



# Video Script

Cedarburg Cultural Center  
 Preserving Yesterday's Heritage Today  
 MDSmith

| VISUAL   | AUDIO  |
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| <p>1<br/>           WATERFALL AT CEDAR MILL</p> <p>DISSOLVE TO FOGGY RIVER<br/>           VARIOUS SCENES. VARIOUS CUTS.</p> <p>CONTINUE CREEK SHOTS WITH<br/>           ZOOMS AND CU'S ON ROCKS AND<br/>           TREES IN WATER, ETC.</p> <p>THICK WOODED AREA ALONG CREEK</p> | <p>MUSIC UNDER /OUTDOOR RIVER<br/>           RUSHING SOUNDS</p> <p>NARRATOR:<br/>           It began with the water,</p> <p>The water flowed and twisted through thick<br/>           forests. It quenched thirsts and cooled the<br/>           brows of Indians and French fur traders, as<br/>           they passed through, on the fabled Green<br/>           Bay trail to Milwaukee.</p>  |
| <p>2<br/>           DISSOLVE BRIEFLY TO GROTH SHOT</p> <p>RAGING WATERFALL SCENES. CUTS<br/>           ON COPY EMPHASIS</p> <p>WATERFALL DROP</p> <p>DISSOLVE TO BLACK</p>   | <p>The water brought the earliest white<br/>           settlers ... and land developer Ludwig<br/>           Groth.</p> <p>NATURAL SOUNDS</p> <p>It was Groth who sold the first plots of<br/>           land to businessmen Frederick Hilgen<br/>           and Wilhelm Schroeder. These German<br/>           immigrants also came because of the<br/>           water, but they saw more than a<br/>           picturesque creek.</p> <p>They saw energy. Free energy. Energy<br/>           that could power a grist mill and give birth<br/>           to a new community in the Wisconsin<br/>           wilderness. The year was 1844. And the<br/>           history of Cedarburg began.</p> |

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| <p>3</p> <p>FADE UP ON EARLIEST CB PHOTOS. TOWN BUILDING AND EXPANDING, DIRT STREET, ETC. (SOME PHOTOS SHOULD BE SHOT WITH MOVEMENT / SLOW PANS &amp; TILTS)</p> <p>PICS CONTINUE</p> <p>TOWERING MILL SHOT. EARLY PHOTOS OF HILGEN AND SCHROEDER</p> <p>DISSOLVING SHOTS OF WATER AND MILL SITES: WITTENBERG, NAIL FACTORY, CONCORDIA, COLUMBIA. GRIST MILL</p> <p>PEOPLE SHOTS</p> | <p>MUSIC UP BEAT TEMPO CHANGE, SFX BUILDING SOUNDS UNDER</p> <p>CONTINUE AUDIO</p> <p>The town and its people soon prospered. And in a few short years, Hilgen and Schroeder replaced their first log structure with a five-story limestone mill that dominated the Cedarburg landscape.</p> <p>The timberland gave way to homes, shops and churches - many built with stone from local quarries. By the time of Civil War, Cedar Creek was the source of power for five thriving mills.</p> <p>MUSIC UP</p> <p>Germans made up 95 percent of Cedarburg's early population. They came to this community thousands of miles from home bringing their customs, their culture, their language, arts and trades.</p> |
| <p>4</p> <p>BOB ARMBRUSTER</p> <p>CUTA WAYS TO WEBER BREWERY. EXT &amp; INT SHOTS OF OLD ARMBRUSTERS</p> <p>QUICK CLIPS OF SEVERAL FURNITURE AND FUNERAL STORE FRONTS</p> <p>DISSOLVE TO RIVER</p>   | <p>SOT: "My grandfather originally came from Germany he must have heard there was a brewery recruiting musicians with a band the brewery had, but being trained as a watchmaker and carpenter he eventually started a jewelry store on a small scale just a few doors north of where we are now."</p> <p>"He built the store we're in now in 1908."</p> <p>MUSIC UNDER</p> <p>SOT: "Jewelry stores were always in the instrument business just like the furniture stores were in the undertaking business."</p> <p>MUSIC UP AND UNDER</p>  |

