

# Strand Theatre Shelbyville, Inc.

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## Strand Theatre Weekly Email: March 20, 2009

Written by David on March, 19 2009

Big News! The Strand is ready to show films. This hasn't been without its trials and tribulations. When we started there was no workable projector, no safe projection booth and no screen! These issues one by one have been solved. There is lots to talk about, but let's cut to the chase:

### INAUGURAL STRAND FILM EVENT

The Strand will host FREE Movies on March 27, 28 & 29.

#### Friday March 27th

7:00 pm The Searchers Rated G <http://www.imdb.com/title/tt0049730/>

9:30 pm Chopping Mall Rated R <http://www.imdb.com/title/tt0090837/>

#### Saturday March 28th

1:00 pm McLintock Rated G <http://www.imdb.com/title/tt0057298/>

3:15 pm They Call Me Trinity Rated G <http://www.imdb.com/title/tt0067355/>

7:00 pm Night of the Comet Rated PG-13 <http://www.imdb.com/title/tt0087799/>

9:30 pm Night of the Living Dead (1968) Rated R <http://www.imdb.com/title/tt0063350/>

#### Sunday March 29th

1:30 pm The Further Adventures of Ma & Pa Kettle Rated G <http://www.imdb.com/title/tt0041613/>

3:15 pm The Jungle Book (1942) Rated G <http://www.imdb.com/title/tt0034928/>

ALL MOVIES ARE FREE!! Come see one, come see them all. We are going to kick off this new chapter in our theatre's history with a celebration. There are movies that will appeal to a wide (and I mean WIDE) range of tastes. I am looking forward to Ma & Pa Kettle myself....what is your favorite?

How did we get here? Several things happened as we were rebuilding the theatre. First and foremost the technology for digital projection improved and the cost came dramatically down. Second the film companies started licensing digital rights, meaning that we could show a digital copy in a theatrical venue such as the Strand. This by no means replaces film for all our events, it just allows us to get started a little easier.

First we needed a screen. That was donated anonymously in last year. Then we needed a projection booth. With a wonderful grant from Rush-Shelby Energy we started on what we thought would be projector rebuilding. By the time we finished the entire grant money was spent in the projection room. It went to making it safe. We didn't realize when we started the time bomb that we were sitting on. The electricity was everywhere, and the electricity we did need wasn't there. Lastly we needed a projector.

Joey G., solver of so many of our problems, took the lead. While we are still pursuing our film capabilities, Joey was able to help us partner with 20 other theatres in the Midwest to acquire a digital projector. While not top of the line like you would see in the big West Coast digital houses, it was more than capable for serving our needs. We were able to enjoy an unbelievable discount by doing this group buy. The only problem is that we didn't have a chance to ask any of our friends if they would be willing to help fund this projector. We were able to use money we had saved to cover the \$6500 cost. If anyone out there would like to help us out with this, the Strand Family would be most grateful! The list price on our equipment was about \$14,000 so we, through our normal frugal methods, were able to save about half out of the starting gate. We still were unprepared for such a large outlay. Just as our screen was given, so do we hope that someone will help us with our projector.

With all the elements in place we are ready to go. Please come experience our next chapter with us. This is an exciting time. I have written enough for now, next week I will discuss how films fit into the grand scheme of things. Even now we are working our plan that we devised before we even started physical work on the theatre. We believe good planning will help ensure success. We have been re-opened for 14 months. We are right on schedule.

Thank you for all your support. Come visit your theatre this next weekend and experience something old...and new again in the Strand!

**Images on this post:**

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