



## *The Masonry Foundation Grant Application*

### **Project Name: Masonry at the 2023 UC Davis Wildfire Resilient Structures Conference...and Beyond**

#### **Project Description:**

UC Davis is hosting its inaugural Wildfire Resilient Structures Conference (WIRES) February 2023 in San Diego, CA to bring stakeholders and decision makers together with the goal of improving the wildfire resilience of California's buildings and other structures.

According to UC Davis, the motivation behind the WiReS Conference is the fact that, "wildfires are an ever-present and increasing threat to the well-being of the world population, infrastructure and economy, particularly in the U.S. Western states. Wildfire seasons over the last few years have been the most destructive in history, each year more destructive than the last, and wildfire severity is expected to further increase due to climate change. These issues illustrate the need to improve our built environment and increase the resilience of buildings to wildfires."

Mason Contractors Association of California (MCAC) and its industry partners, Concrete Masonry Association of California and Nevada (CMACN) and Masonry Institute of America (MIA), will be attending the WiReS Conference and participating as a sponsor. We acknowledge that wildfires pose a significant threat in California, however, such natural disasters occur nationwide.

MCAC believes the loss and devastation of infrastructure caused by wildfires does not have to exist to the extent it does based on the simple fact that masonry cannot burn, melt or bend in a fire. Masonry has the ability to reduce the negative impact caused by wildfires, but first we must increase the general public's knowledge surrounding masonry's fire-resistant properties.

The old adage, "a picture is worth a thousand words," holds truth because a single image has the ability to describe complex ideas more effectively than words. So how much more effective can scores of images strung together be? As part of MCAC's WiReS exhibit, we intend to find out.

The question before us was "How do we present masonry as a superior fire resistive material in a visually impactful way?" The answer was clear: Put live fire on a wall! Then, watch it *not* burn.

MCAC solicited proposals from experienced video production firms to film and create videos showcasing masonry's fire resistance. The following concepts are desired for inclusion in the final video:

1. Capturing live footage of a masonry wall on fire, with the potential of two (2) other walls made of wood or stucco to compare their fire resistance
2. Incorporating National Concrete Masonry Association's (NCMA) historical footage of fire rating testing – this footage features fire rating testing in a lab setting
3. Incorporating recent California wildfire footage of devastation and masonry structures still standing



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4. Gathering testimonials and conducting interviews with fire department personnel, fire marshal personnel, architects, engineers, and other persons who believe in the fire safety and protection masonry structures provide the communities they serve

The final feature video will be displayed at the masonry booth during the WiReS Conference and shorter cut-down versions will be used for future opportunities to display masonry's fire resilient qualities. We hope the video will illustrate to the attendees, specifically architects, engineers, manufacturers, building officials, government representatives, homeowners, insurers, realtors, and lenders how masonry construction supports the conference goal of improving wildfire resilience of California's building and other structures.

#### **Project Objective:**

The goal of this documentary video is to promote the use of masonry products as fire resistant material to ultimately reduce the devastation caused by fires. The video will be showcased during the WiReS Conference, but the final videos (a long format and shorter social media vignettes) will be shared among our industry partners and members.

The video produced will illustrate masonry construction's enduring fire resistance, resilience in the aftermath of wildfires, and demonstrates those truths as relevant historically and in modern times. Our industry partners and members will be able to share the video(s) at future trade shows, when bidding on future projects, and when posting to their social media platforms (websites, Facebook, Instagram, Twitter, etc.).

The more visibility the videos gain, the more likely the industry we serve will continue to grow.

#### **Background Information:**

MCAC is a statewide 501(c)(6) mutual benefit trade association founded in 1963 that seeks to Inform, Represent, and Connect the masonry industry and the individuals that work within it. Our members consist of open-shop and signatory mason contractors of all sizes and specialties as well as product and service suppliers to the industry.

Funds collected from dues are used to promote and advocate masonry industry positions on important legislation and regulations, advance and expand California's presence and influence in the development of building codes and standards, finance competitive awards and scholarships for mason apprentices, and bring educational presentations to members.

As mentioned above, MCAC is collaborating with industry partners CMACN and MIA to attend the conference and represent the various facets of the masonry community. CMACN represents concrete masonry producers and MIA represents union contractors. CMACN and MIA work on the development of building codes and standards, promoting the compliance capabilities of masonry and publishing technical and education data.



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#### **Scope of Project:**

MCAC received three (3) proposals from experienced video production firms. MCAC has decided to move forward with [Final Cut Media](#), a firm which also created a training video for the Bricklayers and Allied Craftworkers (BAC) Local 3 and an award-winning documentary on water use in California's Central Valley.