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| <p>5<br/>UP ON LATER MAIN STREET PICS</p> <p>SHOTS OF INTERURBAN BRIDGE BEING BUILT AND EARLY CARS AND FIRETRUCKS, RAILROAD, ETC.</p> <p>EARLY DOWNTOWN BUILDINGS AND EVENTS. PEOPLE SHOTS</p> | <p>NARR ATOR:<br/>Cedarburg's landscape took shape over the next several decades. Washington Avenue, the town's main street, was remarkably homogeneous and lined on both sides with handsome limestone and cream-colored brick structures.</p> <p>Around the turn of the century, new modes of transportation changed the pace of life in rural communities, and Cedarburg, just 20 miles north of Milwaukee, was no exception.</p> <p>The city's population began to grow. Soon, thoughts of a modern era began to take shape</p>   |
| <p>6<br/>GROWTH PERIOD SHOTS</p> <p>PHOTOS OF YOUNG STEPHEN FISCHER</p> <p>DOC WEISLER</p> <p>AND GRUNKE HOME</p>  | <p>MUSIC UP<br/>In small towns across America, dirt roads were paved over, hitching posts gave way to parking spaces, and by the 1930's, old buildings were being leveled at a swift pace to make way for gas stations and parking lots.</p> <p>The race to "modernize" did not go unnoticed by a bright, young 27-year-old named Stephen Fischer. He began what would be his life-long quest for preservation. It was the heart of the depression when Fischer first persuaded a neighbor, Doctor William Wiesler, to help raise funds to save an historical home on main Street. A home slated to be demolished for a gas station.</p> <p>It was the first of many victories to come for the young man who would one day become Mayor of Cedarburg. A post he would hold on and off for 24 years.</p> |

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| <p>7<br/>TONY FISCHER<br/><br/>CUTAWAYS OF STEVE'S PAINTINGS</p>   | <p>SOT: "He was always interested in Cedarburg and the buildings, the older buildings. He had a great love of architecture. He painted a lot of areas around Cedarburg and they were very good."</p>  |
| <p>8<br/>SLOW DISSOLVING MONTAGE OF HISTORIC LOSSES: WINDMILL, BLACKSMITH SHOP, TURNER HALL, WEISLER HOTEL, BOERNER'S HOUSE, HILGEN SPRINGS</p>  | <p>MUSIC SHIFT<br/>NARRATOR<br/>As the years passed, Cedarburg was not Without historical losses during its change from a rural agricultural community.<br/><br/>MUSIC UP.</p>  |
| <p>9<br/>TONY FISCHER<br/><br/>CUTAWAY: EXT. AND INTERIOR ST. FRANCIS LOOKING OUT STAINED GLASS WINDOW<br/><br/><br/>CUT BACK TO TONY</p>  | <p>SOT " It was a beautiful summer morning and I went to the 7 a.m. mass and the sunlight was streaming through the windows. And Father Leo came up for the sermon and announced they were going to build a new church and a year later tear St. Francis down and put up a parking lot.<br/><br/>I came home and told my brother what I had heard and what the plans were. That's when he decided to run again . . . to save the church."</p> |
| <p>10<br/>ST. FRANCIS / MILL SHOTS / RIVER SHOT<br/><br/>WITTENBERG MILL<br/><br/>NEWSPAPER CLIPPING ON PENDING DEMOLITION - IF AVAILABLE<br/><br/>EARLY RENDERING OF MINI MART PROPOSAL</p> | <p>NARRATOR:<br/>Re-elected Mayor Steve Fischer saved the century old church. But it wasn't long before he was faced with another crisis. It was now 1970, and the Wittenberg Woolen Mill, a downtown focal point, was slated to be torn down for a convenience store and gas station.<br/><br/>Fischer stalled on approval of the demolition permit, while he sought out buyers interested in saving the building.</p>                       |



