

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



A man wearing a flat cap and glasses is shown in profile, working on a typewriter. The scene is dimly lit, with a desk lamp providing light. In the background, a newspaper is visible with the masthead 'THE NEWS' and some text columns. The overall atmosphere is historical and focused.

BOOMTOWN

THE STORY OF DOWNTOWN FREDERICK



BOOM TOWN

IS A MOVEMENT

BOOMTOWN

IS A 2-PART DOCUDRAMA MOVIE
INSPIRED BY THE BOOK
"FROM THE BRINK TO BRILLIANT"

PART 1 IS COMPLETE.

PART 2 IS CURRENTLY IN PRODUCTION.



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.



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- Part 1 sold out multiple shows at Warehouse Cinemas in early 2025
- 250 people involved in the making of Part 1
- over \$260,000 in cash has been raised.
- 200,000 more is needed to finish Part 2
- BOOMTOWN isn't just a film...it's a tribute to the townspeople who built it, fought for it and never gave up on it.



Part 2

CURRENTLY IN PRODUCTION

Tells the story of a young multi-racial woman named Lexie Brown who arrives in Frederick during the fall of 2025. she is attending Hood College and studying Art History and Archeology. She is also a podcaster, filmmaker and a revolutionary in her thinking.

She sets out to trace her grandfather's footsteps (the legendary newspaper photographer Amos Brown) to uncover what it was that triggered the Renaissance in Downtown Frederick and what she comes to find will save the future of her town.



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"BOOMTOWN" is a 2-Part Feature Film

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 engagements with Warehouse Cinemas. Film and a series of Trailers featured.

Submission to the top 10 regional Documentary Film Festivals for the 2026- 2026 season.

Linked via You tube to multiple social media platforms.

Streamed on Amazon, Vudu and Tubi. Will secure major streaming platform in 2026

Submission to Maryland Public Television



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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

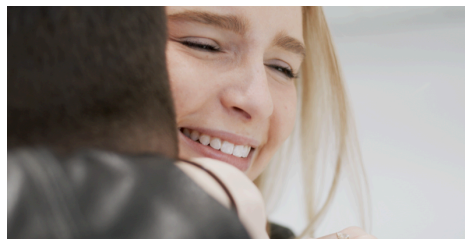
BOOMTOWN

A digital Film company specializing in Commercials,
Short Films, Features, 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://www.youtube.com/watch?v=y81x2wEn9gE>

