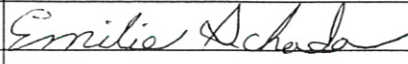
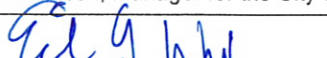


**Society for Industrial Archeology - Industrial Heritage Preservation Grant
Grant Application Cover Sheet**

Date of application:	1. 02/28/2011	Title of Grant:	2. Plainwell Paper Mill Redevelopment Documentary		
3. Project sponsored by the City of Plainwell (Emilie Schada)		4. (269) 685-6821	5. eschada@plainwell.org		
<i>Name of Principal Researcher (Send PDF of CV with this application)</i>		<i>Phone</i>	<i>E-mail</i>		
6. 141 N. Main Street		7. Plainwell, MI 49080			
<i>Address</i>		<i>City, State, Zip</i>			
8. The City of Plainwell		9. (269) 685-6821	10. eschada@plainwell.org		
<i>Name of Project Sponsor (Organization and contact name) (Send PDF of letters of sponsorship or collaboration)</i>		<i>Phone</i>	<i>E-mail</i>		
11. 141 N. Main Street		12. Plainwell, MI 49080	13. 38-6004724	14. Municipal	
<i>Address</i>		<i>City, State, Zip</i>	<i>Tax ID</i>	<i>Type of Tax Status</i>	
15. Conestoga Rovers and Associates, Inc.		16. (269) 344-1230	17. wbauman@croworld.com		
<i>Name of Project Co-Sponsor (s) (Send PDF of letters of sponsorship or collaboration)</i>		<i>Phone</i>	<i>E-mail</i>		
18. 4141 Davis Creek Court		19. Kalamazoo, MI 49001	20. 0355-914-020-10	21. For Profit, Inc.	
<i>Address</i>		<i>City, State, Zip</i>	<i>Tax ID</i>	<i>Type of Tax Status</i>	
22. Emilie Schada, Economic Development Manager		23. (269) 685-6821	24. eschada@plainwell.org		
<i>Name of person or organization receiving the check</i>		<i>Phone</i>	<i>E-mail</i>		
25. 141 N. Main Street		26. Plainwell, MI 49080			
<i>Address</i>		<i>City, State, Zip</i>			
27. Brief Description of Project (Send full project summary & application narrative in PDF)					
<p>In an ironic reversal of the industrial revolution, Americana's landscape is scattered with run-down, vacant, blighted industrial centers that are either not relevant or deemed obsolete during the 21st century. These "white elephants" have the ability to destroy a community, leaving hundreds unemployed, eroding property values, and harming a community's identity. This happened in Plainwell when the 36-acre Plainwell Paper Mill that was this town's economic engine since 1887 closed in 2000, leaving 500 people without jobs and looking for answers. In a small town of 4,000, with little buffer to protect against this event, Plainwell easily could have gone into despair. But, refusing to let the Plainwell Paper Mill's closure define us, the City of Plainwell in 2006 purchased the property and has aggressively pursued its redevelopment ever since, engaging the community, securing a development partner and grant funds, and developed a public-private partnership that will serve as the foundation for a comprehensive redevelopment of the paper mill. We intend to produce a professional documentary about this process and the paper mill's next chapter. The documentary is about Plainwell's "New Beginning" and has economic and sociological relevance.</p>					
28. Project start date:	01/01/2011	29. Project end date:	12/31/2011		
30. Is this a new proposal ?		<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No
31. Is this a resubmitted proposal ?		<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
32. Are you a previous SIA Grant Awardee ?		<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
33. Is this grant your only funding source ?		<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
34. Total dollar amount requested: (send PDF of full budget)		\$ 2,000.00			
35. Total matching funds:		\$ 15,000.00			
36. Total project budget:		\$ 20,000.00			
37. Print Name of Principal Researcher:		Emilie Schada, Economic Development Manager, City of Plainwell			
38. Signature (Please fax or scan/send PDF)					
39. Print Name of Sponsoring Org. Official		Erik Wilson, Manager for the City of Plainwell			
40. Signature (Please fax or scan/send PDF)					

