



# Crowdpleaser

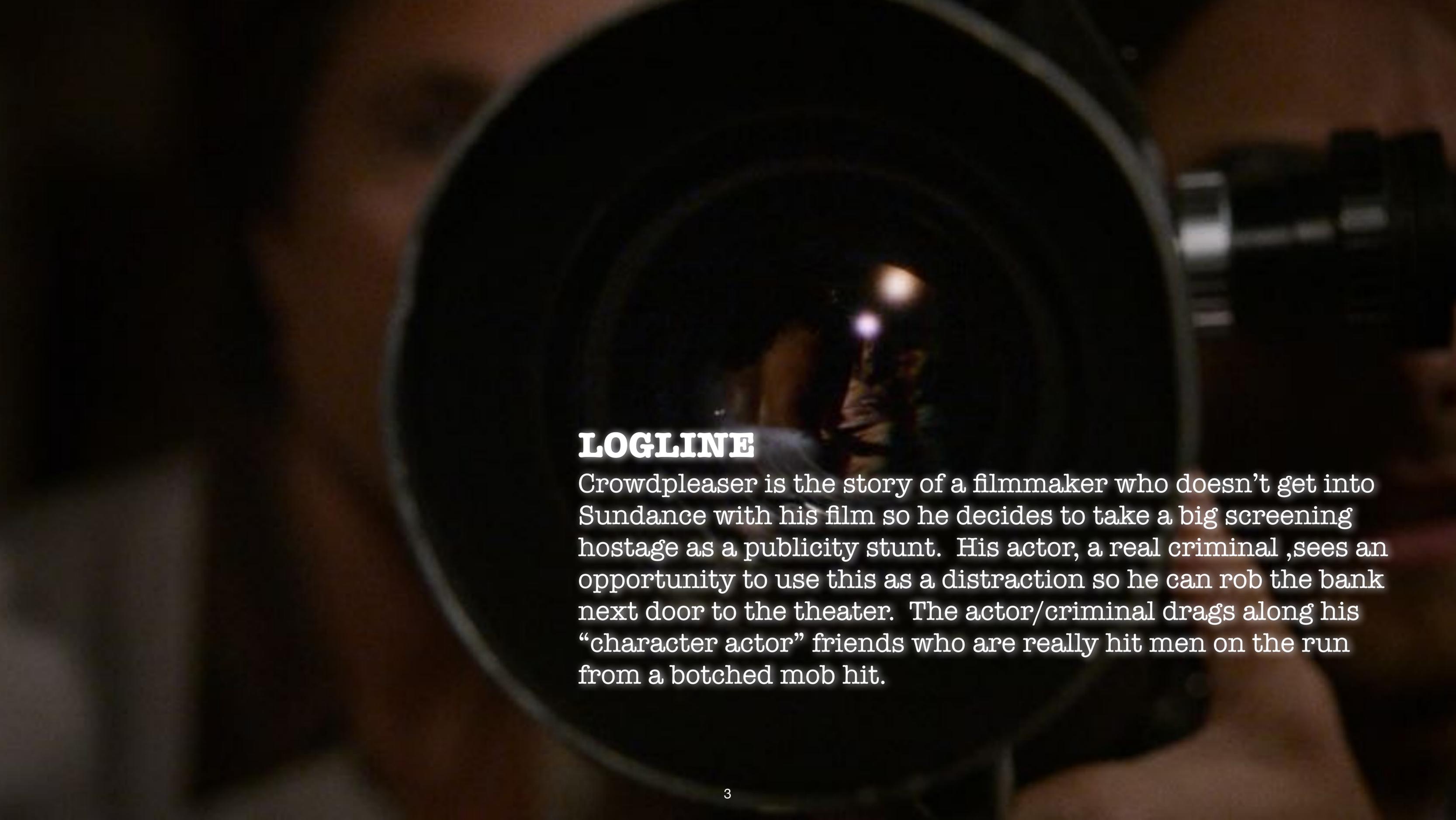
a dark comedy motion picture  
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executive summary  
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2022  
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## **PROJECT OVERVIEW**

CROWDPLEASER is a dark comedy, bank robbery, heist film that takes place during the overheated atmosphere of the 1995 Sundance Film Festival where a filmmaker is forced by any means necessary to show his work.



