

HI-POINTE

**"BUILDING COMMUNITY THROUGH FILM"**  
**PRESENTED BY CINEMA ST. LOUIS**

HI-POINTE





*/ Cinema St. Louis*

# CINEMA ST. LOUIS (CSL) HAS BEEN CAPTIVATING AUDIENCES FOR MORE THAN **30** YEARS.

## Mission

Cinema St. Louis engages the St. Louis region through educational programs, cultural connectivity, and curated film exhibitions.

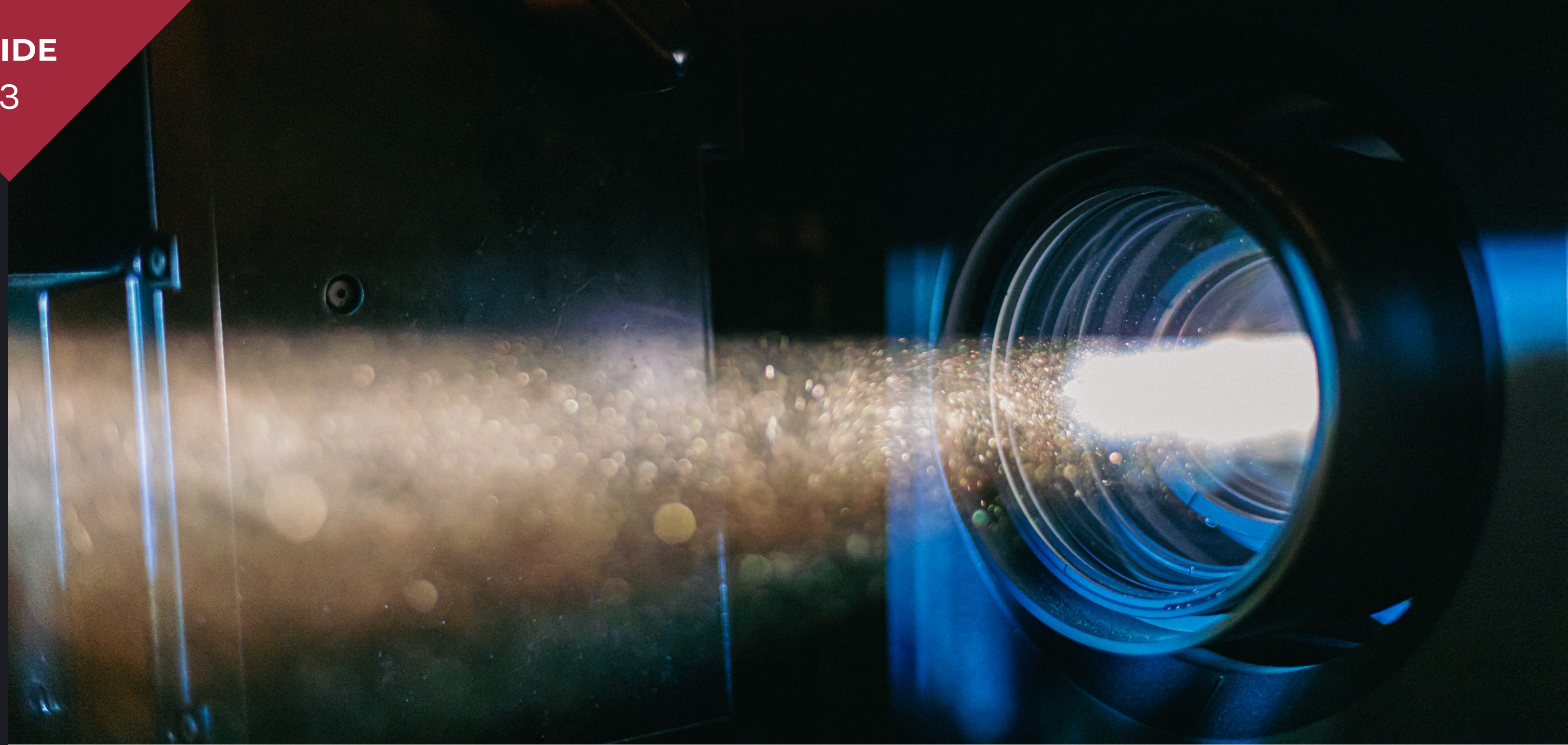
## Vision

Cinema St. Louis' vision is to create cinematic experiences that enrich, educate, entertain, and build community.





