



Video

Mac + Ava
Motion Pictures
677 Lily Street
Monterey, CA 93940
831-646-9532
terri@macandava.com
www.macandava.com

crm^o
Steve Weisser
President
1101 Pacific Avenue, Suite 230
Santa Cruz, California 95060
steve@compassrosemedia.com
direct: 831.458.5916
office: 831.457.3533
mobile: 408.691.0618

crm^o
Sheila Gunn
Senior Producer
1101 Pacific Avenue, Suite 230
Santa Cruz, California 95060
sheila@compassrosemedia.com
direct: 831.458.5912
office: 831.457.3533
mobile: 831.234.0146

Payment Type: Credit card

Phone: 612-292-0388

Fax: 952-430-6215

Dear Ken Hinshaw,

Thank you for requesting a quote for the following item(s) from Best Buy For Business:

Sold To	Bill To	Ship To
Ken Hinshaw Point Pinos Lighthouse 80 ASILOMAR BLVD PACIFIC GROVE, CA 93950	Ken Hinshaw Point Pinos Lighthouse 80 ASILOMAR BLVD PACIFIC GROVE, CA 93950	Ken Hinshaw Point Pinos Lighthouse 80 ASILOMAR BLVD PACIFIC GROVE, CA 93950

Qty	Description	Item#/Mfr#	Price	Ext. Price
1	Peerless - SmartMount Wall Mount for Flat Panel Display - Black	BB10688596 13630 SF670	\$85.57	\$85.57
	Availability: In Stock			
	Standard Delivery	<i>commercial grade internal media player</i>		

1	LG 79UX340C UX340C - 79" Class (78.57 viewable) LED TV	BB19809428 206870 79UX340C	\$4,669.00	\$4,669.00
	Availability: In Stock			
	Special Delivery			

	Subject to an Electronic Recycling Act Fee		\$7.00	\$7.00
--	--	--	--------	--------

1	LG - 2.1-Channel Soundbar System with Wireless Subwoofer - Black	BB19922534 12660 SH4	\$162.85	\$162.85
	Availability: In Stock			
	Standard Delivery			

Notes:

Product Total:	\$4,917.42
Delivery/Shipping:	\$192.64
Electronic Recycling:	\$7.00
Est. Tax:	\$430.27
Tax exemption doesnt apply to any item	

4/20/2017

Learn how we can help at BBFB.com
Or call 1-800-373-3050



From: Dillon, John [<mailto:dillonj@pebblebeach.com>]
Sent: Monday, April 17, 2017 3:11 PM
To: Johnson, Darin <Darin.Johnson@bestbuy.com>
Cc: 'fullscalemodels@yahoo.com' (fullscalemodels@yahoo.com) <fullscalemodels@yahoo.com>
Subject: 75" with 120 Hz refresh rate

Hello Darin:

I have a friend who is shopping for a large monitor for a museum display, and is having 4k videos made. Questions:

- The goal is to play them from a memory stick directly into the TV. Can you recommend a unit that has at least the 120Hz refresh rate, if not 240, that can be played from this port
- Need to know what formats and encoding that the USB port supports so we can make sure the video producer is aware and makes a compatible file
- Also need a matching sound bar and wireless sub for it, hopefully same brand so that there is only one remote
- Need a wall mounting bracket too

I look forward to hearing your recommendation, and I will then pass on to my friend for him to purchase the gear. thank you,

John Dillon, Sr.

Manager of Production and Business Services
Pebble Beach Company
2700 17-Mile Drive
Pebble Beach, CA 93953
P: (831) 647-7472
E: dillonj@pebblebeach.com
www.pebblebeach.com



[Pebble Beach Resorts: The Pebble Beach Resorts Experience](#)

<http://siica.sharppusa.com/Professional-Displays/Models/Details/LC-70LE661U>

Thank You

Brian Quinlan
Sr. Market Account Manager

Direct: 612.292.0388
Fax: 952.430.6215
Brian.Quinlan2@bestbuy.com

Learn how we can help at BBFB.com
Or call 1-800-373-3050



From: Dillon, John [<mailto:dillonj@pebblebeach.com>]
Sent: Wednesday, April 19, 2017 4:10 PM
To: Quinlan, Brian <Brian.Quinlan2@bestbuy.com>; kenlmargarets@gmail.com
Subject: RE: FW: 75" with 120 Hz refresh rate

And this one is opposite, has a Sharp TV and a Samsung sound bar.

Are both the Sharp and the Samsung TVs have 120 or 240 ?

John Dillon, Sr.

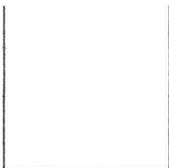
Manager of Production and Business Services
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P: (831) 647-7472
E: dillonj@pebblebeach.com
www.pebblebeach.com



[Pebble Beach Resorts: The Pebble Beach Resorts Experience](#)

From: Quinlan, Brian [<mailto:Brian.Quinlan2@bestbuy.com>]
Sent: Wednesday, April 19, 2017 2:05 PM
To: Dillon, John; kenlmargarets@gmail.com
Subject: RE: FW: 75" with 120 Hz refresh rate

70" Quote



Ken and Margaret

From: "Dillon, John" <dillonj@pebblebeach.com>
Date: Wednesday, April 19, 2017 2:49 PM
To: "Quinlan, Brian" <Brian.Quinlan2@bestbuy.com>; <kenlmargarets@gmail.com>
Subject: RE: FW: 75" with 120 Hz refresh rate

Got it. please quote the 80" commercial Samsung, with Samsung sound bar and flat mounting bracket. Thank you,

John Dillon, Sr.

