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JUN 25 2009



**Chandler • Arizona**  
*Where Values Make The Difference*

**Memorandum**

**Memo: MC09-031**

**DATE:** June 15, 2009

**TO:** MAYOR AND CITY COUNCIL

**FROM:** DAVE BIGOS, MAYOR AND COUNCIL ASSISTANT *DB*

**THRU:** W. MARK PENTZ, CITY MANAGER *WMP*  
NACHIE MARQUEZ, COMMUNICATIONS & PUBLIC AFFAIRS DIR. *NM*

**SUBJECT:** **Resolution No. 4315 Supporting a Communications and Public Affairs Department and Chandler Fire Department grant request through the Gila River Indian Community's State-Shared Revenue Program**

**RECOMMENDATION:**

The Communications and Public Affairs Department (CAPA) and the Chandler Fire Department are applying for a grant from the Gila River Indian Community's State-Shared Revenue Program. If funded, the grant will allow us to produce six (6) new episodes of Sprinkler's Clubhouse, an award-winning cable television program that teaches fire and life safety lessons to young children.

Staff recommends approval of Resolution No. 4315 Gila River Indian Community's State-Shared Revenue Program authorizing CAPA and the Chandler Fire Departments to execute and submit all documents in connection with such grant application.

**BACKGROUND:**

The Communications and Public Affairs Department and the Chandler Fire Department are applying for a grant from the Gila River Indian Community's State-Shared Revenue Program. This grant money would be used to produce six (6) new episodes of Sprinkler's Clubhouse, an award-winning cable television program that teaches fire and life safety lessons to young children. The 15-minute television program is aired on Chandler Channel 11 and on public cable television channels in 19 other cities throughout Arizona. A requirement of this grant process is to have the City Council approve the attached resolution.

**PROPOSED MOTION:**

Move to approve Resolution No. 4315 authorizing the submittal of a \$49,710 grant application as recommended by staff.

RESOLUTION NO. 4315

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AUTHORIZING THE SUBMITTAL OF AN APPLICATION REQUESTING FUNDING FOR CITY FIRE EDUCATION PURSUANT TO THE GILA RIVER INDIAN COMMUNITY'S STATE-SHARED REVENUE PROGRAM.

WHEREAS, the Gila River Indian Community (GRIC) has funding available pursuant to its State-Shared Revenue Program (SSRP) for programs relating to fire education and is seeking proposals from nearby cities and towns relating to the disbursement of SSRP funds;

WHEREAS, the City, through its Fire Department and Communications and Public Affairs (CAPA) Department, has a fire education program for which it would like to seek funding from GRIC through the SSRP; and

WHEREAS, in order to be eligible for SSRP funding, GRIC requires that a city applicant pass a resolution authorizing the application for such funding and to, thereafter, execute documentation relating to any award granted.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chandler, Arizona, as follows:

Section 1: That the CAPA Director is hereby authorized to execute and submit to GRIC documents necessary to apply for SSRP funding for its fire education program on behalf of the City.

Section 2: That the CAPA Director is hereby authorized to execute any other documents necessary to receive such SSRP funding, in a form approved by the City Attorney, and to undertake those activities necessary to implement the provisions of this Resolution.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this \_\_\_\_ day of \_\_\_\_\_, 2009.

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
MAYOR

APPROVED AS TO FORM:

  
\_\_\_\_\_  
CITY ATTORNEY

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 4315 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the \_\_\_\_ day of \_\_\_\_\_, 2009, and that a quorum was present thereat.

\_\_\_\_\_  
CITY CLERK

## Gila River Indian Community Grant Application Cover Sheet

Date of Application:	June 12, 2009				
Name of City or County:	City of Chandler				
Mayor or Chairman:	Mayor Boyd W. Dunn				
Mailing Address:	55 N. Arizona Place, Suite 301				
City:	Chandler	State:	AZ.	Zip Code:	85225
Contact Person/Title:	Nachie Marquez, Comm. & Public Affairs Director				
Mailing Address:	P.O. Box 4008 MS 604				
Phone Number:	480-782-2232	Fax Number:	480-782-2209		
E-mail Address:	nachie.marquez@chandleraz.gov				

