

**BRAIN LINT
PRODUCTIONS**

**BARBARA
BEST**



**A WEB SERIES FEATURING INTERVIEWS WITH LOCAL
BUSINESS OWNERS.**

SERIES OVERVIEW

WHAT IS RIVER CITY SHOP TALK?

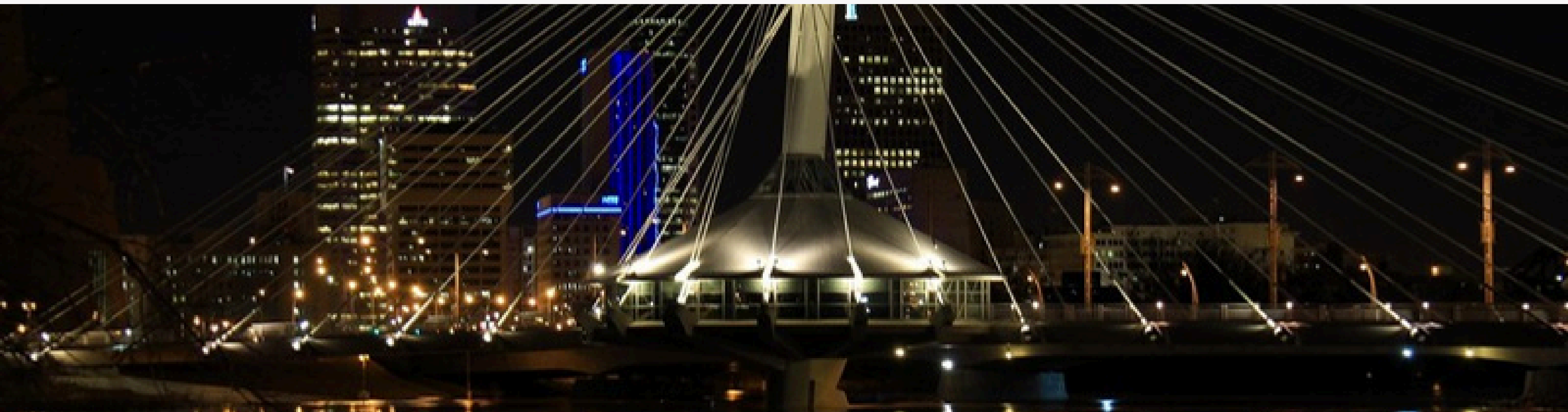
A SHORT-FORM WEB SERIES HIGHLIGHTING THE SMALL BUSINESSES THAT SHAPE WINNIPEG.

EACH EPISODE SPOTLIGHTS ONE LOCAL ENTREPRENEUR, GIVING VIEWERS AN AUTHENTIC, BEHIND-THE-SCENES LOOK AT THEIR HUSTLE, HEART, AND HUMOUR.

EPISODES: 10-18 MINUTES

FILMED ON LOCATION IN WINNIPEG

STYLE: INTERVIEW + CANDID B-ROLL + VIBE-HEAVY VISUALS





MISSION & VISION

MISSION:

TO AMPLIFY THE VOICES OF LOCAL ENTREPRENEURS AND STRENGTHEN COMMUNITY PRIDE IN WINNIPEG'S BUSINESS SCENE.



VISION:

A PLATFORM WHERE VIEWERS FEEL CONNECTED TO THE PEOPLE BEHIND THEIR FAVORITE LOCAL SPOTS, AND DISCOVER NEW ONES TOO.