## **LOGLINE**

Crowdpleaser is the story of a filmmaker who doesn't get into Sundance with his film so he decides to take a big screening hostage as a publicity stunt. His actor, a real criminal, sees an opportunity to use this as a distraction so he can rob the bank next door to the theater. The actor/criminal drags along his "character actor" friends who are really hit men on the run from a botched mob hit.

## SYNOPSIS:

While trying to make a getaway after a hold-up at a nail salon, New York tough guy DOMINICK BELAGO (30s) ducks into a rehearsal hall where independent filmmaker TOM GARRISON (30ish, clean-cut and upbeat) and his girlfriend-cum-associate producer SANDY (20s) are reading actors for parts. Dominick unwittingly auditions for the role of LOUIE, a thug, and is perfect. As Louie, who's being pursued by the cops, Dominick gets to drive a car into the East River. He's a hit and he likes the fact that acting beats working for a living. But after the East River scene is filmed, the real police arrive to arrest Dominick who spends time at Attica.





Tom finishes his film, falling deeper and deeper into debt and depression as time goes on. Even Sandy dumps him. Five years later, Dominick gets out of the joint and shows up at the small, dumpy, Lower Eastside theatre where Tom finally screens "Dead Run." It's not well received but Tom tells Dominick that he'll submit the film to the USA Film Festival held annually in Carp City, Utah, a small ski town. When Dominick sees the application for the Festival, he's interested in the fact that there's a nice little bank right next to the theatre at which the Festival will be held in Carp City.



Tom finally gets word from the festival -- it doesn't want his film. He wants to feel depressed but Dominick tells him to shove the film down the Festival's throat. So Tom decides that they'll take over the theatre, taking audience members "hostage" in order to make them watch "Dead Run," which should be a great publicity stunt. Tom holds auditions for actors to work with Dominick and play the thugs who'll take the theatre hostage; Dominick brings in his three buddies, all bad-ass fellows: JOEY NUSSBAUM (40), ICEPICK MONZERO (35) and SKANK LEFONTAINE (30s). Tom casts them because they look so real. Dominick then tells his friends they'll be planning a heist of the Carp City Bank.



Tom and his "actors," who have loaded up a van with real-looking (i.e., real) guns and ammo, head off for Utah, Tom driving the thugs crazy with his non-stop talk about moviemaking. When they reach Carp City, they spot all the film types lazing around town, nattering on to one another, trying to act important before journalists. But local journalist JILL, from Channel 10 in Salt Lake, and her cameraman PETE are rebuffed by filmmakers who don't consider them important enough to talk to since they cover local news. When the boys' van careens into town, it almost mows down Jill which warrants Tom an introduction to her. Jill's happy to learn he's a filmmaker and a Wisconsin native like herself. Jill interviews Tom briefly and then gives him her cell phone number. Tom and his "actors" show up at the condo they've rented, only to find it filled with FILM POSEURS. So



Dominick and his friends usher Tom outside and then "talk" (i.e., beat up) to the Poseurs who retreat quickly. The next day, Tom decides that the best theatre to "hijack" will be the one at which a Lifetime Achievement Award will be given. Tom and his crew proceed to the theatre and while Tom's in the projection booth with unhappy projectionist CLARK -- he thinks he's not paid enough -- Dominick and Joey check out the wall of the basement that's nearest the bank. They decide how they'll hide in the basement until all the Lifetime Achievement audience enters the theatre, then barricade the doors shut so that Tom can screen "Dead Run."

That day, while Tom is at the local diner, being interviewed again by Jill, Joey, Skank and Icepick drill the cement wall in the basement of the theatre, creating a way into the bank and its vault.

