

Hudson-Fulton-Champlain Quadricentennial
Newburgh Beacon Bay 2009 Documentary Legacy Project Business Plan

Documentary working title “Newburgh Beacon Bay: a 400 Year Heritage”

Chapters

- Introduction
1. Maritime: the Business of Shipbuilding, Sailing, Whaling, Fishing, Shipping, etc.
 2. Immigrants & Neighborhoods
 3. Transportation: Boon & Impact
 4. Building Arts & Landscape Architecture
 5. Intellectual Life: Publications, Lyceums, Libraries, Education
 6. Industry & Economy
 7. Innovators & Entrepreneurs
 8. Sport & Past-times
 9. Houses of Worship: Diversity & Transformation
 10. Social Organizations

Estimated Project Costs

Note: Community volunteers with expertise, Mount Saint Mary College film students, and Western Connecticut State University film students will be participating in all aspects of the project.

Scriptwriter	\$ 3,000
‘Talent’ – Producer, Director, Narrator, Researcher, etc.	\$ 30,000
‘Production’ – Ass’t Producer, Supervisors, Photogr. Dir., etc.	\$ 14,000
Equipment & Supplies & Office	\$ 11,000
Sound & Music	\$ 4,500
Titling & Motion Graphics & After-Effects	\$ 500
Editing & Post-Production	\$ 10,000
Distribution DVD copies – 5,000 in DVD cases, full-color cover wraps, 3-color disk labels, poly-wrap	<u>\$ 7,000</u>
	\$100,000

Potential Project Funding

NYS grants & mini-grants – applications & awards	\$ +41,000
Provident Bank Charitable Foundation application	\$ +40,000
Individual/Business sponsors – Fundraiser 10/08	<u>\$ +30,000</u>
	\$+100,000

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MSMC Course Content

Potential Project Relevance

Speech Communication	Presentation of final business plan to a review panel of film production authorities, and actual project producers, Newburgh Beacon Bay 2009; knowledge of film industry jargon & terms essential
Mgmt. Information Systems	Recommendation included in business plan
Organizational Behavior & Change & Development	Project leadership model for a dual team of professionals (including guild members) and volunteers for a finite period of time; to include motivation, assessment of a person's skills & subsequent expectations of, coordination of people's efforts & skills, conflict resolution, goal attainment, establ. & admin. of power & authority
Mgmt. Accounting & Financial Management	Use-able information system for investors and accountability procedure for same, internal fiscal management & procedures – to include both production & distribution – fees, reporting, expenses, taxes, etc.
Production & Operations	Scheduling & controlling of production components: research, interviews, international shoot(s), images, equipment, soundtrack/ music, talent, etc. - production planning, output quality measurements, completion guarantees, etc.
Legal Environment	Local, state & Federal government relevant policies, co-production agreements, liability, international issues for shooting footage of and marketing to, controls & regulations, contractual necessities, soundtrack ownership, film ownership & trademark rights, publicity & acknowledgement rights, investors' rights, completion guarantees, potential litigation, distribution rights and agreements, forms needed, corporate structure recommendation, internet distribution issues, etc.
International Business, Trade & Finance	German Palatinate region – use of area for shooting footage, and marketing of documentary to
Ethics	Integrated throughout
Human Resource Mgmt.	Of both professionals & volunteers
Career Development	MSMC students will be mentored by production professionals
Economics of Labor Mkts.	Guilds
Quality Assurance	Measurement process
Mgmt. For Non-Profits	Comprehensive primer of governance issues for a finite life-span of project partnership
Financial & Insurance Planning	As evidenced by final business plan.