

THE *Equalizer*

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Vermillion Rotary Club Donates to VDCA Fund

Vermillion Rotary Club officers, Kathy Chandler, secretary, Doug Tuve, treasurer, and Chuck Lubbers, president (not pictured), recently presented a check for \$1,000 to the Vermillion Downtown Cultural Association Board members and theater employees. The money will help the VDCA's efforts to modernize the theaters in Vermillion.

"We hope that our donation will encourage others to support the efforts of the VDCA by donating to the fund or by enjoying the wonderful movies that are being shown here," said Lubbers.

The VDCA is already working to improve the theaters in Vermillion in an effort to make them competitive with theaters in surrounding communities. Improved facilities in Vermillion make them a much more attractive option for local residents and those in the surrounding area.

"Why drive all the way to Sioux City or Sioux Falls for a night out when they can come to Vermillion and enjoy first class dining and entertainment experiences? With support from our friends at Rotary and similar organi-



Attending the check presentation were: front row (left to right), Jim Wilson, Kim Grieve, Michelle Maloney, Mackenzie Stone, Betty Smith, Kathy Chandler, Doug Tuve and Susan Tuve. Back row, Tanner Henderson, Meghan Cameron, Jason Thiel, and Auston Johnson.

zations, the theaters will become an attractive center piece which will only benefit surrounding businesses," said Jason Thiel, VDCA executive director.

Sue Tuve noted that the theater renovations will aid in the rejuvenation of downtown Vermillion. "I'm glad that Rotary saw the importance of supporting the theater," said Tuve.

"The board and staff of the theaters understand what we are up against. We know

the big complexes in Sioux City and Sioux Falls can offer top of the line seat and auditoriums. Donations like this help us on the road to meeting and exceeding movie patron expectations without the corporate cinema price and hassle of driving, said Thiel.

"Donations from organizations like Rotary demonstrate that the community is 100 percent invested in offering a first class cinema experience with the comfort

and convenience of never leaving town."

The VDCA raised over \$100,000 in a preview campaign last fall and has recently announced a Kickstarter campaign attempting to raise \$15,000.

Fundraising thus far has enabled the VDCA to start the process of purchasing new digital projectors and a new sound system for the Vermillion Theater, as well as upgrading the projectors for the Coyote Twin Theaters.