

# TIVOLI

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## THEATRE



Imagine  
Capturing  
The Soul Of A  
City Through  
The Revival  
Of Its Most  
Cherished  
Cultural  
Landmark.

Prepared By Theatrico

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Chattanooga, TN

# 1. Executive Summary

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## Restoring The Jewel Of The South

Theatrico proposes a 12-part video series to document and celebrate the Tivoli Theatre's historic renovation and restoration. Each 60-90 second film will combine cinematic visuals, archival material, and testimonials to

showcase the transformation of this landmark venue and give donors, sponsors, and patrons a vivid sense of the Foundation's preservation efforts ahead of upcoming campaigns.

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**Our Chattanooga-based team brings in-house cinematography, editorial, and finishing to deliver polished stories while keeping production nimble and budget-conscious. The series unfolds across four thematic Seasons with three episodes each, allowing audiences to journey from the Tivoli's historic legacy through its renovation milestones and future preservation vision.**

# 2. Goals & Success Metrics

- Spotlight Tivoli's historic venue and renovation milestones through compelling storytelling.
- Drive donor engagement by highlighting mission, beneficiaries, and future vision.
- Supply adaptable assets for web, social, events, and sponsor decks.
- Maintain a consistent visual language that reinforces Tivoli's brand and complements the *Your Ticket to History* campaign.
- Track success via view-through rates, donor inquiries, and social engagement (KPIs set collaboratively at kickoff).

## -Metrics Drive Results-

We partner with your marketing team to track performance and engagement, ensuring every film delivers measurable impact and guides future campaigns.

# 3. Structure & Story

**Each film anchors around a primary interview, supported by cinematic b-roll, archival assets, and sound design.**

**The 12 episodes are grouped into four Seasons (three films each) that can be released sequentially or as curated playlists.**

## **Season 1: History**

Celebrates the Tivoli's living history through diverse community voices and firsthand memories.

**Primary interviews:**

- Community member who attended the Tivoli as a child.
- Veteran performer with stage experience.
- Longtime staff member or caretaker.

**Supporting visuals:**

- Archival photos and posters.
- Exterior marquees and interior architectural details.
- Time-lapse and contrast sequences revealing transformation.

## **Season 2: Renovation Progress**

Documents the craftsmanship and transformation of the historic venue.

**Primary interviews:**

- Lead architect or project manager overseeing renovation.
- Master craftspeople restoring historic details.
- Tivoli Foundation leadership discussing milestones.

**Supporting visuals:**

- Construction and restoration work in progress.
- Before-and-after comparisons of renovated spaces.
- Craftspeople at work on finishes and details.

# ... Structure & Story

## Season 3: Impact

Demonstrates community reach and educational value.

### Primary interviews:

- Broadway tours, live music & other events.
- CSO, CHA Ballet, Boys Choir partners.
- Foundation team leading youth and education initiatives.

### Supporting visuals:

- Workshops, TivEd, student interactions, partner events.
- Archival footage from Camp Broadway and Jewel Awards.
- Showcase **epic performances**.

## Season 4: Future

Shares the Foundation's vision for preservation, expansion, and new ventures.

### Primary interviews:

- Nick Wilkinson on strategic development.
- Chattanooga city leaders.
- Development stakeholders on capital projects.

### Supporting visuals:

- Renderings and architectural mockups.
- Construction prep, planning sessions, community meetings.
- Cityscape drone footage tying the Tivoli to Chattanooga's growth.

# 4. Scope of Work

## Pre-Production

- Discovery workshop and stakeholder interviews (virtual or on-site).
- Story development, beat sheets, and shot lists per video.
- Scheduling, call sheets, and logistics planning.
- Archival research and prep.

## Post-Production

- Assembly edit and sound design
- Color correction and grading for a premium finish.
- Post in DaVinci Resolve, Adobe Creative Cloud, and Final Cut.
- Custom lower-thirds and titles aligned with Tivoli brand.

## Production

- Principal photography in Chattanooga ( $\frac{1}{2}$ -1 day per video).
- On-location audio capture with lavaliers and shotgun microphones.
- Drone cinematography where feasible and compliant.
- Additional crew as needed.

## Deliverables

- 12 master videos (60-90 sec) in 4K and 1080p H.264.
- Four social-first cutdowns (square and vertical).
- Caption files (.srt) and texted versions as requested.
- Thumbnail stills from graded footage.
- Archival log and delivery checklist.

# 5. Timeline & Milestones

Phase	Duration	Key Activities
Kickoff & Alignment	Week 1	Discovery workshop, KPI lock, scripting priorities.
Pre-Production Blocks	Weeks 2–5	Story outlines, scheduling, archival pulls.
Production Windows	Weeks 6–11	On-location shoots grouped by theme.
Editorial Sprints	Weeks 7–14	Rolling edits, review cycles, captions.
Final Delivery	Weeks 15–16	Master exports, social cutdowns, asset handoff.

Assumes project start within two weeks of acceptance and Tivoli stakeholder availability.  
Schedule can compress with consolidated review windows.

# 6. Investment

## Included per video:

Pre-production planning, production crew, post-production, licensing, storage, access to RAW footage, and insurance coverage.

Item	Unit Cost	Qty.	Total
Complete Video (60–90 sec)	\$2,500	12	\$30,000

## Key Assumptions & Policies

- Three revision rounds; additional billed at \$75/hr.
- Client provides timely brand assets, logos, and archival media.
- Premium music beyond standard stock quoted separately.
- Drone subject to FAA clearance and weather; backup day included.
- Billing: 50% retainer / 25% mid-point / 25% on final.
- Footage archived for 12 months; longer retention available.

# 7. Why Theatrico?

- > Chattanooga-local crew deeply familiar with the Tivoli community.
  - > Lean footprint that preserves agility without compromising polish.
  - > Integrated post-production keeps edits nimble and secure.
  - > Track record creating donor-ready visuals for arts and cultural partners.
  - > Blends documentary realism with cinematic composition — honoring legacy, not just documenting it.
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The Tivoli isn't just a stage—it's part of Chattanooga's soul.

We're grateful for the chance to help tell its story and to play a small part in ensuring the Jewel of the South continues to shine for generations to come.

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— *The Theatrico Team, Chattanooga, TN*