**CINEMA  
ST. LOUIS**



—  
*“Above all, we believe the essence of film is the communal experience:  
people gathering in a single space and sharing the screen.”*

*/ Festivals & Programming*

# CINEMA ST. LOUIS PRESENTS FIVE ANNUAL FESTIVALS AND CO-PRESENTS ADDITIONAL FILM-RELATED PROGRAMMING THROUGHOUT THE YEAR.



## ST. LOUIS INTERNATIONAL FILM FESTIVAL (SLIFF)

Globally recognized film festival that presents more than 300 films, across 12 categories around the region.



## CINEMA FOR STUDENTS

Offers free screenings to St. Louis-area elementary-, middle-, and high schoolers during SLIFF.



## ST. LOUIS FILMMAKERS SHOWCASE

Highlights work made by native St. Louisans.



## QFEST ST. LOUIS

Features LGBTQ artists' work.



## CLASSIC FRENCH FILM FESTIVAL

Celebrates St. Louis' Gallic heritage and France's cinematic legacy.



## FILMMAKING CAMPS FOR TEENS

Free program to engage children 8-18 in filmmaking.



## GOLDEN ANNIVERSARIES

A festival that features films celebrating their 50th anniversaries.

**CINEMA ST. LOUIS' ANNUAL FILM FESTIVALS ATTRACT NEARLY 20,000 LOCAL AND NATIONAL AUDIENCES (REACHING ADDITIONAL GLOBAL VIEWERS DURING THE PANDEMIC), WHILE THE YOUTH PROGRAMS INSPIRE AND EDUCATE MORE THAN 12,000 LOCAL STUDENTS. THE ORGANIZATION BENEFITS FROM THE DEDICATION OF UPWARDS OF 600 VOLUNTEERS ANNUALLY TO PRESENT ITS ANNUAL PROGRAMS.**



# THE CHALLENGE



*/ Popcorn*

# THE MAGIC OF THE MOVIE THEATER

As streaming content and platforms continue to multiply, it is easier to view a movie from the couch rather than spend megaplex prices for a night out.

However, film is most impactful when we experience it together. All of us have a memory in a movie theater, whether it be our first time in front of the big screen, sharing popcorn with a date, or cheering with a packed house as our hero saves the day.

Filmmakers and film festivals like those presented annually by Cinema St. Louis are now confronting this truth head on as they navigate their post-pandemic communities.

[www.cinemastlouis.org](http://www.cinemastlouis.org)



*/ Art House*

# THE NEED FOR ART-HOUSE CINEMAS



DEDICATED TO THEIR COMMUNITIES



AFFORDABLE EXPERIENCES



MORE DIVERSE STORIES, CHARACTERS, AND SUBJECTS





An aerial photograph of St. Louis, Missouri, taken at sunset. The Gateway Arch is prominent on the right side, illuminated with a warm glow. In the foreground, a large steel truss bridge spans across the Mississippi River. The city skyline is visible in the background, with various buildings and structures. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue.

**DESPITE THE CHALLENGE OF HAVING TO RENT  
THEATER SPACE , WHICH CREATES ROADBLOCKS FOR  
ACCESS, OPTIMAL TIMES, COST PROHIBITIVE FEES,  
AND INABILITY TO EXPAND PROGRAMMING, CINEMA  
ST. LOUIS HAS CONTINUALLY ADVANCED ITS VISION**

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*To Create Cinematic Experiences That Enrich, Educate,  
Entertain, And Build Community.*



# THE OPPORTUNITY



*/ Cinema St. Louis*

# A HOME FOR CINEMA ST. LOUIS

There is a unique, time-sensitive opportunity to acquire a prominent building rich in St. Louis film history.

