

3 SCREENS FOR STAR CINEMA

The proposed new theatre for Star Cinema will stay true to what people appreciate about us, and also expand us to 3 screens!

Why 3 Screens?

In so many ways, a third screen will improve what we can offer to the community. It is essential to our ongoing viability!

A third screen does not mean we are turning into a huge multiplex, in fact, it won't translate into that many more seats than what we currently have.

What 3 screens can offer:

- increase our flexibility to schedule a wider variety of special events, like the Victoria Film Festival, and host more fundraisers for local charities and community groups
- offer more to those audiences we are currently underserving (*Did you know?* Providing entertainment options for youth was the main reason why the town first solicited a cinema to be set up in Sidney)
- better serve our main audiences (adults and seniors)
- more regularly offer family programming, including more low cost matinees for families
- **new loveseats and cozy chairs** to respond to the overwhelming feedback that people miss the couches!

Above all, the addition of a third screen and a larger lobby will give Star Cinema more flexibility, more comfort and greater accessibility for our valued patrons.

"Most of all, I love that although we are your customers, the Star feels like it belongs to us and our town. You are a big part of our community; a real treasure and we appreciate you more than you could know."

~Star Cinema patron

For the past 20 years Star Cinema has been providing great films, a friendly, unique experience and popcorn to the people of Sidney and beyond.

We are proud to be a community theatre, and we feel very fortunate to receive, what feels like constant appreciation from our loyal customers. In fact, our little theatre would not still be open if it was not for the tremendous financial support we received from the community.

Thank you for your continuous support!



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IMPORTANT INFORMATION

THE FUTURE OF

Star Cinema



THE FUTURE OF STAR CINEMA

The building that we are currently tenants of was purchased by Casman Properties for redevelopment. In January 2018, Casman Properties started the process of submitting their development proposal to the Town for approval. We are pleased to say that Casman Properties has been working with us to include a new theatre for Star Cinema as part of their new development. The Town of Sidney should finalize their decision about the development by May 2018.

If the Town does not approve Casman's development plans there will be a lot of uncertainty about the future of Star Cinema.

Casman's Commitment

Working with Casman, it is clear they are committed to doing everything they can to ensure a movie theatre remains in Sidney.

Building a space to accommodate a movie theatre has costs to it. From 16-foot ceilings, to adequate sound-proofing, to suitable washrooms facilities, to sloped theatre floors, **Casman Properties is taking on these costly and unique renovations to ensure Star Cinema remains in the community.**

Additionally, Casman will honour Star Cinema's current rent rate even with the upgrade to high-quality, purpose-built space.

Casman is also helping us find a temporary space for the theatre during the 2-year construction period. They will support Star Cinema during this time to ensure that we stay open for our valued customers.

A DECIDING FACTOR: PARKING

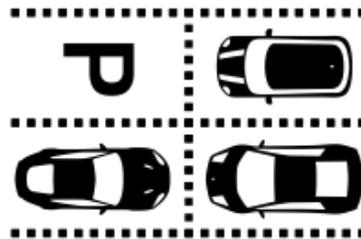
After Casman Properties first presented their development plans at a town council meeting on Jan 15, 2018, a few of concerns regarding Star Cinema were brought up. A big one being the issue of parking.

As one of the town councillors summarized, *"The proposal (Casman Properties) has also requested a variance to reduce the parking requirement by 29 spaces which would forgo the payment in lieu of \$290,000."*

The **above statement** does not give some critical information as to why Casman Properties made this request:

- In our 20 years, Star Cinema has never had designated parking spots
- When we opened, the Town granted a parking variance to Star Cinema
- It is quite common for theatres within the central part of a town or city not to have their own designated parking (ex. Capital Six, Cineplex Odeon and the Vic Theatre in Victoria do not have their own parking)
- Casman's new development will not affect the town's parking lot, located behind the theatre

Essentially, Casman Properties' request was asking the Town of Sidney to maintain the parking variance they have already granted to Star Cinema for the past 20 years.



A CHOICE FOR THE COMMUNITY

"I support Casman Properties' rezoning application for the 3rd Street and Sidney Avenue CAMEO Project, which includes the Star Cinema Movie Theatre, understanding that the inclusion of the theatre in the project requires a variance to increase building height, and a parking variance for 29 stalls that are not currently being provided for the existing theatre and that are associated with the first 5,000 sq.ft. of theatre space."

If the Town of Sidney were to charge Casman Properties with the **\$290,000** for the 29 parking spots that Star Cinema was never required to have previously, **it would have severe implications about whether they could still include Star Cinema as part of their development plans.**