One Page Project Summary

Since 1887, the Plainwell Paper Mill was the employment nucleus and economic engine in the heart of downtown Plainwell employing 500 people at any given time. The Mill connected generations of families and neighbors, kept our downtown vital and made us a close knit community. Plainwell's ability to produce a product used all over the world instilled a civic pride that is evident in our parks, schools, and downtown. Unfortunately, in an ironic reversal of the industrial revolution, the Mill closed in 2000 due to unprofitability and what remains today is a collage of abandoned historic brick buildings intermingled with steel and metal structures, power houses, storage tanks, and rail spurs in the heart of Plainwell's downtown. These industrial artifacts represent 120 years of evolution in the paper making industry as well as the origins of the Plainwell's industrial heritage.

Acknowledging its transformative potential and refusing to allow the Mill's closure define the community, the City of Plainwell purchased the 36-acre Plainwell Paper Mill situated along the Kalamazoo River in 2006 and has been aggressively pursuing its renaissance ever since. The City owning the property has allowed the Plainwell community to take ownership of the Mill's redevelopment. The City since the beginning has sought resident's energy and ideas through public input sessions to develop a Master Plan for the site that will center on adaptive re-use and Smart Growth development principles. The City has also secured a development partner, along with more than \$3 million in state and federal grants, which the City will use to execute the next phase of the paper mill's redevelopment: demolition of blighted and obsolete structures and adaptive re-use of historic buildings.

Before permanent physical changes take place altering the site forever, the City of Plainwell is requesting \$2,000 from the Society for Industrial Archeology in order to produce a professional documentary showcasing the unique, redevelopment. SIA funds will leverage committed funds from the project sponsor, the City of Plainwell and co-sponsors, Conestoga Rovers and Associates, Inc., the Plainwell Brownfield Redevelopment Authority, and the Weyerhaeuser Corporation. We have also applied to the National Trust for Historic Preservation to assist with this endeavor as well. The finished documentary will be suitable for public viewing in movie theaters, public broadcasting stations, the City's website, as well as the Internet in order to reach a diverse audience base. It will be available on DVD form at the public library as well as in City Hall and at no cost to tax payers. The documentary is meant to 1) be a means for community members and state and federal agencies to celebrate their roles in the redevelopment; 2) serve as a case study for the transformative potential of Superfund sites and to provide documentation on how a community can re-define itself in the 21st century, and 3) leverage and attract investment for the next phase of the redevelopment. The documentary will be produced by Michigan-based Beacon Entertainment, and will emphasize how this redevelopment is unique in how it exemplifies an ideal public-private partnership between the City of Plainwell, its development partner (Conestoga Rovers and Associates), the Weyerhaeuser Corporation, and several state and federal agencies, such as the Environmental Protection Agency, the Michigan Department of Natural Resources and Environment, and the Michigan Economic Development Corporation.

The Plainwell Paper Mill redevelopment is documentary-worthy because the Mill is the only city-owned Superfund site in the United States in which a municipality and development partner are housed under the same roof. Also, before building-specific demolition occurs on the site and permanently alters the appearance of the area which has been a fixture in Plainwell for over 120 years, the City wanted to find a way to preserve, promote, and celebrate the legacy the Plainwell Paper Mill has had on local and regional history. Finally, a documentary has the ability over printed record to convey the emotional toll the Mill's closure had on former employees of the Mill. This documentation is truly important especially in today's technologically-centric age and will foster greater understanding of Plainwell's industrial heritage among future generations. For purposes of the SIA's review committee, a short trailer is available upon request that provides insight into the quality of the documentary and what we hope to achieve.

Ultimately, we hope the SIA will support the Plainwell Paper Mill's professional documentary project. The documentary will provide an important historical record of the Plainwell Paper Mill site highlighting its past, but celebrating its future as well. Plainwell has a poignant story to tell. It is a story of how a small community can survive the ramifications of globalization and redefine itself in the 21st century without losing a sense of its history, authenticity and identity. It is a story of a community coming together to shape its own destiny.

Application Narrative: Documentation of need for Project: What is the Proposed Project's Significance to Industrial Heritage?

