

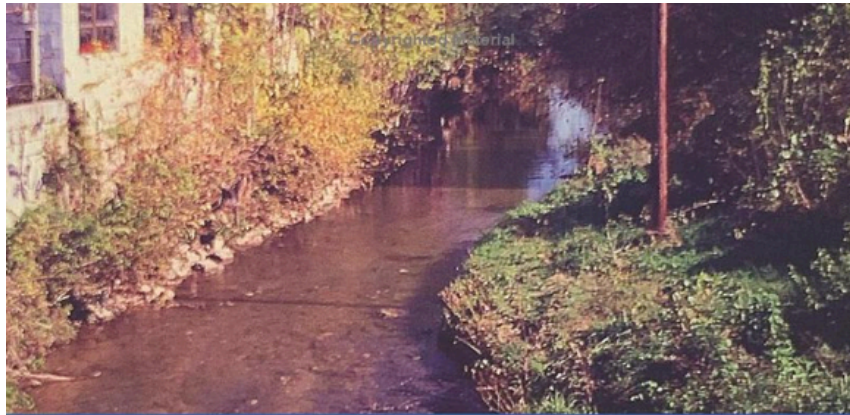
A small community on the brink of economic devastation—rises up
to become one of the most sought after towns in America.

BOOM

THE STORY OF DOWNTOWN FREDERICK

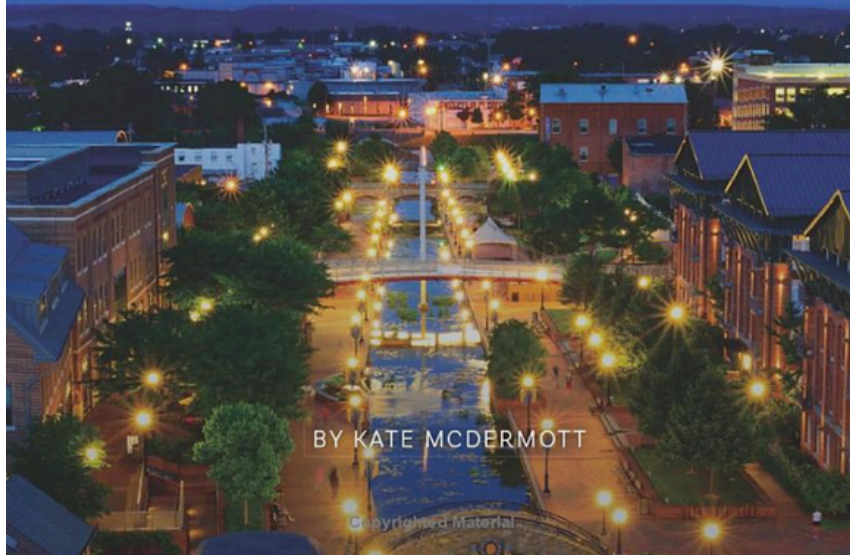
TOWN





FROM THE BRINK TO BRILLIANT

The Revitalization of Downtown Frederick, Maryland



BY KATE MCDERMOTT

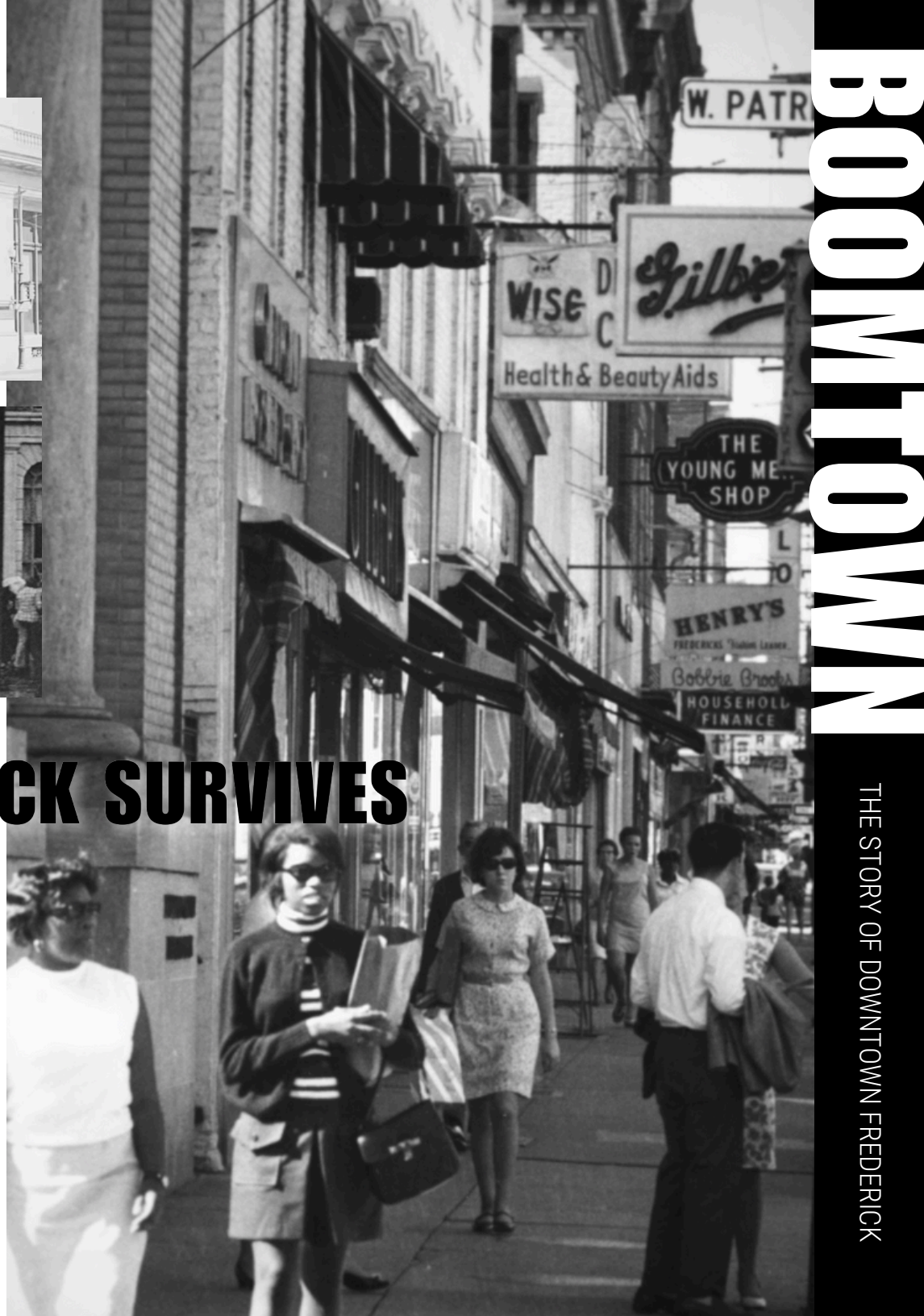
INSPIRATION

Inspired by Don Linton and Kate McDermott's book "**From the Brink to Brilliant**", the FILM Docudrama "**BOOMTOWN**" artfully brings to life the period between 1945 and current day— weaving together archival footage with original recreations and reenactments using professional actors and performers. The story is based largely on seminal moments, scenes and characters as portrayed in the book.



DOWNTOWN FREDERICK SURVIVES

On Oct. 9, 1976, a devastating flood wreaked havoc on Frederick County, destroying invaluable historical film, priceless photography, and other significant media archives that were stored in the basement of the Frederick County Chamber of Commerce. The flood not only destroyed a lot of the town history—but almost broke the spirit of those who lived and worked there. Downtown Frederick would ultimately survive—thanks to a few brave businesses, a dedicated group of volunteers, some great leadership ... and a handful of Rebels ...





It would be these Rebels and their extraordinary vision that would turn tragedy into an economic engine. This is their story to save the Downtown ... the account that was almost lost ...





"BOOMTOWN" is a 2-Part Series

Part 1 is set in Downtown Frederick between 1945- 1980.