Manager of Production and Business Services
Pebble Beach Company
2700 17-Mile Drive
Pebble Beach, CA 93953
P: (831) 647-7472
E: dillonj@pebblebeach.com
www.pebblebeach.com



[Pebble Beach Resorts: The Pebble Beach Resorts Experience](#)

From: Quinlan, Brian [mailto:Brian.Quinlan2@bestbuy.com]
Sent: Wednesday, April 19, 2017 2:35 PM
To: Dillon, John; kenlmargarets@gmail.com
Subject: RE: FW: 75" with 120 Hz refresh rate

John,

Both quotes have a Sharp TV and a Samsung sound bar. Sharp no longer manufactures sound bars

The refresh rate is 240: "AquoMotion™ 240 Refresh Rate"

<http://siica.sharppusa.com/Professional-Displays/Models/Details/LC-70LE661U>

Thank You

Brian Quinlan
Sr. Market Account Manager

Direct: 612.292.0388
Fax: 952.430.6215
Brian.Quinlan2@bestbuy.com

Learn how we can help at BBFB.com

4/20/2017

Or call 1-800-373-3050



From: Dillon, John [<mailto:dillonj@pebblebeach.com>]
Sent: Wednesday, April 19, 2017 4:10 PM
To: Quinlan, Brian <Brian.Quinlan2@bestbuy.com>; kenlmargarets@gmail.com
Subject: RE: FW: 75" with 120 Hz refresh rate

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Are both the Sharp and the Samsung TVs have 120 or 240 ?

John Dillon, Sr.

Manager of Production and Business Services
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From: Quinlan, Brian [<mailto:Brian.Quinlan2@bestbuy.com>]
Sent: Wednesday, April 19, 2017 2:05 PM
To: Dillon, John; kenlmargarets@gmail.com
Subject: RE: FW: 75" with 120 Hz refresh rate

70" Quote



Quotation Number: [233378386](#)

Best Buy For Business
7601 Penn Avenue South
Richfield, MN 55422-3645

To	Info	From
Ken Hinshaw Point Pinos Lighthouse	Request Date: 04/19/17 Expiration Date: 04/26/17	brian.quinlan2@bestbuy.com Business Professional

4/20/2017

80 ASILOMAR BLVD
PACIFIC GROVE, CA 93950

Customer Number: 2746194
Customer PO#: N/A
Payment Type: Credit card

Best Buy For Business
Phone: 612-292-0388
Fax: 952-430-6215

Dear Ken Hinshaw,

Thank you for requesting a quote for the following item(s) from Best Buy For Business:

Sold To	Bill To	Ship To
Ken Hinshaw Point Pinos Lighthouse 80 ASILOMAR BLVD PACIFIC GROVE, CA 93950	Ken Hinshaw Point Pinos Lighthouse 80 ASILOMAR BLVD PACIFIC GROVE, CA 93950	Ken Hinshaw Point Pinos Lighthouse 80 ASILOMAR BLVD PACIFIC GROVE, CA 93950

Qty	Description	Item#/Mfr#	Price	Ext. Price
1	Sharp LC-70LE661U Aquos HD - 70" Class (69.5" viewable) LED TV	BB19742790 22350 LC-70LE661U	\$1,797.00	\$1,797.00
	Availability: In Stock			
	Special Delivery			
	Subject to an Electronic Recycling Act Fee		\$7.00	\$7.00
<hr/>				
1	Samsung - 2.1-Channel Soundbar System with Wireless Subwoofer and Digital Amplifier - Black	BB19926714 14040 HW-K360/ZA	\$154.23	\$154.23
	Availability: In Stock			
	Standard Delivery			
<hr/>				
1	Peerless - SmartMount Wall Mount for Flat Panel Display - Black	BB10688596 13630 SF670	\$85.57	\$85.57
	Availability: In Stock			
	Standard Delivery			
<hr/>				

Notes:

Product Total:	\$2,036.80
Delivery/Shipping:	\$159.86
Electronic Recycling:	\$7.00
Est. Tax:	\$178.22
Tax exemption doesnt apply to any item	
Quote Total:	\$2,381.88

We will honor the prices on this quote through the expiration date noted above. Please know that rapid changes in our business, from changes in technology to product availability, prevent us from guaranteeing that all the items on this quote will be available for purchase in the future. In that case we promise to work with you to make changes or modifications to your order.

