

The Arnold Sentinel

"Serving the South Loup River Valley"

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Fundraiser Underway for Rialto Theatre New Board Forms, Reports on Finances



The Rialto Theatre is currently selling hundreds of movie posters for \$2.00 each as a fundraiser. Kids pictured in the theater with just a few of the posters available are: (back, from left) Jade Hunt, Adalei Tullis, Carlee Smith and TyLee Smith; (front) Eli Hunt and Luke Tullis. (Fallon Gibson photo)

Recent Movie Attendance at The Rialto

"Hidden Figures".....	90
"A Dog's Purpose".....	143
"The Shack".....	88
"Beauty and the Beast".....	153
"Going in Style".....	96
(All movies showed for three weeks)	

"After countless fundraisers and several years of renovating the historic movie theater in Arnold, the Rialto opened its doors to show movies in 2010. Over the years, Connie Nansel and Pat Turley and a handful of other board members took on the challenge of overseeing its operation—all on a volunteer basis. Many other residents stepped up to the plate to run the concession stand each weekend. When Pat moved out of town, Connie's sister, Bonnie, moved in, and helped keep things running. Several weeks ago, both Connie and Bonnie stepped down, handing the reigns over to Mary Becker and Patty Lamberty.

"Connie, Pat and Bonnie did a remarkable job," said Mary. They were responsible for fundraisers and continued to make improvements to the theater. They figured out how to book movies, started the concessions and lined up volunteers.

Mary said the new board members will all have a job to do.

Mary will book movies, handle concessions and contact

sponsors. Patty will serve as treasurer.

Heather Furne has also been a valuable volunteer and will continue to serve as cashier - a job that requires her to be in town most every weekend.

Fallon Gibson is the new volunteer coordinator for concession stand volunteers. Other board members are Natalie Coleman, who tracks finances, Berni Crow and Karla Rockwell. Sue Beshaler, who purchased the theater at auction over 20 years ago, is an honorary board member.

No theater can operate without a projectionist, and without fail, Jake Gilland has served in that capacity every single weekend since the theater opened.

Challenges Ahead

Mary said the new board will be facing some financial challenges, and if those challenges aren't met in the next few months, the theater may no longer be viable.

"We have some big bills coming in January with extra costs, including internet and updates to the computer. The theater doesn't have a lot of ways to cut

costs," she said. "At our meeting in May, we looked at the financial history to see where we need to go. We looked at how long the movies play, the genre of the movies, attendance reports and box office receipts."

In the early days, movies showed for two weeks, then went to three to save costs. The board decided to be flexible and show the movie either two or three weeks, depending on its genre, and keep the ticket price the same.

Mary said timing is critical when booking a movie. She looks at reviews from both patrons and critics and listens to suggestions from residents.

"We do get timely movies," she said. "When a movie is released, the big theaters get the movies first. Period. We cannot book it the first two weeks it shows, but if we look ahead, we can get it right when it's available."

This summer, there will be some really great movies showing all within three weeks of opening, including "Guardians of the Galaxy," "King Arthur - Legend of the Sword," "Megan

Leavey" and "Despicable Me 3." These movies cover the genres of action adventure, true stories, and animation that adults also enjoy. Mary said she booked the summer schedule and put it out to as many people as she could to let them know those movies are coming. All will show within two weeks of their release and will not be out on DVD.

The theater draws residents from not only Arnold, but from Stapleton, Callaway and Merna. Mary said the theater is very fortunate that Pinnacle Bank sponsors and pays for the ad in The Sentinel, but the theater pays for ads in both the Callaway and Stapleton papers. The board decided that at least for the summer, it will continue to advertise in the out of town papers and see if it pays off. Even if the ad draws a couple people from those communities each time, it pays for the ad.

Senior attendance has pretty much stayed the same, with a couple of high years; however, the student population has fallen a little bit.

Mary said there are three different ways movie companies charge. All of the companies require an advanced fee, which ranges from \$200.00 to \$350.00 for each movie. Once the money is paid, the movie is physically shipped to Arnold and the password is sent via email. In the early days, the theater had to pay 30 to 40 percent of its receipts, but the percentage the companies take has increased. There are also shipping costs. Previously, a sponsor paid \$250.00 to sponsor a movie. The board is proposing the idea of getting two sponsors per movie for \$150.00 each to help cover the shipping cost. This will take effect August 1, and a letter will be sent out to all of the sponsors.

"The sponsorship is critical for the movie theater to oper-

ate," she said.

At their May meeting, the board came up with the ingenious idea of offering the hundreds of great movie posters for \$2.00 each. Mary explained that even if a movie doesn't show in Arnold, free posters are mailed from various companies, creating a stockpile of several hundred to choose from. These posters were organized by genre and offered during the Arnold garage sales, and people will be able to purchase the posters on movie nights and days.

The board is also coming up with marketing ideas, including making new Rialto Bucks and marketing them.

They also plan on buying pop on sale, which will help a little. Most all concessions are purchased at Reed's Food Center. The majority of theaters make their money on concessions, and not ticket sales. That is why concessions are so high at theaters, but in Arnold moviegoers can get a bottle of pop

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LLNRD Receives Grant for Scrap Tire Cleanup on June 23

The Lower Loup Natural Resources District has been awarded a 2017 Waste Reduction and Recycling Incentive Grant - Scrap Tire Cleanup from the Nebraska Department of Environmental Quality. The grant will fund a tire collection coordinated by the Loup Basin RC&D.

A Scrap Tire Collection will be held Friday, June 23rd, from 8:00 a.m. to 3:00 p.m. only at the Loup Rivers Scenic Byway, 330 South Highway 11 in Burwell - south of Longhorn Lanes, across the highway east of the Burwell Jr. Sr. High School.

Tires on rims and tires for which a disposal fee has been received will not be accepted at the collection. Tires of all sizes: tractor, combine, pivot, truck and auto tires will be accepted.

Local veterans will be taking the following information from those bringing in tires: name, address, phone number, number of tires and from where the tires came. The Scrap Tire Collection is for the residents Blaine, Boone, Custer, Garfield, Greeley, Holt, Howard, Loup, Rock, Sherman, Valley and Wheeler Counties in Nebraska.

The Burwell FFA Chapter, Advisor Philip Simpson; Loup County FFA Chapter, Advisor Tanner Dunbar and Wheeler Central FFA Chapter, Advisor Kelly Guggenmos will be helping with the unloading of the tires and a free will donation will be given to the chapters.

The recycling end use market will determine how the tires from the Tire Collection cleanup event will be used. Potential uses include feed bunks, sidewall rings for silage cover weights, traffic cones, and alternative cover for landfills. The Scrap Tire Cleanup is sponsored by the Loup Basin Resource, Conservation and Development Council (RC&D), Lower Loup Natural Resources District, Nebraska Department of Environmental Quality and the Loup Rivers Scenic Byway.

For more information contact Janet Sanders, Executive Director, Loup Basin RC&D Council at (308) 346-3393, email at info@loupbasinrcd.org or stop by the office at the 330 South Highway 11, Burwell.



Building a Better World...

Volunteer Madison Smith reads to a group of attentive children during Finch Memorial Library's Summer Reading Program. This year's theme is "Building a Better World," which is encouraging the children to read and learn about how our world works with different jobs and activities. Some of the activities the Pre-K through 3rd grade kids are having fun participating in are recycling, baking and building. The last reading program will be held on June 22 from 10:00 a.m. to 11:00 a.m. Story Hour will resume in July.