The Plainwell Paper Mill is associated with events that have made significant contributions to the broad patterns of Plainwell's history and to the southwest Michigan region as well. Plainwell's original forefathers were the original shareholders of the Plainwell Paper Mill whose industrious and entrepreneurial spirits helped make Plainwell what it is today. If it wasn't for the Plainwell Paper Mill, it is questionable whether Plainwell would exist in its current form. For instance, during a walk through Plainwell's downtown and West Bridge Street historic district, one will find buildings and homes that originate from before the turn of the century which were built by and for the original founders of the Plainwell Paper Mill. These commercial buildings and ornate residential homes speak to a time when people in Plainwell enjoyed a relatively comfortable existence. This was a time in Plainwell's history that will probably never be the same again, due to numerous factors, some of which include globalization, the rise of suburbanization and the automobile. Despite these changes beyond our control, it is evident to see even today how Plainwell's downtown and residential neighborhoods are intricately linked to the Plainwell Paper Mill. Commercial and neighborhood districts were planned deliberately around the Mill site. Acting like the nucleus at the center of the Plainwell community out of which residents found job security, belonging, and a sense of community pride, the Mill speaks to Plainwell's original heritage that benefited and grew from an industrial focus. A greater understanding of the Plainwell Paper Mill therefore leads to a greater understanding of the Plainwell community, and in return, ourselves.

A relic of the region's paper-making industry, the Plainwell Paper Mill has been vacant since 2000. Today the remaining collage of abandoned historic brick buildings intermingled with steel and metal structures, power houses, storage tanks, and rail spurs represents 120 years of evolution in the paper making industry. These "dinosaurs" are souvenirs of a time when manufacturing and industry was central to Plainwell's economic health. Many of the older buildings on the site that will undergo adaptive re-use as part of the Plainwell Paper Mill's redevelopment exemplify the "slow burning construction" techniques employed by architect/engineer Daniel J. Albertson used throughout the Kalamazoo valley during the rise of the paper industry. Architectural elements considered dangerous or have no adaptive re-use potential according to the Michigan State Historic Preservation Office will be decommissioned during the summer of 2011 in order to follow the new Master Plan for the site that was generated through public input and sound preservation planning in consultation with the Hopkins and Burns architectural firm in Ann Arbor.

On the cusp of executing nearly \$3 million in State and Federal grant funds to begin phase one, the first phase of the Plainwell Paper Mill as outlined in the Master Plan will be to decommission dangerous structures that are blighted and have no adaptive re-use potential and bring about the Mill's potential to be a relevant 21st century mixed-use development using Smart Growth principles and sustainable development practices. By summer of 2011, the city's development partner on this project, an engineering firm called Conestoga Rovers and Associates, will permanently relocate their main headquarters and 30 employees to the mill site to embark on site remediation. By summer of 2012, Plainwell City Hall will relocate their offices and fifty employees to a portion of the mill site. After which, phase two of the redevelopment will occur focusing on the remaining 35 acres of the site.

After sitting idle for over ten years, the Plainwell Paper Mill's redevelopment will set it on a fast track of several dramatic and permanent changes. Obviously, demolition of blighted and dangerous structures will change the site's appearance forever. We felt that a documentary

would be very important tool to educate the public about the redevelopment itself and foster a greater understanding of the Mill site. The documentary is meant to 1) be a means for community members and state and federal agencies to celebrate their roles in the redevelopment; 2) serve as a case study for the transformative potential of Superfund sites and to provide documentation on how a community can re-define itself in the 21st century, and 3) leverage and attract investment. A professional documentary is one way we can meet our objectives of producing a historical record of the site highlighting the Plainwell Paper Mill's past, but celebrating its future as well. It is anticipated that as a result of the Plainwell Paper Mill documentary, the small community of under 4,000 will potentially become a case study for successful Superfund redevelopment projects, as well as a model for sustainable development and public-private partnerships. The unique model the city is implementing with a private development entity being housed together with the city on a Superfund site, is the only prototype of its kind in the United States. The city will share the documentary widely so that other communities can learn from this model how to confront the ramifications of globalization as an opportunity to shape a community's destiny. Numerous cases exist throughout Michigan of manufacturing plants shuttering in small communities. Plainwell is one example of a small community's foresight and determination and ability to overcome the challenges of globalization to stay relevant in the 21st century.