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Thank You

Brian Quinlan
Sr. Market Account Manager

Direct: 612.292.0388

Fax: 952.430.6215

Brian.Quinlan2@bestbuy.com

Learn how we can help at BBFB.com

Or call 1-800-373-3050



From: Dillon, John [<mailto:dillonj@pebblebeach.com>]

Sent: Wednesday, April 19, 2017 3:07 PM

To: Quinlan, Brian <Brian.Quinlan2@bestbuy.com>; kenlmargarets@gmail.com

Subject: RE: FW: 75" with 120 Hz refresh rate

And two separate quotes, one for the 70" with mount and sound bar, and the other for the 80" with mount and sound bar. Thanks jd

4/20/2017

John Dillon, Sr.

Manager of Production and Business Services
Pebble Beach Company
2700 17-Mile Drive
Pebble Beach, CA 93953
P: (831) 647-7472
E: dillonj@pebblebeach.com
www.pebblebeach.com



[Pebble Beach Resorts: The Pebble Beach Resorts Experience](#)

From: Quinlan, Brian [<mailto:Brian.Quinlan2@bestbuy.com>]
Sent: Wednesday, April 19, 2017 12:43 PM
To: kenlmargarets@gmail.com
Cc: Dillon, John
Subject: RE: FW: 75" with 120 Hz refresh rate

Hi Ken,

The 70" and 80" Sharp models (priced below) represent the best "bang for buck" in the commercial space (MSRP on a 75" commercial Samsung = \$3800). They are made to run 16 hours/day and come with 3-year, onsite commercial warranties. Product specifications are attached to this email. The compatible video files are also listed below.

Please let me know which one you would like to go with, include what type of mount you would like me to add (flat, tilting or articulating) and I will send you a formal quote with a sound bar.

Thanks!

Brian
612-292-0388

<http://siica.sharppusa.com/Professional-Displays/Models/Details/LC-70LE661U>

**Selecting the Folders to Play Back
(Continue)**

Video file format			
File extension	Container	Video	Audio
avi	AVI	MPEG-1 MPEG-4 SP/ASP(XviD) MPEG-4 AVC (H.264) Motion JPEG	MPEG-Audio LPCM MS-ADPCM DTS AC3
mkv	MKV	MPEG-1 MPEG-2 MPEG-4 SP/ASP(XviD) MPEG-4 AVC (H.264)	MPEG-Audio LPCM MS-ADPCM DTS AC3
asf wmv	ASF WMV	MPEG-4 SP/ASP(XviD) WMV 7/8/9	LPCM VMA
mp4	MP4	MPEG-4 SP/ASP(XviD) MPEG-4 AVC (H.264) Motion JPEG	MPEG-Audio LPCM MS-ADPCM AC3
mpg mpeg	MPG	MPEG-1 MPEG-2	MPEG-Audio LPCM MS-ADPCM AC3

Qty	Description	Item#/Mfr#	Price
1	Sharp LC-70LE661U Aquos HD - 70" Class (69.5" viewable) LED TV	BB19742790 22350 LC-70LE661U	\$1,797

1	Sharp LC-80LE661U Aquos HD - 80" LED TV	BB19770102 22350 LC-80LE661U	\$3,459
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Thank You

Brian Quinlan
Sr. Market Account Manager

Direct: 612.292.0388

Fax: 952.430.6215

Brian.Quinlan2@bestbuy.com

Learn how we can help at BBFB.com

Or call 1-800-373-3050



From: Dillon, John [<mailto:dillonj@pebblebeach.com>]

Sent: Wednesday, April 19, 2017 1:01 PM

To: Quinlan, Brian <Brian.Quinlan2@bestbuy.com>

Subject: RE: FW: 75" with 120 Hz refresh rate

Hello Brian

This is for the Point Pinos Lighthouse in Pacific Grove, CA

My friend is Ken Hinshaw

831-375-0816

Email is: kenlmargarets@gmail.com

John Dillon, Sr.

Manager of Production and Business Services

Pebble Beach Company

2700 17-Mile Drive

Pebble Beach, CA 93953

P: (831) 647-7472

E: dillonj@pebblebeach.com

www.pebblebeach.com



[Pebble Beach Resorts: The Pebble Beach Resorts Experience](#)

From: Quinlan, Brian [<mailto:Brian.Quinlan2@bestbuy.com>]

Sent: Wednesday, April 19, 2017 10:52 AM

To: Dillon, John

Subject: RE: FW: 75" with 120 Hz refresh rate

RE: Point Pinos Museum

Hi John,

I will be your Account Manager for Pebble Beach moving forward (based on geography).

So that I can formally quote a solution...

What is the name of the museum, your friend's name and email address?

Thank You!

Brian Quinlan
Sr. Market Account Manager

Direct: 612.292.0388

Fax: 952.430.6215

Brian.Quinlan2@bestbuy.com

Learn how we can help at BBFB.com

Or call 1-800-373-3050



From: Dillon, John [<mailto:dillonj@pebblebeach.com>]

Sent: Monday, April 17, 2017 3:11 PM

To: Johnson, Darin <Darin.Johnson@bestbuy.com>

Cc: 'fullscalemodels@yahoo.com' (fullscalemodels@yahoo.com) <fullscalemodels@yahoo.com>

Subject: 75" with 120 Hz refresh rate

Hello Darin:

I have a friend who is shopping for a large monitor for a museum display, and is having 4k videos made.

