

ARIZONA HISTORICAL ADVISORY COMMISSION
Application for Arizona Centennial 2012 Legacy Project Designation

Local, regional and statewide commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Local: Programs that take place in one location or community.

Regional: Themes of cultural heritage or natural resources that extend beyond a single entity or enterprise, that may include multiple jurisdictions, and that may incorporate groups of significant cultural or natural resource sites. (See www.azcentennial.gov for details.)

Statewide: Publications, web sites, touring companies and similar projects that are available statewide or move around the state.

Legacy Project Criteria: This is a request for official designation as a local, regional or statewide Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to a large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; and 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources. Grant money may not be used to cover indirect costs.
7. Provide letters of support from project partners and sponsors. These are in addition to the three-page maximum.

Name of project: Yavapai County: The Key to Arizona

Scope of project: Local Regional Statewide

Applicant: Manzanita Films

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11/19/2009
Date

THE ARIZONA HISTORICAL ADVISORY COMMISSION will review the Program Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Commission
1700 West Washington, Suite 200
Phoenix, AZ 85007

Yavapai County: The Key to Arizona Documentary Centennial Project

Several years ago I was privileged to write and co-produce the centennial video for Cochise County, *This is Cochise County*. I was born and raised in Cochise County, so I was well acquainted with many aspects of the area, including its history. The program was well received, viewed by then Governor Bruce Babbitt when it premiered at the Cochise County Fair.

I've been a resident of Yavapai County for over 15 years, and through my production company, Manzanita Films, would like give that same piece of history to this county, by writing and producing a documentary called *Yavapai County: The Key to Arizona*. The program will look at this unique area in central Arizona and help bring the county into a personal sense of belonging to Arizona's Centennial Celebration.

General Description of the Project:

Yavapai County is truly a "key" to the history of the state of Arizona, and there are many different cultures, points of view and dreams for the future here. This documentary would start with the Yavapai Prescott Indian Tribe, and include the Yavapai Apache Nation, western settlement in the cities, towns and unincorporated areas. We would then like to explore each entity as it is today, and interview young people, asking them to speculate about the future of the county. The people who make up the county, past, present and future are the heart of the program, and many will be interviewed. The script will be well-researched and accurately reflect a significant piece of Arizona's history.

How the Project Meets Legacy Project Criteria:

Significant Aspects of Arizona History:

Research will start at Sharlot Hall Museum, and as other cities, towns and areas decide to join the project, museums and historians in their areas will be approached. Places like: Clemenceau Heritage Museum, Skull Valley Depot Museum, Smoki Museum, and many others.

Accessible to a large number of visitors/users:

Once the documentary is complete, we would like to premier it at the Elks Opera House in an all-day screening, free and open to the public. Discussions with Elisabeth Ruffner, Secretary for the Elks Opera House Foundation have started, and she believes this project would be a wonderful part of the Arizona Centennial Celebration in Yavapai County. The free all-day screening event at the Elks Opera House will make this very accessible to the public. Additionally, two copies of the finished program will be donated to every library in the Yavapai County Library System, further enhancing the project's availability to the general public.

Demonstrates Collaboration in Planning:

Collaboration in the planning has already begun with research done at the Prescott High School Library. Additionally, each city/town/area/tribe will be approached for input into

their individual stories. We will also be looking for unique people with interesting stories who may not have ever been heard from before.

Enduring Project that will Live on after 2012:

The documentary, by virtue of the end product, will be available through the libraries and other outlets long after 2012.

Educational Component:

The educational component comes from the history of the county, its present, and future, all of which will be explored in the documentary.

Once the project becomes an official Legacy Project, we will approach each interested entity in Yavapai County and start to gather information from them for the script. The opening sequence has already been written and is available upon request.

Project Timeline:

If the documentary is given Legacy Project status, we will immediately approach all the interested people and communities in Yavapai County. The timeline will depend on how many communities wish to be included in the project.

Groundwork as already begun:

- Producer, Helen Stephenson, attending many Yavapai County Centennial Committee (YCCC) meetings
- Meeting with YCCC committee members one-on-one
- Researching the Yavapai Prescott Indian Tribe beginnings
- Script opening sequence completed
- Contact with a local university and obtaining their support for the project via a donation of an airplane to shoot aerial footage, (if the project receives Legacy designation)
- Securing a still photographer for the project
- Securing an award winning videographer for the project
- Many other components

Work on the script will resume once Legacy status is approved. Within 30 days, presentations will start being made at various city council meetings, and other groups of interested parties. As each entity decides to participate, a liaison will be appointed and the research and then scripting will begin for that section of the program.

Manzanita Films will have the video completed in time for the City of Prescott's Centennial Celebration. That exact date has not been decided upon yet, but we believe it will be the Saturday before or after the actual 100 year anniversary.

Project Location:

This video will be shot in Yavapai County, and the completed documentary will premier at the Elks Opera House at an all-day screening, which will be free and open to the public.

Partners and Sponsors:

Once the concept of the video is accepted as a Legacy Project, we will start to approach partners and sponsors. These will include the cities, towns and unincorporated areas in Yavapai County, all of which have stories to tell. The documentary will be produced in association with the Prescott Film Festival, and the premier of the film will be sponsored by them.

Proposed Budget:

If the documentary is accepted as a Legacy Project, Manzanita Films will approach each City/Town Council, present the project and ask for their involvement. If they wish to be a part of the documentary, we will ask for a contribution equaling .15 per individual resident in their respective area. Further funding will be pursued through grants, businesses and individuals.

We are looking forward to involvement from all of Yavapai County. However many small unincorporated areas will probably not have the funding to fit into our .15 per person paradigm. In order to be as inclusive as possible we will be looking for grant funding to cover the costs associated with making these unique and interesting areas a part of the documentary.

Yavapai County's population is still quite small. If every person in the county's cities, towns, and census designated areas were able to donate the .15 per person, the funds raised would only be \$34,102. We estimate the budget, including travel, meals, transportation, and equipment, personnel, and post production to be approximately \$55,000. We hope that state funding will become available for projects such as ours, and grants will be forthcoming.

We will also look to businesses in each area to underwrite the project in exchange for an "end credit" on the documentary.

Letters of Support:

Attached is a letter of support from well known advocate for historical preservation, Elisabeth Ruffner.

We are confident further support will come from many entities in Yavapai County once Legacy Project Status is obtained. The idea of a documentary celebrating Yavapai County has been met with solid enthusiasm each time it's been presented. We hope the Arizona Historical Advisory Commission agrees with the people in Yavapai County who would like to see this project premiering at the Elks Opera House, and support us via designation as a Legacy Project and grant funding as it becomes available.

Thank you for your kind attention.