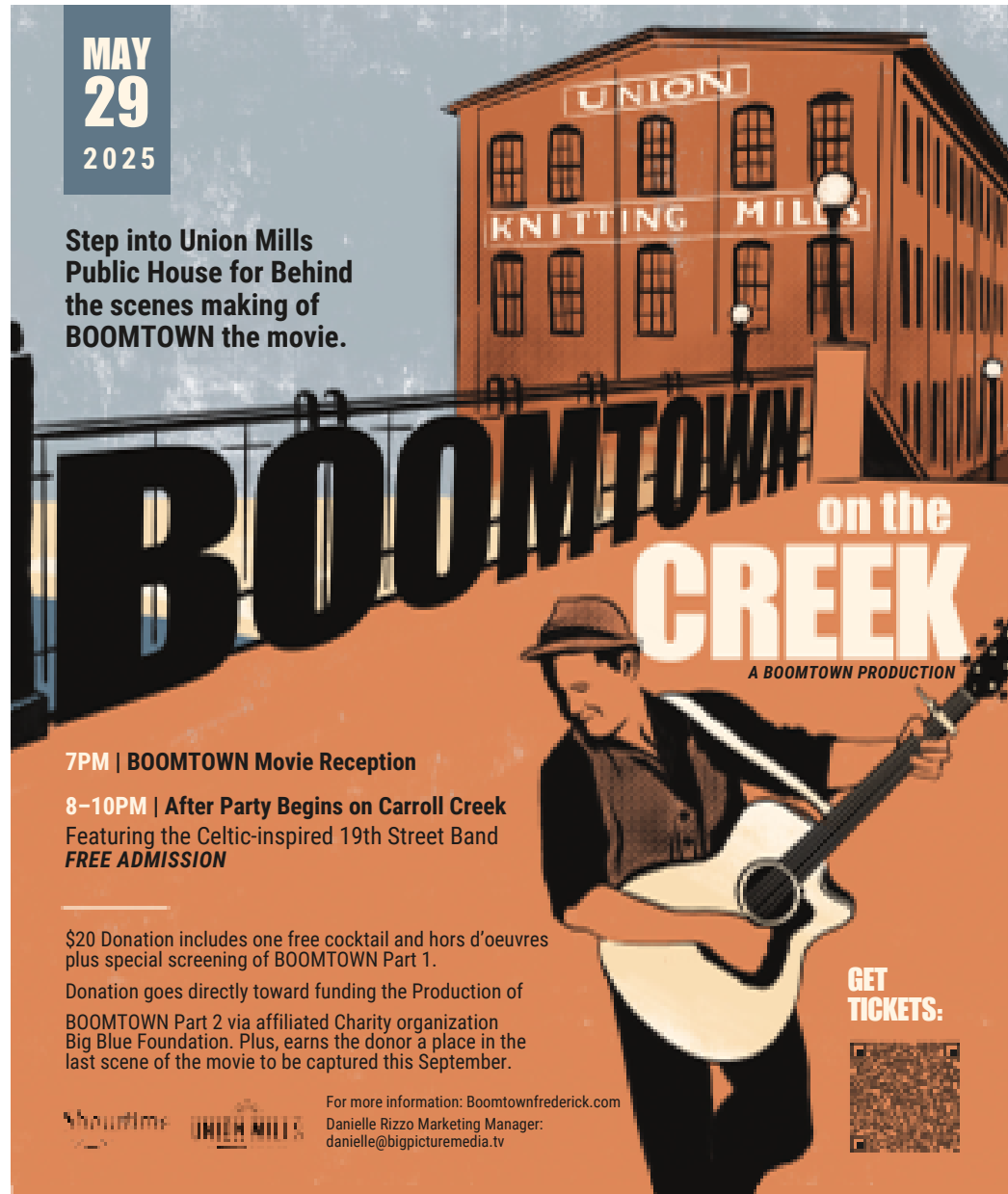


THE STORY OF DOWNTOWN FREDERICK

BOOMTOWN ON THE CREEK

is a series of six promotional events including:
concerts, music festivals
& special movie screenings
to be hosted by Union Mills
and be held the last Thursday
of every month beginning
May 29 thru October 2025.

These events represent the “after party”
for ALIVE @ 5



MAY 29 2025

Step into Union Mills Public House for Behind the scenes making of BOOMTOWN the movie.

BOOMTOWN on the CREEK

A BOOMTOWN PRODUCTION

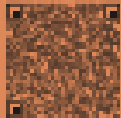
7PM | BOOMTOWN Movie Reception

8-10PM | After Party Begins on Carroll Creek
Featuring the Celtic-inspired 19th Street Band
FREE ADMISSION

\$20 Donation includes one free cocktail and hors d'oeuvres plus special screening of BOOMTOWN Part 1.

Donation goes directly toward funding the Production of BOOMTOWN Part 2 via affiliated Charity organization Big Blue Foundation. Plus, earns the donor a place in the last scene of the movie to be captured this September.

GET TICKETS:



For more information: Boomtownfrederick.com
Danielle Rizzo Marketing Manager:
danielle@bigpicturemedia.tv

Shouttime UNION MILLS

BOOMTOWN

THE STORY OF DOWNTOWN FREDERICK



BOOMTOWN

IS A BI-MONTHLY PODCAST

Hosted by the Y Arts Center and sponsored by the Frederick Arts Council, our bi-monthly podcast will feature updates and special reporting of the film's progress.

Special guests will include the actors and real life legends portrayed in the movie. Many well known artists and musicians will be featured during these podcasts along with their Art and Music.

BOOM IS A DRONE SHOW TOWN



DRONE SHOW

Currently plans are underway to present a spectacular 250 drone show live presentation at the final Union Mills after party in October for the final scene in the movie.

BOOMTOWN is a story of democracy, inclusion and freedom of speech. Our drone show will serve as the kick-off event and celebration of 250 years of democracy in America.



BOOMTOWN

THE STORY OF DOWNTOWN FREDERICK

BOOMTOWN

WORLD PREMIERE

JANUARY 24, 2026

WEINBERG PERFORMING ARTS CENTER

SALYER MCLAUGHLIN

Writer/Director/Editor



Film Director Salyer McLaughlin, has been writing stories and making movies from the age of 20 ever since taking his first job with Warren Miller Ski Films. He would then sign a 2 year contract to direct national television commercials for Lee Lacy and start Big Blue Foundation in 1990 based in Beverly Hills California. His Public Service Messages—the first of their kind in the U.S.—would be seen on 10,000 screens across the country to promote the preservation of our National Forests with Paul Newman and included another controversial campaign to pressure then President George Bush to the first ever Earth Summit in Rio De Janeiro—a message that had a profound effect on swaying the 1992 election and was narrated by James Earl Jones. He would appear on World News Tonight with Peter Jennings and CBS Evening News with Dan Rather.

Salyer would leave Los Angeles in 1996 and move to Frederick, Maryland where he would launch Big Picture Media—a film company dedicated to cause related messaging and advertising. In 2004 Salyer would become a founding Producer of the 72 Film Fest. In 2020 he would co-write his first screenplay titled Arcadia, a Cli-Fi Thriller about the sole survivors of a cataclysm, including a young girl with an extraordinary gift.

And in 2023, Salyer would write and direct his first Feature Film, BOOMTOWN, The Story of Downtown Frederick which is currently in Production. Salyer continues to manage his Big Blue Foundation after 35 years—Films for the Greater Good—and continues to be an avid supporter of local filmmaking and the Arts.

BOOMTOWN

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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.



MIKE DEMATTIA

Owner of MAD productions, which creates visuals that move with the moment, designed to captivate, adapt, and deliver impact at any scale. Combining bold creativity with meticulous technical execution, they deliver captivating experiences tailored precisely to every unique environment.