Amos Brown, a black photojournalist, is hired by the local newspaper to investigate and capture the actions of a certain group of revolutionaries who threaten change in their Downtown. What Amos uncovers is that it was more than gold that saved the town... and sparked the Revolution—it was Art! Part 2 is set in current day.

"BOOMTOWN" DISTRIBUTION:

Limited engagement with Warehouse Cinemas. Film and a series of Trailers featured.

Submission to the top 10 regional Documentary Film Festivals for the 2024- 2025 season.

Linked via You tube to multiple social media platforms.

Streamed on Amazon, Vudu and Tubi.

Submission to Maryland Public Television



FROM GHOST TOWN TO BOOMTOWN



From Ghost town to Boomtown, the FILM explores the roots of the current Revolution taking place in Downtown Frederick. The Film also looks at the dynamics and partnerships driving the economic revitalization to become one of the most livable and sustainable communities in America -- a beacon for others to follow.

BOOMTOWN

THE STORY OF DOWNTOWN FREDERICK

CREATED BY SALYER

A BIG PICTURE MEDIA PRODUCTION

BOOMTOWN

A digital Film company specializing in commercials, short Films and Documentaries.

<https://bigpicturemedia.tv/>.

Creators of “The Story of Colonial Jewelers” — a short Documentary just released that features the history of the Jeweler—the longest continually running business in Downtown Frederick.

<https://youtu.be/WSbC4zAGPb4?si=Vxy8CNcVrA153g3j>



THE STORY OF DOWNTOWN FREDERICK

SALYER MCLAUGHLIN

Writer/Director/Editor



Salyer is an award-winning Writer/Director/Producer/Cinematographer and Editor best known for his work for such organizations as the United Nations, BMW, Mercedes-Benz, Paul Mitchell, The Humane Society of the United States, Lacoste, Bobby Rahal Racing, Operation Second Chance and National Geographic. His career as a Filmmaker has taken him all over the world during his 30+ years in the business including 15 years in Los Angeles directing national TV commercials, music videos, and Documentaries.

His work has been seen in thousands of theaters nationally and been featured on the covers of national newspapers and magazines receiving multiple Addy, Telly, and International Broadcast Awards. Salyer has been responsible for launching national media campaigns to promote numerous environmental and social causes. The results of those efforts have not only changed the course of U.S. politics, but their creativity and impact have also gained Salyer worldwide press including two appearances on ABC World News.

BOOMTOWN

THE STORY OF DOWNTOWN FREDERICK



RHONDA MCLAUGHLIN

*Director of Marketing and
Production Design*

Rhonda McLaughlin is the Co-Founder of Big Picture Media.TV. She is V.P. of Marketing, Sales, and Business Development. Rhonda serves as a Line Producer, handles talent coordination, and scheduling during production. She also serves as the Production Designer responsible for the creation and execution of all the sets used in the recreations and reenactments. She has a keen eye for detail, design, and continuity, both in production and post.



TONY KOSAK

Director of Photography

Essentially Tony is a translator who takes the Director's vision and creates tangible outputs to bring those ideas to life. Tony is adept with complex camera rigging and the use of the Red Epic Dragon and Arriflex Alexa cameras used to produce BOOMTOWN. Tony is the Founder of Koop Media and is also a Director himself with credits that include a wide variety of shorts, commercials, documentaries and Indie films.



COLIN HORNBAKER

DP/ Aerial DP

Colin Hornbaker DP/ Aerial DP established his Film Co. in 2015 called Anthem Films. He continues to lead the industry in creative film and low-altitude aerial cinematography. Colin's clients include: Apple, ESPN, Jeep, BMW, Audi, and Verizon among others.



CHRIS HAUGH

Film Consultant/Writer/Documentarian/Storyteller

Chris Haugh, story consultant on the Boomtown project, is an award-winning researcher, writer, documentarian, and storyteller. One of Frederick's most pre-eminent experts on Frederick's local history, Chris has been developing television programming and Film documentaries for over 20 years working for both GS Communications and the Tourism Council of Frederick County. Chris produced his first long-form video documentary in 1995, a ten-hour epic entitled *Frederick Town*. Chris is well versed in all aspects of Public Television programming and distribution. Today, he stays busy promoting and preserving the rich legacy of Frederick's Mount Olivet Cemetery. Chris also runs his own history research/writing and consulting business entitled *History Shark Productions*.