Questions:

- The goal is to play them from a memory stick directly into the TV. Can you recommend a unit that has at least the 120Hz refresh rate, if not 240, that can be played from this port
- Need to know what formats and encoding that the USB port supports so we can make sure the video producer is aware and makes a compatible file
- Also need a matching sound bar and wireless sub for it, hopefully same brand so that there is only one remote
- Need a wall mounting bracket too

I look forward to hearing your recommendation, and I will then pass on to my friend for him to purchase the gear. thank you,

John Dillon, Sr.

Manager of Production and Business Services

Pebble Beach Company

2700 17-Mile Drive

Pebble Beach, CA 93953

P: (831) 647-7472

E: dillonj@pebblebeach.com

www.pebblebeach.com

4-18-17

To Whom it May Concern:

The check enclosed and future funds are intended to help fund the production of an introductory video for Pt. Pinos Lighthouse. I would like to remain anonymous.

LPC '17-3-2- Agenda

- 1)Approval of minutes
- 2)Financial Report, new entry donations, signs
- 3)Basement Media Room, floor, flat screen tv,
benches
- 4)Video project
- 5)Gateway
- 6)New business?

Ken Hinshaw

From: "Steve Weisser" <steve@compassrosemedia.com>
Date: Friday, March 10, 2017 11:27 AM
To: <ken@redshift.com>
Cc: "Sheila Gunn" <sheila@compassrosemedia.com>
Subject: Just got your message

Ken,

I was out on location the last few days and just returned to get your message. Sorry I didn't get it sooner. Would have loved to come down today.

Please let me know what would work for you and team.

We do have some very nice ideas for your video. this is also a great time of year to shoot.

Again, sorry I didn't get your voice mail. I'm usually very prompt in returning calls. If you need to get in touch with me, feel free to use my cell.

I also tried returning your call at 831-375-0816 and get a recording that I'm not able to make this call.

Hope to talk soon.

sw

--

Steve Weisser

President | Compass Rose Media

office | 831.457.3533

direct | 831.458.5916

mobile | 408.691.0618

compassrosemedia.com

3/11/2017

March 7, 2017

This letter is to establish the agreement for a benefactor to contribute up to \$20,000.00 to add to the \$10,000.00 that the Lighthouse Preservation Committee has allocated for the Lighthouse Visitor Video.

The intent of the benefactor's donation is to assure that the video is of high quality production to include both the editing and the media. Meaning that the minimum quality would be a Blu Ray disk (1080p). UHD would be better, since a UHD monitor will probably be used to display the video.

Also any archival film transfer to video should be frame by frame transfer, and no "screen resolution" images should be used.

Respectfully Submitted,

Agent for the Benefactor

VIDEOPHOTOGRAPHER

ekovacs@redshift.com

521-5056

Ernie Kovacs

NO
response
to 2nd
e-mail

(advertising client)

Impact Media Group (Santa Cruz)

www.theimpactmediagroup.com

Steve Weisser

e sent
2-8-17

e sent
2-15

Compass Rose Media (Santa Cruz)

www.compassrosemedia.com

kipevansphoto@gmail.com

Design by Cosmic

eric@designbycosmic.com

Ken Hinshaw

From: "Peter Newfield" <peternewfield@gmail.com>
Date: Friday, January 06, 2017 11:54 AM
To: "Ken Hinshaw" <kenl@redshift.com>
Subject: Fwd: Re: film makers

----- Forwarded message -----

From: "Brook Holston" <brook1@mindspring.com>
Date: Jan 6, 2017 11:03 AM
Subject: Re: film makers
To: "Peter Newfield" <peternewfield@gmail.com>
Cc:

Hey Peter!
Alas, Sea Studios went out of biz about five years ago . . . but here are suggestions:

1-415-260-0931 @ spinefilms.com

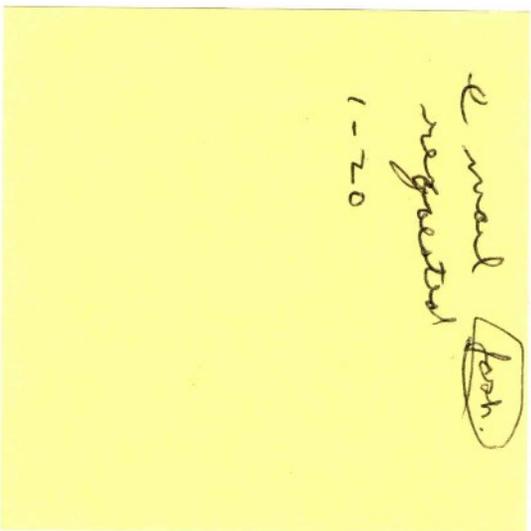
Josh Rosen
Executive Producer
Spine Films
1341 58th Avenue, Suite 18
Oakland, California 94621
Tel: [415-315-9757](tel:415-315-9757), ext. 801
Cell: [415-260-0931](tel:415-260-0931)
www.spinefilms.com

* Josh produced Sea Studios last film "Otter 501" and has a long history with science filmmaking; he has recently been making some short films for Cal Academy and doing a good bit of natural history and he is lovely to work with.

