

# Rhythm & Blooms

Where Love Grows and Music Flows 

*Rhythm & Blooms* explores the intersection of structure and spontaneity, of legacy and reinvention. At its heart, it's a love story between opposites—but also a celebration of community healing, artistic roots, and emotional freedom.



Romantic Comedy



Music & Culture

Urban Drama

# The Story & Hook




## “ The Logline

When a career-obsessed landscape architect loses his corporate job, he's reluctantly hired by a spontaneous jazz club owner to restore a decaying rooftop garden above her father's legendary venue. As the two clash and connect through plants and music, they revive not only the club—but themselves.


## ♥ The Hook

A romantic comedy that blooms where urban gardening meets jazz heritage, exploring themes of legacy, love, and creative renewal through the lens of authentic Black storytelling.

 Growth & Renewal

 Musical Heritage

 Authentic Love

 Urban Culture

## Why This Story Matters Now



In a time when audiences crave authentic representation and stories of resilience, *Rhythm & Blooms* offers a fresh take on romantic comedy that celebrates Black culture, urban sustainability, and the healing power of music and nature.


# Synopsis

A Journey of Growth, Love, and Renewal

Setup

## 1 The Setup

Miles Bradford, a meticulous landscape architect, loses his corporate job and questions everything about success. Reluctantly, he takes work from Ellie Cruz, the passionate owner of Blue Note Gardens—a struggling jazz club inherited from her legendary musician father.

 Seeds of Change

Conflict & Growth

## 2 The Growth


Miles works to restore the neglected rooftop garden while clashing with Ellie's free-spirited approach. She sees the garden as a living extension of the music below, while he views it as a technical challenge. Through late-night conversations under string lights and shared meals among growing plants, they discover that healing requires patience and care.

 Harmony & Discord

Resolution

## 3 The Bloom

As the rooftop transforms, so do Miles and Ellie. They learn that the most beautiful things in life grow not from rigid planning, but from the delicate balance of structure and spontaneity. The garden becomes a symbol of their renewed selves and their blossoming love.

 Love in Full Bloom



# Main Characters

A Rich Ensemble Cast



**Ellie Cruz**

Jazz Club Owner & Legacy Keeper

Early 30s Filipina-American. Soulful, spontaneous force behind Blue Note Lounge. Inheriting the club after her jazz-legend father's death, she walks a tightrope between preserving heritage and inventing her own rhythm.

Effervescent

Musically Gifted

Community-Minded



**Miles Bradford**

Landscape Designer & Reluctant Romantic

Mid-30s Black landscape architect. Hyper-structured former corporate professional whose layoff throws him into unfamiliar soil—freelancing for Ellie on a chaotic rooftop garden.

Elegant

Understated

Emotionally Deep



**Cameron "Cam" Watts**

Barber & Matchmaker

Miles' best friend. Neighborhood fixture bridging old-school Atlanta and the new wave. Wise, funny, with encyclopedic knowledge of jazz and hip hop.



**Ms. Odessa James**

Jazz Elder & Historian

70s neighborhood historian. Remembers everyone who played at Blue Note. Retired seamstress, lifelong jazz fan, and quiet anchor in Ellie's life.



**Darius "D.J." Jennings**

Trumpet Student

12-year-old who finds his voice through music and gardening. Ellie's first mentee in the rooftop program. Sweet, awkward kid with big dreams.

## Character Journey



**Ellie:** Learning to let legacy evolve while finding self-worth



**Miles:** Emotional unlearning and opening to unpredictability



**Community:** Supporting growth through authentic relationships

# Tone & Visual Style



Vibrant and Grounded

## Color Palette



Terracotta & Amber



Sage & Garden Green



Deep Blues & Brass

Warm earth tones meet rich jazz club atmosphere, creating an authentic and inviting visual world.

