Your home for classic film

**V**intage

**C**inemas

4688 N Central Ave | phx, AZ 85012

**2. Summary**

Vintage Cinemas is a non-profit enterprise seeking to both preserve historic (pre-1950) films and present them to a popular audience in a comfortable, timeless atmosphere. A 50-seat theatre will be open to the public for viewings, lectures, and other programming. The design vision for the theater will be to recreate the look and feel of a vintage “movie palace” while keeping modern convenience and technology. The programming will be a blend of popular entertainment and historical lectures.

**3. Team**

President - Rick Larsen: A lifelong fan of classic cinema in general, and comedy in particular. Rick brings a passion for film history and and a theatrical background to the project.

Historian - Sam Haldiman: A history teacher which a background in researching the early 20th Century, Sam will serve as a part-time history consultant on the board.

Educational Programs - Tommy Cannon: A veteran educator, Tommy will serve the board as its volunteer educational expert.

Programming Director - José Gonzales: José will coordinate with studios, libraries, and rights-holders to program and schedule the films shown in the theatre.

Fundraising / Marketing Director: Debra Minghi: Debra will coordinate fundraising activities and events as well as marketing.

Chief Financial Officer - Gretchen Gerber: Gretchen will oversee financial governance, auditing, and compliance.

**4. Problem**

Film occupies a unique place in the history of American culture. It’s rise as a n art form coincided with the growth of the nation. Many of the earliest groundbreaking films have already been lost to us, due to the fragile film stock used as well as a lack of understanding of them as unique cultural artifacts. Approximately 90% of films from the silent era have been lost. Preserving this rich historical tradition can teach us about the lives, culture, and times captured on film.

**5. Solution**

By giving the public the chance to see these films in a communal setting, Vintage Cinemas hopes to spark renewed interest in our historical legacy. Theis awareness would engender support for programs of film preservation for the most at-risk period in film history.

**6. Marketing/Sales**

With the variety of programming available, the target market for this theater is broad, but there are some segments that will be of particular focus. First, lovers of older movies will appreciate the opportunity to see their favorites on a large screen. For this reason, we will try to find films that have a large modern fanbase as part of our selection. Another group would be history students or at least enthusiastic fans of pre-war history. Therefore, another selection criteria will be historical significance, such as firsts or movies featuring historical events. Another group is the casual movie fan, looking for a novel experience in moviegoing. For this group, finding movies with a modern connection could be a draw. For example, when an older movie is remade, it might be interesting to have a chance to screen the original.

**7. Projections or Milestones**

The initial project for the first one to three years of the theater would be to build an audience for the types of films presented and grow that audience above sustainment levels for the theater. Memberships, special events, and group discounts

In the longer term, the theater would also reach out to other organizations with historical or educational missions to see where efforts align and Vintage Cinemas could support their mission as well. For example, many westerns were filmed in Arizona and the theater could host a showing of some of them to raise awareness and funds for the Arizona Historical Society(https://arizonahistoricalsociety.org/).

In addition to traditional movie theater concessions, a gift shop could be used to sell merchandise related to the theater, its partners, and the films shown. Home Videos, books, and other items could be popular with visitors.

**8. Competition**

The types of competition faced by a theater of this type would most obviously be other movie theaters, most of which show contemporary new release films, which are a different type of experience than is provided by this historically-focused venue. In a broader sense, the theater will be competing with many other types of entertainment, but Vintage Cinema would offer a unique experience that would complement, rather than compete, with other forms of entertainment. Another form of competition is staying in and streaming these films at home. Currently, though, many of the titles that would be shown are hard to find on conventional home video outlets. And even when they are available, the experience of seeing them in a crowd is different from a home theater. Finding a location near restaurants and bars would give people the chance to make it into a complete outing.

**9. Business Model**

The theater will be self-funded through ticket sales and concessions. Once operating costs are met, additional revenue will be donated to non-profits involved in film preservation efforts such as the National Film Preservation Society(<https://www.filmpreservation.org/support/making-a-contribution>).

As additional fundraising, quarterly special events will be held as “pledge drives.” These will serve as both revenue generators and marketing the purpose of the theater.

**10. Financing**

The theater will be initially funded by a public crowdsourcing campaign with a targeted goal of $85,000. Once the location is secured and staffing in place, additional efforts will be made to win grants from arts and history foundations.

The primary startup expenses are in the rent and renovation costs to set up a functioning film theater. There will also be licensing costs to show films still in copyright and rental costs to show high-quality versions of films that are in the public domain. Most of the films will be shown in a digital format, which will lessen the costs associated with handling film. Daily operations can be supplemented with volunteer labor, where available, for box office and concessions.

Expenses

| Space Rental(yearly) |  | initial (6 months) | recurring annually |
| --- | --- | --- | --- |
|  | 50 seat theatre | 12000 | 24000 |
|  | lobby space for concessions/ merchandise |  |  |
| Renovations |  | 20000 | 5000 |
| Licensing |  | 12000 | 18000 |
| Payroll |  | 12000 | 36000 |
| Marketing |  | 10000 | 15000 |
| Supplies | Popcorn, etc | 2000 | 6000 |

Revenue

| Revenue Source | Year 1 | Year 2 | Year 3 |  |
| --- | --- | --- | --- | --- |
| Ticket Sales | 67200 | 115200 | 112608 | assuming 4 shows/week, growing attendance year over year |
| Concessions | 40000 | 50000 | 60000 |  |
| Grants/donations | 80000 | 100000 | 120000 |  |
| **Gross** | **187200** | **265200** | **292608** |  |
| Expenses | 104000 | 104000 | 104000 |  |
| **Net** | 83200 | 161200 | 188608 |  |
|  |  |  |  |  |