What Research Methods will you Employ?

Complementing the Society for Industrial Archeology-Industrial Heritage Preservation grant's objectives to "promote the study, understanding, and preservation of the physical survivals of our technological and industrial history," the Plainwell Paper Mill's documentary addresses the interest area and strategic funding priorities of the SIA. However, with a pool of several qualified applicants and only finite resources to be distributed among them, SIA funds will need substantial reassurance from all applicants that success can be measured. While the success of a documentary per se can be difficult to determine, the City of Plainwell intends to measure the success of the Plainwell Paper Mill redevelopment project through a survey distributed over the City's electronic E-News system, website, and will be publicized on water and sewer bills that are mailed to over 3,000 households. The survey will seek answers to the following:

- Did we successfully reach the audience for the documentary? A survey will measure whether our strategy to reach them was successful. Additionally, the number of audience members will also be measured during all screenings of the documentary as well as the number of DVDs distributed throughout the community over a one year period.
- Did the documentary raise awareness and understanding about the Plainwell Paper Mill's past, present, and future? Similar to above, audience members will also be measured during all screenings of the documentary as well as the number of DVDs distributed throughout the community over a one year period.
- How did the documentary involve the subjects in the process? A survey will measure the satisfaction of the many partners involved, including the City, the Brownfield Redevelopment Authority, Conestoga Rovers and Associates, and the Weyerhaeuser Corporation.

Because a professional documentary is a powerful tool that has the ability to entertain, educate, inform, empower, raise awareness and create meaningful social change, the City of Plainwell will have a planned marketing and distribution campaign in place whose outreach and promotion impact can be measured through the survey mentioned above. The survey will assess whether the documentary successfully raised awareness about the Plainwell Paper Mill redevelopment, had an educational impact, or caused an attitudinal shift.

Who is Responsible for your Project?

The actual implementation of this proposal, including carrying out the operations of the project and satisfactorily filling out written reports and a final evaluation, will be supervised by the City of Plainwell's Economic Development Manager, Emilie Schada. Ms. Schada has over eleven years of experience in community development and grant administration. Ms. Schada possesses a Master's Degree in Public Administration from Grand Valley State University and has managed Federal, State, and local foundation grants. Ms. Schada will work alongside the documentarian and City Manager continuously in order to develop, refine, and execute the documentary script. While Beacon Entertainment will be responsible for the actual production of the documentary, Ms. Schada, Plainwell's City Manager, Erik Wilson, Wayne Bauman the Vice President of Conestoga Rovers and Associates, Inc., and Nick Larabel, Chairman of the Plainwell Brownfield Redevelopment Authority, will have key creative roles sharing in some of the responsibility of "proofing" the documentary throughout the production period.

What tangible products do you Expect to Produce with this Project?

The finished documentary will be suitable for public viewing in movie theaters, public broadcasting stations, the City's website, as well as the Internet in order to reach a diverse audience base. It will be available on DVD form at the public library as well as in City Hall and at no cost to tax payers. The local movie theater, which is located five minutes from downtown Plainwell, has already agreed to display the documentary on the "silver screen" which we intend to create a very special event around. The key partners in this project (sponsors, co-sponsors and funding partners) will all receive copies of the finished product. We will consider the Society for Industrial Archeology a critical partner and the SIA would be recognized in all communication pieces promoting the project.

PLAINWELL PAPER MILL REDEVELOPMENT DOCUMENTARY BUDGET

INCOME

SIA grant (requested)	\$2,000
*National Trust for Historic Preservation (requested)	\$5,000

MATCHING FUNDS

<u>Secured from Brownfield Redevelopment Authority</u>	\$5,000
<u>Secured from Conestoga Rovers and Associates</u>	\$5,000
<u>Secured from Weyerhaeuser</u>	\$5,000

EXPENSES

*Documentary Fee	\$20,000
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*Beacon Entertainment Contract

*We are told that due to competition, funding from NTHP is unlikely.