DANIELLE RIZZO

Publicist

Danielle Rizzo is the CEO of Marielle Agency, a strategic business consulting and growth marketing agency. Having worked with brands such as FabFitFun, Disney+, Contigo, SUCCESS and more, Danielle specializes in helping modern companies achieve their business goals through streamlined processes and procedures, as well as through innovative marketing ideas. Danielle has lived in Frederick most of her life, graduating from Hood College. She has served as a Frederick County Chamber Ambassador, Board Member of Key City Rotary, Secretary of the Board for Trauma Responsive Frederick and Committee Member of Federated Charities.

SPONSORSHIP OPTIONS

GOLD | \$50K

EXECUTIVE PRODUCER

- Name appears on the front end of BOOMTOWN Film (Parts 1+2) as “Executive Producer” and on all copies, streams and social media links.
- Name appears in a series of short BOOMTOWN Trailers to promote the Film screened at Warehouse Cinemas, in all social media including <https://boomtownfrederick.com> and featured prominently on BOOMTOWN movie poster.
- Receives cameo appearance in BOOMTOWN.
- Receives 6 tickets to VIP Red Carpet BOOMTOWN Trailer Premiere/ Fundraiser April 18 @ Warehouse Cinemas*.
- Receives 6 tickets to VIP Red Carpet BOOMTOWN Film Premiere @ Warehouse Cinemas.
- Receives own unique, catered VIP Red Carpet company screening @ Warehouse Cinemas date TBD.

SILVER | \$25K

PRODUCER

- Name appears on front end of BOOMTOWN Film (Parts 1+2) as “Producer” and on all copies, streams and social media links.
- Name appears in a series of short BOOMTOWN Trailers to promote the Film screened at Warehouse Cinemas, in all social media including <https://boomtownfrederick.com> and featured prominently on BOOMTOWN movie poster.
- Receives cameo appearance in BOOMTOWN.
- Receives 4 tickets to VIP Red Carpet BOOMTOWN Trailer Premiere/ Fundraiser April 18 @ Warehouse Cinemas.*
- Receives 4 tickets to VIP Red Carpet BOOMTOWN Film Premiere @ Warehouse Cinemas.
- Receives own unique, catered VIP Red Carpet company screening @ Warehouse Cinemas date TBD.

BRONZE | \$10K

ASSOCIATE PRODUCER

- Name appears on back end of BOOMTOWN Film (Parts 1) as “Associate Producer” and on all copies, streams and social media links.
- Name appears in a series of short BOOMTOWN Trailers to promote the Film screened at Warehouse Cinemas, in all social media including <https://boomtownfrederick.com> and featured prominently on BOOMTOWN movie poster.
- Receives cameo appearance in BOOMTOWN.
- Receives 2 tickets to VIP Red Carpet BOOMTOWN Trailer Premiere/ Fundraiser April 18 @ Warehouse Cinemas.*
- Receives 2 tickets to VIP Red Carpet BOOMTOWN Film Premiere @ Warehouse Cinemas.
- Receives own unique, catered, VIP Red Carpet company screening @ Warehouse Cinemas date TBD.

**Central theme of these VIP screenings and premieres is to create a live performance in the common areas of the Warehouse Cinemas where our actors in the Film and fellow recreators will serve drinks, hors d'oeuvres and entertain the guests. The year could be 1945, 1969 or 1980.*

ADDITIONAL SPONSORSHIP OPTIONS

\$5K

MAJOR CONTRIBUTOR

- Name appears on back end of BOOMTOWN Film (Part 1) as "Major Contributor" and on all copies, streams and social media links.
- Name appears in all social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 2 tickets to VIP Red Carpet BOOMTOWN Trailer Premiere/ Fundraiser April 18 @ Warehouse Cinemas.
- Receives 2 tickets to VIP Red Carpet BOOMTOWN Film Premiere @ Warehouse Cinemas.
- Receives cameo appearance in BOOMTOWN.

