



NCCA  
ENTERTAINMENT INC.



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## GENRE: ACTION-THRILLER/DRAMA

Format: **90-min MOW**

Tone: Jazz-infused and emotionally resonant, Uplifting, soulful, intimate

Setting: Atlanta Georgia

## LOG LINE

A tightly wound landscape architect and a free-spirited jazz club owner must work together to revive her late father's rooftop garden—and in the process, unearth new rhythms of love, legacy, and letting go.

## PITCH

Set against the soul-filled backdrop of Atlanta's historic jazz district, *Rhythm & Blooms* is a feel-good romantic drama that blossoms at the intersection of music, memory, and modern Black identity. When Miles Bradford, a structured perfectionist recently laid off from his high-end landscape firm, takes on a last-ditch freelance job at the crumbling Blue Note Lounge, he meets Ellie Cruz—a barefoot, trumpet-playing visionary fighting to keep her late father's legacy alive.

What begins as a practical renovation turns into an emotional excavation as the rooftop garden becomes a living metaphor for grief, healing, and Black creativity. Jazz fills the air, community roots run deep, and a slow-burn romance grows between two people who were never meant to bloom by the book.

## DETAILED SYNOPSIS

After losing his corporate job, Miles Bradford finds himself adrift—until his charming younger brother, Cam, connects him with Ellie Cruz, a passionate club owner trying to save her father's beloved jazz lounge from eviction. The rooftop garden, once the soul of the space, is now in ruins. Ellie dreams of reviving it in time for a tribute festival, but she needs Miles' structure to make it possible. He needs her chaos to finally feel again.

As they rebuild the garden brick by vine, they clash—hard. Ellie's jazz-like spontaneity frustrates Miles' blueprint brain. But as they dig deeper—literally and emotionally—they confront their fathers' ghosts, their own fears, and a chemistry that won't stay symmetrical. Through music, memory, and roots in the sky, they cultivate not just a blooming rooftop, but a chance at something real.

In the explosive climax, Malik exposes the neighborhood's secrets during a block party, hijacking their surveillance system to reveal the community's private moments and the coded language that

fueled the discrimination. In doing so, he flips the script on those in power and reclaims his story, turning his home into a tech incubator for Black innovation and liberation.

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## CHARACTER BREAKDOWN

**Ellie Cruz (30s)** – Passionate, messy, soulful. A Filipina-American jazz club owner with a trumpet in one hand and dirt under her fingernails. The daughter of a jazz legend, she's holding grief and glory in equal measure.

**Miles Bradford (30s)** – Buttoned-up, brilliant, emotionally guarded. A landscape architect trying to control everything—until Ellie cracks him open.

**Cam Bradford (late 20s)** – Miles' younger brother. The neighborhood barber and part-time philosopher. Keeps everyone laughing and honest.

**Ms. Odessa (70s)** – The community's memory keeper. Once a backup singer, now a living archive of the block's heartbeat.

**Mr. Bradford (50s)** – Miles' father. A man of rules and results who never understood dreams without blueprints.

**Teen D.J. (15)** – A rooftop program kid who finds confidence and rhythm in the garden's rebirth.

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## TALENT SUGGESTIONS

| Character      | Actor Suggestion |
|----------------|------------------|
| Ellie Cruz     | Shay Mitchell    |
| Miles Bradford | Trevante Rhodes  |
| Cam Bradford   | Quincy Isaiah    |

|              |                   |
|--------------|-------------------|
| Ms. Odessa   | Alfre Woodard     |
| Mr. Bradford | Courtney B. Vance |
| Teen D.J.    | Demi Singleton    |

# RHYTHM & BLOOMS



SHAY MITCHELL  
Ellie Cruz



TREVANTE RHODES  
Miles Bradfrod



QUINCY ISAIAH  
Cam Bradfrod



ALFRE WOODARD  
Ms. Odessa



COURTNEY B. VANCE  
Mr. Bradfrod



DEMI SINGLETON  
Teen D.J.

