

October 18, 2023

To the Dryden Town Board

Re: Funding for a video to publicize the Dryden Rail Trail

Videographer and editor: Shira Evergreen with assistance from Diane Tessaglia-Hymes

The video was commissioned by the DRT task force to document the grand opening celebration of the DRT connection to the East Ithaca Recreation Way at Game Farm Road and to talk about the development of the trail and future plans. Shira Evergreen is a local documentary filmmaker with a record of producing videos for similar community organizations.

The video that Shira created for the Dryden Rail Trail is about 15 minutes long. It presents the vision of the trail as both a recreational and a commuting resource and discusses its impact on the community, featuring the individual and collective benefits of the Dryden Rail Trail. It shows a wide variety of trail users and activities. This video is an excellent tool to increase public and media interest in the trail, to support fundraising efforts, and to inspire similar efforts locally and in surrounding counties.

The video includes drone and ground shots of the celebration, interviews with attendees at the event, and additional interviews with key organizers and advocates for the Dryden Rail Trail. These interviews collectively tell the story of how the trail came to be and the vision for the next stages including the bridge over Route 13. The grants obtained and the support received from many entities including the Town of Dryden are also described in the video.

Diane Tessaglia-Hymes will be able to develop short (10-60 sec) videos from this video for use on social media, newsletters, and local news outlets.

Half of the total \$3000 cost for this video has been met with private donations. We are requesting payment of the remaining \$1500 from the Town of Dryden.

Thank you for your consideration of this matter

Dryden Rail Trail Task Force