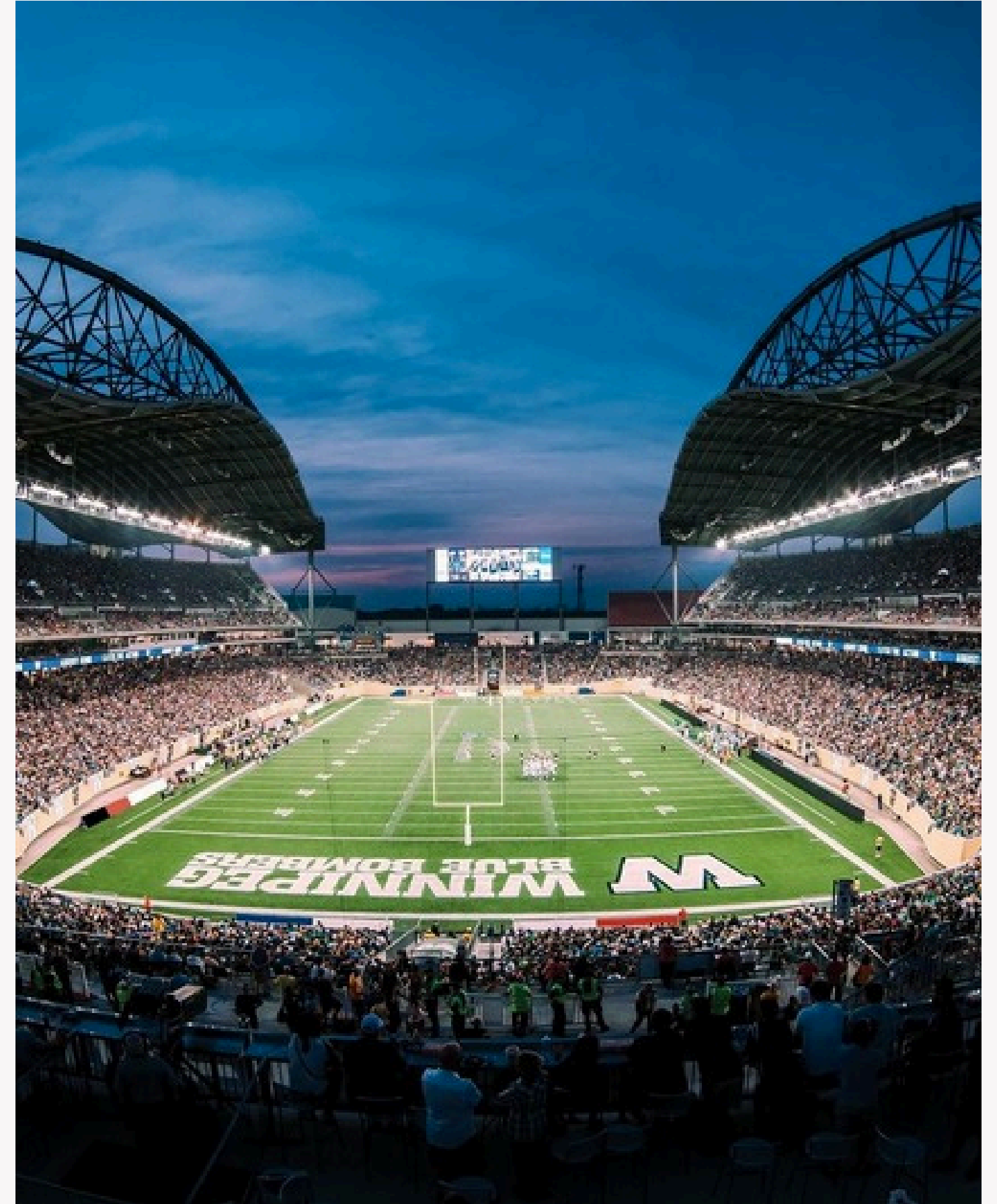
WHY THIS SERIES MATTERS

- WINNIPEG HAS A THRIVING BUT OFTEN UNDER-PROMOTED SMALL BUSINESS SCENE.
- CUSTOMERS WANT TO BUY LOCAL—BUT OFTEN DON'T KNOW WHERE TO START.
- THIS SERIES GIVES BUSINESS OWNERS VISIBILITY IN A WARM, HUMAN, AND HIGHLY SHAREABLE FORMAT.
- LOCAL PRIDE IS STRONG. LET'S SHOWCASE IT.



