

REGENT
DANNEVIRKE'S HISTORIC CINEMA
EST. 1918



Funding Proposal



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Mission Statement

To inspire, inform, educate and involve community and cultural groups through the universal language of the arts and to serve as a cultural and educational resource for all the community.

The Dream	To restore and preserve the heritage site known as The Dannevirke Regent Cinema, and to use the cinema to serve the community by educating and encouraging people in the art of film, from the past, as well as current "Blockbuster " movies. To be a venue for families to use.
The Leadership	Run by an elected Committee of 13 members, with an executive of President, Vice President, Secretary and Treasurer, and 9 committee members.
The Competitors	There are currently 5 cinemas operating within a 50 km radius, the nearest being at least 40 minutes away by car. All of these have the technology to enable them to screen new release blockbusters, which we currently aren't able to do.
The Financial Status	Our current revenue streams are the sale of tickets, candy bar sales, Big Screen advertising, funding grants and private donations.
Future Plans	With a long-term goal of purchasing the building, should the opportunity arise, the immediate plan is to purchase and install an industry standard "Digital Cinema Package" projection system, which will enable the society to present new release Blockbuster entertainment movies, and educational documentary films.

Our Committee



Trevor Moore
President



John Rowe
Vice President



Clare Green
Secretary



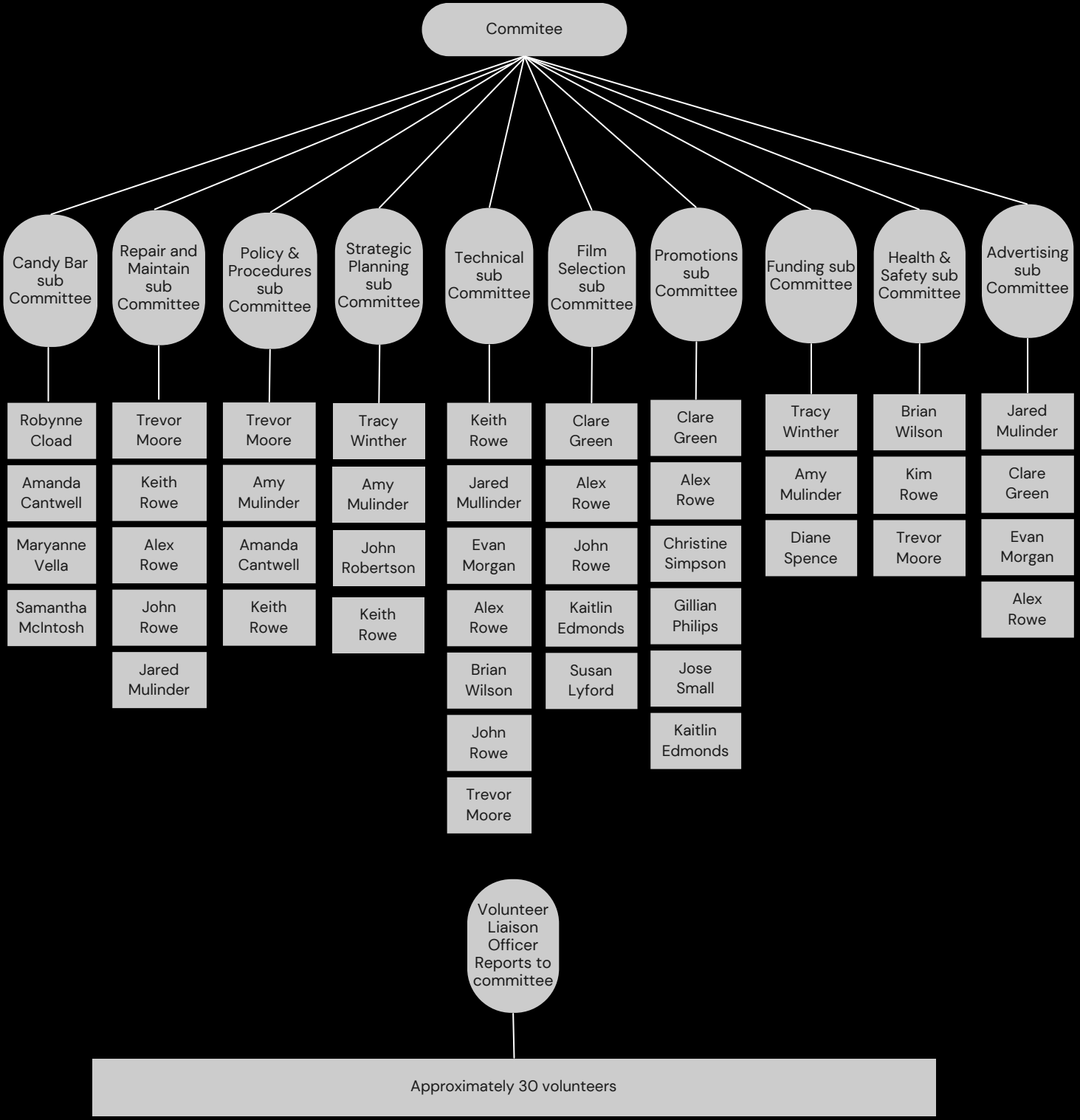
Amy Mulinder
Treasurer

Robynne Clod, Jared Mulinder, Alex Rowe, Brian Wilson, Keith Rowe, Amanda Cantwell, Tracy Winther, Evan Morgan, Kim Rowe, John Robertson

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About Dannevirke Regent Cinema

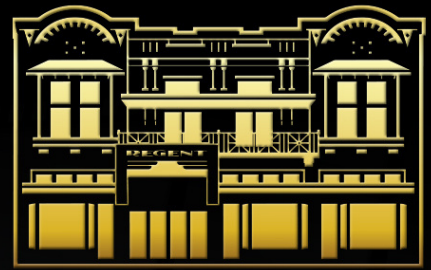
In 1918 the local business community raised funds for, and built, a cinema to bring the latest entertainment to the residents of Dannevirke. The building suffered earthquake damage in the Napier earthquake and was restored to continue its purpose. Several changes in name and ownership occurred over the years, and in 2012 the doors closed indefinitely.

In 2021 The idea was put to the community about the possibility of reopening the cinema to the public. A group of dedicated people set about the task of reopening the cinema. Due to the demise of 35mm film being used as industry standard, a digital system needed to be sourced, and a digital projector system was obtained. This enabled the cinema to screen older digital movies, but requires a considerable investment in a system which is now industry standard to screen the latest release movies.

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Dannevirke Regent Cinema Inc. was formed in 2022 and consists of an elected committee supported by a group of dedicated volunteers. People can become a financial member by paying an annual subscription.

Our motto is :- "Run by the Community, for the Community"

We obtain screening rights from film distribution companies, but due to our technology are only permitted to show films that have been publicly released on DVD or digital screening platforms.