Kip Evans
kip@kipevansphotography.com
<http://kipevansphotography.com/category/video-production/>

* Kip has produced, shot and edited quite a few films for marine sanctuaries' visitor centers
He's based in Pacific Grove; good friend of Phillip's
I bet Kip knows Ken at Pt. Pints I'm sure he's shot there countless times

hope this helps



and very happy new year!
Brook

On Jan 6, 2017, at 9:46 AM, Peter Newfield <peternewfield@gmail.com> wrote:

Dear Brook,
I thought you might know of someone who might be able to help Ken and Margaret. This would be for the Pt. Pinos Lighthouse. Sea Studios?

Thank you
Peter

----- Forwarded message -----

From: "Ken and Margaret" <kenlmargarets@gmail.com>

Date: Jan 6, 2017 9:02 AM

Subject: film makers

To: <peternewfield@gmail.com>

Cc:

Peter: this message is from Ken Hinshaw at Pt. Pinos. We are converting our basement into a media room that will show an introductory video to visitors. With your experience working with TV and movie makers can you suggest someone who might be interested in creating the video for us. Thanks for your help.

Ken

1/7/2017

March 7, 2017

This letter is to establish the agreement for a benefactor to contribute up to \$20,000.00 to add to the \$10,000.00 that the Lighthouse Preservation Committee has allocated for the Lighthouse Visitor Video.

The intent of the benefactor's donation is to assure that the video is of high quality production to include both the editing and the media. Meaning that the minimum quality would be a Blu Ray disk (1080p). UHD would be better, since a UHD monitor will probably be used to display the video.

Also any archival film transfer to video should be frame by frame transfer, and no "screen resolution" images should be used.

Respectfully Submitted,

Agent for the Benefactor

Ken and Margaret

From: <kip@kipevansphotography.com>
Date: Thursday, January 19, 2017 6:32 AM
To: "Kip Evans" <kip@kipevansphotography.com>
Cc: "Ken and Margaret" <kenlmargarets@gmail.com>
Subject: Re: new project

Hi Ken:

It was really nice meet you and the other docent yesterday! I'm really looking forward to hearing more about your plans and thoughts as they develop. Please let me know if I can provide any additional information, or links to my video work.

My Best,

Kip

Kip Evans
Mountain & Sea Productions
<http://www.KipEvansPhotography.com>

1052 Majella Road
Pebble Beach, CA 93953
(831) 601 - 9042 Cell

On Jan 17, 2017, at 7:04 PM, Kip Evans <kip@kipevansphotography.com> wrote:

Thanks Ken, I'll call you at 10A.

My Best,

Kip

On Tue, Jan 17, 2017 at 4:00 PM Ken and Margaret <kenlmargarets@gmail.com> wrote:

Kip: my cell # is 831-293-4318. I will be glad to connect with you at

10:00.

Ken

From: kip@kipevansphotography.com

Sent: Tuesday, January 17, 2017 11:01 AM

To: [Ken](#) and [Margaret](#)

Subject: Re: new project

1/19/2017

Proposed Pt Pinos Video

Scene	Information
Western Coast of the U.S., Coastal Survey 1852 (S.F. to S.Diego) (chart, framed)	1850 – no LHs
Map showing west coast, first 8 LHs	Why LHs – early explorers, gold rush, shipping, CA a state
Old map of Point Pinos	LH to mark harbor entrance
First drawing of LH	Building location chosen – higher elevation, trees to be taken down
Video – parking area to front of LH	Additional outhouses, fence, trees
Old photos of LH	Original granite walls whitewashed for a better day mark
Reception room	Docent in view greeting visitors – (voice used to explain above) Original eclipser and fog horn
Inside front entry and parlor	Keepers: main duties, living conditions
Bathroom and Kitchen	When added, dates used for restoration Original bathtub
Back porch	Added to cover entrance to basement and back porch exit
Upstairs	Two bedrooms One furnished as C.G Beach Patrol office Other as Emily Fish may have had it
Watchroom	Originally a closet, enlarged with window and desk added during time Emily Fish was head keeper
Beach patrol room CG barrack photos CG men with dogs Group manning guns	WWII, patrolled beaches at night between Four Ord and Big Sur Softball league in PG

Tower stairs	Access to lantern room by keeper
Inside lantern room	Original lens View of lens, history of first used in U.S., Today, view of PG Golf Links (1960 back 9), sight of CG barracks during WWII, sight of fog signals used 1925-1993, Buoy #2, one of three around Point Pinos
Sizes of lenses Drawing showing lens light Photo of Fresnel	
Old fog signal photos	Shipwrecks before fog signals at Point Pinos, others due to human errors
Nautical chart	Shows Aids to Navigation used by boaters and maintained by CG
CG tending lens today	City of PG given land and LH by CG CG maintains light (lens and batteries for emergency light)

Docents would develop a script and one of the docents would be the speaker.

