

SHARING THE COLUMBIA BASIN PROJECT STORY

Fundraising for a Film

THE COLUMBIA BASIN PROJECT AND YOU

The Columbia Basin Project (CBP) is a multi-purpose project with direct benefit to local, state, and national economies. The CBP generates over four billion dollars in annual, cumulative economic activity. In addition to its hallmark power generation and irrigated agriculture, ample recreational opportunities draw three million visitors to fish, hunt, camp, swim, and explore its land and waters each year. It has also created biodiverse wetlands that form part of the Columbia National Wildlife Refuge.

If you live, work, or play in Washington, the CBP impacts you. A recent report published by the Association of Washington positioned infrastructure as the “foundation of a strong, competitive economy and thriving communities.” The Columbia Basin Project is the foundation for our livelihood, our quality of life, a secure tomorrow.

But, the CBP is not fully developed, and it is aging. And, in the process of phased development, a declining aquifer presented yet another threat to the foundation upon which much of central-eastern Washington has been built.

Stakeholders are at work to address these threats, but preserving and protecting the CBP is an ongoing undertaking of significant magnitude, an effort that requires a confluence of multiple public and private interests and priorities. Today, we live, work, and play in Washington; it is our shared responsibility to ensure that we can continue to do so, that future generations can do so. Shared responsibility begins with increased awareness and understanding.

WHO WILL SEE THE FILM?

As a tool for connecting individuals to the Project, viewing possibilities are vast. The League will take the film to Olympia and Washington DC when asking for funding and regulatory support. The film will be shared with local government, business and civic organizations, schools, and the media to foster and broaden stakeholder support and prioritization. It will be featured on the League’s new website and shared via social media. A comprehensive distribution plan is being developed to maximize the film’s potential to create an environment conducive to effective actions that address threats to the CBP.

Below are just some of the organizations who have agreed to use and promote the film.

MEDIA

Grant County Journal
KPQ Radio
NCWLIFE Channel
Washington Grown

SCHOOL DISTRICTS

Lind-Ritzville
Moses Lake
Quincy
Tri-Cities Area
Warden
Wenatchee

COLLEGES & UNIVERSITIES

Big Bend Community College
Central Washington University
Evergreen State College
Walla Walla Community College
Washington State University
Yakima Valley Community College

OTHERS

Grant County Economic Development
Lincoln County Economic Development Council
Moses Lake Chamber of Commerce
Port of Othello
Quincy Chamber of Commerce



WHY A FILM?

The Columbia Basin Development League (League) is working with North 40 Productions, a film company, to leverage the power of film—a transformative effect that sheds light on an issue in a way no other medium can—to share the CBP story. The film follows a family of farmers in a land of great potential, against a backdrop of the above named challenges.

The film will inform, engage, and inspire viewers. At the conclusion, viewers will better relate to Columbia Basin Project legacy, significance, value, and potential. Viewers will understand the shared responsibility to preserve and protect the CBP.

This short documentary will serve as a multi-purpose tool, making the CBP personal to viewers, demonstrating the CBP’s value, and prioritizing support of Project efforts.

WHY SHOULD I HELP?

We all benefit from the economic vitality made possible by the Columbia Basin Project. It is our shared responsibility to preserve and protect that on which we depend for jobs, food on our table, and leisurely activities. It is our shared responsibility to ensure continued benefit for the future. The Columbia Basin Project is the foundation for our livelihood; our quality of life, a secure tomorrow.

Separate from your Columbia Basin Development League membership, which generally supports the ongoing advocacy and education work of the League, contributions to this project support a specific outreach effort.

HOW MUCH IS NEEDED?

Our fundraising target goal is \$50,000.

Contributions will be used to offset the costs of film production and distribution including pre-production coordination, search and acquisition of historical media, interviews, footage logging, script treatment, soundtrack selection and license, editing, project management, administration, and outreach.

Level	Amount
Executive Producer	\$10,000-\$15,000
Producer	\$6,000-\$9,000
Underwriter	\$3,000-\$5,000
Supporter	\$1,000-\$2,000
Friend	\$500-\$750

FINAL PRODUCT

The end result will be a five minute documentary with up to two shorter versions allowing the League to use and share the film in a variety of settings to reach a wide range of audiences.