Plainwell Brownfield Redevelopment Authority

Nick Larabel, Chairman
Rick Brooks, Mayor
Cathy Green, Member
EJ Hart, Member
Adam Hopkins, Member
Ben Nobis, Member
Paul Rizzo, Member
Jim Schaafsma, Member



“The Island City”

Address

141 N. Main Street
Plainwell, Michigan 49080
Phone: 269-685-6821
Fax: 269-685-7282
Web Page Address: www.plainwell.org

February 25, 2011

Society for Industrial Archeology
Department of Social Services
Michigan Technology University
1400 Townsend Drive
Houghton, Michigan 49931

To Whom it May Concern:

On behalf of the City of Plainwell’s Brownfield Redevelopment Authority (BRA), I would like to offer the BRA’s full support to the City in their \$2,000 grant request to the Society for Industrial Archeology. This grant is needed for the production of a professional documentary highlighting the unique redevelopment of the former Plainwell Paper Mill. For over 120 years, the Plainwell Paper Mill employed hundreds of Plainwell citizens and was a community icon. With the closure of the mill in 2000 and continued unoccupancy, the site has unfortunately transferred into an eye sore in the community. Over the last year, a redevelopment partner, Conestoga Rovers & Associates (CRA), was retained by the City and BRA. Partnering with CRA and the Weyerhaeuser Company (former owner), we know that the mill buildings will need to be demolished or renovated in order to facilitate the mill property’s redevelopment and recovery. This change to our community is bittersweet, considering how the mill has shaped the community.

Prior to the redevelopment activities, the City and its’ citizens believe the documentary will serve as a tool to help “tell the story” of how the mill shaped our community. However, given the limited financial resources available for our small community, the receipt of this grant by the City is needed to support the documentary. The BRA fully supports the City’s effort in preparing a documentary that will ensure the mill’s important legacy is preserved and can serve as a permanent historical record and educational tool.

We hope that the Society for Industrial Archeology will consider supporting the City’s effort in preserving a large part of history for our community.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'Nick Larabel'.

Nicholas B. Larabel, PG, CPG
Chairman Plainwell Brownfield Redevelopment Authority



**CONESTOGA-ROVERS
& ASSOCIATES**

4141 Davis Creek Court, Kalamazoo, Michigan 49001-0838
Telephone: 269-344-1230 Facsimile: 269-344-8558
www.CRAworld.com

January 17, 2011

Reference No. 37366

To Whom It May Concern:

Re: Proposed Documentary
Plainwell Paper Mill Redevelopment

As the Developer of the former Plainwell Paper Mill, I fully support the City of Plainwell's \$5,000 grant request to the National Trust for Historic Preservation to support the production of a professional documentary highlighting this unique project. This documentary will serve as a permanent historical record as well as an educational tool for successful public/private partnerships, especially in regards to sites being redeveloped while under an EPA Superfund clean up program.

Dramatic changes are about to take place at the mill this spring, including the demolition of buildings considered non-historic (as currently approved by the State of Michigan State Historic Preservation Office). The documentary will incorporate the current appearance of the mill so that this appearance can be used along with all the historical documentation and future redevelopment, so that an overall story can be shared.

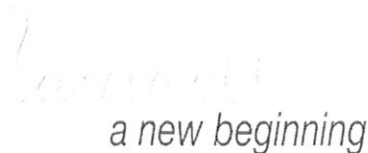
For the past 120 years the mill has played a vital role to the City of Plainwell, employing generations of families, contributing financial means, and creating a close knit community unlike any other. And not only has the paper mill been important to the Plainwell community, it was part of an entire paper industry that once made Southwest Michigan the leading producer of paper products in the United States. It is imperative that we do not lose this history and all that it has meant to Plainwell and the State of Michigan.

It is taking several partners to make this project happen such as Plainwell's Downtown Development and Brownfield Authorities, Conestoga - Rovers & Associates (as the Developer), and Weyerhaeuser (responsible party for site clean up). These parties along with cooperation and support by the Michigan SHPO, Michigan Department of Natural Resources, Environmental Protection Agency, and the Michigan Economic Development Corporation are giving this project a successful start.

