

COMPANY PROFILE

Creative. Resourceful. Productive. If B-City Wide Productions (BCW) had the option for only three descriptive characteristics concerning the secret to their soon-to-be success, then the latter adjectives will surely suffice. Originally created in 2006, BCW is headed by a handful of business-oriented youth who are looking to unite artists across the world with products and services through a ‘virtual online warehouse’ and production facility located in New York. By means of a fully equipped music studio and a website currently under construction, the company boasts its own roster of performing artists and urban entrepreneurs, including rapper Emilio and designer Seak.

Located in New York City’s Time Square, CEO James Gillmore alias ‘Boogs’ is adamant that BCW and its services will be accessible to any artist across the globe. “BCW, or BC Dub as I sometimes refer to it, will be the premier organization of our generation. We want to use music as the focus for positive expression and direction as well as influence,” says the 20-something first-in-command. BCW is the product of Gillmore’s current success as producer and studio manager. “Our main source of substantial income is derived from producing and selling beats and managing a studio. I’ve decided to use our extensive financial resources to fund a dream,” he says. Gillmore made a conscious effort to research and enlist an army of the best talent in the Tri-State area in order to fulfill the vision of providing the world with an array of options from everything to graphic design to haute couture.

BCW and all its affiliates are striving to showcase their services and products to artists and consumers through an online entertainment one-stop-shop. Departments, including art and clothing by Seak, websites by Patrick, videography headed by duo Will and Andre, and photography by Dre, will help to make BCW’s online store a future conglomerate of sorts. With careful planning, BCW is focused on using innovative software programs, software-based marketing techniques and product development to assure consumers that their decision is not merely a purchase, but an investment into their future and the future of their generation. More so, all influx of prospective orders or scheduled work will be met with a team of staffed or freelanced ‘A+’ designers, programmers, writers, editors, and vendors. Any surplus of demanded work can allow each vendor to bid on orders offering customers the lowest possible price, but the same quality.

“Specifically we are offering bands and artists tools to market and promote themselves as well as the means to create their very own custom product. More importantly, they have the beautiful option of networking with people from across the globe with similar dreams,” Gillmore says. “Artists should rest assured that our workers will take time to comprehend their vision, develop that vision into a concrete promotional plan, and implement that plan into something creatively tangible that the world can receive all in a timely fashion. If anything, we want our consumers to know that they will never have to worry about our effort – our goal is satisfaction first.”

BCW is urging the current worldwide generation of artists to carefully examine the businesses they invest their money into for promotional needs. Too often, these businesses are led by older corporate execs that are looking to fulfill financial quotas instead of satisfying customers with quality products with the option of customer feedback. BCW is based on the philosophy that “young artists should strive to unite with a business, such as ourselves, where both consumer and producer are likeminded in creativity and mission. BCW is not headed by just young business men and women, but young business men and women ‘who are better suited to help your world’.”

These young business leaders are looking to delegate requested projects and services to equally talented peers. “I believe in my philosophy whole-heartedly. I want the website to reflect it...something like www.yourworld.com. A ‘Def Jam meets Microsoft’ venture where young people are able to purchase studio time, production, logos, websites, clothing, custom merchandise, print media, CD/DVD replication... even custom-made condoms with an artist’s logo printed on it – a great promotional idea, but also an expression for the need of ‘safe sex’ which can help prevent the spread of diseases. I want our company to parallel alongside philanthropic ideology.”

In more words or less, Gillmore is looking to build not just a website, but an online community dedicated to uplifting an entire generation. “I’m creating a revolutionary generational fervor to make people my age want to purchase items in order to enhance their everyday life and also to help motivate and put their personal dreams into action.” BCW plans to expand charitable ideas into a possible cash-matching system where buyers can rack up points for every product purchased, thus points represent cash that can be donated to various organizations, educational needs, or business start-up. Furthermore, BCW will focus on recognizing the internal efforts of its employees and associates on a reward and incentive system in addition to the comfort of stability in an often unstable workforce when it comes to freelance work. “I’m trying to make economy-building careers and choices cool for my generation.”

As the BCW comrades embark upon a highly detailed marketing campaign, including an 8,000 per day Myspace.com friend request/message promotion, Gillmore is careful to not let the grandiose image of BCW’s future hinder his own personal vision for the company. “Even though we can reach every corner of the world, BCW will always be a sort of ‘moms-and-pops’ traditional storefront. Our followers can sleep well at night knowing that we care for each and every one of their goals. If they sleep well, they can dream bigger.”

With bigger dreams means bigger plans...and room for BCW to make them a reality.