical photos and film clips; newly recorded interviews of growers, customers, and other notable people; scenic footage (including aeriels); narration and an original score by award-winning composer Christopher Hedge. Up to two additional, shorter versions are also included for promotional use. High Definition projection and sound for the Gala Premiere will be provided. The final product will be delivered on a Hard Drive, and 500 each DVD & BluRay Discs and Packaging are also included in this proposal.



Production Budget:

ITEM	QUANTITY	UNIT	TOTAL
Pre-Production			
Producer/Director	2 days	650	1,300
Script	Flat	1,500	1,500
Production Crew			
Producer/Director	4 days	650	2,600
Director of Photography	4 days	650	2,600
Sound Engineer	3 days	600	1,800
Gaffer	3 days	500	1,500
Make-Up Artist	3 days	600	1,800
Production Equipment			
Canon C300 Video Camera	4 days	770	3,080
Jib/Dolly	3 days	750	2,250
Grip Truck	3 days	300	900
Aerial	1 day	500	500
Post-Production			
Edit	flat	5,000	5,000
Narrator	flat	500	500
Narration Record	flat	250	250
Original Music Score	flat	3,000	3,000
DVD/Blu-Ray Authoring	flat	1,000	1,000
DVD/Blu-Ray Menu and Packaging	flat	700	700
DVD Replication	500	2	1,000
Blu-Ray Replication	500	4	2,000
Gala Event Presentation			
12,000 Lumen Video Projector	flat	\$1,500	\$1,500
16' x 9' Screen and Dress Kit	flat	700	700
Sound System	flat	400	400
Playback Computer	flat	150	150
TOTAL PRODUCTION BUDGET			\$36,030

Production Schedule:

April - Pre-Production: Define story line, determine locations, curate archival photos and footage, identify interview subjects, create shooting schedule.

May - Production: Shoot the video! Transfer archival photos and footage.

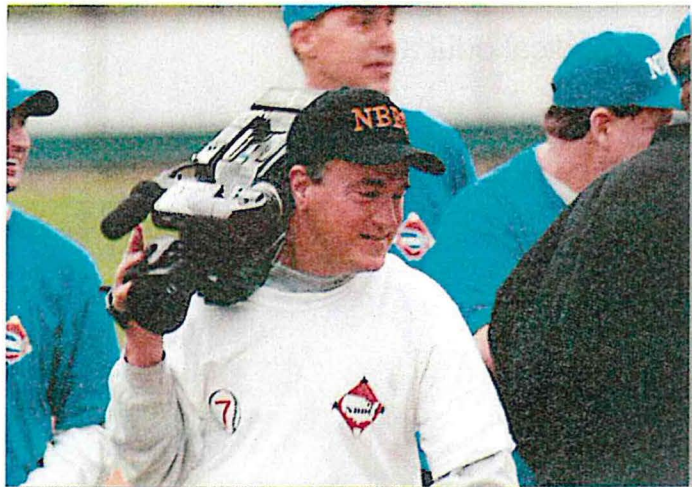
June - Post-Production: Log and review all footage, create a rough edit, write the final connective script to tie together live sound bites.

July - Record narration, compose soundtrack, complete final video edit.

August 24 - WORLD PREMIERE

About the Producer:

Aldo Panattoni began his professional video career in 1978 at the young age of 19 years old as the director of *Jazzbeaux' Open House*, a three-hour, daily live talk/variety program in San Francisco. *Jazzbeaux' Open House* starred Al "Jazzbeaux" Collins, former host of NBC's *The Tonight Show* and originator of the popular 60's catch phrase "I don't got to show you no stinkin' badges."



In 1979, Panattoni founded Total Media Group in the basement of his modest little house in Colma, CA. Over the next 35+ years, Total Media Group has grown into a leading global media production company, producing electronic communications and events for companies like Toyota, Cisco Systems, Wells Fargo Bank, Apple Computer, Nintendo and

Stryker Corporation. Their entertainment projects include numerous efforts for Neil Young, rapper Master P and Lee Mendelsohn (executive producer of the Peanuts animated television programs).

In 1995, Panattoni was awarded a Telly Award for outstanding achievement in the production of "A Concerto of Wind," a groundbreaking High Definition travel documentary on the state of Utah for NHK of Japan.

In 2009, he was Executive Producer of *Life is a Banquet: The Rosalind Russell Story* which appeared nationally on PBS. https://www.youtube.com/watch?v=sXKE9HDqnOg&feature=player_embedded

In 2013, Panattoni achieved his lifelong dream of capturing his musical hero's live performance on *That's My Thing, Elvin Bishop Live in Concert* which was nominated for Blues Video of the Year at the Blues Foundation Awards. <http://www.youtube.com/watch?v=dD7uuUWXNUw&feature=kp>

Currently, Panattoni remains on the board of Total Media Group. He is also a founding partner of Understand.com, a leader in the field of web-based medical education.

Panattoni received a Bachelor of Arts in Radio and Television Broadcasting from San Francisco State University in 1980.

Production Budget:

ITEM	QUANTITY	UNIT	TOTAL
Pre-Production			
Producer/Director	1 day	650	650
Script	Flat	650	650
Production Crew			
Producer/Director/DP	4 days	650	2,600
Production Equipment			
Panasonic HD Video Camera	4 days	300	1,200
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Post-Production			
Edit	flat	5,000	1,400
Library Music Score	flat	3,000	500
TOTAL PRODUCTION BUDGET			\$7,000

Production Schedule:

April - Pre-Production: Define story line, determine locations, curate archival photos and footage, identify interview subjects, create shooting schedule.

May - Production: Shoot the video! Transfer archival photos and footage.

June - Post-Production: Log and review all footage, create a rough edit, write the final connective script to tie together live sound bites.

July - Record narration, compose soundtrack, complete final video edit.

August 24 - WORLD PREMIERE