Program or Project Name:	Sprinkler's Clubhouse, Fire Dept. Cable Show				
Purpose of Grant (one sentence):	The Communication & Public Affairs and the Chandler Fire Departments are requesting funding to produce six (6) new episodes of Sprinkler's Clubhouse, an award-winning cable television show that teaches fire & life safety lessons to young children.				
Beginning and Ending Dates of Program or Project:	October 1, 2009 - September 30, 2010				
Amount Requested:	\$ 49,710	Total Project Cost:	\$ 262,765		
Geographic Area Served:	State of Arizona				

Signature:

Mayor or Chairperson: \_\_\_\_\_ Date: \_\_\_\_\_

Typed Name and Title: \_\_\_\_\_

# Gila River Indian Community Grant Application

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## City of Chandler Communications & Public Affairs Department and City of Chandler Fire Department June 30, 2009

### A. NARRATIVE

#### 1. Purpose of Grant

##### a) *Describe the proposed program or project*

The City of Chandler Communications & Public Affairs Department (CAPA) and the City of Chandler Fire Department (CFD) are requesting funding from the Gila River Indian Community's State-Shared Revenue Program to produce six (6) new episodes of Sprinkler's Clubhouse, an award winning cable television show that teaches fire and life safety lessons to young children. The total cost of this project is \$262,765. The GRIC grant request is \$49,710. The City of Chandler's in-kind contribution is \$213,055. The primary purpose of this project is to help safeguard lives in our communities by using Sprinkler the Clown and his puppet friends to teach young children and their parents how to respond promptly and effectively when confronted with a fire or life safety hazard.

Each year, almost 100,000 Arizona children below the age of 15 visit emergency rooms for treatment of unintentional injuries. For Chandler firefighters, these numbers are much more than statistics. Every day our firefighters respond to heartbreaking fire and medical emergencies involving children. As a result of these experiences, the City of Chandler is committed to doing everything possible to reduce the number of accidental injuries and deaths among Chandler's most vulnerable residents, our children. Cable television provides an ideal way to accomplish this goal.

65,585 Chandler households are cable TV subscribers. Both the City and the school systems operate cable TV channels that are broadcast into Chandler homes. Watching television is a popular activity for young children, who watch an average of 4 hours of TV daily according to the American Academy of Pediatrics. The CFD has an ideal way to present safety messages to large groups, the Fire Safety Clown Program. The benefits of using humor in teaching are well-documented. Humor strengthens the relationship between student and teacher, makes topics more interesting, and enhances recall of the material. These resources have been combined to create a cable TV program called Sprinkler's Clubhouse.

Sprinkler's Clubhouse is an approximately 15-minute television public service program aired on Chandler Channel 11 and on public cable channels in 19 other cities throughout Arizona. The show is also broadcast via streaming video on the Worldwide Web ([www.chandleraz.gov/sprinklersclubhouse](http://www.chandleraz.gov/sprinklersclubhouse)). The program teaches young children and their parents how to respond promptly and effectively when confronted with a fire or life safety hazard. Every show focuses on a life safety issue such as the importance of vehicle restraints, latchkey kids, stranger danger, fire safety, pedestrian and bicycle safety, drowning prevention awareness, and much more.

The show features Sprinkler the Clown and his puppet friends – Dusty, Dude, BK Bear, Blossom the Skunk, the Fire Chief, and others – who take the audience with them as they learn. What helps make the show dynamic is the dialogue between the puppet characters and their new friends, supported by colorful graphics, original music, and animation. The show is engaging and entertaining for both the young and not so young! Evaluations of episodes produced to date indicate that children are engaged by the program and able to retain the information presented.

Sprinkler's Clubhouse is funded entirely by grants and charitable contributions. This project seeks funding from GRIC to keep the show on the air for another year by producing and 6 additional episodes. The project will be extended past the one year performance period by distributing of DVD's of each episode to schools, community organizations (e.g., libraries), and individuals throughout the state. The provision of DVD's to cable stations and organizations outside of Chandler will expand the scope of this project to impact children in communities throughout the State. By funding this project, GRIC can make a significant difference by helping to ensure that critical fire and life safety skills continue to be taught to Arizona's most vulnerable children.

***b) Describe how the proposed program or project satisfies one or more of the "priority areas" identified by the Gila River Indian Community.***

The Sprinkler's Clubhouse utilizes the magic of television to communicate important lessons to youngsters in a manner that directly addresses two of the five priority areas established by GRIC: Education and Public Safety. Two recent episodes have even touched upon the area of Health Care by exploring the topics of personal hygiene to avoid sickness and the importance of personal fitness and exercise.