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| <p>13<br/>DISSOLVING MONTAGE OF OLD<br/>STRUCTURE PICS INTO NEW, USING<br/>VIDEO SHOTS AT SAME ANGLE –<br/>ALMOST LIKE MORPHING</p> <p>STAGE COACH INN<br/>CEDARBURG STATE BANK<br/>WOLLEN MILL STORE<br/>COAST TO COAST HARDWARE<br/>FEDERATED REALTY<br/>KUHEFUS HOUSE<br/>MAXWELLS<br/>GRISTMILL<br/>WITTENBURG FUNERAL HOME<br/>SCHOOL BUILDINGS<br/>VILLAGE FURNITURE STORE<br/>SCHROEDER HOUSE<br/>OLD BREWERY ART CENTER<br/>INTERURBAN BRIDGE &amp; STATION<br/>CLOSE UPS OF HISTORICAL MARKERS<br/>PLAQUES, ETC.</p> | <p>NARRATOR<br/>Cedarburg preservation and restoration<br/>began in earnest. Building after building.<br/>Structure after structure.</p> <p>MUSIC UP</p>  |
| <p>14.<br/>PALMER KREGER</p> <p>CUTAWAYS:<br/>MOBIL GAS STATION / JEWELRY<br/>STORE INT. &amp; EXT.</p> <p>INT. AND EXT. SHOTS OF POWER<br/>PLANT. VHS VIDEO?</p> <p>FAST DISSOLVES OF ANTIQUE SHOP<br/>STOREFRONTS AND GIFT SHOPS</p>  | <p>SOT: “ We had all sorts of people getting<br/>interested in their crafts and their art works<br/>here in Cedarburg, and they did<br/>phenomenal things with the interiors of the<br/>buildings they were in.</p> <p>Before you knew it every building in<br/>Cedarburg was occupied with some kind of<br/>craft shop, or art shop, or antique shop, so<br/>we were different from other communities.</p>   |
| <p>15<br/>GLORIA WETZEL</p> <p>CUTAWAY DISSOLVES TO LS OF<br/>VICTORIAN HOMES</p>   | <p>SOT “Actually, I think Cedarburg is more<br/>attractive today than it was when I was a<br/>child. The new people embraced the<br/>ideas as much if not more some times<br/>than some of the old-timers. They looked<br/>at Cedarburg through new eyes and they<br/>saw the possibilities for buildings and saw<br/>what could be. Which some of the<br/>Cedarburg people could not. The people<br/>really care about their houses and their<br/>buildings and keep them up. When I was<br/>a child there were a lot of Victorian</p> |

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| <p>DISSOLVE TO VICTORIAN HOMES CU DETAILS OF ROOF LINES, EAVES, CORNICES</p>   | <p>buildings that were all painted white. Today they still may be painted white, but they have other colors that accentuate the nice architectural details on them.</p> <p>NARRATOR<br/>The transformation spread to residential areas of the city. Homeowners wanted to be part of the preservation.</p>   |
| <p>16<br/>DISSOLVE TO PANS OF CHRISTENSEN COLLECTION GENERAL STORE!</p> <p>MARLINE CHRISTENSEN</p> <p>DISSOLVE INTO MARLENE</p> <p>CUTAWAY TO DIFFERENT SHOP SCENES / TOY STORE ETC.</p> | <p>MUSIC UP<br/>NARRATOR<br/>The mindset of preservation goes beyond bricks and mortar in the hearts of the young and old in Cedarburg.</p> <p>SOT START AS VO:<br/>In the beginning when Roger and I moved to Cedarburg neither one of us was interested in nostalgia.”</p> <p>“His dad retired from a corner grocery store that he had for 50 years in Green Bay and then he started giving gifts to Roger of a cash register, counter tops and so forth and Rog had just taken them and put them in the basement. And then after a while realizing the culture of Cedarburg, how people loved to restore and hold on to these items he decided to recreate his father’s store in the basement . . . after he completed that he became more and more interested and went on from one store to another until eventually he had a little town built.”</p> <p>MUSIC UP</p> |
| <p>17<br/>DISSOLVE TO HAND FLIPPING THROUGH RAPPOLDS PHOTO BOOKS<br/>DISSOLVE TO ED RAPPOLD</p> <p>DISSOLVE TO SERIES OF POST CARD SHOTS.</p>  | <p>SOT: ” It would seem to me that the photographs implant a little feeling of history to especially the newer people in town. They want to have some idea as to what it was like. And it makes them feel like they became part of it. It’s a little chain reaction there. I feel I had some part of it...I’d say maybe 70 percent of them came from post cards in the 1900 to 1910 era. There were a lot of itinerant photographers that came out of</p>   |

