

Schoharie Watershed Stream Management Plan Implementation Program Grant Final Report

Submit completed grant Final Report Narrative and Budget Reconciliation Form to GCSWCD Schoharie Watershed Program, PO Box 996, Tannersville, NY 12485.

Organization: Watershed Agricultural Council
Address: 33195 State Highway 10
Walton, NY 13856
Phone/Fax: 607-865-7790 / 607-865-4932
Project Title: Schoharie Watershed Month Environmental Film Series2011

A) Final Report Narrative:

On up to 2 separate pages, please attach typed answers to the following questions:

- 1) Explain the project or program and its primary goals. Were those goals met? Why or why not?
- 2) What was the target audience and where was it located? How were audience members or participants identified or recruited? How large was your audience?
- 3) What activities, trips, workshops, demonstrations, classes, or presentations were conducted as part of this project or program? Please list dates and locations and include 2-3 photographs.
- 4) List all collaborating organizations (if any), and the results of these collaborations. Will these connections be continued?
- 5) How did you evaluate the impact of the program/project on the audience? Describe the evaluation tool utilized and how you quantified/examined audience/participant responses. What do you anticipate will be the long-term effect of this project/program on the audience? On the community? Can or will it be used as a model elsewhere?

B) Budget Reconciliation:

Complete the attached Budget Reconciliation Form and include copies of all applicable invoices, receipts, signed agreements with consultants/presenters outlining fee schedules, etc
IMPORTANT: *For each expenditure, you must show that the supply or service was ordered (invoice/letters of agreement, etc.), and that it was paid for (receipt, credit card statement, check copy). Please read the attached budget reconciliation instructions carefully before assembling your final report.*

C) Documentation:

Please provide documentation of your project/program: photographs, participant evaluations, sign-in sheets, videos, flyers, posters, newspaper clippings, data sheets, etc.

Grant Budget Reconciliation Instructions

Line #	Instructions/Description
A	Recipient's name and mailing address
B	Telephone/fax of the preparer
C	Email of the preparer
D 1	SMIP grant funds awarded
2	Other grants received under the project. Attach documentation detailing outside grant award amounts and schedules for project aspects still to be completed
3	Cash and non-cash donations received under the project
4	Total of all project funding
E 5	All wages and fringe benefits paid under the project to organization staff (list personnel)
6	All professional consultants paid under the project (e.g. presenters, designers)
7	All equipment and materials. Attach a list of materials and costs
8	Administrative costs (including telephone and postage expenses)
9	Itemize other expenses that do not fall under the above categories
10	Total SMIP and non-SMIP funded project expenses
11	Total of all project expenses (combined line 10)
F	Total project balance
G	Authorized signature (should be the same as the contract signatory), name, date, and title

Supporting documentation must accompany the reconciliation. Documentation consists of invoices, vouchers, or agreement letters showing materials or services were purchased (Purchase Orders are not valid documentation); PLUS copies of canceled checks, money orders, cash receipts and/or credit card statements showing that materials, services, etc. have actually been received and paid for.

Organize documentation by expense category (i.e. clip all materials receipts together, all consultant receipts together, etc.) and submit with the Final Report Narrative and Budget Reconciliation Form.

Schoharie Watershed Stream Management Plan Implementation Program Grant Final Report for
Schoharie Watershed Month (SWM) Environmental Film Series 2011 (Watershed Agricultural Council)

1) Explain the project or program and its primary goals. The purpose of the weekend Environmental Film Series was to educate the public on water-quality issues through the entertainment medium of film and stimulate an active thought-process and engagement through a panel discussion afterwards. Movies were screened over three days during one weekend at various times. Admission was free.

Were those goals met? Why or why not? Yes. This grant fulfilled the education/outreach component of the Stream Management Plan. The screenings also provided a venue through which we increased awareness of water quality issues (both outside and within the watershed region) and the role of local food and farming to water quality and local economies. Of our nine specific proposal goals, we met or exceeded five.

2) What was the target audience and where was it located? We selected film titles that appealed to a variety of interests and demographics. The target audience for *What's on Your Plate?* was families with children. *Vanishing of the Bees* and *The Greenhorns* appealed to adults. *Reclaiming Our Water* appealed to both audiences. All audiences were targeted within Greene County and upper Delaware County area. Movies were shown at the Doctorow Center for the Arts movie theater, Main Street, Hunter.

How were audience members or participants identified or recruited? Through a variety of media, we reached out to potential movie goers. These methods included print advertising in five newspapers; print flyers and rack cards; a one-hour radio program and 30-second promotional spots; two email newsletters; several press releases; two blog posts; and two dedicated web pages on both nycwatershed.org and gcsxcd.com. We feel these movies and the Schoharie Watershed Month events were well promoted. We also highlighted a follow-up in our eNews.

How large was your audience? The film series reached 25 people in three screenings. This was considerably lower than we had expected, however attendance doubled over last year. In talking with movie goers, we discovered there were a few hurdles to attendance. First, at the Friday afternoon showing, we had expected parents to bring children right after school. We discovered that many students remain for after-school programs or do not have a parent picking them up. We decided that future screenings targeting children should be brought directly to and screened at the school. The matinee showings on Saturday and Sunday were hampered by idyllic weather. There were also many activities underway both through Schoharie Watershed Month and in general (third weekend of May). In talking with movie goers, we concluded that future screenings aimed at adults should incorporate two movies shown on one night with a local food tasting held in between. Another option is to crosslink the Film Series with other SWM events; e.g. show films about stream cleanups, buffer plantings, things that can tie into, promote, and make people excited about participating in the other SWM events. Have Film Series as Watershed Month opener (first weekend of month) for cross-promotional opportunities. Next year, we should also increase focus on water and water quality by showing films such as *River Webs*, *A Sea Change*.