***c) Identify the needs/problems to be addressed, target population and number of people to be served by the project.***

As stated above, the need being addressed by this project is to safeguard the lives of young children by teaching fire and life safety lessons through the Sprinkler's Clubhouse cable television program. Each year, almost 100,000 Arizona children below the age of 15 visit emergency rooms for treatment of unintentional injuries. The leading causes of injuries include fire, motor vehicle incidents, and drownings. Other causes are suffocation, firearms, drug misuse, falls, burns, excessive heat, animal injuries, and poisonings. Research has shown that many of these injuries can be prevented when children and/or their parents know how to respond promptly and effectively when confronted with a fire or life safety hazard.

To date, 13 episodes of Sprinkler's Clubhouse have been produced. These episodes have covered topics including pool safety, helmet/bicycle safety, latchkey kids, hygiene (germs), water safety, 9-1-1 emergency, Halloween, holiday safety, cooking safety, Internet safety, exit drills in the home, health and fitness, and stranger danger. The majority of these topics have been taken from the Urban Survival curriculum taught by firefighters in Chandler schools. This curriculum was written by firefighter educators, physicians, health professionals, teachers, college professors, and community leaders and it includes 35 modules. In short, there are many,

many more safety topics that can to be addressed by Sprinkler's Clubhouse. This application asks for funding to cover the expenses of producing six (6) new episodes of the program.

Based on current population estimates and census data, there are 41,276 Chandler children between the ages of 5 and 14. These children are the primary target population for this project. Although fire and life safety education programs are currently taught by Chandler firefighters in the primary grades (K through third) at 22 Chandler elementary schools, many Chandler children never hear these important and life saving safety messages. More than half of Chandler's younger children attend private schools or schools administered by other districts (Mesa, Kyrene, and Tempe), and many attend grades four and higher. Our best estimate is that less than half of out potential audience is currently being served.

The secondary target population includes children between the ages of 5 and 14 throughout Arizona. Sprinkler's Clubhouse is shown on cable television in 19 other Arizona communities including Phoenix, Mesa, and Tucson. There are over 600,000 children below the age of nine in these cities. The total target population and potential audience for Sprinkler's Clubhouse exceeds 700,000 children if Chandler and the Gila River Indian Community are included. CAPA's marketing plan for Sprinkler's Clubhouse ensures that the program is available to children in even more cities across Arizona and the Southwest.

In order to produce six (6) new episodes, the program must secure funding for script-writing, Sprinkler the Clown, video production services, sound engineering, and equipment. Chandler firefighter David Blau writes the scripts, assists with production of the program, and brings these stories to life by playing Sprinkler the Clown during his off-duty hours. The utilization of Dave's talent requires overtime funding to ensure constant staffing for his fire crew while he is working on the show.

Additional staff are required to aide in the videotaping of program segments. While a typical television program may utilize hundreds of technical staff, Sprinkler's Clubhouse primarily relies on the efforts of five City and Chandler School District video technicians whose time is contributed "in-kind." The technical demands of this program require additional assistance in the areas of shot logging, script review and continuity, lighting and sound. To meet these needs, it is necessary to pay a production assistant and an audio/lighting technician on a contract basis.

Another area of need is equipment and supplies. A supportive viewing audience whose numbers seem to grow with every new episode can be exciting, but the realities of increasing production and distribution costs are sobering as well. The production of each episode of Sprinkler's Clubhouse incurs costs related to costumes, props, and consumables such as videotape, DVD's, and DVD duplication.

Finally, new equipment is needed in order to maintain our audience by producing a quality show. Sprinkler's Clubhouse must compete for its audience with the high caliber children's shows aired on the Disney and Nickelodeon channels. Funding is needed to purchase a Panasonic broadcast quality video camera and tripod, and to produce music pieces unique to this program.

**d) Describe the project goals and objectives, and your plan to meet them.**

The primary goal of this project is to help safeguard lives in our communities by continuing to use Sprinkler the Clown and his puppet friends to teach young children and their parents how to respond promptly and effectively when confronted with a fire or life safety hazard. This goal will be addressed by producing six (6) episodes of the cable television show Sprinkler's Clubhouse during a one-year timeframe. Additional goals are as follows:

1. Continue to ensure that Sprinkler's clubhouse is shown on City of Chandler Cable Channel 11, Chandler Unified School District Channel 99, and 19 other cities throughout Arizona.
2. Expand the number of communities airing this program to include the Gila River Indian Community.

