

A stylized, illustrative cityscape at sunset. The sky transitions from a deep orange at the horizon to a light blue at the top, with a speckled, starry effect. In the foreground, a street with a crosswalk leads towards the viewer. On the left, a tall, dark building with several lit windows stands. In the center, a palm tree and a street lamp are visible. On the right, a lower building with arched windows and a large circular opening is shown. Power lines and poles stretch across the right side of the frame. The overall aesthetic is modern and artistic, with a focus on color and light.

PARKWAY OF BROKEN DREAMS

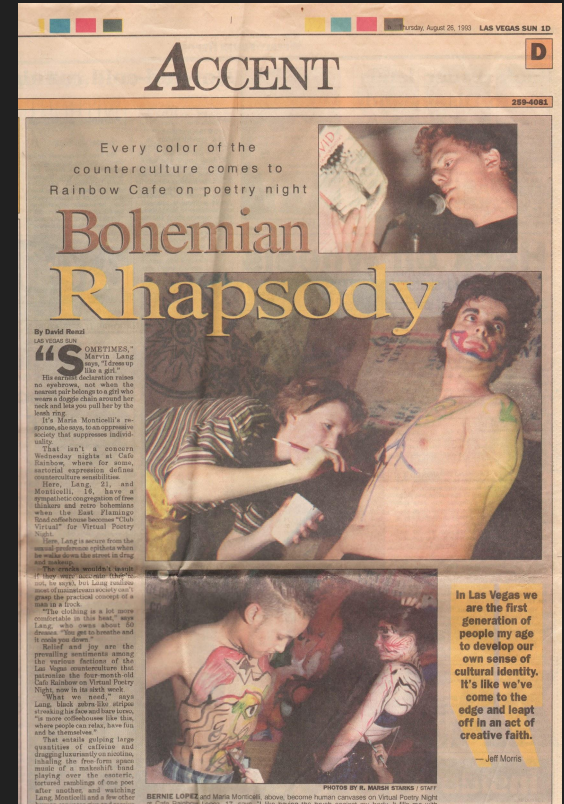
BEYOND THE STRIP. BEHIND THE NEON.
A LAS VEGAS STORY LIKE NO OTHER.

A DOCUMENTARY BY PJ PEREZ

Currently finishing post-production, *PARKWAY OF BROKEN DREAMS* is the debut feature by journalist and filmmaker PJ PEREZ, telling the story of a scrappy group of artists, poets, musicians, DJs, and entrepreneurs that built an organic, thriving, and highly influential arts scene along one stretch of road in the cultural wasteland of 1990s Las Vegas, only for it to fade away by the turn of the 21st century.

PREMISE

In recent years, Las Vegas has become known for giant music festivals, trendsetting nightclubs and massive redevelopment efforts. But little known is the story of the organically grown counterculture scene that rose up just a mile east of the Las Vegas Strip that set the stage for everything to come more than 25 years ago.



SYNOPSIS

As alternative culture explodes internationally in the 1990s, it finds a home in Las Vegas along one stretch of road: university-adjacent Maryland Parkway. Located in the shadow of the Strip during a boom in resort construction and population growth, Maryland Parkway becomes a cultural center, where college students and the creative class of Las Vegas gathers to study, socialize, dine and shop.



SYNOPSIS, cont'd

Independently owned coffee shops fill up with academics and intellectuals. Both corporate and mom-and-pop record stores become destinations for local musicologists. Bars and clubs buzz with live music, flowing taps and warm bodies. At night, people casually walk from retail stores and head shops to cafes and bars, making the Parkway a culturally aware alternative to the tourist-trapping Strip.



SYNOPSIS, cont'd

Despite its strength and influence, by the dawn of the new millennium, the scene falls apart, stunted by the gutting of the radio station, the rise of the Internet, and the birth of an art scene miles away in Downtown Las Vegas. Decades later, nearly every last vestige of that scene has been wiped away: the cafes, the record stores, the music venues—even the actual buildings themselves.

But the legacy lives on through the lives of the DJs, musicians, fine artists, writers, comedians, poets, and journalists whose careers found their start on Maryland Parkway.