Outside the work, Mike is a dad, a partner, a dog guy, and a storyteller, whether chasing the light with his drone or capturing it in his first coffee table book. The creative never really stops. And he wouldn't want it to.

SPONSORSHIP OPTIONS

GOLD | \$50K

EXECUTIVE PRODUCER

- Name appears in the opening credits of the BOOMTOWN Feature Film as **"EXECUTIVE PRODUCER"** and on all copies, streams, social media links and will appear in all promotional materials related to BOOMTOWN.
- Name will also appear prominently in all **6 Union Mills special events** and promotions
- in our bi-monthly **PODCAST**
- as a Major sponsor of the **250th Anniversary Drone Show**
- and will be listed as Executive Producer in all **Weinberg Center for the Arts** promotional materials surrounding the **January 24, 2026 Premiere of BOOMTOWN.**
- 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 the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center

SILVER | \$25K

PRODUCER

- Name appears in the opening credits of the BOOMTOWN Feature Film as **"PRODUCER"** and on all copies, streams, social media links and will appear in all promotional materials related to BOOMTOWN.
- Name will also appear in all **6 Union Mills special events** and promotions
- in our bi-monthly **PODCAST**
- as a sponsor of the **250th Anniversary Drone Show**
- and will receive prominent mention in all **Weinberg Center for the Arts** promotional materials surrounding the **January 24 2026 Premiere of BOOMTOWN.**
- 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 the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center

BRONZE | \$10K

ASSOCIATE PRODUCER

- Name appears in the back end credits of the BOOMTOWN Feature Film as **"ASSOCIATE PRODUCER"** and on all copies, streams, social media links and will appear in all promotional materials related to BOOMTOWN.
- Name will receive prominent mention in all **Weinberg Center for the Arts** promotional materials surrounding the **January 24 2026 Premiere of BOOMTOWN.**
- 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 the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center

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ADDITIONAL SPONSORSHIP OPTIONS

\$5K

MAJOR CONTRIBUTOR

- Name appears on back end of BOOMTOWN Feature Film as "Major Contributor" and on ALL BOOMTOWN movie posters and flyers.
- Name appears in all social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 2 tickets to the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center
- Receives cameo appearance in BOOMTOWN.

\$2.5K

ASSOCIATE CONTRIBUTOR

- Name appears on back end of BOOMTOWN Feature Film as "Associate Contributor" and on ALL BOOMTOWN movie posters and flyers.
- Name appears in most social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 2 tickets to the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center
- Receives cameo appearance in BOOMTOWN.

\$1K

CONTRIBUTOR

- Name appears on back end of BOOMTOWN Feature Film as "Contributor" and on ALL BOOMTOWN movie posters and flyers.
- Name appears in most social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 2 tickets to the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center

\$500

PATRON

- Name appears on back end of BOOMTOWN Feature Film as "Patron" and on ALL BOOMTOWN movie posters and flyers.
- Name appears in most social media promo materials including <https://boomtownfrederick.com> and featured on BOOMTOWN movie poster.
- Receives 1 ticket to the World Premiere of BOOMTOWN to be held Jan. 24 Weinberg Center

\$100

SUPPORTER

- Name appears on back end of BOOMTOWN Feature Film as "Supporter"

FOR MORE INFO, PLEASE CONTACT:

Production

Salyer McLaughlin
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Public Relations/ Sponsorship

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Marketing/ Sponsorship

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BOOMTOWN

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BOOMTOWN IS A HISTORICALLY ACCURATE DOCUDRAMA FOCUSED ON THE HISTORY OF DOWNTOWN FREDERICK WHICH IS VERY APPEALING. BOOMTOWN IS A POWERFUL TOOL – A VERY ENTERTAINING AND COMPELLING REPRESENTATION OF THIS UNIQUE COMMUNITY AND IT'S PEOPLE.

THE BIG PICTURE MEDIA TEAM, CONSIDERING THEIR IMPRESSIVE PORTFOLIO OF WORK, IS PERFECTLY POSITIONED TO PRODUCE AN AWARD WINNING FILM THAT WILL BRING GREAT CREDIBILITY TO THEIR SPONSORS AND HONOR TO THE CITY OF FREDERICK.

bigpicturemedia.tv



All donations are made to affiliated 501(c)3 Big Blue Foundation, Inc and are 100% tax deductible. Big Blue Foundation supports local Movie making and Films for the Greater Good.



BOOMTOWN

THE STORY OF DOWNTOWN FREDERICK

SPONSORS

EXECUTIVE PRODUCERS

WLR **Automotive** Group inc.



DELAPLAINE
FOUNDATION
INC.

ASSOCIATE PRODUCERS



GEORGE FAMILY
FOUNDATION 30
YEARS



WILLIAM E. CROSS
FOUNDATION INC.



MAJOR CONTRIBUTORS

VISIT
Frederick
CITY & COUNTY



ASSOCIATE CONTRIBUTORS

Contributors



Morgan Stanley
THE ARCADIA GROUP
AT MORGAN STANLEY



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WORMALD

Patrons



Supporters

