

Changing technology, equipment costs are challenges for small-town theatres

Dear Editor:

For the past several years it has been an ever-increasing challenge for small town movie theatres like the one here in Perry to get new movie releases.

This is for two reasons. The first: they use 35mm film projectors, and Hollywood is making fewer and fewer movies on film. The second reason: Hollywood wants big numbers reported at the box office to help convince potential movie-goers a particular movie is good, so big chain theaters that still run 35mm film get them

first and small town theaters must wait in line.

It is costly to produce movies on 35mm film, and since Kodak stopped making film, the number of copies has dwindled. It used to be 3,500 copies for a nationwide release. Last year it went to 2,500 copies. Technicolor, the company that makes and distributes all of Hollywood's movies, announced earlier this year it will stop producing on film completely this summer.

We were able to get some of the big named movies

this past year by paying out large \$\$ advances. But, with Technicolor's decision to stop producing on 35mm film, there's only one thing we can do to keep the theatre open, and that is to convert to digital projectors at a cost of over \$80,000.

We've taken the plunge. We had no other choice. Recently, we installed two NEC digital projectors and the picture and sound quality are incredible. Our first digital movies were shown May 15.

To convert all three cinema rooms, the lowest quote we received was \$120,000 and we just can't afford that. The crazy thing is, converting to digital equipment won't increase ticket sales one bit. It simply increased our operating costs.

A number of people suggested we seek money from the city, or county, but we already know they have their own budget shortfalls to overcome. We've asked for advice and everyone has said to lay it out there for the world to see. If it is important to the community to keep the theatre open, they'll pitch in.

With so few entertainment amenities here, we're praying they will. A number of small towns around the country held community fundraising campaigns to save their theatres. You can do an on-line search for "Save Our Theater," "Convert or Die," "Go

→ Please see page 5

PERRY THEATRE
118 E Park Street
Perry, FL 32348

850.223.6684
www.perry3.org

facebook.com/
Perry.Movie.Theatre

facebook.com/
the.hub.at.perry.theatre

Taco Times

Wednesday, May 20, 2015

123 S. Jefferson Street
Perry, Florida

P.O. Box 888
(850) 584-5513

DONALD D. LINCOLN
Publisher

SUSAN H. LINCOLN
Managing Editor

DEBBIE POPPELL
Business Manager

CAROLYN DuBOSE
Advertising Director

ANGELA M. CASTELUCCI
Staff Writer/Advertising Sales

MICHELE ARNOLD
Graphic Arts

MARK VIOLA
Staff Writer

LYNETTE STRICKLAND
Classified Advertising

The Taco Times (ISSN 07470967) is published each Wednesday by Perry Newspapers, Inc., 123 S. Jefferson Street, Perry, Florida 32347. Subscriptions are \$35.00 per year or \$49.00 out of county. Periodicals postage paid at Perry, Florida 32348. POSTMASTER: Send address changes to the TACO TIMES, P.O. Box 888, Perry, FL 32348.

The Taco Times welcomes Letters to the Editor reflecting responsible opinions and views on the news. Please submit letters by Monday at 5 p.m. The Taco Times reserves the right to refuse publication of letters which are libelous or irresponsible. Name may be withheld if circumstances so require, but all letters submitted should be signed by the writer and accompanied by a phone number for verification.

We look forward to hearing from you! Our address is Perry, Newspapers, Inc., P.O. Box 888, Perry, Florida 32348. e-mail: newsdesk@perrynewspapers.com

Member Perry/Taylor County Chamber of Commerce.

© 2015 Perry Newspapers Inc.

Letters to the Editor

'If the theatre is to remain open, it will take all of us'

THEATRES

Continued from page 2

Digital or Go Dark" to see who survived and who didn't.

We plan to open more days and hours, but to be honest, if only 10 or 15 people show up, it just doesn't cover the expense of running the air conditioner in three massive rooms, or the salary of two or three employees that are needed to keep the place clean and running smoothly on a weekday. People don't realize Hollywood gets a big chunk of that ticket price, usually about 70 percent. Out of the \$7 we've been charging for admission we get to keep \$2.10. That's it.

We realize people will often take in a movie in Tallahassee because they are doing other shopping there as

well, but this really does hurt our little theater. Having a theatre here in town is a great convenience for our seniors who live on fixed incomes, for our young people, and for those seeking a parent's night out close to home.

We hope people will consider these things when making choices about seeing a movie. When we are open, people can stop in before 8 p.m. and buy a bag of popcorn, even if they aren't staying to watch a movie with us. Every little bit helps. If movies aren't your thing, perhaps some of the other live entertainment activities we're hosting will get you in the door, which in turn helps keep the movies rolling here at the theatre. If the theatre is to remain open, it will take all of us.

Larry and Teresa Schmidt