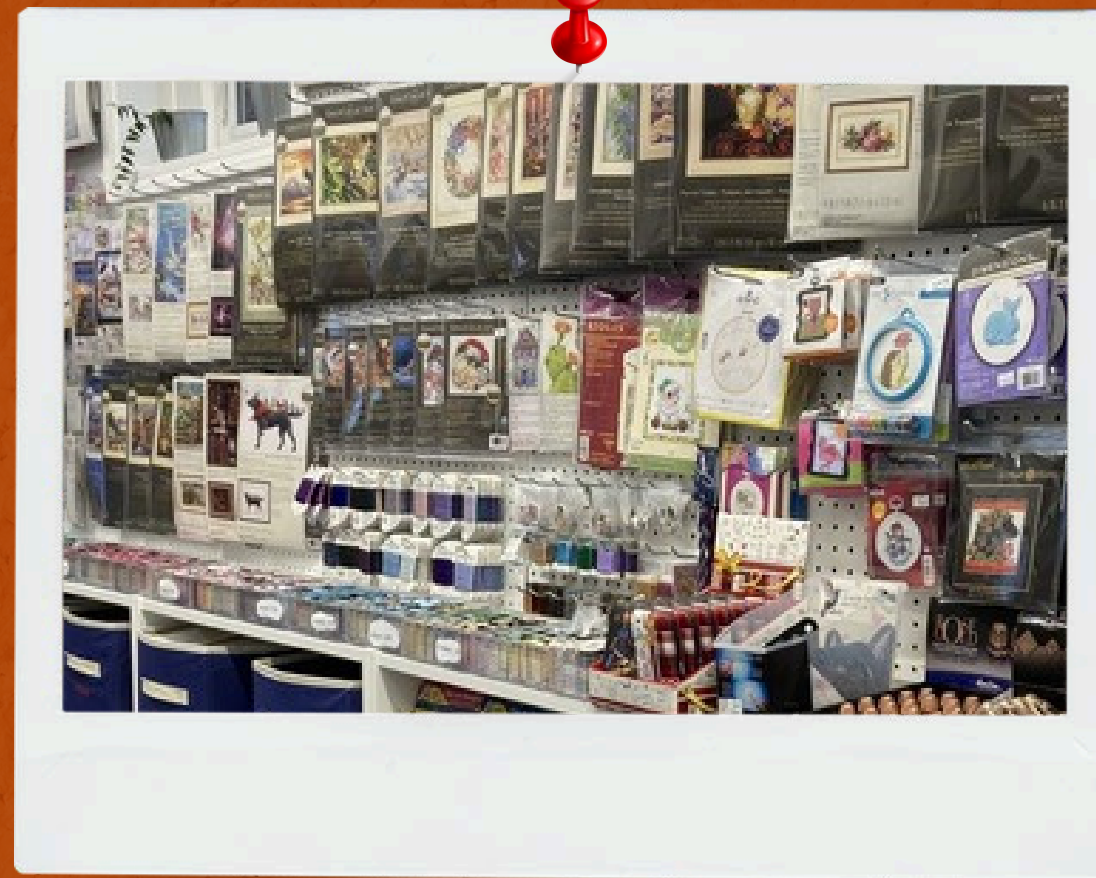
FORMAT & STRUCTURE

- EACH EPISODE INCLUDES:
- Intro Montage - Showcasing the business and neighbourhood
- Interview Highlights - 6-10 curated questions
- Shop Vibes - Candid shots of the store, staff, customers
- “Hot Takes” or Quickfire Round - Light, fun, personality-driven questions
- Wrap Up - Where to find the biz + call to support local



TARGET AUDIENCE

- LOCALS (18-75) WHO LOVE TO SHOP AND EAT LOCAL
- COMMUNITY-MINDED VIEWERS
- YOUNG ADULTS (ESP. ON TIKTOK, INSTAGRAM, YOUTUBE)
- TOURISTS & NEWCOMERS LOOKING FOR HIDDEN GEMS



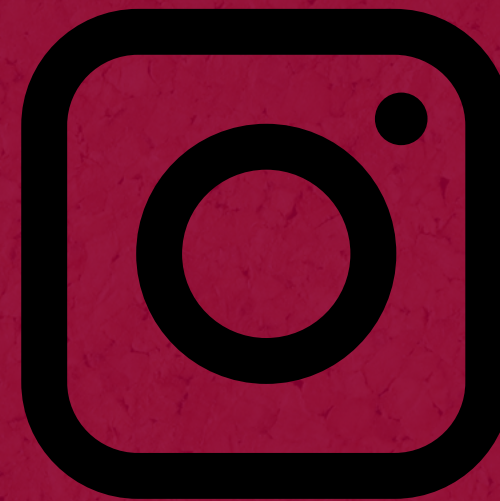
DISTRIBUTION PLAN

MAIN PLATFORMS:

- YOUTUBE (MAIN EPISODES)
- INSTAGRAM REELS / TIKTOK (SNIPPETS + PROMO)
- FACEBOOK (COMMUNITY GROUPS, BOOSTED POSTS)