Suggestions for doing the documentary:

- 1) <http://theomggroup.com>
- 2) Steve and Mary Albert, alberts1234@comcast.net

Nancy McDowell and Point Pinos Docents
January 9, 2017

OBJECTIVE AND SCOPE OF VIDEO PRESENTATION
DESIGNED FOR VISITORS TO THE
POINT PINOS LIGHTHOUSE

OBJECTIVE

To **enhance** the visitors **experience** by providing them with an **orientation** to the environment in which the mission of the facility and those who ran it **evolved over time**.

The video is not intended to duplicate the existing exhibition but provide a setting in which the exhibits are made most meaningful to the visitor.

SCOPE

Physical artifacts, both historic and contemporary, as well as on camera live action will be the elements upon which the video is built, combining into a seamless chronological picture of the lighthouse.

The video should be long enough to tell the story, yet short enough to hold the audience's attention until its message is delivered. Five to seven minutes in length should be adequate to communicate the story yet not disrupt the visitor flow through the facility.



Point Pinos Lighthouse

Documentary Style Video

March 31, 2017



POINT PINOS LIGHTHOUSE VIDEO

Project Overview

When we first arrived at the Point Pinos Lighthouse, all of my senses went off at the same time. First was sight, being the edge of the Monterey Bay, seeing the ocean and the lighthouse was stunning. Then there was the scent and taste of the sea air. I felt the wind, even though it was a pretty calm day. If we can tell the story of the lighthouse and convey how I initially felt, we will have succeeded.

Located in one of the most picturesque places in the world, The Point Pinos Lighthouse has stood as a monument of hope for over two centuries. Set along the rocky coast of the Monterey Peninsula, Pt. Pinos Lighthouse has played an intrinsic part in California's history and, thanks to the restoration efforts of countless volunteers, and workers, it is one of the few lighthouses still in operation today.

Each year, people visiting the lighthouse through Docent led tours offer the unique opportunity to discover the historical significance of this rare west coast landmark. The only other way to learn about the lighthouse is on the website, which is rich information, but lacks the immediacy of hearing a docent recount the tales of lighthouse keepers and beach patrols.

Compass Rose Media proposes creating a documentary that combines the best of both. With the use of original video, narration and archival media, a documentary not only captures the history of the lighthouse, but also provides viewers an inside look at features that can't, realistically, be seen on the tours.

A documentary can provide guests, students, and enthusiasts an up-close and personal view that would not be possible otherwise. An "inside look" of the lamp, or the gallery view, can give guests the chance to see the world from the lighthouse keeper's perspective. A documentary-style video can walk audience's through the crucial chore of cleaning the lamp, which was a laborious undertaking; 89-feet above sea level, in all types of weather.

During our tour, we learned about the lighthouse's significance and participation in many historical events. As we stood in one of the small rooms surrounded by World War II artifacts; transistor radios and a small bunk, our docent recounted the stories coast guard patrols and what it must have been like to live under threat of invasion.

To hear about the rugged lives of the first lighthouse keepers while surrounded by Victorian era items, such as lace-up boots and vintage dresses, revealed a real sense of what life must have been like for Emily a century ago. Docents have knowledge to details that deeply enrich the experience of visiting Point Pinos Lighthouse. A video can offer that experience to the public, who might not otherwise be fortunate enough have the access to this *insider's* oral history. Capturing this informative and engaging tour on video not only gives you access to revisit the lighthouse, it also preserves Point Pinos Lighthouse's unique history.



POINT PINOS LIGHTHOUSE VIDEO

The Proposal

We'd like to produce a compelling interpretation of the tour that documents these stories with the same combination of historical facts and entertaining anecdotes. Through the use of original footage shot on-site by the CRM production team, as well as existing library stock footage, images from the lighthouse archive, graphics and animation, we can create a story that takes hold of the viewer and keeps their attention. That's the power of cinematic storytelling. It's also our expertise!

Compass Rose Media will write an original script. We will research the content by interviewing the docents and others that know the insider's tales of the lighthouse. From those interviews and our own research, we will create the script. Our budget includes the original version, plus three rounds of revisions.

A professional voice-over narrator will be used to tell the story. We will provide a description of the kind of talent we're looking for auditions and plan on getting about 75 reads back from the agency we use in San Francisco. We will review all the reads and post our top choices for you to make the final selection.

Music is also very important in setting the emotional tone of the video. We will select music tracks that set the right mood of each scene. Where appropriate, the music will be up and happy. When we talk about the war years, for example, the music will turn more somber and serious.

As we mentioned during our initial meeting, this project will be as collaborative as you would like it to be. While we can tell a very compelling story, the team at the lighthouse will be instrumental in approving each element as it is produced. The team can be at edit sessions in our Santa Cruz studio, where your real-time feedback can be implemented. It's important to us that you be part of the process.



POINT PINOS LIGHTHOUSE VIDEO

Project Elements

The video will include the following production elements:

- Original script
- Original graphics, title treatments, maps, floorplan, etc.
- Professional voice over talent
- Pre-recorded music
- Original Hi-Res 4K footage
- Drone Hi-Res footage (included in options 2 and 3)
- Lighthouse library images
- Other sourced period photos
- Period re-enactments (included in option 2)

Video Options

It's important to us that we show you how we are going to spend your budget. We want to give you options to help you select what the final product will look like.

