

Truman Waterfront Movie Series

The Truman Waterfront Movie Series is a 16-movie outdoor movie series from October through May, showing two movies per month. As people enter the space, they will be encouraged to mingle and find a space to relax, while children are free to run around before the movie starts. We will be providing food and drinks throughout the entire night. At dusk, while people are being seated, sponsored ads will cycle on the screen similar to what you see at a movie theatre. To help promote the local entertainment talent, we will be scheduling a musician/band to play while everyone is waiting for the movie to start. This will help with attendance, keep things fresh and exciting, as well as promote a little extra fun. We will be sponsoring a local charity, giving them space at the event to promote whenever they please. Visitors will benefit from this by giving them a chance to meet locals and get an experience that makes them feel welcomed. For children especially, it will host an opportunity to connection with their friends in a very safe and friendly environment.

The movie screen is 16x9' and is large enough for an audience of 300. The exact area that will be used is closest to the water park, which is plenty of space for the audience we expect.

So that we can capture the widest range of audiences, we are scheduling one G/PG rated movie to target young families, and then one PG-13 for older families and adults. This series will be a fantastic way to promote our new park to visitors, while at the same time creating a positive community environment to socialize with locals.

Throughout the series, we will be providing games and prizes to movie goers, encouraging consistent attendance.

Proposed Dates:

2019

Oct 4 & 18

Nov 1 & 15

Dec 6 & 20

2020

Jan 3 & 17

Feb 7 & 21

Mar 6 & 20

Apr 3 & 17

May 1 & 15

Marilyn Wilbarger

From: Scott Gerke <scottgerke@gmail.com>
Sent: Thursday, June 06, 2019 11:00 AM
To: Marilyn Wilbarger; James K. Scholl
Subject: Truman Waterfront Movie Series
Attachments: Truman Waterfront Movie Series Details 2019-20.docx; Outdoor Movie Layout.pdf

Hi Marilyn & Jim,

I met with Jimmy Weekly the other day and he is in full support of bringing an outdoor movie series to Truman Waterfront. I wanted to leave you with all the info I gave him so that we are all on the same page. Because I am essentially moving from Bayview Park to Truman Waterfront, where nothing about the event changes, I was wondering if we just renegotiate and update the contract. I will also be contacting the Truman Annex Association to make them aware of the series. Please let me know what questions you have and what I need to do next to get the ball rolling. Thank you for your time and I look forward to hearing from you soon.

Truman Waterfront Movie Series hosted by Key West Outdoor Movies
Date: October 2019 - May 2020, showing movies the first and third Friday of each month.

The first movie of the month would feature a film for families with young children, second month would be for an older audience as a date night spot, but nothing more than PG-13 rated. We would like to either offer concessions, maintained by the company, or get a charity onboard with us and give them a minimum of \$500 to help them start up a popcorn station/etc. If we run concessions, we will still have a charity tied into the events, which will benefit through donations and awareness.

I'd like to propose giving the city \$2,500 to rent the space for the season's dates requested.

Attached are additional details and please let me know what else you need. I can move as quickly as possible for you to help expedite this request.

Best Regards

Scott Gerke

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"A Celebration of Us"