\$2.5K

ASSOCIATE CONTRIBUTOR

- Name appears on back end of BOOMTOWN Film (Part 1) as "Associate Contributor" and on all copies, streams and social media links.
- Name appears in most social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 2 tickets to VIP Red Carpet "BOOMTOWN" Trailer Premiere/ Fundraiser April 18 @ Warehouse Cinemas.
- Receives 2 tickets to VIP Red Carpet "BOOMTOWN" Film Premiere @ Warehouse Cinemas.
- Receives cameo appearance in BOOMTOWN.

\$1K

CONTRIBUTOR

- Name appears on back end of BOOMTOWN Film (Part 1) as "Contributor" and on all copies, streams and social media links.
- Name appears in most social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 1 ticket to VIP Red Carpet "BOOMTOWN" Trailer Premiere/ Fundraiser April 18 @ Warehouse Cinemas.
- Receives 2 tickets to VIP Red Carpet "BOOMTOWN" Film Premiere @ Warehouse Cinemas.

\$500

PATRON

- Name appears on back end of BOOMTOWN Film (Part 1) as "Patron" and on all copies, streams and social media links.
- Name appears in most social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 1 ticket to VIP Red Carpet "BOOMTOWN" Trailer Premiere/ Fundraiser on April 18 @ Warehouse Cinemas.
- Receives 1 ticket to VIP Red Carpet "BOOMTOWN" Film Premiere @ Warehouse Cinemas.

\$100

SUPPORTER

- Name appears on back end of BOOMTOWN Film (Part 1) as "Supporter" and on all copies, streams and social media links.
- 1 ticket to VIP Red Carpet "BOOMTOWN" Trailer Premiere/ Fundraiser in April @ Warehouse Cinemas.

For more info, please contact:

Production

Salyer McLaughlin
salyer@bigpicturemedia.tv
cell 240.215.5292

Public Relations/ Sponsorship

Danielle Rizzo
danielle@marielleagency.com
cell 301.639.2660

Marketing/ Sponsorship

Rhonda McLaughlin
rhonda@bigpicturemedia.tv
cell 301.676.3228

Production to begin Spring 2024 and wrap in the Fall of 2024.

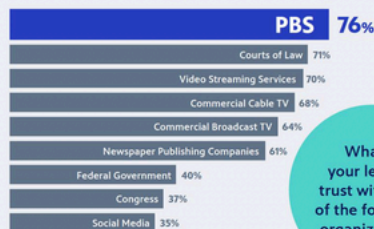
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At a time when public trust in national institutions is eroding, confidence in PBS and local stations remains strong.

PBS TRUSTED. VALUED. ESSENTIAL. 2021

Reach a Valuable Audience

For 18 years, PBS is #1 in public trust.



What is your level of trust with each of the following organizations?

Graph indicates "agree strongly" and "agree somewhat."

74%
Believe PBS content appeals to people of different ethnic backgrounds.

70%
Believe PBS does a good job of representing people of color in its content.

74%
Believe PBS features a diverse range of people.

71%
Believe PBS is in touch with today's culture.

A PBS sponsorship aligns brands with viewers who are making an impact

- Contributed to an **environmental organization**: 171 Index
- Member of a **charitable organization**: 165 Index
- Contributed to a **social service program**: 163 Index
- Participated in **local government**: 160 Index



Big Picture Media presented a film production proposal to us several months ago. The basic idea—a historically accurate Docudrama focused on the history of Downtown Frederick—is very appealing.

Using the recently published book “From The Brink to Brilliant” as primary source material, and given Salyer’s incredibly creative approach to storytelling, this proposed production could be a powerful tool to share this important history—as well as a very entertaining and captivating representation of this special place and people.

The Big Picture Media team, considering their impressive portfolio of work, is perfectly positioned to produce a Film Documentary that will bring credibility to sponsors and positive attention to the subject matter.

bigpicturemedia.tv



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INC.

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CHENEY



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Major Contributor



Associate Contributors

Contributors



Morgan Stanley
THE ARCADIA GROUP
AT MORGAN STANLEY



Patrons



Supporters