Option 1:

The Story – a 5 to 10 minute video tour Cost: \$24,247.00
For this option will produce a 5 to 10-minute video. We imagine the length will probably be closer to 10 minutes. We will shoot on location for 1 day. This is the lowest cost option that will still provide a compelling video. The use of graphics is more limited here than the options below.

Option 2:

Include Historical Reenactments – a 5-10 minute video Cost: \$29,869.00
Option 2 is the same length as option 1, except we will shoot for 2 days. On the first day of shooting we will shoot exteriors and interiors, plus hi-res drone footage of the exterior. During the second day, we will shoot period reenactments with 2 non-speaking talent. You have several perfect period sets already in place. We should consider using that to our advantage.

Option 3:

A DVD length video – 22 minutes Cost: \$29,709.00
For this option we will not shoot reenactments, but will increase the length of the video to approximately 22 minutes. We will also edit the full version down to a 5 or 10-minute length to be shown to lighthouse visitors. This version also includes shooting exterior hi-res drone video. The long version will be turned into a DVD that can be sold at the gift shop or through your web site. We will shoot 1 day for this option. This version will also feature more animated graphics that will be needed for the additional length.



POINT PINOS LIGHTHOUSE VIDEO

Purposed Production Schedule

Pre-Production – 4 Weeks

Milestone 1: Initial Script Draft

- Kick-off meeting
- Brainstorming discussions

Milestone 2: Final Approved Script

- Script Research
- Technical Demonstration
- Script writing

Milestone 3: Production Design

- Establish Creative Direction
- Storyboards

Milestone 4: Voiceover Auditions

- Establish Voice & Sound Style
- VO auditions

Production – 2 Weeks

Milestone 5: Video Production

- Crew On-site Filming
- Full 10-hour Shoot Day
- VO Scratch Track

Milestone 6: Audio Production

- Record VO Script
- Initial Music Selections

Post-Production – 4 Weeks

Milestone 7: Prepare Approved Assets

- Archival Footage & Stock Images
- Graphics & Fonts

Milestone 8: 1st Cut Review

- Log Footage / Editing Begins
- Client Review of Video Rough Cut
- Address Note & Revisions

Milestone 9: Audio Stems & Final Review

- 2nd Round of Review & Revision
- License Music & Graphic Selections
- Sound Effect Creation
- Client Review for Final Approvals

Milestone 10: Deliver Final Video

- Implement Final Revisions
- Mix Final Audio Tracks



POINT PINOS LIGHTHOUSE VIDEO

Project Deliverables

Full-Resolution Video Files – *format TBD*
Authored DVD(s), or Blu-ray(s) Masters
Project Archive – Hard Drive Backup of Production Elements
Licenses for Any & All Stock Video or Music Used

Financial Estimate

You will be billed for the actual time and materials used on the project. If there are changes that affect the budget, we will not proceed without your approval. It is important to us that you know where your dollars are being spent. We guarantee the once the presented option is chosen, we won't go over budget.

To begin production, we require a deposit of 50% of the selected budget. The remaining budget is due net 30 upon acceptance of project deliverables.



POINT PINOS LIGHTHOUSE VIDEO

compass rose media

Compass Rose Media
1101 Pacific Avenue Suite 230
Santa Cruz, CA 95060

Point Pinos Lighthouse
80 Asilomar Avenue
Pacific Grove, CA 93950

Date
March 30, 2017

QUOTE

Quote Number
Q00298

Job Number

Option 1 No 5 to 10 min.

Production Services	Quantity	Rate	Amount
va1400 Production Manager	40.00	90.00	3,600.00
va1300 Director	30.00	110.00	3,300.00
va1800 Writer	20.00	125.00	2,500.00
va2000 Director Photography	10.00	100.00	1,000.00
va3300 Utility	10.00	67.00	670.00
va6000 Editor	40.00	96.00	3,840.00
va6400 Programming - DVD	1.00	195.00	195.00
vb6200 Programming - DVD.	1.00	187.50	187.50
vb6400 Programming - BluRay.	1.00	187.50	187.50
vc2100 Lunch	1.00	93.75	93.75
vc3800 HD Camera Rental	1.00	800.00	800.00
vc4400 Lighting Rental	1.00	500.00	500.00
vc5500 Misc. Production Expenses	1.00	625.00	625.00
vc6500 Stock Music License	4.00	156.25	625.00
vc6700 Sound effects	1.00	125.00	125.00
vc6900 Studio for narration	1.00	313.00	313.00
vc6200 Voice Over Talent	1.00	1,136.25	1,136.25
vc7200 Audio Sweetening	4.00	237.50	950.00
vp1000 Digitizing / Logging	4.00	190.00	760.00
vp1200 Editing Daily	4.00	500.00	2,000.00
vs1000 Mastering	1.00	250.00	250.00
vs1200 Digital Encoding	1.00	250.00	250.00
vs1800 Backup/Archive	1.00	100.00	100.00
vt1000 DVD Stock	3.00	2.00	6.00



