

# Brazos Heritage Society

Citizens for Historic Preservation

May 3, 2000

Mr. Tom Brymer  
City Manager  
City of College Station  
1101 Texas Avenue South  
College Station, Texas 77842

Dear Mr. Brymer,

The Brazos Heritage Society is developing a new and exciting project which entails producing a documentary film about the history of Brazos County. Since this story has never been fully told and the majority of the residents in the county have no knowledge regarding local history, we feel that its time has come.

This project can be developed and used in many different ways and benefit many different groups. Enclosed is a complete proposal listing the groups and benefits.

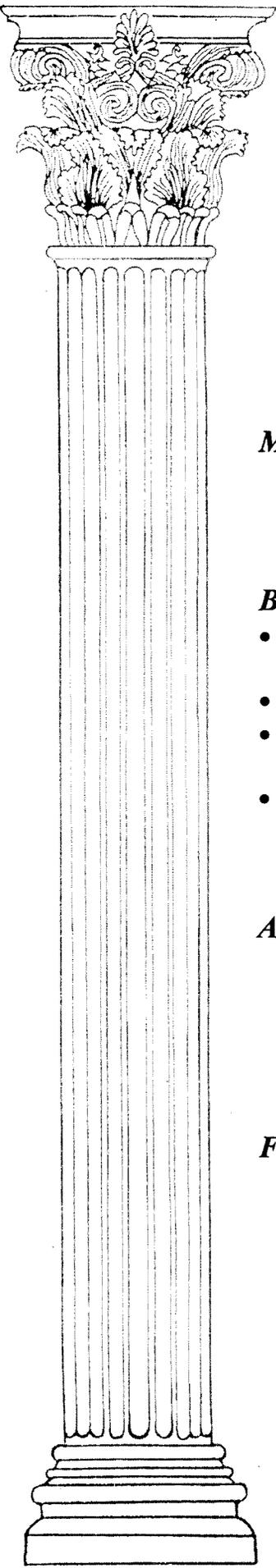
The Brazos Heritage Society also feels that Frame By Frame production company has the potential to create a dynamic and informative film. We have reviewed their work and have deemed it outstanding. They are truly committed to this endeavor and have the ability to produce a compelling and inspirational product.

Because the city of College Station has displayed real vision concerning historic preservation through the very active College Station Historic Preservation Committee, the Northgate Revitalization Project, the Oral History Project, and archeological plans for Lick Creek Park and Veteran's Park, we feel that you will be interested in this exciting and innovative project. The Brazos Heritage Society requests that you consider contributing \$75,000.00 toward the production of this important film. Please help us tell the world our story!

Sincerely,



Julie M. Schultz  
Past President



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## ***"The Heart of the Brazos Valley"***

**The History of the Bryan, College Station Community**

*A Working Title*

Developed by Greg Phelps and Frame by Frame,  
for the Brazos Heritage Society

Developed November 1999

### ***Mission***

*To create the definitive record of the community's history and make it available in book and video form to students, visitors, tourists and the community at large.*

### ***Benefits to the Community***

- To create stewardship of the community's legacy for current and future generations.
- To promote community unity.
- To increase visibility and awareness of local points of interest, thus increasing referrals, attendance, and utilization of these locations.
- To increase economic growth through tourism and providing quality production elements to the Chamber of Commerce and Economic Development Council.

### ***Audience***

- A. Community
- B. Students in the classroom
- C. Visitors & tourists
- D. Chamber, CVB, and EDC clientele
- E. Business & Community development

### ***Formats***

#### Film Projects:

- A. Documentary film on the history of the community. Produced in the style of Ken Burns and A&E's Biography running two hours in length.
- B. Educational version for the classroom created as TAAS oriented educational modules.
- C. In-room promotional programs - for hotel/motel rooms
  - Local history (5-8 minutes) and
  - Local things-to-do, dining and entertainment (5-8 minutes in length)
- D. Chamber of Commerce promotional video (5-8 minutes in length)
- E. CVB promotional video (5-8 minutes in length) for trade shows and tour groups
- F. EDC promotional video (5-8 minutes in length)

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## Book Projects:

- A. This will be an engaging and entertaining book (hardback with 176 pages), rich with information and stories about the people, cultures, and key events that helped shape our community. The author will be Henry Dethloff, a retired history professor from Texas A&M University and author of several history books on Texas A&M and other regional historical topics.
- B. Special edition book to include advertisers for hotel/motel use in approximately 2,200 local rooms.