Yours truly,

Wayne Bauman
Vice President

Equal
Employment
Opportunity Employer



In our experience working with a variety of corporations, non-profits, government agencies and local governments, we believe our personal approach provides a high degree of customer satisfaction on the final outcome of a project. Our staff has also worked as a team on various projects from 1 minute in length to 2 hours in length. Each staff member has a designated role and an understanding of timelines and deadlines to insure that our projects are completed on time and on budget.

Consultant and Subcontractor Staff

Michael McCleary

Michael McCleary is the Co-Founder & CEO of Beacon Media, LLC, a Michigan based video production and new media company which specializes in promoting individuals and organizations through multimedia outlets from TV to radio, DVD's, the internet, print and film. Michael is also the Creator, Host & Executive Producer of the feature length documentary, *An Anything But Ordinary Journey*. Michael is currently authoring a book on the individuals he has met making the film entitled, *Anything But Ordinary: Ordinary People, Extraordinary Lives* and is also the co-producer of a new dramatic comedy feature, *The Syriana Tate Interview* set to film in Detroit in 2010.

Michael attended Kettering University (formerly GMI) in Flint, Michigan for a BS in Management with dual concentrations in Information Systems and Accounting/Finance. He has a great depth of corporate experience in the financial industry where he worked in roles ranging from management trainee to a financial officer and board member.

Michael founded Beacon Media with his good friend, Casey Turner, in May of 2005.

Michael is also a motivational speaker who is also an avid reader, enjoys classic muscle cars and various sporting activities, and can be found donating his time to his local church and other worthwhile charities. You can also hear Michael on his radio program, *Anything But Ordinary Radio* which airs weekly on the BlogTalkRadio Network. He currently resides in Bay Port, Michigan with his wife Heather and their three children. More information about Michael's ventures can be found at www.beaconmediaonline.com, www.anythingbutordinary.net and www.mikemccleary.com.

Casey Turner

Casey Turner is an artist that likes to create in the mediums of video production, photography, music, and writing.

After graduating from Spring Arbor College (1999) with a Communication degree focused on Broadcasting; he found himself partnering with friend Michael McCleary to start a new digital media company, Beacon Media LLC.



Casey is also an entrepreneur, and has started various other companies in and outside of video production; Grill Productions (1997), TurnerArts (2000-2002), The Warehouse Skatepark LLC (2002-2004), and TurnerArts LLC (2007 – current). He is also the founder and editor of the online video magazine, Thumb Magazine.

Casey lives in Pigeon, MI, where he loves spending time with his wife Jenny and their two kids. He also enjoys skateboarding and spending time with family and friends. For more information visit www.TurnerArts.org

Brad Osantoski

Brad Osantoski is the Founder of Orange-Rhymedia, a Michigan video production and digital media company. The company specializes in providing 35 millimeter videography, post-production editing, and motion graphic customization for any medium. Orange-Rhymedia has worked on a variety of documentaries, commercials, concerts, promotional videos, and weddings. The site www.orange-rhymedia.com is currently fully functioning but is undergoing some construction changes.

Brad is currently a Senior at Central Michigan University in Mount Pleasant Michigan for a BAA in Broadcast and Cinematic Arts and double-minoring in Media, Design, Production, & Technology and Advertising. He is the Production Director for the American Advertising Federation at Central Michigan University and the Assistant Producer, Editor, & Motion Graphic Designer of a Fall 2009 Moore Hall Television series. Brad currently works at the Faculty Center for Innovative Teaching at Central Michigan University as a Media Producer where he specializes in translating a concept into a form of media to assist teaching and learning.

Brad has found his passion in Video Production and Motion Graphics after years of auto-didactic learning in video and graphic design. He met Casey Turner at the Warehouse Skatepark, where he was introduced to his first encounter of professional video and editing equipment. Michael McCleary and Brad met while Mike was producing a variety of projects including a commercial video and *Anything But Ordinary*.