MCAC is coordinating with one of our member companies and, potentially, BAC 3 apprentices to construct a mock wall consisting of block and brick and using a fire department approved site to film the live fire demonstration. There is the potential that other mock walls made from wood or stucco will be constructed and set on fire for comparison to the masonry wall.

MCAC is also coordinating with California Department of Forestry and Fire Protection (CAL FIRE) to obtain permits and request their presence and expertise to create a safe space to conduct the live burning. MCAC is also gathering names of potential personnel who may be interested in participating in the video for interviews and testimonials.

Final Cut Media has been selected to film and develop the videos. They are responsible for conducting the video process, including pre-production (research and planning, conceptualization, camera plotting, crew assignment), production (on-site setup, capture footage, block the scene with talent, store footage for use/archives), and post-production (footage assembly, graphic creation, color correct, mix and master, export/format for all platforms).

MCAC will set-up a kick-off meeting with Final Cut Media to discuss all aspects of video production and any other related services needed to fulfill the project requirements. MCAC will schedule regular meetings with Final Cut Media to ensure timeframes and deliverables are on schedule.

MCAC expects the final video deliverables to be provided by January 7, 2023.

#### **Summary of Qualifications:**

The project will be led and coordinated by staff from MCAC, CMACN and MIA with a combined 50-plus years' experience in the masonry industry as well as backgrounds in insurance and engineering.

The video production component will be executed by Final Cut Media (FCM). FCM is a full-service agency in business for over twenty years, specializing in film, creative and marketing services for government, non-profit agencies, public utilities, and anyone with a story to tell.

FCM was hired to write, direct and produce several [recruitment videos for the BAC 3](#) in Northern California highlighting the distinct advantages of a career in masonry with a focus on Gen Z applicants. FCM is also the 2021 Winner of the New York Film Awards and



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Festigious Los Angeles International Film Festival for Best Feature Documentary for their [California water documentary, “Until the Last Drop.”](#)

**Anticipated Impact:**

Although the project focus is California wildfires and fire resilient structures, the impact of wildfires is nationwide and masonry needs to be at the forefront of solutions to protect communities from that devastation. UC Davis reminds us that, “wildfires are an ever-present and increasing threat to the well-being of the world population, infrastructure and economy, particularly in the U.S. Western states.”

The primary deliverable from this project is a video that demonstrates masonry’s fire resilience as a building product that can withstand fire and fire suppression superior to other building products. The video is meant to be shared with organizations, contractors and suppliers across the masonry industry to educate the general public, designers, public officials, building owners, general contractors, and anyone else who will listen to the message.

**Budget**

MCAC is requesting \$15,000 in grant funds to successfully complete this project. The requested budget for this project is shown below:

<b>Item</b>	<b>Budget Amount</b>
Professional Video Production Company	\$20,000
UC Davis WIRES Conference Booth	\$7,500
Staff Travel Expenses: 3 staff for 3-day WIRES Conference	\$6,000
UC Davis WIRES Booth Photography/Graphics Display	\$2,000
Wall Construction Costs	\$1,000
Live Fire Source (i.e. propane torches)	\$500
Burn Permit(s)	\$50
<b>Total Budgeted Expenses</b>	<b>\$37,050</b>
<b>The Masonry Foundation Grant Request</b>	<b>(\$15,000)</b>
<b>Balance of Budgeted Expenses</b>	<b>\$22,050</b>

We anticipate the total cost of the project to be \$30,000 - \$40,000 to include professional video production, masonry exhibit booth at UC Davis WIRES conference, photography/graphics for booth display, possible wall construction costs, live fire source (i.e. propane torches), burn permits to put live fire on wall(s), and travel expenses for a total of three staff members (one member from each participating association: MCAC, CMACN and MIA) to represent masonry at the WIRES conference. However, we are only asking MCAA for a portion of this cost as the three participating organizations will share remaining expenses



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#### **Requested Payment Procedure:**

MCAC requests payment in fifty percent (50%) installments to be fulfilled as shown:

Installment 1 - \$7,500 – September 1, 2022

Installment 2 - \$7,500 – December 1, 2022

Payment is to be coordinated with the MCAC Executive Director.

#### **Other Funding Sources:**

The three participating organizations (MCAC, CMACN and MIA) will share in covering expenses related to the project. While some of the participating associations have promotion budgets available for industry campaigns such as this, not all do and, since not all budgets are created equal, a cash infusion from The Masonry Foundation will go a long way in making this industry effort the very best it can be.

Let's show them ['why masonry'](#) is a solution to building fire resilient structures.