3) What activities, trips, workshops, demonstrations, classes, or presentations were conducted as part of this project or program? On Saturday, May 21, two speakers shared their expertise on the movie topics. Following the showing of *Bees*, Heidi Ruelmann of the Catskill Beekeepers Association talked about pollinators and how individuals could get involved in enhancing habitat, raising bees and making hobby honey. She brought local honey and bee pollen for sampling. Prior to showing *Greenhorns*, Kenji Ban of the Catskill Mountain Foundation Farm talked about Community Supported Agriculture (CSA) and *shumei*, his spiritual approach to farming. Both discussions were informative and well attended. During all three film days, we offered local food samplings as a way of helping people connect to water and their local farmer. Prior to each screening, we also shared a brief overview of the films and other SWM activities, the event funders, the Watershed Agricultural Council, the role of water quality and films' purposes in demonstrating water's connection. Originally, we were to ask movie-goers to complete a formal survey. Because of the small attendance, we conducted an informal "show-of-hands" survey. From a total audience count of 25, we had (4, 11, 10) = 25 at each screening (Fri, Sat, Sun), we asked the following questions:

- Who has heard of the Watershed Agricultural Council? (4, 4, 2) = 10
- Who has heard of Pure Catskills? (4, 3, 7) = 14
- Who is currently purchasing local food? (4, 11, 5) = 20

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- Is anyone a member of a CSA? (1, 2, 1) = 4 (4 of the 12 viewers were members of Kenji's CSA)
- How many of you live in the watershed? (2, 9, 3) = 14
- Are there any WAC participants here? (0, 0, 1) = 1
- How did you hear about the movie series? eNews (1, 7, 1)=9, Rack card (1, 2, 0)=3, Advertising (2, 2, 7)=11

These questions stimulated interesting conversation on local food, tourism, working landscapes and watershed politics. During the film intermission, we talked about the first film and how it related to our experience/lifestyles in the watershed. No attendees wanted to do a video interview, as we had originally anticipated.

Please list dates and locations. Doctorow Center for the Arts, 7971 Main Street, Hunter:

May 20, 4p *What's on Your Plate?*

May 20, 5:30p *Reclaiming Our Water*

May 21, 1p *Vanishing of the Bees*

May 21, 2:50p *The Greenhorns*

May 22, 1p *What's on Your Plate?*

May 22, 2:30p *Reclaiming Our Water*

Include 2-3 photographs: See attached CD of images.

Moviegoers tasted the local honey of beekeeper hobbyist Heidi Ruelmann (at right) of the Catskill Beekeepers Association #2 Kenji Ban of the Catskill Mountain Foundation Farm talked about *Shumei* and the importance of local food, farming, and water; #3 Group photo of a hungry audience (left); #4 Samplings of local products from nearby Greene and Delaware County farms. (Harpersfield cheese, Cowbella yogurt & butter, Handsome Brook jams)



4) List all collaborating organizations (if any), and the results of these collaborations. Local farms (Harpersfield, Cowbella, Lucky Dog, Handsome Brook, ByeBrook); GCSWCD; Catskill Beekeepers Association; Catskill Mountain Foundation Farm; Catskill Mountain Foundation (theater); NYC DEP. The results of these collaborations is apparent in the diversity of food products shared, the funding assistance offered, and the information exchange that rounded out the event.

Will these connections be continued? We expect to bring the Environmental Film Series to Schoharie Watershed Month again in 2012 under a one night-two-film-local food offering. Depending on the films offered, we will invite local experts to share their perspectives with moviegoers. We hope that GCSWCD and NYC DEP will continue to co-sponsor these film screenings with us, as these May screenings kick off the movie showings throughout the watershed each year.

5) How did you evaluate the impact of the program/project on the audience? Describe the evaluation tool utilized and how you quantified/examined audience/participant responses. We had two measurements. First we conducted an informal "show-of-hands" survey (see question #2). The intermission discussions yielded an engaged and curious group. Next, we encouraged moviegoers to "buy local." If they returned a postcard documenting their last local purchase, we would send them a "freebie" (sticker, hat, t-shirt). We received two postcards to date, representing \$75 worth of local food purchases within one week of seeing the films.

What do you anticipate will be the long-term effect of this project/program on the audience? On the community? Can or will it be used as a model elsewhere? We use the Schoharie Watershed Month Environmental Film Series as the kick-off to our year-long screenings of six movies. The film titles were also shown at other venues like Batavia Kill Streamside Celebration (August), Taste of the Catskills (July & October), and SUNY-Sullivan (September). It has also spun off into a monthly dinner series offering at Lucky Dog Café (September-December) where we show a film followed by dessert/local food sampling, and discussion of the role of water in agriculture and the role of regional watershed programs. Education through entertainment was our goal. The films we're offering are anticipated titles that, given enough pre-promotion starting with the Schoharie Watershed Month event, gather audience following by late summer.