We believe that there is a demand to be able to screen new release blockbuster films in Dannevirke, at the same time they are first released in New Zealand.

The community has expressed this desire and we are encouraged by the support we get from the patronage to our current screenings. For example we had over 700 people attend in October 2023 alone.

To enable us to upgrade to the technology requires a considerable financial investment.

The film industry uses a system called "DIGITAL CINEMA PACKAGE" which comprises of a digital projector, computer server system with internet connection, and a sound system for high quality audio.

Currently, a new DCP system could potentially cost well over \$100,000.00.

At present we have funding groups that are supporting our goal and we have raised some, but not all, of the money required.

We are asking all business or individuals to help us raise this money.

If 10 business in Dannevirke were to donate the sum of \$5000 each, then, with our other funding groups help, we would be able to reach our goal.

Our long-term plan is to secure the future of the Regent Cinema building and renovate it to its full grandeur, enabling the showing of movies into the 21st Century.

The more businesses that could help, then the ability for us to achieve and even surpass this goal would be possible. As there are many other projects in the cinema that will eventually require attention, any surplus would be directed to these.

Are you as a business owner or individual, willing to help us with a donation?

We are looking at ways of recognizing the generosity of firms and individuals. We are currently upgrading the foyer of the cinema and decorating it with framed movie posters, we could place a plaque under it with your Business or family name underneath.

We are open to any suggestions or ideas you may have in recognizing your gift, please approach us with these.

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Our Roadmap To Success

Our immediate strategy for the cinema, is to establish a reputation for providing a cost effective, welcoming, comfortable environment for the community. We have already installed a heat pump system, converting a very cold uninviting environment, to a much warmer and cozier setting. High speed fibre internet is also now available. We currently provide a wide selection of films to cater for all age groups and cultural interests.

Our next goal is to equip the cinema with a “Digital Cinema Package” projection system, which is the industry standard for screening the latest movies produced today by major film companies. Currently we run a snack bar, so people can purchase snacks at an affordable price.

We also wish to maximize the potential of the venue by offering it to community groups and the general public for cultural events, including, but not limited to, fundraising for the community and worthy charities.

Product - Dannevirke Regent Cinema, our Heritage cinema a place of history with many stories, showing Movies and selling snacks, as well as a function venue for business and community events and fundraisers. We offer local and national businesses advertising opportunities on the big screen, either by approaching the cinema direct, or through our advertising partners at Screen Vistas.

Pricing -An affordable experience for all the family and a first choice for community groups for fundraising opportunities.