–  
*Cinema St. Louis has the opportunity to own and establish a dedicated venue where the organization can make film and film education accessible to all who seek it.*

*The Hi-Pointe Theatre.*

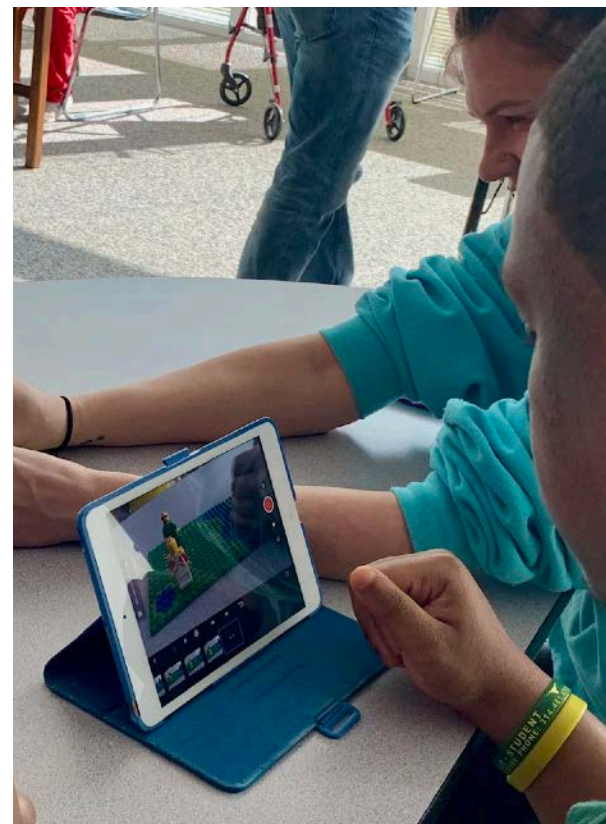
[www.cinemastlouis.org](http://www.cinemastlouis.org)





# THE CAMPAIGN





## */ Opportunity*

# A TRANSFORMATIONAL OPPORTUNITY FOR CINEMA ST. LOUIS

Thanks to excellent financial stewardship, CSL has consistently outperformed its budget year after year. This financial security gives us the flexibility as an organization to seize this once-in-a-lifetime opportunity.

The Hi-Pointe will **substantially increase income** for CSL through entirely new revenue streams

- Year-round screenings and festivals
- Concession sales
- Private theater and event space rentals
- Non-profit fundraisers

The non-profit art house theater is a proven commodity. CSL consulted with the Executive Director of the Hollywood Theater in Portland, Oregon to design programming and revenue models. CSL created five-year revenue projections based on operating statements from similar organizations.\*

\*Pro formas and sample budgets available upon request.

*/ Community*

# THIS OPPORTUNITY WOULD ALLOW CINEMA ST. LOUIS TO BUILD COMMUNITY IN MULTIPLE WAYS



- Use film festivals and special events to establish the Hi-Pointe as a unique regional destination to draw visitors to St. Louis.
- **Partner with community organizations to create and promote custom programming.**
- Expand the Cinema for Students program to impact more students.
- **Engage more youth in the art of storytelling through film camps and enrichment events.**
- Support more local/regional filmmakers in growing their careers.
- **Increase access to film and filmmaking for underrepresented audiences.**
- Provide a consistent and low cost entertainment option for the community
- **Facilitate empathy, cultural connection, and community interaction through the experience of film.**
- Weave cinema into the rich fabric of the arts in St. Louis alongside painting, sculpture, music, and theater.