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## PRODUCTION VALUE

- Low-budget (est. \$1.5M–\$1.75M)  
Contained shooting (club, rooftop, Atlanta neighborhood)
- Ensemble cast potential, high rewatch and music sync opportunities
- Strong visual storytelling through gardens, murals, community gatherings, and jazz performances

## DIRECTOR MATCH SUGGESTIONS

- Angel Kristi Williams (*Really Love*)
- Blitz Bazawule (*The Burial of Kojo*, *Black Is King*)
- Numa Perrier (*The Perfect Find*)
- Sam Esmail (*Homecoming*, *Mr. Robot*)



## THEMES

- Black Legacy and Cultural Preservation
- Healing Through Creativity
- Grief and Emotional Reclamation
- Love Outside the Lines
- Community Empowerment
- Nature as Resistance & Renewal

## MARKETABILITY

- Visually Driven – Leverages screen-life, split-screens, and glitch design for fast-cut promos and TikToks
  - Platform Ready – Perfect for Lifetime, BET, OWN, or streamers like Netflix, Hulu, or Prime
  - Talent-Friendly – Roles allow emotional depth, prestige crossover, and audience resonance
  - Promo Potential – High social virality with “true crime” aesthetic and digital scandal themes
  - Culturally Timely – Taps into ongoing conversations about authenticity, technology, and family betrayal
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## LOOKBOOK OR MOOD REEL REFERENCES

- *Queen Sugar* – Intimate, nature-infused storytelling
  - *La La Land* – Romantic cityscape and music integration
  - *High on the Hog* – Cultural preservation through visual texture
  - *The Photograph* – Black romance with emotional maturity
  - *Rooftop garden meets urban jazz club aesthetic—amber tones, string lights, sweat, dirt, and soul*
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## MARKETING HOOKS & PROMO-READY TAGLINES

*"Some things bloom better the second time."*

*"Not everything that breaks needs fixing—some of it needs to breathe."*

*"Love. Legacy. And a rooftop that sings."*

*"A garden of memory. A soundtrack of healing."*

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## TARGET AUDIENCE & MARKET

- Streaming platforms (Netflix, Amazon, Peacock) and cable networks (OWN, BET, Lifetime)
- Viewers who love romantic drama with emotional depth and cultural relevance
- Cross-generational and inter-cultural audiences who connect with music, grief, and legacy

## CORE AUDIENCE

- Black and multicultural audiences aged 25–55
  - Women-led viewers
  - Music lovers, community organizers, fans of *Love Jones* and *This Is Us*
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## WHY IT SELLS

- **Market demand** for soulful Black love stories that aren't trauma focused but still emotionally rich
- Music-driven storytelling with high crossover appeal (potential for soundtrack + festival run)
- Visually lush, budget-conscious location (1 primary set, 1 city)
- Strong awards and social impact potential (community gardening, grief, youth arts)

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## COMPARABLE FILMS & SERIES

- *The Photograph* (Universal Pictures)
- *Sylvie's Love* (Amazon Prime)
- *Queen Sugar* (OWN)
- *Insecure* (HBO)
- *Brown Sugar* meets *Fixer Upper: The Next Generation*

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## STORY & HOOK - WHY THIS STORY MATTERS NOW

*In a world obsessed with efficiency, **Rhythm & Blooms** reminds us that **healing takes time, growth is messy, and legacy isn't about perfection, it's about what breathes after we're gone.** It's a celebration of imperfection, community resilience, and Black creativity. It feels timely, timeless, and necessary.*

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## DEMOGRAPHICS

- BIPOC-led creative team and cast
- 25–55 age range, skewing urban, creative, socially conscious
- Strong female and millennial representation

## MARKETABILITY

- Clear emotional hook for Valentine's season, Black History Month, or spring/festival release

- Music licensing, soundtrack album, potential for merch (Blue Note Bloom Tea, garden kits, soundtrack vinyl)
  - Could lead into a limited series continuation or seasonal anthology
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#### **DELIVERABLES READY FOR PRESENTATION:**

- Completed Treatment
  - Scene-by-Scene Outline
  - Voiceover Script & TikTok Storyboard
  - Casting Deck (PDF & Visual Grid)
  - Pitch Deck (12-Slide Version)
  - Poster (16:9 Format)
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## RHYTHM AND BLOOM BUDGET ASSUMPTIONS

**BUDGET:** \$1.5 MILLION

**Schedule:**

- 15 Day prep
- 15 Day Shoot
- 5 Day Wrap
- 6 Week Post

**Writer:**

- Budget assumes \$92,153 Writer fees with WGA
- Budget assumes \$20,000 Production bonus

**Producer:**

- Budget assumes \$350,800 Producer Fees

**Director:**

- Non-DGA Director \$45,000

**Cast Assumptions:**

- Cast Lead #1 \$125,000
- Cast Lead #2 \$125,000
- Supporting cast sag scale

**Production & Creative Assumptions:**

- The budget assumes filming on location in Atlanta, GA
- Local D.P.
- 2 Stand-ins ROS

- 75 BG
- Shot on Stage/Location

**Post Production:**

- Allowance for 1 Editor and 1 Assistant Editor
- Composer \$10,000

**Tax Credit & Financial Assumption:**

Georgia State Tax Credit \$375,000