These goals will be accomplished by as follows:

The project will be administered jointly by the City of Chandler Communications & Public Affairs Department and the City of Chandler Fire Department. CAPA personnel will include the two-member video production staff. Fire Department personnel will include firefighter educations and administrative staff. The Chandler Unified School District's Channel 99 will provide additional in-studio production personnel and expertise and allow the program to be videotaped in Channel 99's studio.

All requested equipment will be ordered immediately upon award of the grant.

A CFD firefighter educator will write each episode during his off-duty hours. Topics will be chosen from the Urban Survival curriculum used by the CFD to teach fire and life safety at Chandler's elementary schools. Once a script is written, team members will meet to identify teaching points to emphasize during the episode, and the props needed to best support those points. The set will be arranged as required for the episode, and the show will be videotaped and edited.

Episodes will be shown ten times per week on Channel 11 and on Channel 99 in Chandler schools. The show will be video-streamed on the City's website. DVD's of each show will be duplicated in bulk. Copies will be distributed to elementary schools in Chandler, local libraries, and the following cities: Phoenix, Tempe, Tucson, Scottsdale, Mesa, Fountain Hills, Gilbert, City of Florence, County of Florence, Apache Junction, Prescott Valley, Queen Creek, Litchfield Park, Show Low, Glendale, Casa Grande, Surprise, Peoria and Maricopa. 500 copies of each show funded by this grant will be provided to the Gila River Indian Community.

CAPA will continue to ensure that Sprinkler's Clubhouse is marketed extensively. LIVE Sprinkler's Clubhouse presentations will be conducted on school campuses, libraries, safety fairs, and community events. On-air promotions will be produced for Channel 11 and broadcast via live stream on the World Wide Web. Press releases and articles will be distributed to 6 local newspapers and the monthly magazine Chandler Life. Information will be distributed in conjunction with the CFD's other prevention education programs. The CFD will use its extensive network of automatic aid partners to offer the program free of charge to fire

departments throughout Arizona. GRIC's contribution to the project will be acknowledged in all publicity, at the beginning and end of each grant funded episode, and on the back cover of the DVD's.

***e) Define the project as a new or continuing program.***

Sprinkler's Clubhouse has been in production since the pilot episode was released during the summer of 2006. This first episode and five more were produced with support from City departments, the Chandler Unified School District, and the partners listed in Section 1f of this application. Episodes 6 through 13 were funded by a federal grant, and episode 14 is currently in production with support from the Arizona Governor's Office of Highway Safety. All currently released episodes of Sprinkler's Clubhouse are available for your review at [www.chandleraz.gov/sprinklersclubhouse](http://www.chandleraz.gov/sprinklersclubhouse). The funds requested in this application will enable the show to continue for another year, and will provide for the production of six (6) new episodes.

***f) Identify other organizations, partners or funders participating in the project and their roles.***

The ability to successfully produce, market and distribute Sprinkler's Clubhouse depends on the specific expertise and resources each partner brings to the project. We have the following outstanding partners:

The Chandler Fire Department provides experience and knowledge in life safety education ensuring that each program teaches critical skills in an age appropriate and entertaining way.

Chandler's Communications and Public Affairs Department's Video Production Division (Channel 11) is responsible for the creative content and development, production, editing and delivery of the final product. CAPA markets the program through its extensive media connections and statewide network.

The Chandler Unified School District provides the facility for the studio production segment of the show, staff to assist with the in-studio production, and rebroadcasts the program via Chandler Education Channel 99. In addition, LIVE Sprinkler's Clubhouse presentations are conducted on school campuses through the Fire Department's Urban Survival Program, a fire and life safety education program taught by firefighters to over 18,000 elementary school children each year.

Catholic Healthcare West (specifically, Chandler Regional Medical Center) and Premier Emergency Medical Specialists have provided financial support and access to their offices, facilities, and doctors. These groups have also provided expertise for health related topics addressed by episodes of the show.

Other Arizona cities have assisted Sprinkler's Clubhouse in reaching the widest possible audience by providing access to municipal and educational cable channels.

Local libraries have assisted Sprinkler's Clubhouse by making copies of the shows available for check out by the public.

***g) Indicate any application to and/or awards made by a Tribe other than the Gila River Indian Community for state shared revenues for this and/or any other projects/programs.***

CAPA has not submitted applications to the Gila River Indian Community or any other Tribe. The Chandler Fire Department has received previous awards from Gila River Indian Community. These awards have funded equipment for an air/lighting support vehicle and support for the Department's crisis response team program, CR288.

