

# DIGITAL MEDIA HUB (DMH)

## Grant Submission with Executive Preface

**Applicant:** Media Voicing (501(c)(3) Pending)

**Project Director:** Craig Cooley

**Project Location:** Laguna Beach, California

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### EXECUTIVE PREFACE

The Digital Media Hub (DMH) is envisioned as a permanent, professionally managed community media infrastructure for Laguna Beach—designed to amplify local arts, culture, nonprofits, tourism, public safety, and civic dialogue through high-quality podcast and video production.

This project responds directly to the modern reality that communities are now informed, inspired, and mobilized through digital media as much as through traditional channels. DMH will ensure that Laguna Beach’s creative economy, emergency communications, community services, and diverse voices remain visible and accessible at both the local and global level.

With a modest physical footprint (1,000–1,200 sq. ft.), a professional production build-out, and full-time administrative leadership, DMH is structured for long-term operational stability, financial sustainability, and measurable public benefit.

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### 1. EXECUTIVE SUMMARY

The Digital Media Hub (DMH) is a nonprofit podcast and video production facility designed to amplify Laguna Beach’s vibrant arts, culture, nonprofits, tourism, and community voices through professional-grade digital distribution. DMH will serve as both a cultural storytelling platform and an emergency communications resource for the community.

Through diversified revenue streams—including sponsorships, advertising, subscriptions, events, and merchandise—DMH is structured for long-term financial sustainability supported by a full-time professional Administrator/Manager.

## **2. STATEMENT OF COMMUNITY NEED**

Laguna Beach is internationally recognized for its arts and cultural identity, yet many local nonprofits, artists, performers, and community organizations lack affordable, professional access to digital media production. Modern audiences increasingly consume information via podcasts, video streaming, and social platforms.

DMH addresses this gap by providing:

- Equitable access to professional digital media tools
  - Expanded cultural visibility for local organizations
  - Real-time emergency and public safety communications
  - Education and cross-generational digital storytelling
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## **3. PROJECT DESCRIPTION**

DMH will operate as a fully equipped, multi-camera podcast and video production facility capable of supporting both live broadcasting and pre-recorded programming for distribution across YouTube, Instagram, Facebook, TikTok, Spotify, Apple Podcasts, and other platforms.

The facility will support organizations such as KXFM Community Radio, Laguna Art Museum, Festival of Arts, Pageant of the Masters, Sawdust Festival, Susi Q Center, Visit Laguna Beach, and many additional community partners.

Programming will include:

- Arts & culture interviews
  - LGBTQ+ programming
  - Youth and senior storytelling
  - Civic engagement forums
  - Emergency communications
  - Tourism and business promotion
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## **4. ORGANIZATIONAL CAPACITY & MANAGEMENT**

DMH will be professionally managed by a full-time Administrator/Manager who oversees daily operations, financial reporting, grant compliance, scheduling, program coordination, sponsorship servicing, partner relations, and volunteer oversight.

Additional staffing may include freelance editors, marketing support, and production assistants as programming scales.

**Administrator / Manager Compensation:**

- Annual Salary: \$75,000
- Monthly Equivalent: \$6,250

This position ensures operational accountability, fiscal transparency, and long-term sustainability.

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**5. REVENUE & SUSTAINABILITY MODEL**

DMH is structured for diversified, recurring revenue, reducing long-term dependence on grant funding.

**Projected Revenue Sources:**

- Sponsorships & advertising
- YouTube and social media monetization
- Podcast subscriptions
- Patreon and donor memberships
- Event ticket sales and livestream access
- Merchandise and digital product sales

**Projected Monthly Revenue Range: \$3,000 – \$40,000+**

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**6. STARTUP BUDGET (ONE-TIME)**

**Total Studio Build-Out Estimate: \$12,000 – \$18,500**

Includes:

- 4K multi-camera video system
  - Professional broadcast microphones and mixer
  - Lighting and set design
  - Editing and streaming workstation
  - Furniture, acoustic treatment, branding backdrop
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## 7. OPERATING BUDGET (ANNUALIZED)

### Monthly Operating Expenses

Category	Monthly Low	Monthly High
Studio Rent & Utilities	\$680	\$3,500
Software & Subscriptions	\$130	\$270
Hosting & Website	\$45	\$130
Marketing & Promotion	\$160	\$1,600
Freelance Staffing	\$500	\$4,000
Administrator / Manager	\$6,250	\$6,250
<b>TOTAL MONTHLY</b>	<b>\$7,765</b>	<b>\$15,750</b>

### Annual Operating Budget Range

- **Low:** \$93,180
  - **High:** \$189,000
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## 8. EVALUATION & MEASURABLE OUTCOMES

Success will be measured by:

- Number of community organizations served
- Total podcast and video episodes produced
- Audience reach and engagement metrics
- Sponsorship and donor growth
- Emergency communications utilization

Quarterly reporting will document financial performance, engagement reach, and community impact.

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## 9. COMMUNITY IMPACT

DMH strengthens:

- Arts and cultural visibility
- Youth and senior engagement
- Local business promotion
- Emergency response communications
- Tourism marketing

The project directly supports Laguna Beach’s identity as an arts-forward, inclusive, and innovative cultural destination.

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## **10. FINANCIAL SUMMARY**

- Startup Cost: \$12,000 – \$18,500
- Annual Operating Budget: \$93,180 – \$189,000
- Monthly Revenue Potential: \$3,000 – \$40,000+

Grant funding will be applied toward startup equipment, initial staffing support, and early-phase operating stability.

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## **11. CONCLUSION**

The Digital Media Hub is a scalable, professionally managed, financially sustainable cultural infrastructure investment that amplifies Laguna Beach’s creative economy while strengthening civic engagement and emergency communication capacity. This project transforms community storytelling into a permanent, accessible public asset.

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### **Prepared by:**

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