



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES AGENDA

MEETING DATE: DECEMBER 14, 2021
AGENDA ITEM SECTION: DISCUSSION ITEMS
AGENDA ITEM NO. : 2
AGENDA ITEM: PSA FOR THE YOUTH SERVICES COUNCIL
ITEM BACKUP DOCUMENTATION: <ul style="list-style-type: none">1. ESTIMATE DATED MAY 10 2021 FROM GINA LeVAY TO JONATHAN KLEINMAN/YOUTH SERVICES COUNCIL2. INVOICE DATED AUGUST 6, 2021 FROM GINA LeVAY TO JONATHAN KLEINMAN/YOUTH SERVICES COUNCIL

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Gina LeVay

MAY 10, 2021

ESTIMATE

Att: Jonathan Kleinman
Dobbs Ferry Youth Service Coalition
Dobbs Ferry, NY

Project Title: Promo Video

Shoot Dates/Completion: August/September 2021

Project Description: To create a short video that promotes, and explains, the work and mission of Dobbs Ferry Youth Service Council, while capturing its rich history, its authentically "cool" spirit and its positive influence in the Dobbs Ferry community.

Deliverables: 1 video (1 min-2 mins in duration)

Usage: Work for Hire

Execution: A period of pre-production work to determine the aesthetic treatment of video and the aspects to highlight, as well as preliminary discussions with key players for scripting and archival sourcing of material. Extensive archival research to obtain the necessary visuals to illustrate the work of then coalition in the past, i.e. weekend basketball, drive-in movies and Holiday Hustle, as well as more vintage footage of group and Dobbs Ferry. One day shoot to interview key players and necessary b-roll footage. Two days of post-production, including two rounds of client approval, to deliver the final video.

Budget:

Pre-production:	\$500
-creative briefs and scripting	
-preliminary interviews/meetings	
Production and Crew:	\$2000
-one day shoot of interviews and b-roll	
Archival Research:	\$1000-2000
-sourcing archival footage	
-formatting/prepping archival footage	
-license fee for footage	
Post-Production:	\$2000
- inclusive of 2 rounds editing	
- color correcting/ text graphics	
- music selection/licensing	

Estimated Total: \$5500-\$6500

*** 50% of total due on execution and 50% due on completion of project*

Gina LeVay

AUGUST 6, 2021

Attention: Jonathan L. Kleinman
Dobbs Ferry Youth Service Coalition
Dobbs Ferry, NY

INVOICE

Invoice Number: 708DFYSC

Checks to:
Gina LeVay
11 Grove Lane
Ardsley, NY
10502

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Total Due:

\$3000 **

*** Total due upon receipt and commencement of project. Remaining balance, as per original estimate 5/10/21, due upon completion of project.*