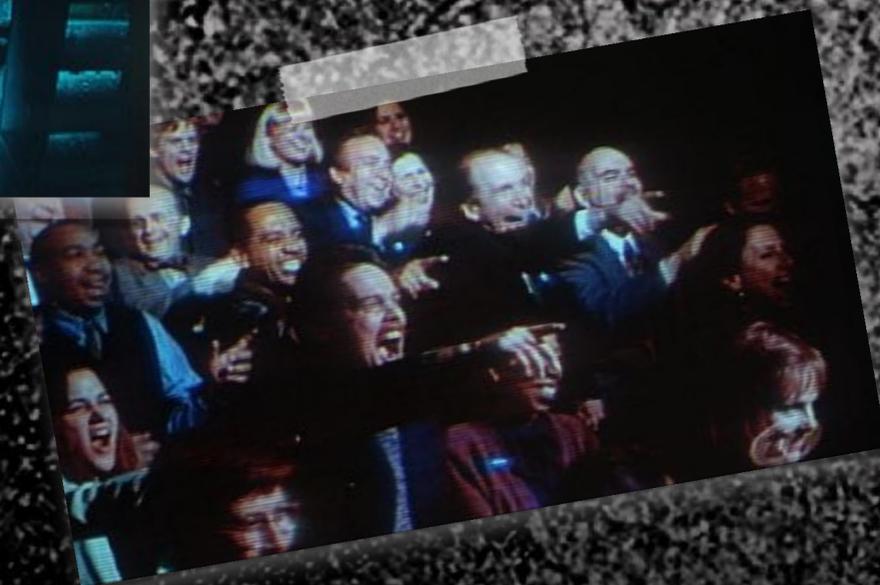
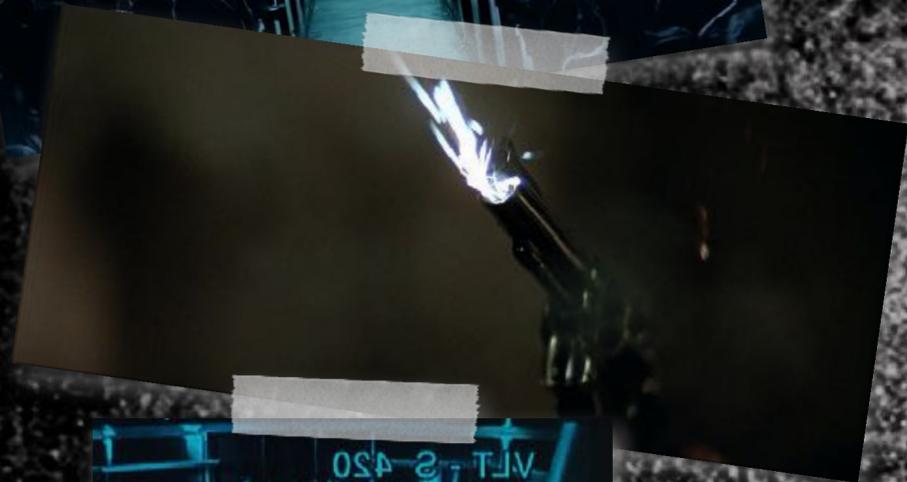




That night, Tom arrives at the theatre and finds his guys in the basement. He suspects something's up and Dominick confirms that they'll be blowing the bank's safe during one of the gunfight scenes of "Dead Run." Upon learning the truth about his "actors" Tom passes out. But when he revives, he tells them to go ahead and do what they want; he plans to show his film, even if they did use him, with or without them. Dominick then tells Tom that he and the crew decided to cut Tom in on the bank heist so he can finance his next film, which they'll then star in, of course. Tom says it's a deal if he gets final cut on the film and 20% of the gross. While the audience enters the theatre, Tom goes upstairs to hold a gun on Clark and to tell him to run his film. After Tom departs, however, Clark locks the projection booth door and pulls out his own film -- JACK AND CHILL -- and loads it into the projector.



As the lights go down, Tom steps onto the stage, flanked by gun-bearing Dominick, Joey, Icepick and Skank, and announces his film will be screened. When he asks the audience to clap for star Dominick Belago, and no one does, Tom puts his gun in an AUDIENCE MEMBER's mouth. Joey and Icepick disappear, going downstairs to knock through the wall and get into the bank's basement. But a TECHNICIAN in a TV remote truck sees what's going on inside the Lifetime Achievement theatre on a video screen and calls the cops.