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|  | <p>Milwaukee and Chicago and they would take pictures of street scenes, family gatherings, anything they could use to sell a post card.</p>  |
| <p>18<br/>DISSOLVE TO HISTORICAL CLOTHING EXHIBIT ENTRANCE</p> <p>ANDREA GYARMATI</p> <p>CUTAWAYS TO CLOTHES. DISSOLVE TO 1800'S PIC OF WOMAN IN CEDARBURG DRESSED IN FINERY IN FRONT OF MILL</p> <p>GO TO BLACK</p>   | <p>MUSIC UP.<br/>SOT: "Living here is just like walking through a history book.</p> <p>It started out that I had this deep love of history and I sort of needed an outlet to put it in. I needed somewhere to go with it and I always was fascinated with old clothes and photographs - it was through Cedarburg where I first found the shops to purchase these things. That's how I started my collection</p> <p>That's why I like Cedarburg and looking at my clothes because I can visualize people wearing these clothes and walking through this town."</p>                |
| <p>19<br/>FADE UP ON CREEK SHOTS PULLING OUT TO REVEAL PARK SCENES CUT TO PARADES / FESTIVALS / TREE CITY SIGN / BUSY STREETS, SHOPPING, ETC.</p> <p>FAST EDITS OF CONSTRUCTION, BUSINESS PARK, CARLSONS, CEDARBURG LUMBER, A SUBDIVISION, ALL CHILDREN'S PARK, POOL. POLICE STATION, LIBRARY</p> <p>CUT TO SHOTS OF ARMBRUSTERS, HOFFMANS MEAT MARKET, WIRTH PRINTING, BARTHS, JUNGS~3~L</p> <p>CEMETERY PLOTS WITH NAMES SHROEDER, HILGEN, GROTH, HORN.</p> <p>FAMILY TREE STONE ON HILL</p> | <p>MUSIC UP</p> <p>NARRATOR:<br/>The gift that historic preservation gave to Cedarburg was the best of both worlds. The city continues to grow in modern ways, but never overpowers the focal point of its heritage and beauty.</p> <p>Generation after generation have stayed in Cedarburg. Many share names of the earliest pioneers. Their roots are secure here. They are appreciated and celebrated.</p> <p>SOT:<br/>"If you go into the cemeteries, you see these names .... Groth . . . Wirth . . . and Wittenburg. Many of their families are still among us today."</p> |



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| <p>20<br/>DISSOLVE TO CREEK SCENES</p> <p>DISSOLVE TO JIM PAPE</p> <p>DISSOLVE TO ANDREA GYARMATI</p> <p>DISSOLVE TO ZOOM OUT FOG SHOT OF MILL ON CREEK</p> <p>SHOT OF KUEHFUSS HOUSE</p> <p>FADE TO "PRESERVING YESTERDAY'S HERITAGE TODAY" SIGN.</p> <p>FADE TO BLACK</p> | <p>NATURAL SOUNDS ON TAPE<br/>SOT: "You become caretakers of this when you have a built in environment and you have something like that to preserve, because you really are caretaker for a period of time. Because you pass on or move on and I feel those are positive values I've been able to contribute to the community."</p> <p>" It's a sense of place. It's a tangible; so much is intangible these days. This country is getting so homogenized. So if you have an opportunity to preserve some character of the landscape people are valuing that more and more and it's nice to play a role in that."</p> <p>SOT: "When I view my future, I view myself being here in 30 or 40 years. I think it's really important for people like me to stay here and maintain a place like this.</p> <p>You really only get one chance of having an environment like this, something maintained so well and once its gone it's gone. . Once you start tearing things down, you don't get a second chance.</p> <p>MUSIC UP</p> <p>MUSIC OUT</p> |
| CREDITS   |   |