Brad is known around the state as "Brad Oz" in the counter-culture of aggressive-inline. He is the founder, designer, and moderator of the Michigan media heavy blog called www.michiganblade.blogspot.com. In February 2009, Brad released his 45 minute aggressive-inline film, *The Day One Crew Video*, packed with hours of bonus features. Brad is an aspiring aggressive-inliner that enjoys classic rock, punk rock, and reggae. He can be found spending his time fishing, hunting, playing basketball, shooting pool, disc golfing, or just enjoying the outdoors. Brad currently lives in Mount Pleasant, Michigan but is pursuing a career path that he hopes will lead him to other states and travel.



Consultant Qualifications and References

Beacon Media, LLC has worked on a variety of projects for various customers as noted above. We are the small company that provides BIG results. We recently completed a self financed 2 hour feature length documentary entitled "An Anything But Ordinary Journey" which has been included in this proposal as a sample of our abilities. We are also excited to share with you "New Beginnings" a 60 second DVD of Plainwell and the mill site that we filmed in our recent meeting with city officials. It should provide you with an example of our quick turnaround time as well as give you a brief idea on a direction we can see for proceeding with the project.

Similar / Recent Project Listing

"From Village to City"	City of Caseville 6767 Main Street Caseville, MI 48725	Forrest Williams 989-856-2102	12 minute documentary on city chartering	March 2007
"The Power of Your Choice"	Sanilac County Health Department 171 N. Dawson St. Sandusky, MI 48471	Dianna Schafer 810-648-4098	10 minute film on underage drinking	April 2010
"I Am Cooperative Elevator"	Cooperative Elevator 7211 Michigan Ave Pigeon, MI 48755	Pat Anderson 989-453-4500	15 minute film on the company and its customers	March 2009
"SPS Sales"	Innivity Marketing 210 Lochiel St. Sarnia, ON N7T 4C7	Rob Dawson 800-541-1558	Various Video Features	June 2010
"An Anything But Ordinary Journey"	Beacon Media, LLC	Michael McCleary	Feature Length Documentary Film	Oct. 2009

Cost Proposal

We are including two proposals for the production of this documentary film. Please note that these are simply examples and changes can be made to add or subtract from either of these proposals at the request of the City of Plainwell.

Proposal 1 is designed to create a documentary film that shares the past, present and future of the City of Plainwell and the Plainwell Paper Mill Redevelopment Project.

Proposal 1

1. Pre-Production

EMILIE ANNE SCHADA
115 CHURCH STREET
PLAINWELL, MI 49080
(269) 685-5083 (HOME)
eschada@plainwell.org

EDUCATION

April 2007: GRAND VALLEY STATE UNIVERSITY, GRAND RAPIDS, MI
MASTER OF PUBLIC ADMINISTRATION

December 2000: WESTERN MICHIGAN UNIVERSITY, KALAMAZOO, MI
BACHELORS OF ARTS, CUM LAUDE AND MEDALLION SCHOLAR

PROFESSIONAL EXPERIENCE

12/06 – Present **Downtown/Economic Development Manager, City of Plainwell**

JOB RESPONSIBILITIES:

Responsible for business retention and recruitment, fund development, planning, public information, marketing and staff support to the Downtown Development Authority and City Manager.

KEY ACCOMPLISHMENTS:

- *Successfully increasing and diversifying the City of Plainwell's funding base by authoring, securing, and administering over \$4 million in state and federal grants;*
- *Managed façade improvement program which was recognized as the most effective program for a small community by the Michigan Downtown Association in 2010;*
- *Responsible for upkeep and design of website which was awarded by the Michigan Economic Development Association as the best website for a community under 50,000 in 2009;*
- *Spearheaded and managed a Small Business Revolving Loan fund with 32:1 private investment ratio utilizing funds from the U.S.D.A.;*
- *Initiated several new programs and events in Plainwell including Art Hop, a Photography Contest, merchant cooperative advertising programs and historic tax credit workshops*

10/03 –11/06 **Edison Weed and Seed Program Coordinator, City of Kalamazoo**

Responsible for the operation, administration and overall coordination of the \$600,000 Department of Justice grant-funded crime prevention initiative in partnership with the City of Kalamazoo and local Attorney's Office which involved achieving the program's goals and objectives as well as managing staff, collecting and analyzing data, writing reports to the Department of Justice, maintaining compliance with grant agreements, and program financial management.

