

Tom Buscher  
07/07/2025  
Directing & Production  
Documentary Proposal

## **The Olympic Discovery Trail**

A ten-minute film that promotes a fun way to explore the Olympic Peninsula.

### **Tom Buscher**

#### **Director & Producer**

Writing, Filming, & editing.

### **Statement**

The Olympic Discover Trail not only helps to attract tourism to support our local economy, but it is also a great way for locals to get some healthy exercise. Most importantly this trail promotes equal access to everyone regardless of ability with its paved pathways. This film will help to promote that by showing all of the great things people can experience along the way.

### **Background & Need**

Every year over 200,000 people flock to the Olympic Peninsula fueling our tourism focused economy. Recently, we have seen a decline in tourism. Our economy, dependent on tourist dollars, needs fresh promotional videos and other content to encourage more people to visit. The Olympic Discovery Trail is easily accessible with many parking areas and facilities located along the way. This makes it ideal for tourists to book hotels for overnight stays or even reserve campsites along the trail. The fact that this trail can be traveled from the Port Townsend, WA ferry all the way to La Push makes this an ideal adventure across the peninsula for cyclists, runners, and hikers.

### **Approach, Form, & Style**

This film will be shot in a mix of expository and performative style. I will be cycling the trail system and showing each section of the trail while also providing helpful insight. This will be mostly a quick fly through the trail highlighting the best of the ODT and surrounding area from Port Townsend to La Push, making this a fun tourist destination attraction commercial. This video will also be made as a base model to an expandable video for investors to have their business featured along the way. No free advertisement space will be given except for the ODT and names of locations on the map.

## **Shooting Schedule**

July 7th to 14th Concept, development, and writing

July 15<sup>th</sup> to July 30<sup>th</sup> filming

August 1st to 7<sup>th</sup> Initial video editing

August 8<sup>th</sup> Submission of first edit

August 9<sup>th</sup> to 14<sup>th</sup> Additional video editing

August 15<sup>th</sup> Submission of 2<sup>nd</sup> edit

August 21st Submission of video final version

## **Current Budget**

**Hourly rate per film maker** \$X donated for this film

The usual hourly rate **\$550.00/hr. (Hourly rate based off market value.)**

36 hours of estimated filming **\$19,800**

16 hours of estimated editing **\$11,000**

15 hours of estimated travel time **\$8,250**

9 hours of estimated concept and development **\$4,950**

10 hours of estimated additional time **\$5,500**

**Total hourly charges \$49,500**

## **Equipment:**

Robus RC-8880 Vantage Series 5 Carbon Fiber Tripod **\$499.95**  
Robus RTH-150 Triple Action Ball Head **\$269.95**  
RODE Wireless Pro Dual-Channel Wireless Microphone System **\$399.00**  
RODE VIDEOMIC Go II On-Camera Shotgun Microphone **\$99.00**  
Lenovo Legion Pro 5i 16" Laptop WQXGA Intel 14<sup>th</sup> Gen Core i9 **\$1,899.99**  
Canon EOS R6 Mark II camera body **\$2,299.00**  
Canon RF 15-35mm F2.8 L IS USM lens **\$2,199.00**  
Canon RF 70-200mm F2.8 L IS USM lens **\$2,599.00**  
Canon RF 28-70mm F2 L USM lens **\$2,899**  
Canon RF 100-500mm F4.5-7.1 L IS USM lens **\$2,899**  
DJI Osmo Action 5 Pro Adventure Combo **\$369.00**  
DJI Osmo Action FOV Boost Lens **\$86.03**  
DJI Mic Mini transmitter **\$69.00**  
PGYTECH Cap lock Super Clamp **\$39.95**  
PGYTECH Cap lock U-Bolt Mount **\$39.95**  
SanDisk Extreme Pro 128GB SDXC UHS II Memory Card **\$155.99**  
SanDisk Extreme Pro 128GB SDXC UHS II Memory Card **\$155.99**  
Adobe Creative Suite **\$239.88**  
Trek SLR5 **\$3,699.99**

**Total \$20,918.67**

**Equipment Total \$20,918.67**

**Hourly Rate Total \$49,500**

**Total Film Budget \$70,418.67**

**Actual Total \$70,418.67**

## **Audience, Marketing, & Distribution**

My focus will be to make this video public by posting it on Tom Busher's YouTube channel, [www.youtube.com/@Good8Design](http://www.youtube.com/@Good8Design). I will then directly contact institutions such as Peninsula College, scholarship committees and donors, city planners and downtown

associations to ask for their support in the distribution of this film. Most importantly, I will be making this video available to the institutions featured in this film. I will also be contacting businesses to sell advertising space within a longer version of this video. The advertising space will simply be a filmed commercial stop along the journey on the ODT that will highlight the best of that business. Research suggests that tourists often make planned destinations based on tourism videos and what they see within them. This adds value to the video as a desirable advertising space. Each advertising spot in this film will be sold. Spots starting at \$1,000 for 30 seconds of screen time. This cost is low end market average, but will be high quality results.

## **Biography**

**Tom Buscher** is a full-time student at Peninsula College pursuing a degree in Multimedia Communications and Graphic Design. His passions include photography, image editing, digital video and film making. He has published photography work in CM Digital Artist magazine and Tidepools magazine. Tom has also produced the 2025 Film Festival at Peninsula College. More of his work can be found here [Good Design #8 - Imagination Unleashes Creativity](#) and on a variety of social media platforms. His greatest desire is for his work to impact others through entertainment, knowledge and inspiration.