## Key Visual Elements



Rooftop Silhouettes



Trumpet Details



Dancing Vines



String Lights



Weathered Brick



Vinyl Records

## Emotional Tone

- ♥ Warm & Authentic
- 😊 Grounded Comedy
- 🎵 Soulful & Musical
- 🌱 Organic Growth

## Cinematography

- Golden Hour Magic:** Warm, natural lighting during rooftop scenes
- Intimate Framing:** Close-ups during musical and emotional moments
- Organic Movement:** Camera flows like music and growing plants
- Atlanta Skyline:** Urban backdrop showcasing the city's character



*"A visual symphony where every frame sings with warmth, authenticity, and the rhythm of real life."*

# The World



## Atlanta's Historic Jazz District



### Blue Note Lounge

Historic Jazz Club

A legendary jazz venue housed in a converted 1920s warehouse in Atlanta's Old Fourth Ward. The club occupies the ground floor, where Ellie's father once played and where his legacy lives on through intimate performances and community gatherings.

📅 Est. 1920s

👥 150 Capacity

📍 Old Fourth Ward

❤️ Cultural Hub



### The Rooftop Garden

Urban Oasis Above the Music

Once a thriving urban oasis, now overgrown and neglected. Three stories above the club, connected by a narrow staircase. Features raised beds from reclaimed materials, a small greenhouse, and stunning Atlanta skyline views.

🌿 Organic Design

💡 String Lights

🏢 Skyline Views

♻️ Reclaimed Materials



### Cultural Heritage

Atlanta's rich musical legacy as a hub for Black culture, jazz, and artistic expression. The film celebrates this heritage while exploring modern challenges.



### Urban Agriculture

The growing movement of urban farming and sustainable living in Atlanta, representing renewal and community building in urban spaces.



### Community Change

The tension between preserving cultural legacy and adapting to urban development, a central conflict that drives the story's emotional core.



*"Where the rhythm of the city meets the soul of the garden, love grows in the space between tradition and transformation."*

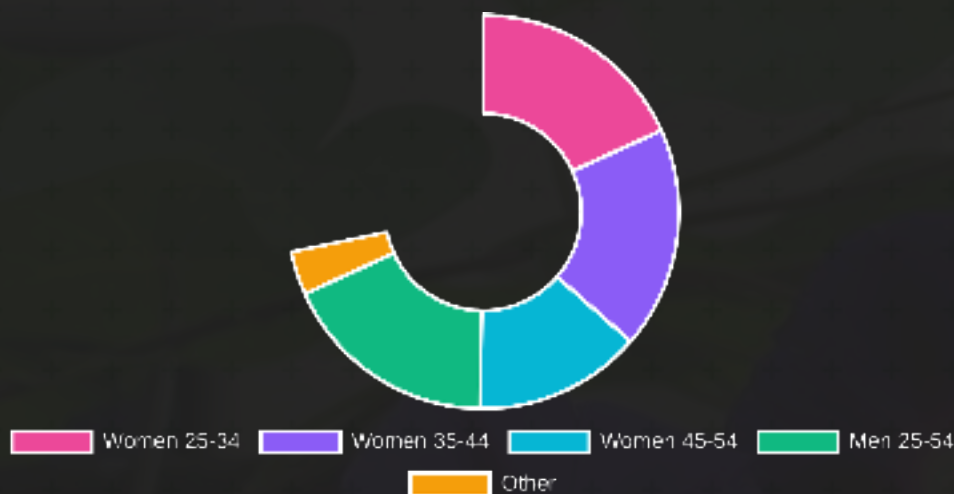
— The Heart of Atlanta



# Target Audience

Adults 25-54 Seeking Authentic Stories

## Core Demographics



60-70%

Female Skew

25-54

Core Age Range

## Primary Audience

Black women and women of color who resonate with stories of legacy, love, and creative renewal. Viewers who appreciate authentic representation and emotional storytelling.

## Geographic Focus

Urban & culturally engaged viewers in cities like Atlanta, New York, Los Angeles, Chicago, and Washington D.C.

## Streaming Preferences

Audiences who love series and films like *Virgin River*, *From Scratch*, *Sweet Magnolias*, and *The Photograph*.



### Community-Minded

Values authentic representation



### Music Lovers

Appreciates jazz and cultural heritage



### Growth-Oriented

Seeks stories of personal development



### Romance Seekers

Enjoys character-driven love stories

# Comparable Films

Proven Success in Similar Markets



**The Photograph**  
(2020)

**\$20.7M Box Office**

Authentic Black love story with family legacy themes.