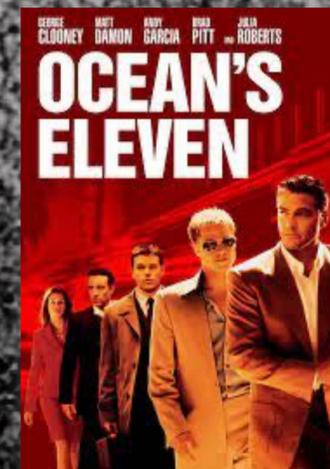
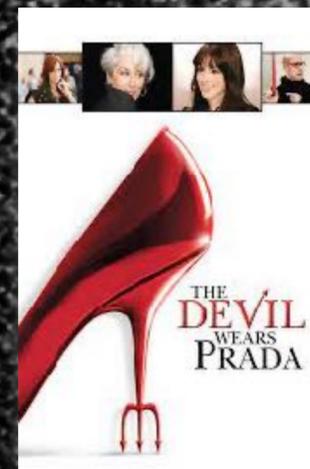
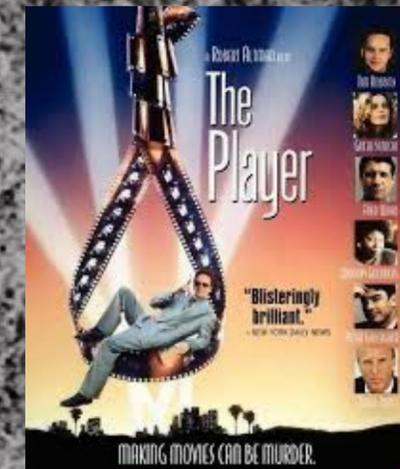
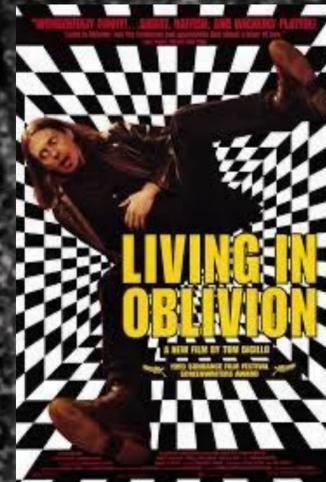


When the film starts, it's not Tom's, it's Clark's. Tom goes a bit crazy and rushes into the booth, shooting it up until Clark caves and puts in Tom's film. The film begins, but it's backwards. The audience enjoys the spectacle and watching Tom lose it as cops surround the theatre. Then the theatre's rocked by a huge explosion -- the thugs blowing up the bank vault -- and everyone thinks they've had a virtual-reality movie-going experience. Tom's arrested by the cops but applauded by the moviegoers who think he's brilliant.



Dominick and his crew exit the theatre, dressed as regular civilians, their clothing stuffed with money from the bank vault. Driving out of town, the thugs are pulled over. Tom's put on trial but is found not guilty by reason of temporary insanity. He goes on to become a big hit in Hollywood and re-films DEAD RUN, this time with BRUCE WILLIS playing Dominick's part, while Dominick produces and stars with DeNiro in the sequel to MEAN STREETS; Icepick finishes back-to-back movies with Jim Carrey, Al Pacino and Arnold Schwarzenegger; Skank goes on Broadway in Les Miserables; Jill wins a local Emmy and joins Entertainment Tonight; Joey gets a series commitment with NBC; and Clark is re-hired as a projectionist at the USA Film Festival.

# COMPS



## **BILL KELMAN**

**Producer/Writer /Director (TBD)**

Bill Kelman is an experienced filmmaker and film executive in distribution, acquisitions and development who has sold film projects as a writer and producer to various studios, including Warner Brothers, Paramount, New World, German companies Pro-Sieben and RTL and other indie production companies. He has been working with Forlan on their projects for close to ten years. His cult film, "Mortuary Academy," starred Paul Bartel and Mary Woronov for RCA/Columbia. He has the dubious recognition of having three films in the "Psychotronic Video Guide."

Kelman's film, "The Man Who Would Be Fred," appeared in 25 film festivals worldwide. "Succubus" appeared in over 50 film festivals. He has directed commercials that have appeared in the "One Show Creative Showcase" and in "Shoot Magazine."

Most recently, he is a producer on "The Price We Pay" with Emile Hirsch and Stephen Dorff, directed by Ryuhei Kitamura, the sci-fi tv series Pulse and the unscripted pilot for Secrets of the Deep. His BFD Entertainment LLC company has a slate of quality film and television projects.

He was a judge for the Academy of Motion Picture Arts and Sciences Nicholl Fellowship and has continued working with various screenwriting contests. As a journalist, he has been published in the LA Times, Los Angeles Magazine, Millimeter, Fire Island News, LA Reader and Los Angeles Herald Examiner. He was at the American Film Institute on a screenwriting fellowship and has a BA from the University of Wisconsin. He currently lives and works from Albuquerque, New Mexico and makes a conscious effort to limit his visits to Los Angeles.

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