## ***Content of "The Heart of the Brazos Valley" program & book***

- A. People: Pioneers, Visionaries & Community Heroes, Cultures
- B. Business & Industry
- C. Education
- D. Religion
- E. Government
- F. Transportation & Communications
- G. Health Services
- H. Art & Entertainment

## ***Distribution***

- A. The extended program will be aired through the Cox cable system via a rotating schedule on BISD, CSISD, Bryan and College Station channels.
- B. Educational programs distributed on VHS tape or DVD
- C. Hotel/motel programs distributed via Cox cable with dedicated channel or in-house channel.
- D. Chamber, CVB, and EDC programs distributed on VHS tape or DVD
- E. Books to be sold at retail outlets
- F. Internet web site ([www.heartofthebrazosvalley.com](http://www.heartofthebrazosvalley.com)) hosted by Cox Communications and maintained by Frame by Frame. This will link to all partners and supporting organizations.

## ***Partners and Financial Supporters***

The City of Bryan

Brazos County

Cox Communications

George Bush Presidential Library & Museum

Hotel/Motel Assoc.

Private Sector & Corporate Underwriters

Chamber of Commerce

Convention & Visitors Bureau

Economic Development Foundation

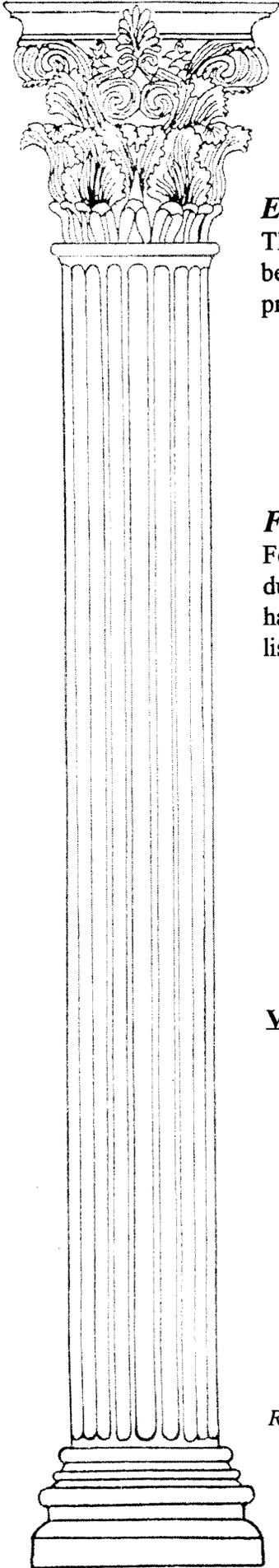
The City of College Station

Texas A&M University

Insite Publishing

Nina Herd Astin Foundation

BISD, CSISD & private schools



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## ***Estimated Costs***

The process for film production and book production is very similar, and because of that we have divided this cost estimate into four categories: production (items 1-3) and duplication categories (item 4).

1. Pre-Production - Research and scripting
2. Field Production - Location shooting
3. Editing/Post Production
4. Duplication

## ***Film Production Estimates***

For a project of this magnitude, a budget of \$500,000 would be typical. But, due to Frame by Frame's interest and belief in the project, cost adjustments have been made. Broadcast masters are included in the price of each program listed.