ASSETS

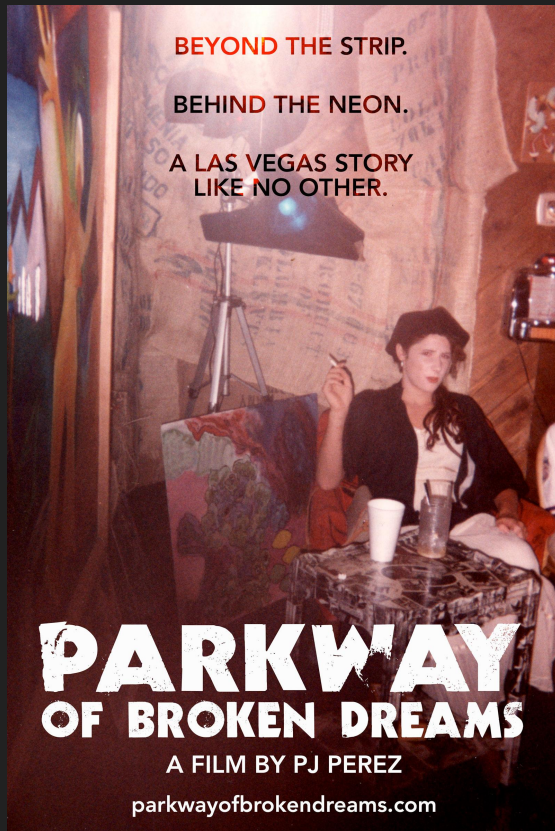




Teaser Trailer - August 2018



Official Trailer 1 - November 2020



**Teaser Poster -
September 2018**



**Official Poster 1 -
June 2021**

BEHIND-THE-SCENES

The making of the film has been documented since the start of production in June 2018, with behind-the-scenes glimpses being teased out via social media, emails and website updates at regular intervals.





DISTRIBUTION



DISTRIBUTION STRATEGY

Parkway of Broken Dreams is pursuing a hybrid distribution strategy, combining theatrical screenings in target markets, direct sales of physical media, and streaming/digital sales through one or more distribution partners, as well as educational / institutional outreach.

LAUNCH TIMELINE:

- Late Summer 2021: World premiere in Las Vegas
- Fall - Winter 2021: Potential festival screenings paired with direct-booked screening events in key markets: Los Angeles, Seattle, Portland, New York City*
- Winter 2022: Potential festival screenings dovetailing with commercial release via VOD platforms, DVD, etc.

**These are markets where there is a strong known audience for the film, as well as several cast members who would be available for in-person Q&As, local media, etc.*

DISTRIBUTION PARTNER(S)

PKWY Media is looking to partner with one or more distributors with proven success in the nonfiction/documentary genre who can place the film either in front of target U.S. audiences via multiple TVOD and SVOD channels, or exclusive with a single, high-profile SVOD service, as well as either including or leaving a carve-out for the education market (where we believe there is potential interest).

The ideal distributor would also:

- Have physical media production/distribution options
- Potentially have relationship(s) with movie theatre(s)
- Provide basic marketing support (though the producers would and can carry a lot of the weight for marketing & publicity)

AUDIENCE RESEARCH - MEDIA CONSUMPTION

We conducted market research into our fans' media consumption habits and preferences, to help inform and maximize distribution channels. Some discoveries:

- When watching movies at home, 81% prefer to watch on a TV or smart TV
- A majority have paid subscriptions to Amazon Prime, Netflix, and Hulu
- Very few are paying for “live TV” streaming services (only about 5% each for Hulu + Live TV and YouTube TV) or watching movies via AVOD services
 - Of those that do use AVOD, the most common are Roku Channel and IMDBtv
- 51% of respondents watch TVOD movies at least once a month
 - Of those, Amazon is the most popular by far (78%), followed far behind by iTunes (22%) and Google Play (19%)
- Only a minority regularly buy (36%) or watch (44%) movies on DVD or Blu-Ray
 - When they do, they mostly borrow from a public library or rent from Redbox



MARKETING



MARKETING OVERVIEW

The appetite for documentary films has sharply risen over the last few years, enabled by enhanced visibility and availability through streaming platforms such as Netflix, Amazon Prime, HBO Max, Hulu, and Tubi, putting *Parkway of Broken Dreams* in a good place to reach audiences hungry for new, non-fiction content. However, *Parkway of Broken Dreams* is a film that's both intensely personal and highly reflective of a specific community, time, and place. Marketing such a film requires a direct, organic approach that feels authentic and not overly gimmicky or contrived.

