

Community Grant Program Application

Submit application by email to staff@mbnep.org or mail to the Morro Bay National Estuary Program's offices by 4pm on the due date. **Please be sure to include the summary coversheet below, the Priority Issue check list and Action Plan summary, and the Narrative Information Section.**

Project Title: Of Marshes and Morros

Applicant: Simo Nylander and Tom Wilmer

Address: 1157 Antler Drive, Arroyo Grande CA 93420

Contact Person(s): Simo Nylander

Phone: 805 298-6160 **Fax:**

Email: nylander2@gmail.com

Grant Amount Requested (cannot exceed \$5,000): \$5,000

Total Estimated Project Cost: \$16,000

Amount & Source of Other Funding (if relevant):

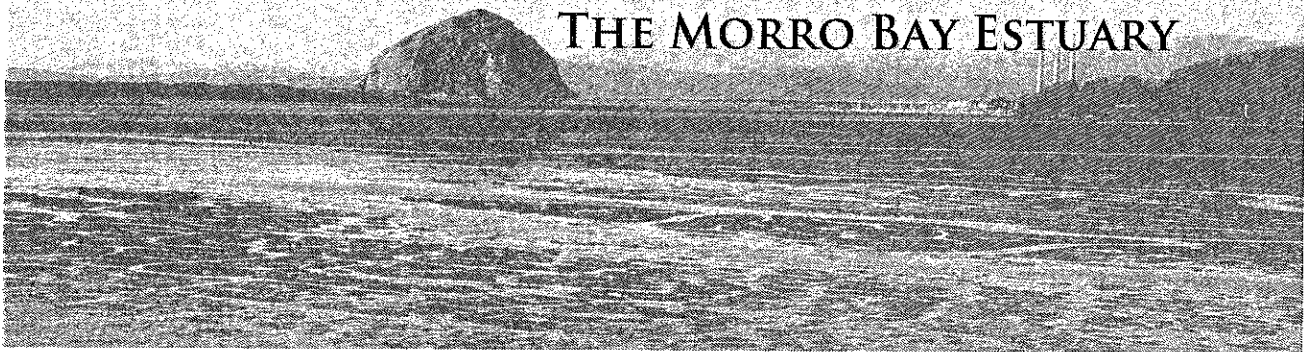
PG&E \$3,000, Kickstarter \$5,000, Other \$3,000

Project Description Summary (fill in here or attach additional document; word limit 300):

SEE ATTACHED

OF MARSHES & MORROS

THE MORRO BAY ESTUARY



Project Description

While filming the Bay Story videos for the Morro Bay National Estuary Program, Tom Wilmer and I realized that the Estuary Program's efforts to conserve and protect the bay made an exceptional story which merits a larger audience. Our goal is to produce a short video documentary plus an audio podcast that celebrates past conservation efforts and stresses the critical need to continue those efforts today. The documentary Of Marshes and Morros will educate viewers about the serious environmental threats facing Morro Bay's estuary and watershed.

The film weaves the story of the Morro Bay National Estuary Program's creation by a group of concerned citizens whose efforts mobilized the community to protect Morro Bay estuary. Through interviews with experts, community members, and legislators, we identify the environmental issues facing Morro Bay's estuary and watershed such as: sedimentation, bacterial contamination, elevated nutrient levels, toxic pollutants and scarce freshwater resources. The video and audio podcast will emphasize the importance of preserving biodiversity and encouraging environmentally balanced uses of the estuary and watershed. Also, it explains how we can all help prevent contamination of the estuary and help protect its fragile natural habitats.

We will need the financial support of local businesses, environmental agencies and private donors in order to raise \$16,000 for this project. Already PG&E has pledged \$3,000. We hope to receive a grant of \$5,000 from the Morro Bay National Estuary Program. A Kickstarter campaign will raise \$5,000 from private donors. We will solicit businesses and organizations for the remaining funds.

Our goal is to premiere this documentary at the San Luis Obispo Film Festival in March of 2017 and distribute it to schools and colleges as well as tourist and environmental groups in order to build local environmental awareness of Morro Bay Estuary. Originally this documentary was conceived as a larger video project, but due to budget and time constraints we chose a shorter more nuanced approach. Being an entry in San Luis Obispo Film Festival guarantees a larger audience for Of Marshes and Morros which will benefit Morro Bay estuary. In order to be considered for the San Luis Obispo Film Festival of 2017, the film must be submitted by the November 18th, 2016.

Community Engagement

We will reach out to local scientists, environmentalists and agencies to contribute their expertise. We will ask PG&E as well as local enterprises and environmental organizations to contribute to the funding of this project as well as contributing materials such as photos and videos. The Kickstarter campaign will reach out to the general public for financial contributions. We will form an advisory committee with representatives from the educational community who will help adapt Of Marshes and Morros for classroom purposes.