PROMO STRATEGIES:

- CROSS-PROMOTION WITH FEATURED BUSINESSES
- BEHIND-THE-SCENES CLIPS
- HASHTAG CAMPAIGNS (#RIVERCITYSHOPTALK #WINNIPEGBIZ)



PILOT SEASON GOALS

- Feature 8 unique Winnipeg businesses
- Build a local following (YouTube subs, IG/TikTok followers)
- Foster community engagement (comments, shares, biz shout-outs)
- Pitch to local broadcasters, media outlets, and sponsors for future growth



SAMPLE INTERVIEW QUESTIONS

WHAT INSPIRED YOU TO OPEN THIS BUSINESS?

WHAT DO PEOPLE NOT REALIZE ABOUT RUNNING A SHOP LIKE THIS?

WHAT'S ONE WINNIPEG THING YOU THINK THE WORLD NEEDS TO KNOW ABOUT?

HOW DO YOU DEFINE SUCCESS IN YOUR SHOP?

WHAT'S THE MOST EMBARRASSING THING YOU'VE EVER DONE IN FRONT OF A CUSTOMER?



WHAT WE NEED

FUNDING:

- FOR CAMERA EQUIPMENT, EDITING, TRANSPORTATION, SOCIAL MEDIA ADS, CREW

PARTNERSHIPS:

- LOCAL ORGS, BIZ GROUPS, CHAMBERS OF COMMERCE

INTRODUCTIONS:

- KNOW A GREAT LOCAL BIZ WITH A STORY? SEND THEM OUR WAY!

HOST PROFILE

BARBARA BEST

Barbara is a theatre actor, director, producer, singer, voice over artist, writer, radio announcer (CJNU 93.7 FM), and small business owner (Lizzy B's - www.lizzyb.ca, Brain Lint - www.brainlint.ca, Disky Chick's - www.diskychicks.com).

Brain Lint Productions was formed in the late 90's to produce a rather terrible version of Sam Shepard's Angel City. Since then the productions have gotten better (honest), and we have branched out into voice over and now film production.

In 2018, just as her voice over career was picking up and she had been signed by a literary agent in L.A. for her screenwriting, she did what anyone would do... panicked and bought a needle art supply and custom picture framing shop.

The last 7 years of being a shop owner have been a wild ride, and now she'd like to marry her two worlds and help showcase other small businesses.

As online shopping becomes the norm, many small, local shops are struggling to stay afloat. If we don't show up for them, they'll disappear, and with them goes the heart, character, and community that make our neighbourhoods unique



BUDGET ASSUMPTIONS

Creative & Production Team							
Creator / Showrunner	\$2,500	Season	\$2,500	Travel & Meals			
Director / Interviewer	\$300/ep	8 eps	\$2,400	Local Travel	\$30/day	8 days	\$240
Camera Operator	\$350/ep	8 eps	\$2,800	Crew Meals	\$50/day	8 days	\$400
Sound Recordist	\$250/ep	8 eps	\$2,000	Subtotal:			\$640
Editor	\$500/ep	8 eps	\$4,000	Marketing & Promotion			
Social Media Manager	\$1,200	Season	\$1,200	Branding	\$500		\$500
Production Assistant	\$150/day	8 days	\$1,200	Social Ads	\$100/ep	8 eps	\$800
Subtotal:			\$16,100	Website	\$200		\$200
Talent / Guests				Subtotal:			\$1,500
Business Honorarium	\$100	8 businesses	\$800	Total Projected Budget:			
Subtotal:			\$800	\$21,765			
Equipment & Post				Optional Add-Ons (Stretch Budget)			
Gear Rental	\$250/ep	8 eps	\$2,000	Behind-the-scenes videographer			
Hard Drives	\$300		\$300	Accessibility (captions, ASL)			
Software	\$75/mo	3 mos	\$225	Merch or stickers			
Music Licensing	\$200		\$200	Contingency fund (5%)			
Subtotal:			\$2,725				

LET'S TALK!

WANT TO SPONSOR AN EPISODE, FEATURE YOUR BUSINESS, OR HELP GROW THE SERIES?

✉ RIVERCITY@BRAINLINT.CA

📱 @RIVERCITYSHOPTALK

🌐 WWW.RIVERCITYSHOPTALK.COM



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THANK
YOU!!