Promotion - Currently found on Facebook, Instagram and on Dannevirke radio. We have a web page to promote ourselves www.dannevirkemovies.co.nz.

Place - 84 High Street Dannevirke, near to Cafes, Restaurants, accommodation and shopping. With amenities, such as a picturesque camping ground, a deer park and aviaries, as well as a children's playground, and heated indoor aquatic centre, located nearby.

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CINEMA TICKET PRICES

PRESCHOOL (0 - 3YRS) FREE
CHILDREN 4 - 12YRS \$5
STUDENTS 13 - 18 YEARS \$10
ADULTS \$15
SENIOR CITIZENS \$10

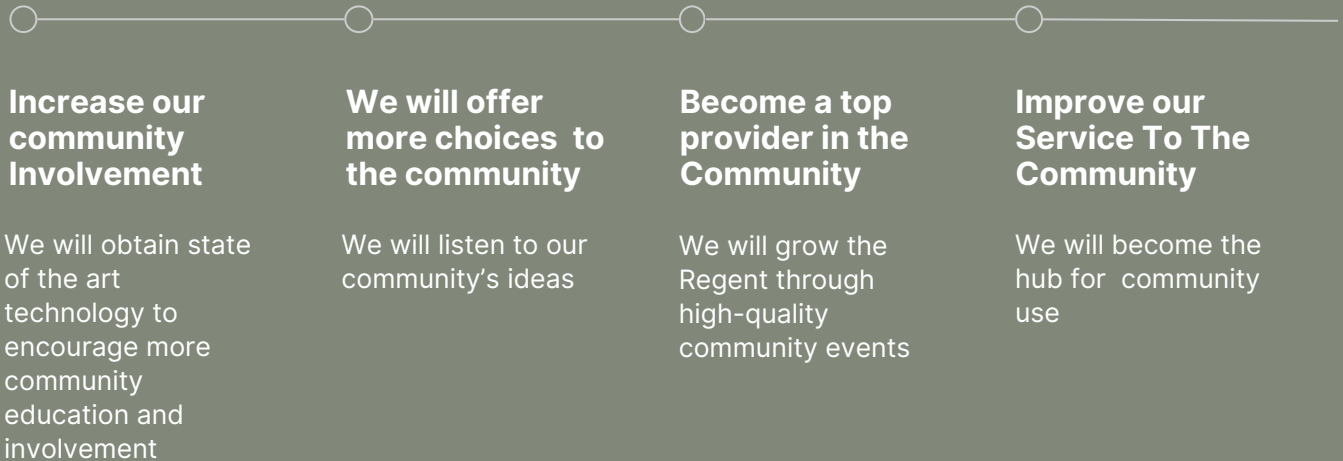
EFTPOS/CREDIT CARDS AVAILABLE



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Connecting with our community

DRC currently have a long-term lease agreement of the cinema auditorium and the lobby area with the current building owner, who has **no other financial or vested involvement in the day-to-day operation of the cinema**. With this in mind the future ambition of DRC is to be able to purchase the building complex, and to raise the funds needed to restore and protect The Regent for future generations. We want to preserve its history into the future. To do this we need dedicated supporters and volunteers providing the ability to invest in technology that the industry demands for a perfect viewing experience.

Retaining a cinema locally, means there is no need to travel outside the town to go to the movies. The cinema has attracted people to the town as a destination to attend classic movies, and by doing so financially benefits other businesses such as cafes, restaurants, shops, accommodation and other local attractions that they may visit. The cinema offers an experience of being absorbed into the narrative with sight and sound, completely enveloping senses from distractions.

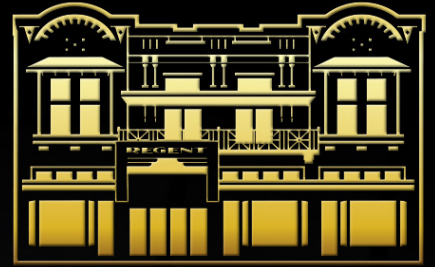
The Regent is a significant building located in the centre of the shopping precinct, a heritage building of significance with a rich history stretching back over 100 years.

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Contact us for
further Enquiries



How to help us

You are welcome to contact Trevor or Amy to discuss the progress we have made so far.

Email:- Amy Mulinder (Treasurer) dvkeregencinema@gmail.com

or

Phone:- Trevor Moore (President) 021 02463833

We would gratefully accept any donation (large or small).
Please see the attached donation form.

The major milestone we are fundraising for at present, is to purchase the Digital Cinema Package projection system, and currently all our resources are focused on attaining this goal.

If there is another aspect project you are interested in, you are welcome to contact us to discuss this.

We appreciate and thank you for taking the time to read this proposal.

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