Audience

The intended audience for this video is the general public of San Luis Obispo County and California. We will submit the documentary to the San Luis Obispo Film Festival 2017 as well as other regional festivals. We will show this documentary to local colleges, schools, and environmental groups. The San Luis Obispo County Office of Education has agreed to make the video available to all schools throughout the county.

Benefits

The film's goal is to inform and engage citizens so that they become participating stewards of the Morro Bay estuary and watershed. As an educational tool in the classroom, this documentary aspires to enlighten students so they will appreciate and preserve the beauty and rich diversity of the Morro Bay estuary for future generations.

Project Budget

Expense	Amount	Funding Source
Pre-Production & Script	\$1,000	PG&E
Filming	\$4,000	PG&E & Kickstarter
Camera		
Crew – Lighting – Grip – Field Audio		
Aerial		
Post Production	\$6,500	MBNEP & Kickstarter
Editing – Rough/Assembly		
Assistant Editor		
Editing – Online, Titles- Motion Graphics		
Audio	\$2,500	Kickstarter & Other
Audio Pod cast		
Voice Over, Music Audio Mixing & Sweetening		
Travel	\$500	Other
Distribution	\$1,500	Kickstarter
Film Festivals, Schools		
Closed Captioning		
Total	\$16,000.00	

Evaluation

The number of local schools, colleges, and environmental and tourist agencies that show the film will attest to the success of the documentary. We will facilitate the distribution Of Marshes and Morros to local schools through the San Luis Obispo County Office of Education and track viewing of the video. Another measure of success will be its showing at the San Luis Obispo Film Festival and other film festivals. To help measure audience numbers and their reaction to the film, the documentary will be posted on a website with links to Youtube. Additionally, there will be a Facebook page and viewers will be encouraged to "like" the film after they have seen it. We sincerely hope that a renewed interest in conserving the bay will be an outcome of this documentary.

Schedule

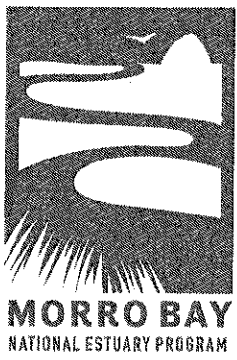
With funding from PG&E, we have begun preproduction, scriptwriting and website and Facebook design. Kickstarter campaign will start in October. Filming and audio taping will be finished by the middle of October and post-production will be completed by November 10th. We will submit the documentary to the San Luis Obispo Film Festival by November 18th, the deadline for submissions.

Qualifications

Simo Nylander and Tom Wilmer are the two producers of this documentary.

Simo Nylander received his Bachelor in Fine Arts in Cinematography and Photography from Brooks Institute in Santa Barbara. He worked first as a newscast director and commercial producer for television; he then started his own venture as a freelance filmmaker and began Aspect Studios in San Luis Obispo in 2001. Throughout his career he has filmed documentaries, movies and TV shows as well as produced public service announcements, directed advertisements and training videos. Some of his notable clients have been Animal Planet, California Integrated Waste Management Board, US Air Force, and Entertainment Tonight. One of Simo's most recent projects was the feature length award winning documentary Botso the Teacher from Tbilisi. As the film's cinematographer Simo traveled to the Republic of Georgia and worked with their local film crew. Also, Simo has taught film production for college and high school students both locally and internationally.

Tom Wilmer is an on-air and digital media host, producer and editor. Since 1989 he has produced and hosted a travel show with in-depth reports from California, across America, and around the world for the NPR affiliate KCBX which is aired nationally. Tom has a keen interest in outdoors and environmental subjects. He has filed reports from aboard the Greenpeace vessel Rainbow II, and remote locations such as the Arctic Circle, African Okavango Delta and many more. Tom's work as a radio host has garnered many awards including "Best Radio Travel Broadcast" 2013 from the Society of American Travel Writers, "Best Radio Feature" 2012 and 1st place "Radio Broadcast, Birding in Rio Grande Valley, Texas" 2012 from the Outdoor Writers Association of California. Tom is the host of the Lowell Thomas Award-winning NPR Podcast, Journeys of Discovery with Tom Wilmer. It is distributed worldwide via NPR's digital media website, iTunes, Stitcher.com, Pure.com, PodcastsUK, PodcastsDE in Germany and other podcast sites as well. Tom is an author and has written many travel and nature books. Notably, he was awarded The Best Guide Book Award 2011 by Outdoor Writers Associations of California.



Check off the Comprehensive Conservation and Management Plan Priority Issue(s) addressed by the proposed project:

- Sedimentation.
- Bacterial contamination.
- Elevated nutrient levels.
- Toxic pollutants.
- Scarce freshwater resources.
- Preserving biodiversity.
- Environmentally balanced uses.

The proposed project must work to implement, at a minimum, one of the Action Plans that address the Priority Issues listed above. Please list the relevant Action Plans that will be addressed by this project below. The Action Plans are detailed within the Management Plan which can be found at MBNEP.org or from the Estuary Program's office.