Aaron VO:
Sparrows Point is more than just a place. It's an identity, for the people in and around Baltimore.

[Visual of Steel mill at sunset, “The power to forge a new future” center screen]

Bethlehem steel provided for a lot of our infrastructure that we know today.

[Visual of black and white photo of steel mill, “Sparrows Point, Baltimore County, MD appears as a lower third, steel bridge]

It was a sight that once employed thirty thousand people.

[Visual of black and white photo of men sitting on steel beams, older couple in their home]

Female VO:
My dad worked there for forty four years. My grandpop worked there.

[Visual of older couple in their home]

Female VO: I remember going across the Francis Scott Key bridge, and you'd see that star. And they called it the star of Bethlehem.

[Visual of cars going over a bridge, Second older couple in a restaurant, old footage of start at the top of the mill]

Aaron VO:
As the economy began to shift, it became harder for places like Sparrows Point to compete in the global market place.

[Visual of Aaron Tomarchio, VP of Corporate Affairs, Tradepoint Atlantic, old run-down warehouse and boarded up buildings]

Phil VO:
All of us never thought that the plant would actually shut down.

[Visual of workers sitting and standing around a room together]

Male VO: When they turned that star out, I thought it's finished.
Phil VO:
From the outset when Tradepoint Atlantic took over, they started inviting the community in.

Eric VO:
We said we are going to create a one of a kind industrial logistics campus.

Aaron VO:
We’re remediating 125 years of steel making.

Female VO:
Five years ago you couldn’t see to the bottom of our creek, and now you can see to the bottom of the creek.

Kerry Doyle:
We’ve been partnered with Bank of America for the last three years. They’ve understood the broader vision of the project.

Aaron VO:
One of the commitments that was made was jobs.
[Visual of different men working]

Phil VO:
The last couple years I’ve seen what their vision is.

[Visual of men and women working on the mill being updated]

Aaron VO:
This is a unique thirty one hundred acre industrial site in the middle of a major metropolitan area. When you connect it to multiple modes of transportation, like a deep water port, a short line railroad and a highway, you open up a lot of possibilities for multiple tenants.

[Visual of overview of the mill space, boats on the water, trains running and cars driving on a highway from a bird’s eye view, men and women working in the new mill]

Kerry VO:
The scale of this project is enormous. Tradepoint is positioned to be the largest hub for East Coast commerce creating over seventeen thousand jobs.

[Visual of the levels of the new plant, “Over 17,000 jobs will come from tenants that Tradepoint Atlantic is bringing to the site.” Is shown center screen over the mill]

The success of this project means the success of the surrounding community. I think that’s really at the center of everything that we’re doing here.

[Visual of a man playing pool, a man cooking on a grille, a man laughing in a bar, friends sitting around a table talking]

Female VO:
The first time we saw the star relit, it’s hard to explain what it was like. It’s just wonderful.

[Visual of star lighting up, kids looking up at the start holding sparklers, older couple in their home]

Aaron VO:
If we can find a way to translate what a global economy means here, then we should have the power to replicate that across our nation and share that message of hope.
[Visual of kids holding sparklers up to the star, bridge at sunset, “What would you like the power to do?” shows center screen over the mill]

End card:

Bank of America Merrill Lynch

We are proud to work with Tradepoint Atlantic, who is committed to bringing jobs and prosperity back to the Baltimore community.

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