**The Best Man Holiday**  
(2013)

**\$70.5M Box Office**

Ensemble cast, mature relationships, cultural authenticity.

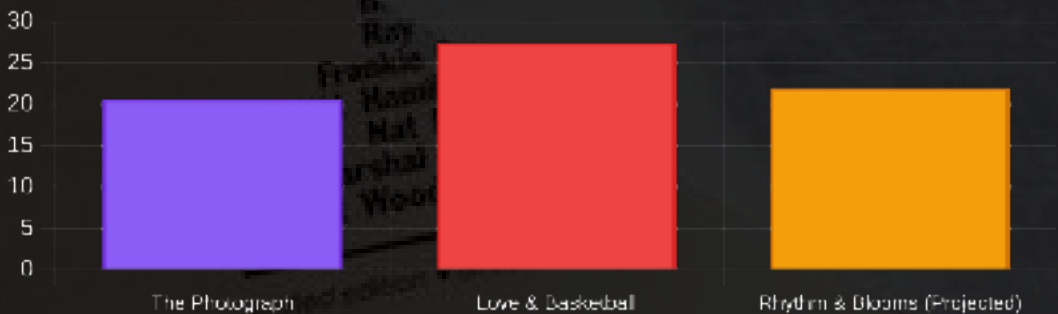


**Love & Basketball**  
(2000)

**\$27.5M + Enduring Appeal**

Authentic cultural representation, character-driven romance.

## Box Office Performance



## Streaming Success Stories

**Always Be My Maybe**

Netflix hit proving cultural specificity drives streaming success.

**The Half of It**

Character-driven narrative resonated globally on Netflix.

**Virgin River Series**

Community-focused romance with massive streaming audience.

**Market Insight:** Authentic cultural stories with universal themes consistently outperform expectations.



# Music & Soundtrack

The Soul of the Story



## Jazz Instrumentals

Classic and contemporary pieces reflecting the club's heritage and Ellie's father's legacy.



## Neo-Soul

Modern R&B that speaks to the characters' emotional journeys and romantic development.



## Lo-fi R&B

Intimate, atmospheric tracks for romantic moments and quiet garden scenes.



## Latin Trumpet

Reflecting Atlanta's diverse musical landscape and cultural richness.

## Original Score

**Composed tracks** that blend jazz instrumentation with contemporary production


**Local Atlanta musicians** featured throughout the soundtrack


**Grammy-nominated artists** potential collaboration opportunities


**Live recordings** from actual Blue Note sessions





## Marketing Strategy

 Streaming platform playlist placement

 Social media music challenges

 Behind-the-scenes studio content

 Live performance partnerships

 Vinyl release for collectors



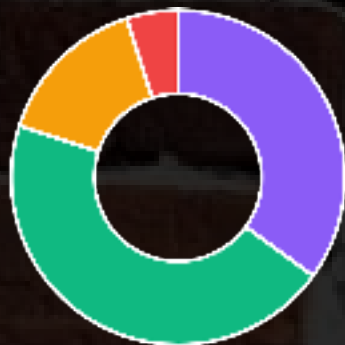
*"Music becomes a character in itself, weaving through every scene like the vines in the garden— organic, essential, and alive."*

# Marketing & Budget



Strategic Investment for Maximum Impact

## Budget: \$8-12 Million



Above-the-line   Production   Post-production   Marketing

Georgia Tax Incentives: 20-30% Credit

## Revenue Projections

Theatrical (Domestic)	\$15-25M
Streaming/Digital	\$10-15M
International Sales	\$5-8M
Merchandising/Soundtrack	\$2-3M
Total Projected	\$32-51M



### Authentic Representation

Celebrate Black love and culture



### Urban Agriculture

Tap into sustainable living interest



### Jazz Heritage

Connect with music lovers



### Atlanta Pride

Leverage city's cultural influence

## Investment Opportunity

Join us in creating a film that celebrates culture, tells authentic stories, and blooms into box office success.



**Partnership:** Authentic storytelling



**Returns:** Proven market demand



**Impact:** Cultural celebration