*/ Programming*

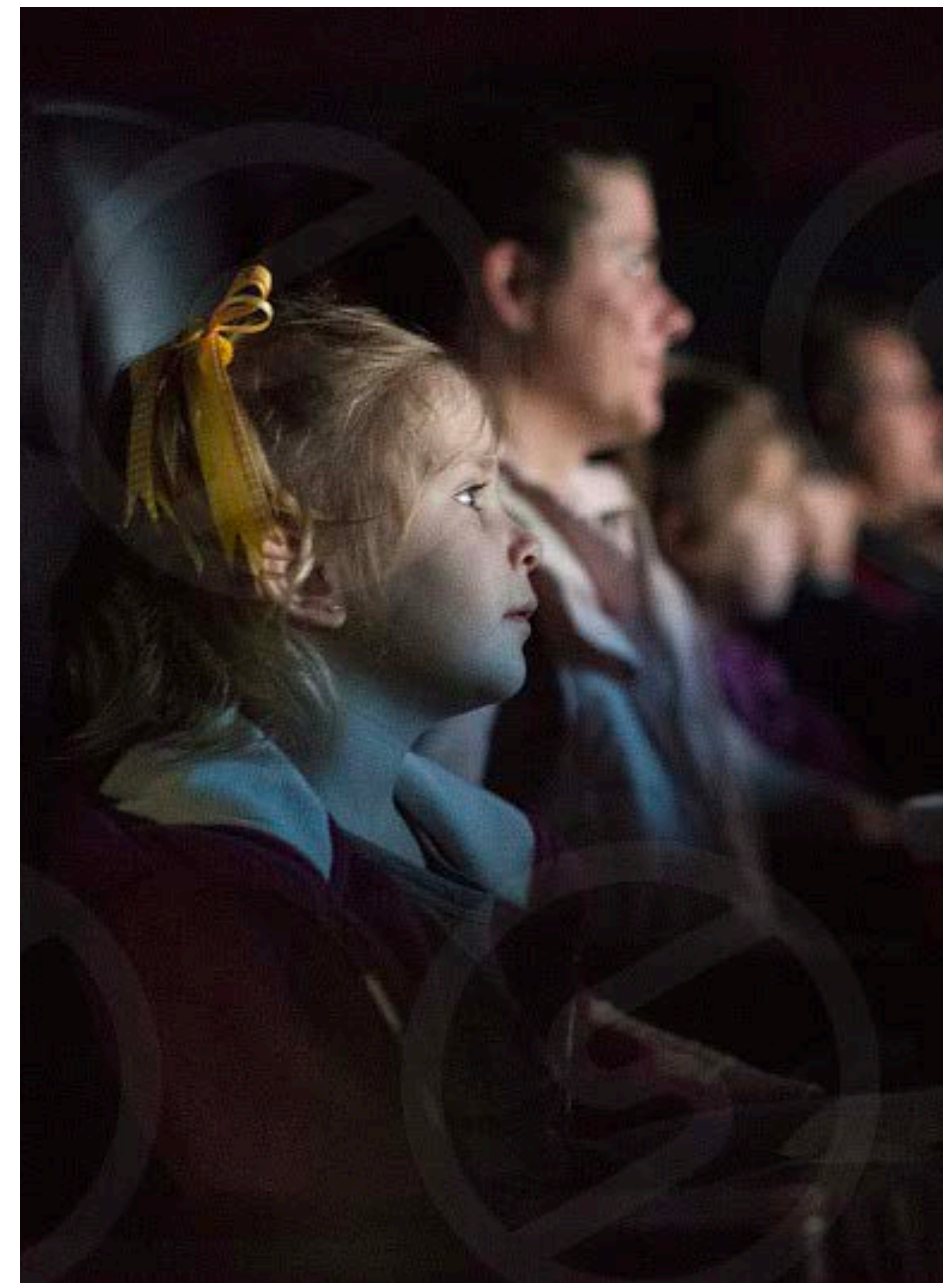
# BEYOND SLIFF: YEAR-ROUND FILM PROGRAMMING

The impact of the theater would go well beyond SLIFF. CSL could dramatically expand our offerings to the community.

Examples of Increased Programming include:

- All of our major festivals (Q-Fest, Filmmaker's Showcase, etc.) at one venue.
- Specialty mini-festivals focused on animation, the environment, Shorts Film Fest and SLIFF/Kids Fest.
- Revival screenings of popular films (*Do the Right Thing*, *E.T.*, *The Godfather*) that will draw large audiences
- Community Partnership Screenings ("Science on Film" with the Science Center, "St. Louis on Film" with #STL Made)
- Seasonal Event Screenings and Series (BIPOC screenings in February, Past Oscar winners in March, horror films in October, holiday films in December, etc).
- Member's Choice Screenings
- Midnight screenings (*The Room*, *Rocky Horror Picture Show*)





## INCREASED REVENUE ALLOWS EXPANDED EDUCATIONAL PROGRAMMING

With our own venue and increased revenue, we can expand and improve our educational program in every way.