A. Documentary program (2 hours in length)	\$120,000
B. TAAS Educational modules	10,000
C. In-room programs - Local history (5-8 minutes)	5,000
Local things-to-do (5-8 minutes in length)	5,000
D. Chamber video (5-8 minutes in length)	5,000
E. CVB video (5-8 minutes in length)	5,000
F. EDC video (5-8 minutes in length)	5,000

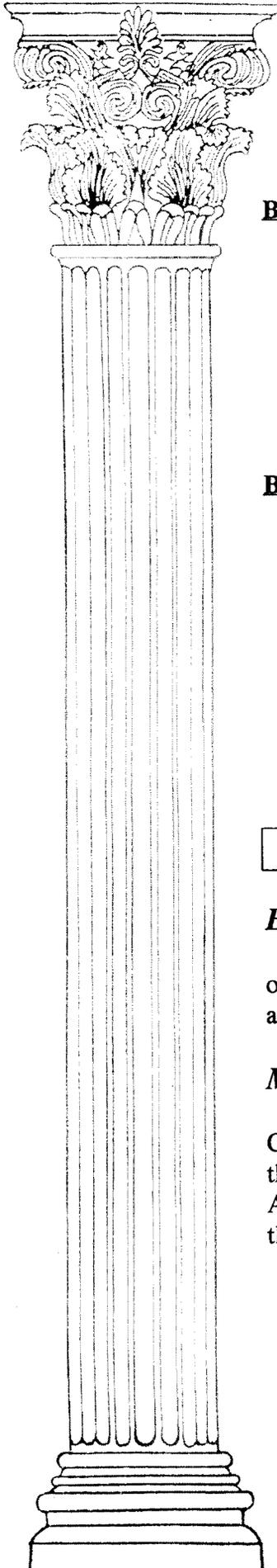
**Total Film Production Estimate** **\$155,000**

## **Video Duplications Estimate: (1st edition)**

A. Documentary program (2,000 VHS copies, 1,000 DVD copies)	14,000
B. TAAS Educational (50 VHS copies, 50 DVD copies)	550
C. In-room programs (Initial DVD copies)	550
* Additional editing cost for new advertisers will be billed to those advertisers.	
D. Chamber video (50 VHS copies)	300
E. CVB video (50 VHS copies)	300
F. EDC video (50 VHS copies)	300

**Total Video Duplication Estimate** **\$16,000**

*Royalties on Future Video sales: Frame by Frames reserves a 15% royalty of each copy sold of the documentary program. This royalty is based upon gross sales and does not apply to the first 2,000 VHS and 1,000 DVD copies.*



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## **Book Production Estimate:**

A. Hardback book - 176 pages, photos & text -  
Research, writing, editing, publishing cost \$40,000

B. In-room hardback book -184 pages, photos & text -  
\* Setup and design cost for advertisers will be billed to advertisers.

**Total Book Production Estimate \$40,000**

## **Book Printing estimate:** (1st edition)

A. Hardback book - 176 pages, photos & text -  
(5,000 copies) \$20,000

B. In-room hardback book (2,200 copies) \$10,000

**Total Book Printing Estimate \$30,000**

*Royalties on Future Book Sales: Henry Dethloff reserves a 15% royalty of each copy sold of the documentary book. This royalty is based upon gross sales and does not apply to the first 7,200 copies.*

<b>Total Package Estimate</b>	<b>\$241,000</b>
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## ***Estimated Schedule of Completion***

Completion of book printing and video duplication is targeted for late fall of 2000. Current plans are to begin pre-production May 15th, editing in July and the final version completed in October.

## ***Marketing***

By utilizing the networks of our partner organizations such as Cox Communications, Insite Publishing and the Chamber of Commerce, we'll have the ability to reach the entire community. In addition, The Bush Library, Texas A&M University, a hotel/motel in-room channel and an internet web site offer this project exposure way beyond the borders of our community.

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## Funding Request

The Brazos Heritage Society (Funded by "The Nina Herd Astin Foundation")	\$10,000
The City of Bryan	\$75,000
The City of College Station	\$75,000
George Bush Presidential Library	\$10,000
Private Sector and Corporate Underwriters	
First National Bank	\$20,000
Other Contributions	\$60,000
<b>Total commitment</b>	<b>\$250,000</b>

## Estimated Schedule of Payments

1. Pre-production - \$50,000 due May 15th
2. Field Production - \$50,000 due June 1st
3. Editing/Post Production \$50,000 due August 1st
4. Duplication \$100,000 due October 15th