The Business of Mayors Matter

Synopsis

Mayors Matter is a political travel series starring Elaine Culotti. She travels California meeting mayors up and down the state, holding conversations to learn the issues that are facing Californians, and how these mayors have been working to solve them.

Business Plan

Produce our first season of Mayors Matters at an efficient cost of $65,000 per episode, using our nimble, highly-professional crew.

We then sell or license Mayors Matter to streaming, leaving open the option to make further seasons with Elaine, or spinoff season with other political figures or in other states.

Market Analysis

The global documentary and docuseries market is larger than ever, valued at $12.96 billion in 2024 and projected to reach $23 billion by 2034. U.S. VOD revenues alone hit $47.89 billion in 2025, with both political and travel docs being hotly acquired due to an active political climate and a post-pandemic increase in travel. Comparable works include Mayor Pete, God Save Texas, and a whole slew of travel series on Netflix, Hulu, and other streamers.

Production Plan

Our production involves our film crew road-tripping around California, so Elaine Culotti can talk to mayors up and down the state.

We plan to shoot our first season in a handful of weeks. Post-production is expected to take 8 weeks, with the series ready before election season next year.

Financial Projections

We expect our investors to make 150% or more on return on their investment. We are producing our first season of Mayors Matters for $250K - $400K, predicted to sell to a distributor at $700K - $1.2 million, with potential for additional ancillary revenue.

The series also has potential for additional seasons and spinoffs, as well as ancillary revenue opportunities, leading to even more potential future revenue.

Recoupment Waterfall

First Tier - Equity investors get priority recoupment, getting 120% of investment paid before any payments to production team

Second Tier - Equity investors and Production team split incoming revenue based on ownership percentages in-perpetuity

Ancillary Revenue

Additional revenue channels for Mayors Matters:

- In-show advertising with brands and other sponsorship partners

- Live events and speaking events centered around episode releases

- Foreign and educational market sales

Business Structure

Mayors Matters will be entirely owned and operated by Mayors Matters LLC. Investors will become shareholders in this structure, with profit from show licensing and ancillary revenue paid in waterfall to our most essential equity investors first and foremost.