KEY ACCOMPLISHMENTS:

- *\$600,000 secured due to successful grant applications to local, national, and corporate resources, including a National recognition award- the top in the country- from the Met Life Foundation in 2004; under my guidance, the program garnered nine newspaper appearances and was highlighted three times on News 3 in Kalamazoo and twice on News 17 in Grand Rapids.*
- *Built and maintained a loyal client base and support network through personal attention and emphasis placed on relationship building with residents, government officials and organizations to support Edison Weed and Seed's work;*
- *Communicated with target population clients, law enforcement personnel and social service providers and sub-grantees including the Kalamazoo County Prosecuting Attorney's Office, Kalamazoo Department of Public Safety and the Boys and Girls Club;*
- *Spearheaded several programs, including " Edison Read, ", graffiti abatement projects; organized neighborhood clean ups and ice cream socials; coordinated self-defense classes; a safety and security program; and mural project;*

JOB RESPONSIBILITIES:

Managed a 501 © 3 organization as well maintained, supported and enhanced the Safety and Security, Housing Initiative and Resident Outreach Programs of the Vine Neighborhood Association.

KEY ACCOMPLISHMENTS:

- *Helped to reduce crime and improve safety in the Vine Neighborhood by referring citizen questions or concerns to the KDPS officers, providing crime prevention information to citizens, and involving and educating residents about implementing effective citizen-driven crime prevention in their community;*
- *Identified target areas of criminal activity in consultation with KDPS and compiled, tracked, and updated crime statistics for the neighborhood;*
- *Managed the Vine Neighborhood Association's Neighborhood Watch Network and Steering Committee of 70 members and coordinated meetings;*
- *Authored monthly newsletters;*
- *Addressed code violations in partnership with the City of Kalamazoo's Community Planning and Development Department in the Vine Neighborhood;*
- *Coordinated the annual Spring into the Streets clean-up project in Vine;*
- *Authored successful grant application to the Kalamazoo Community Foundation to implement a neighborhood streetscape and infrastructure prototype project called "Rose Place;"*
- *Planned, developed, and coordinated several special events and trainings, including eight ice cream socials, the Public Safety Appreciation Potluck, National Night Out, and the Vine Neighborhood Welcome Back Celebration;*
- *Successfully increasing and diversifying the City of Plainwell's funding base by authoring, securing, and administering over \$5 million in state and federal grants;*

9/01 – 11/02

LISC Americorps Member, Downtown Kalamazoo, Inc.

JOB RESPONSIBILITIES:

Responsible for the coordination of an urban revitalization program called "Edison Main Street" which was modeled after the National Main Street Approach of community development focusing on the four-point approach of Design, Economic Restructuring, Organization and Promotions.

KEY ACCOMPLISHMENTS:

- *Facilitated Portage Street traffic analysis project with the City of Kalamazoo by recruiting and training volunteers, collecting and analyzing data;*
- *Coordinated beautification projects within the business district;*
- *Developed a marketing kit for business owners;*
- *Coordinated the Edison Main street banner project resulting in the installation of 38 banners along the business corridor enhancing the area's image and identity;*
- *Conducted a building inventory for business and properties located in the project area and inputted data into GIS*

VOLUNTEER AND COMMUNITY INVOLVEMENT:

- *Michigan Economic Developers Association, Michigan Retailers Association, and Michigan Downtown Association, Current Member*
- *Planned Parenthood South Central Michigan Board Member, January 2005 – January 2007*
- *Leadership Kalamazoo Graduate, 2006*

PROFESSIONAL STATEMENT:

An aspiring City Manager, I am a highly creative, trust worthy, results-oriented dedicated professional with over 11 years of community development experience in the public sector. A self-declared member of the so-called "Millennial Generation" but wise and experienced beyond my years, I am committed to helping Michigan become once again, a destination of choice for investors and businesses, families, and young professionals. I love Michigan, and dedicate my career to helping its communities.