

The Dayton Arcade: Waking the Giant

The Tipping Point

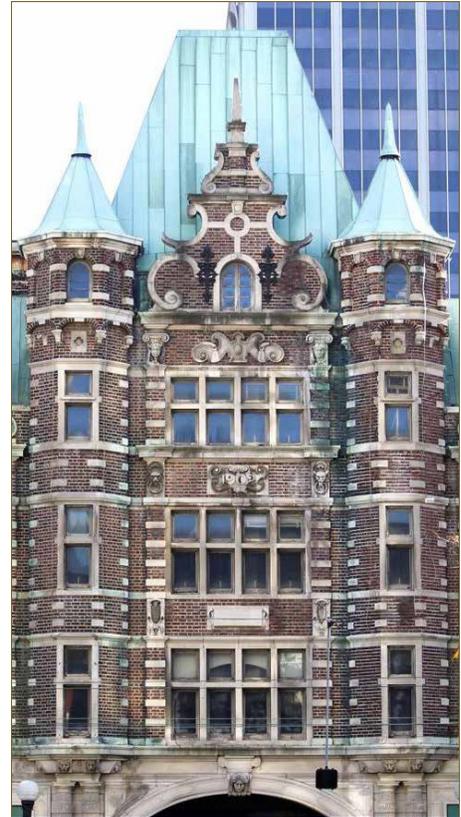
Great victories are rarely swift and painless. A successful campaign is often the culmination of battles waged over long periods of time. In Dayton's fight to revitalize, victories have been won. Schuster Center, Riverscape, Fifth Third Field, Second Street Market, the new Main Library, Levitt Pavilion and a rapidly expanding slate of attractive housing options have changed the face of Dayton. In the future, journalists will point to a particular moment when the tide turned -- when the momentum became unbreakable -- a tipping point. The Dayton Arcade is poised to be the project that changes everything.

Story Arc

Like any engaging story, this one is multi-dimensional – it's comprised of many different stories. There are strong elements of history, finance, and urban revitalization set against the drama of an architectural metamorphosis. The Arcade project is important for two reasons: It's the restoration of a cultural landmark and the development of a robust economic engine.

We'll tell the nuts and bolts story of the Arcades' rehabilitation – documenting the critical phases of construction. The construction story will provide the action and energy that powers our plans to produce three documentaries detailing the restoration. But this journey of revitalization will be broken up by numerous side trips. The first will be a trip back in time.

The Arcade was built at the beginning of the 'American Century'. As the Arcade was being built (1902-1904) the Wright Brothers were relentlessly perfecting their airplane. Dayton-based National Cash Register was already a multinational corporation, with 6,000 employees and over a million machines sold. Spurred by burgeoning industrial capacity, the United States was becoming a world power. This was the backdrop of the Arcade's construction. We'll explore what the original builders had in mind, and how it mirrored this optimistic and energetic moment in our history.





Several of these types of stories segments will be scattered throughout the productions. Opportunities include: the long and circuitous journey to get to this point of action, how funding/investment packages were developed for this project, the technologies integrated into the planned use (the digital onramp) and we might contrast today's technology with some of the tech built into the original Arcade. We'll also create a 'memories' segment that features people sharing their experiences at the Arcade, visually supported by archival photographs and film clips.

Perhaps the most appealing element of these films will be tracking the visual transformation of the Arcade. We plan on recording construction activity throughout the duration of

the project. We'll also shadow the project managers, architects, city officials and others – providing behind the scenes insight into how an ambitious and catalytic project actually gets done. As we get to know these people and understand their commitment to the project, an engaging, personal perspective will emerge as a powerful part of the story.

Look and Feel

Our goal is to show what it's like on the inside of this project. From pouring concrete, to weekly progress meetings, our aim is to give the viewer a seat at the table. This is best achieved by employing a lightweight, handheld camera system – a cinema verite approach. This values mobility and spontaneity. It can, at times, be gritty, but it delivers big time in viewer engagement. It just feels visceral, unrehearsed and in the moment.

Overarching Theme

The 'comeback story' is a celebrated theme in American life. On the ropes, beaten, and with little hope of redemption, the hero finds a way to turn the tables. It's tough, gritty and packed with emotive appeal. And it will provide the subtext of our story.

There's been no shortage of press detailing Dayton's decline. But often overlooked is the steady campaign to revitalize the city. We've scored a meaningful string of accomplishments from the Schuster Center to Levitt Pavilion. Each success builds upon the last one. Things change. Momentum builds. Artist's renderings transform from two dimensional dreams to real spaces that reshape our future. The Dayton Arcade project is poised to be the catalyst that ignites a new era in the city's revitalization. It's a game changer – a tipping point -- that resets the future and allows us to reimagine our possibilities.



The Right Team

We know how to tell this story. And we're motivated to do it well – Dayton is our town and we'd be pleased at the opportunity to tell this positive story. The production team slated for this project has won a combined 27 regional Emmy awards.