

President's Note

We started the Cultural Association in 2015 as a small, dedicated group interested in keeping Vermillion's movie theaters alive. At the time, we had a narrow focus but big ideas. We saw movies as fuel for cultural curiosity and a catalyst for community, and we



William Anderson
VCA Board President

hoped to preserve—maybe even enhance—film, art, and music in Vermillion. We started with one mission: to be the community's nonprofit movie theater. Today, we're so much more.

In the past three years, we've had extraordinary support from local businesses—USD, First Dakota National Bank, Masaba, RED Steakhouse, First Bank and Trust, Sanford Vermillion, the South Dakota Community Foundation, and more—and countless individual donors. Financial and in-kind support have allowed us to invest in our infrastructure, and we hope you see the benefit of that investment.

Because infrastructure supports programming, we've seen development there too. We've hosted auditoriums full of children from the library, church congregants, free family films, cult classics, and the South Dakota Symphony Orchestra. Essential Cinema, our indie film series, and Chick Flick Club continue to grow. We've given away hundreds of free tickets and still managed to increase gross revenues even amid doubts about the viability of movie theaters' relevance.

We recently wished founding member Ted Muenster farewell as he retired from service on our board of directors. We are enormously grateful to Ted, and his insight and humor are already missed. Thank you, sir, for all you contributed.

Looking forward, these newsletters will become a point of regular contact. We'll transition to an e-newsletter, so please email Shannon at executivedirector@vermilliontheaters.com to join our e-mail list. We also invite you to give us feedback. Message us on Facebook or email me any time at william.d.anderson@gmail.com—I'd love to hear from you to make sure we're doing the best we can for you, the Vermillion community.

All best,



Vermillion Cultural Association

P.O. Box 549
Vermillion, SD 57069

CULTURE IS COMMUNITY



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CULTURAL ASSOCIATION

Inaugural Quarterly Newsletter
Summer 2018

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Hello friends,

Welcome to the inaugural issue of our quarterly newsletter—we hope it finds you well. In the last few months, the Vermillion Cultural Association has experienced some unprecedented successes, confronted a few challenges, and welcomed new talent and energy.



Moviegoers line the block on a June evening of soldout shows.

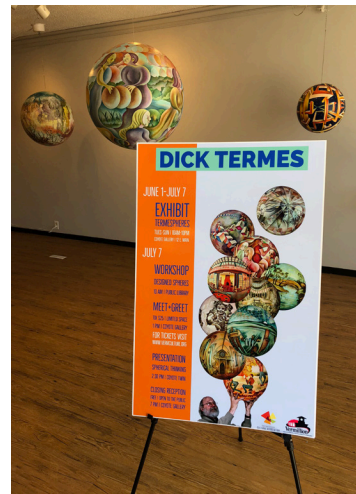
Blockbuster Successes

The end of the spring quarter was a runaway success at the Coyote Twin box office. With the releases of *Avengers: Infinity War*, *Deadpool 2*, and *Incredibles 2*, attendance reached an all-time high under VCA ownership, and *Incredibles 2* is now our highest grossing movie to date. We saw ticket lines out the door, and our staff were champs at providing the personal service we love to offer at the Twin while keeping lines moving through concessions. Speaking of concessions—we sold one thousand pounds of popcorn in June alone. Blockbuster season was a huge boon for us as a nonprofit, community-owned cinema, and it wouldn't have happened without you.

Our gallery also had a smash hit this summer, thanks to visiting artist Dick Termes. The First Dakota National Bank Coyote Gallery hosted the Termespheres Exhibit from June 1 through July 7, garnering a record number of guests from California to Connecticut, as well as plenty from right here in South Dakota.

We were also fortunate to have Mr. Termes host a workshop, career retrospective lecture, and

meet and greet. It was a pleasure to spend time with someone so truly generous and abundantly kind. Mr. Termes's exhibition was made possible by the Vermillion Area Chamber and Development Company, and the many volunteers who gave their time to greet visitors during contributed to its success.



Operation HVAC

Just as the first summer heatwave arrived in June, the west-side air conditioning unit at the Coyote Twin Theater breathed its last. But thanks to our Vermillion Chamber partner Siouxland Heating & Cooling, we have a shiny new system. While Siouxland performed the install, Maloney Real Estate generously sponsored a temporary cooling system and free drinks to our patrons who braved the heat. We were able to maintain operations during the outage and we've enjoyed comfortable movie-theater temps the rest of the summer. Here's to helpful neighbors!

The Vermillion Theater experienced a similar HVAC setback this summer. Although a fix for that system is trickier, we are committed to

restoration of the historic theater, and we ask your support and patience as we make long-term plans for the space.

New Ways to Engage

Mid 2018 has been an exciting season of change for the VCA, and I'm one of them. I'm Shannon, the new executive director of the Cultural Association. It's been my pleasure to meet many of you since I accepted the position in May, and I look forward to connecting with more of you as I continue to dig into the job.

We're on the cusp of releasing our long-awaited membership program. Benefits will include members-only admission rates, concessions discounts, and annual complimentary movie passes. It'll be an easy and fun way for you to support the cinema side of our efforts. Look for our official launch this fall!

If you ever feel like it's been a while since you've heard from us, check in anytime at vermilliontheatres.com for movie times and tickets or at our new arts-focused website, vermiculture.org. Our new site is a central location for all non-movie programming info—everything from what's happening at the gallery to who's playing at the Verm. You'll be able to purchase concert tickets in advance, check our events calendar, and share the VCA story with friends and family.

I wish you heartfelt thanks for your continued support of the Vermillion Cultural Association. We have big tasks ahead and a lot of cool events planned, and we rely on friends like you to spread the word. Culture is community, and we are proud to help keep Vermillion vibrant.

Sincerely,

Shannon Cole, VCA Executive Director