POINT PINOS LIGHTHOUSE VIDEO

Production Services	Quantity	Rate	Amount
vt1200 Blu-Ray Stock	3.00	20.00	60.00
vt1600 Large-Hard Disc Media	2.00	100.00	200.00
		Subtotal	24,274.00
Sales Tax to be applied upon final invoicing			
		Total	24,274.00



POINT PINOS LIGHTHOUSE VIDEO

compass rose media

Compass Rose Media
1101 Pacific Avenue Suite 230
Santa Cruz, CA 95060

Attention: Ken Hinshaw
Point Pinos Lighthouse
80 Asilomar Avenue
Pacific Grove, CA 93950

Date
March 30, 2017

Quote Number
Q00299

Job Number

QUOTE

Option 2 Reenactments

Production Services	Quantity	Rate	Amount
va1400 Production Manager	40.00	90.00	3,600.00
va1300 Director	40.00	110.00	4,400.00
va1800 Writer	20.00	125.00	2,500.00
va2000 Director Photography	20.00	100.00	2,000.00
va3300 Utility	20.00	67.00	1,340.00
va6000 Editor	40.00	96.00	3,840.00
va6400 Programming - DVD	1.00	195.00	195.00
vc5900 On Camera Actor	2.00	750.00	1,500.00
vc3100 Wardrobe Rental/Purchase	2.00	350.00	700.00
vc2100 Lunch	1.00	93.75	93.75
vc3800 HD Camera Rental	1.00	800.00	800.00
vc3900 HD POV Camera Rental Drone	1.00	625.00	625.00
vc4400 Lighting Rental	1.00	500.00	500.00
vc5500 Misc. Production Expenses	1.00	625.00	625.00
vc6500 Stock Music License	4.00	156.25	625.00
vc6700 Sound effects	1.00	125.00	125.00
vc6900 Studio for narration	1.00	313.00	313.00
vc6200 Voice Over Talent	1.00	1,136.25	1,136.25
vc7200 Audio Sweetening	4.00	237.50	950.00
vp1000 Digitizing / Logging	4.00	190.00	760.00
vp1200 Editing Daily	4.00	500.00	2,000.00
vb6400 Programming - BluRay.	1.00	187.50	187.50
vb6200 Programming - DVD.	1.00	187.50	187.50
vs1000 Mastering	1.00	250.00	250.00



POINT PINOS LIGHTHOUSE VIDEO

Production Services	Quantity	Rate	Amount
vs1200 Digital Encoding	1.00	250.00	250.00
vs1800 Backup/Archive	1.00	100.00	100.00
vt1000 DVD Stock	3.00	2.00	6.00
vt1200 Blu-Ray Stock	3.00	20.00	60.00
vt1600 Large-Hard Disc Media	2.00	100.00	200.00
		Subtotal	29,869.00
Sales Tax to be applied upon final invoicing			
		Total	29,869.00



POINT PINOS LIGHTHOUSE VIDEO

compass rose media

Compass Rose Media
1101 Pacific Avenue Suite 230
Santa Cruz, CA 95060

Attention: Ken Hinshaw
Point Pinos Lighthouse
80 Asilomar Avenue
Pacific Grove, CA 93950

Date
March 30, 2017

QUOTE

Quote Number
Q00300

Job Number

Option 3 22 Minute Version

Production Services	Quantity	Rate	Amount
va1400 Production Manager	40.00	90.00	3,600.00
va1300 Director	40.00	110.00	4,400.00
va1800 Writer	30.00	125.00	3,750.00
va2000 Director Photography	10.00	100.00	1,000.00
va3300 Utility	10.00	67.00	670.00
va6000 Editor	50.00	96.00	4,800.00
va6400 Programming - DVD	1.00	195.00	195.00
vc2100 Lunch	1.00	93.75	93.75
vc3800 HD Camera Rental	1.00	800.00	800.00
vc3900 HD POV Camera Rental Drone	1.00	625.00	625.00
vc4400 Lighting Rental	1.00	500.00	500.00
vb5800 Graphic Production.	10.00	150.00	1,500.00
vc5500 Misc. Production Expenses	1.00	625.00	625.00
vc6500 Stock Music License	4.00	156.25	625.00
vc6700 Sound effects	1.00	125.00	125.00
vc6900 Studio for narration	1.00	313.00	313.00
vc6200 Voice Over Talent	1.00	1,136.25	1,136.25
vc7200 Audio Sweetening	4.00	237.50	950.00
vp1000 Digitizing / Logging	4.00	190.00	760.00
vp1200 Editing Daily	4.00	500.00	2,000.00
vb6400 Programming - BluRay.	1.00	187.50	187.50
vb6200 Programming - DVD.	1.00	187.50	187.50
vs1000 Mastering	1.00	250.00	250.00
vs1200 Digital Encoding	1.00	250.00	250.00



POINT PINOS LIGHTHOUSE VIDEO

Production Services	Quantity	Rate	Amount
vs1800 Backup/Archive	1.00	100.00	100.00
vt1000 DVD Stock	3.00	2.00	6.00
vt1200 Blu-Ray Stock	3.00	20.00	60.00
vt1600 Large-Hard Disc Media	2.00	100.00	200.00
		Subtotal	29,709.00
Sales Tax to be applied upon final invoicing		Total	29,709.00