AUDIENCE ANALYSIS

Parkway of Broken Dreams, like other “scene” documentaries such as *The Decline of Western Civilization* or *Desolation Center*, speaks to a very specific audience while also drawing in those “outsiders” who are curious about a subject or era with which they only have passing or little familiarity.

Given *Parkway of Broken Dreams*’ subject matter (alternative culture), time period (1990s), and location (Las Vegas), we have identified several key audiences.



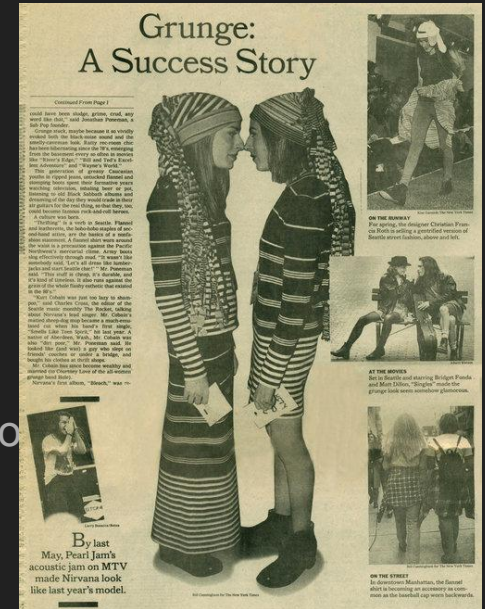
TARGET AUDIENCES

Primary: GenXers/Elder Millennials with an affinity for alternative/underground culture and music

Secondary:

- Viewers with an affinity for historical or social movement documentaries
- Members of similar “scenes” in other cities (Seattle grunge, Los Angeles rock, New York punk, San Francisco beatniks, etc.)

Tertiary: 25+ Las Vegas residents / enthusiasts



SEED&SPARK CROWDSOURCING CAMPAIGN

We ran a successful campaign on film funding website **Seed&Spark**, raising \$13,000+ toward production while building an engaged, dedicated audience:

<https://www.seedandspark.com/fund/parkway-of-broken-dreams>

- Without any paid distribution, there have been 2,000+ views of fundraising video online
- There is now a captive audience of 500+ supporters/backers from this campaign alone.
- Announcement and success of the campaign resulted in numerous earned media hits.

DIGITAL FOOTPRINT

- Website: <https://www.parkwayofbrokendreams.com>
- Facebook page: <https://www.facebook.com/parkwaydoc/>
- Instagram profile: <http://instagram.com/parkwayofbrokendreams>
- PKWY Media YouTube channel:
https://www.youtube.com/channel/UCDY_cOFVCHX7A64Be4P7xsw
- Director Pj Perez has a long-established following across Twitter, LinkedIn, Facebook, Instagram and other social media platforms, totalling approx. 6,400 followers.



PRESS



MEDIA APPEARANCES

- [The New York Times](#), Feb. 15, 2019
- *Desert Companion*, December 2018
- [UNLV News Center](#), Oct. 24, 2018
- [Rise Up Daily](#), Oct. 8, 2018
- [HEMPodcast](#), Oct. 1, 2018
- [Las Vegas Weekly](#), Sept. 20, 2018

Thanks to early and ongoing announcements, trailers, and clips, there is strong anticipation already built for the film, and advanced offers of reviews and interviews have already been made by editors, producers and reporters for radio, newspapers, and blogs, pending the film's release.



HUNTRIDGE

BY THE NUMBERS



1200

1200

14,000

Headline views of press release for initial film
announcement, yielding 250 unique views