- Offer Cinema for Students programming year-round:
- Partner with schools to create course-specific screenings and discussions that fit with their schedule
- Host all Cinema for Students events at one single location, reducing costs significantly
- Able to host approximately 300 students per event, allowing for multiple schools to participate simultaneously, and to create public/private school partnership screenings
- Offer spectacular opportunities to meet with industry professionals during SLIFF

Expand summer filmmaking camps and create after-school filmmaking programs:

- Easy access to Forest Park for filming
- Equipment and space for editing and showing projects
- Offer different levels of classes, allowing students to return and grow
- Partner with camps and schools to host and staff filmmaking courses
- Partner with local university film programs to introduce students to professional pathways in film
- Data tracking



# THE “BUILDING COMMUNITY THROUGH FILM” CAMPAIGN

## PHASE I: A \$1.5 MILLION LEADERSHIP CAMPAIGN TO:

- Purchase the main theater of the Hi-Pointe, offering a 414-seat theater venue
- Secure a strong reserve to maintain the building, ramp up staffing, expand our programming, and seed the endowment

## PHASE II: A \$2 MILLION COMMUNITY CAMPAIGN TO:

- Purchase the Hi-Pointe Backlot Building containing:
  - A 47-seat modern theater including a full-bar and space for events
  - Office space to house CSL’s operations and hands-on educational programming

At the end of the campaign, Cinema St. Louis at the Hi-Pointe will be a permanent home for the organization and a central hub for film in the region.



# PHASE ONE

## *Step 1*

### **PURCHASE 414 SEAT THEATER**



Reduce the barriers for access, cost prohibitive fees, and ability to expand programming, providing greater resources to advance CSL's mission and vision.

## *Step 2*

### **CREATE BASELINE FUNDING MODEL**



Build the foundation to maintain the building and increase staffing to support operations, artists, and the community.

## *Step 3*

### **EXPAND INNOVATIVE PROGRAMMING**



CSL wants to be the destination for showcasing independent films and filmmaking in the Midwest, for everyone, having a facility would allow for consistent opportunities for innovative programming.

## *Step 4*

### **INVEST IN LOCAL FILMMAKERS**



Create a place and space for filmmakers to innovate, produce, educate, and bring to life meaningful film at a cost that doesn't break the bank.

## *Step 5*

### **SEED AN ENDOWMENT**



To earn ongoing investment income and invest for program development and operational support in times of poor economic periods (like a pandemic).

## PHASE TWO

\$2 million **Community Campaign** to acquire The Backlot building and office space. This includes a 47-seat modern theater including a full-bar and space for events as well as office space to house CSL's operations and hands-on academic programming.





# THE ASK



/ Cinema St. Louis

# NAMING OPPORTUNITIES

BELOW ARE A VARIETY OF NAMING OPPORTUNITIES TO CONSIDER.

Cinema Center *	_____	\$1,000,000	
Marquee	_____	\$500,000	
Main Theater	_____	\$500,000	
Backlot Theater *	_____	\$500,000	
Backlot Offices *	_____	\$500,000	
Lobbies *	_____	\$250,000 (each)	
Main Stage	_____	\$250,000	
Main Box Office	_____	\$200,000	RESERVED
Projection Booths*	_____	\$100,000 (each)	
Concessions *	_____	\$100,000 (each)	MAIN RESERVED
Main Ladies Lounge	_____	\$75,000	
Main Men's Lounge	_____	\$75,000	
Backlot Landing *	_____	\$75,000	
Backlot Ladies Restroom *	_____	\$50,000	
Backlot Men's Restroom *	_____	\$50,000	
Star on Walkway	_____	\$50,000 (each)	

\*Backlot naming opportunities are part of Phase II of the Campaign.



# A SUPPORTING CAST FROM HOLLYWOOD



**BEAU WILLIMON**  
**SCREENWRITER**



**JENNA FISCHER**  
**ACTRESS**



**KEN KWAPIS**  
**DIRECTOR**

**CINEMA  
ST★LOUIS**

**THANK YOU**

**FOR MORE INFORMATION, CONTACT EXECUTIVE DIRECTOR BREE MANISCALCO AT  
[BREE@CINEMASTLOUIS.ORG](mailto:BREE@CINEMASTLOUIS.ORG) OR 314-289-4154**