***h) Provide a timetable for implementation.***

Upon receipt of grant funds, the production partners commit to the production of 6 episodes within a twelve-month time frame. Production scheduling for this program involves the coordination of various public and private entities and can be challenging at times. For instance, in-studio production can only occur during the Chandler Unified School District's intersession or vacation times. Nevertheless, the consistent ability to achieve production deadlines and fulfill commitments (as demonstrated through federal grant support) has been and will continue to be one of the hallmarks of this program.

***i) Identify long-term funding resources.***

As previously stated, Sprinkler's Clubhouse is funded entirely by grants and donations with in-kind support from the City of Chandler Communications & Public Affairs Department, the City of Chandler Fire Department, and the Chandler Unified School District. Our plan for long-term funding is to continue to apply for grants and sponsorship. Thus far we have successfully funded the program since 2006. If this application is successful, we will be able to continue to produce new program episodes through September 2010. During the grant performance period we will continue to seek funding from other agencies and programs. With the addition of a grant award from GRIC, we will have a total of 20 episodes that can continue to be shown even if no additional funding can be secured.

## **2. Reports**

***Describe your plan to document progress and results. Interim and final reports will be required for every grant awarded.***

When production of each episode is complete, the Gila River Indian Community will receive 500 DVD copies of the episode for distribution as they see fit. An interim report will be submitted six months into the project. A final report will be submitted at the end of the performance period.

## **B. ATTACHMENTS**

***Please include the following attachments in the order indicated:***

- ✓ 1. A resolution from the applicable governing body in support of the project proposed.
- ✓ 2. A proposed budget for the program or project.
- ✓ 3. A list of other funders, potential funders and amounts committed or requested in support of the proposed project. *(Please see the Grant Application Budget.)*
- ✓ 4. Letters of support (optional) that substantiate need for the project and collaboration with other organizations.

# Gila River Indian Community Grant Application Budget

## City of Chandler Communications & Public Affairs Department and City of Chandler Fire Department June 30, 2009

### A. Sprinkler's Clubhouse

Budget Period: October 1, 2009 through September 30, 2010

### B. EXPENSES

The table below summarizes the expenses for this project.

Proposed Budget	Amount Requested from GRIC	Amount secured from other Funders	In Kind Expense	Total Budget
<b>Wages</b>				
Salaries/Wages for script writing and acting	\$7,560.00	\$0.00	\$0.00	\$7,560.00
Salaries/Wages for City and School District Staff	\$0.00	\$0.00	\$33,280.00	\$33,280.00
<b>Employee Related Expenses</b>				
Retirement, Medicare, Industrial Insurance	\$1,545.00	\$0.00	\$0.00	\$1,545.00
<b>Professional Services</b>				
DVD Duplication	\$7,500.00	\$0.00	\$0.00	\$7,500.00
Music Production	\$1,000.00	\$0.00	\$0.00	\$1,000.00
Sound Engineering	\$2,400.00	\$0.00	\$0.00	\$2,400.00
Production Assistant	\$4,416.00	\$0.00	\$0.00	\$4,416.00
Prop Construction	\$0.00	\$0.00	\$975.00	\$975.00
<b>Equipment</b>				
Camera and Tripod	\$24,539.00	\$0.00	\$0.00	\$24,539.00
Video Production Equipment	\$0.00	\$0.00	\$178,800.00	\$178,800.00
<b>Office Supplies</b>				
Tapes	\$750.00	\$0.00	\$0.00	\$750.00
Props	\$1,800.00	\$0.00	\$0.00	\$1,800.00
<b>TOTAL BUDGET</b>	<b>\$49,710.00</b>	<b>\$0.00</b>	<b>\$213,055.00</b>	<b>\$262,765.00</b>

### C. BUDGET DETAIL

Salaries/wages and employee related expenses are overtime for the firefighter educator who writes the episodes and performs as Sprinkler the clown. The rate is calculated at \$36.00 per hour plus 20.44% for retirement, Medicare, and industrial insurance.

The production assistant is calculated at a rate of \$22.00 and the sound engineering at \$25.00 per hour.

In-kind contributions include salary for CAPA, CFD, and Chandler Unified School District staff while working on the show, equipment owned by the City and the School District used in the production of the show, and salary for CAPA staff while building props.