3,700

Twitter impressions of film announcement

10,200+

Total online views of
Teaser Trailer & Official Trailer

\$13,609

**Funds raised toward production by 166 donors via
Seed&Spark crowdfunding campaign**

700+

**Total followers of film accounts on
Facebook and Instagram**

500+

Film email newsletter subscribers



SPECS

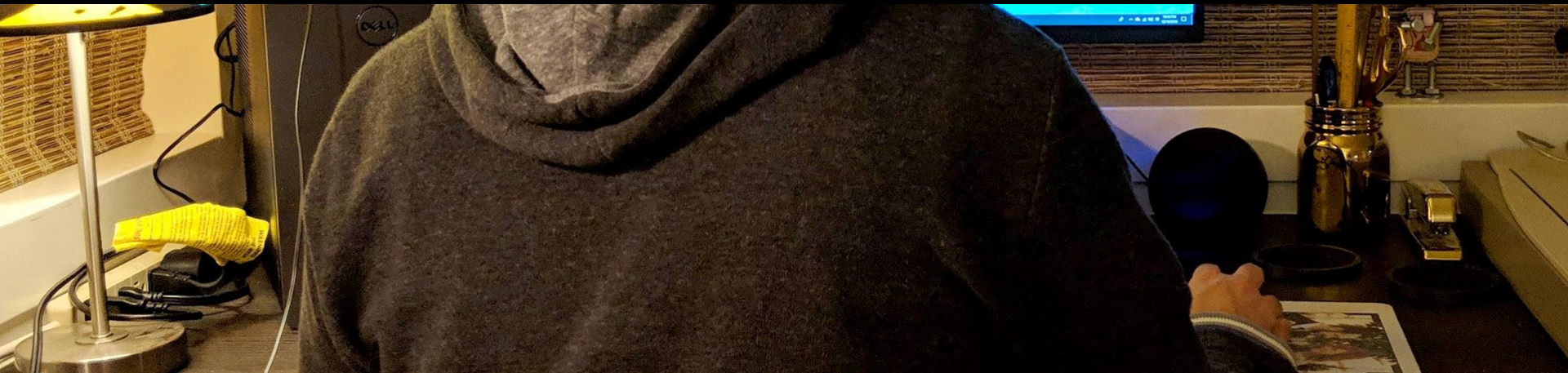


PARKWAY OF BROKEN DREAMS - SPECS

- Genre: Documentary - History / Lifestyle
- Runtime: 1 hour 19 minutes 31 seconds
- Completion Date: Spring 2021
- Production Budget: ~\$30,000 USD
- Country of Origin: United States
- Country of Filming: United States
- Language: English
- Shooting Format: Digital, Color
- Aspect Ratio: 16:9



THE FILMMAKER

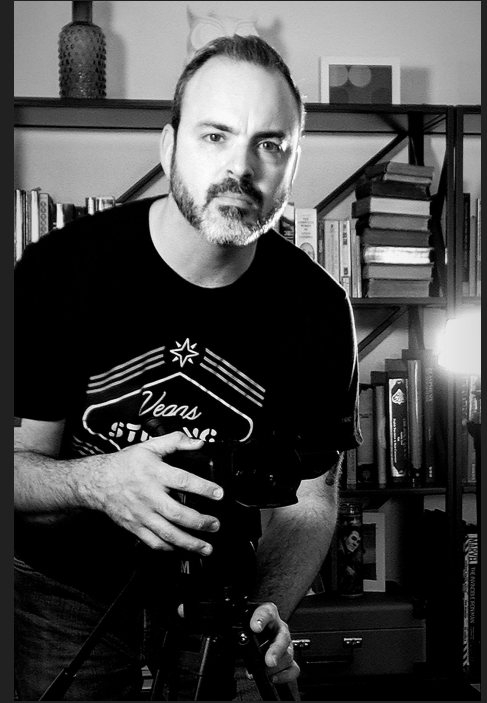


PJ PEREZ | PRODUCER/DIRECTOR

For 25 years, journalist-turned-filmmaker Pj Perez was an active participant in Las Vegas' music, art and poetry scenes, both as a performer, publisher and promoter, and as a reporter.

Perez has two original TV series in development: BEING (a Round 2 finalist in the 2018 ATX Pitch Competition), and THE FOUNDATION (a finalist in the 2018 TV Writer People's Pilot competition). He also co-wrote and co-directed the dramatic short SUGARHOOK, created the reality micro-pilot LAS VEGAS RULES, and edited the comedy short NAMASTE.

In addition to completing work on PARKWAY OF BROKEN DREAMS (his first feature), Perez recently premiered a pilot for a reality/talk show called NOTEPADS & BAR TABS, co-created with screenwriter Matt Sorvillo.



CONTACTS

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