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## ***The Valley Drive-in – giving more than entertainment!***

Sitting back in a comfy car seat, enjoying freshly popped popcorn and a nice cold drink with the family, having a relaxing and affordable evening out – oh, the fun of going to the drive-in theater.

But wait! Not only are family members having a great time, but they are also supporting the local community.

Operated by the Coldbrook and District Lions Club and located in Cambridge, Kings County, the Valley Drive-in Theater provides more than great entertainment. It is a source of student employment as well as a fundraising project with all profits going direct-

ly to the community. And the true source of that profit may be a surprise.

“Our profit is a direct result of canteen sales,” says Kirk Longmire, chairman of the Valley Drive-in committee. “People often think that a packed drive-in means we’re making a lot of money at the gate. But that’s not the way it works.”

On a busy weekend, revenue may be high but so are expenses. The money brought in at the gate is divided between film and operating costs. As film cost is based on a percentage of gate receipts, the greater the attendance, the greater the cost of that movie.

Last season, the Lions Club netted

\$26,000, which went to community projects. All drive-in supplies are purchased locally.

Providing student employment at the drive-in is a priority for the Lions Club. Six students are hired to work during the May to September season. “Even if we only broke even, it is a big thing for us to hire as many students as possible.”

The Valley Drive-in is the only Canadian drive-in operated as a non-profit, and the only one in the world run by a Lions Club. And although this is the fifth season the drive-in has been operated by the Lions Club, it has used the property since the 1980s for Drive-in Bingo held every Tuesday during the drive-in season.

“We run the only outdoor ‘sit in your car’ bingo we know of. It’s really a unique experience, and it’s growing.”

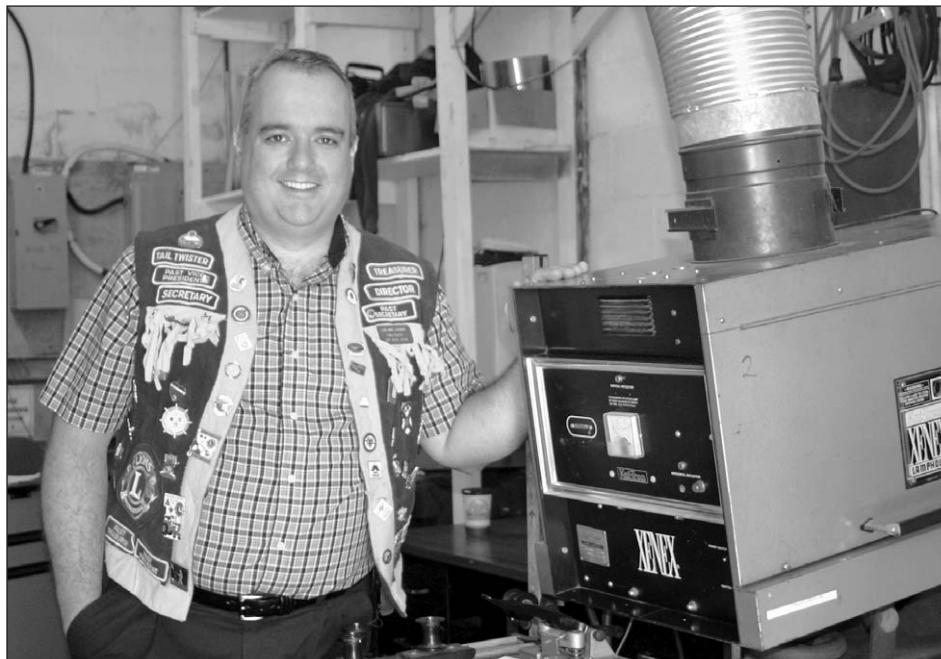
As a further community feature, the Lions Club helps local non-profit groups by allowing them to book a night

at the drive-in and sell fifty-fifty tickets to raise needed funds.

But for a family, the greatest part of going to the drive-in is the whole movie experience. “The drive-in is wonderful for kids who have never been to a movie theater,” says Kirk. “I’ve seen these children – they’re wide-eyed!” A sponsor-paid laser show, full of animation and music, entertains children before the first feature.

This season, the Lions Club faces the reality of expensive repairs to its aging screen tower. In anticipation of the costs, it has had to raise gate prices slightly to help cover the minimum \$30,000 in upgrades.

But with the strong crowds so far this season, even with rain, the community is proving an increase in gate price will not keep them from enjoying great movies and great food. All the while helping the community in so many different ways!



*Kirk Longmire shows the projector used at the Valley Drive-in in Cambridge*



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