



Huron Valley Film Organization

**Milford Independent Cinema  
Fundraising Presentation**



The mission of the Huron Valley Film Organization, a nonprofit established in September of 2020, is to cultivate a center for film and allied arts in the Huron Valley Community by maximizing the potential of the Milford Cinema as a cultural and social hub.

## History and Mission

The Huron Valley Film Organization (HVFO) is a newly established nonprofit organization comprised of longtime area residents and entrepreneurs who want to keep an independent cinema alive in our community through first-run films as well as related cinema events, local art displays, and school-related presentations. As a nonprofit, all proceeds will be invested back into the mission of the organization.

We plan to open the cinema by January 1st, and our vision is to continue showing first run movies Wednesday through Sunday while also utilizing the space for special events. The MIC will primarily be a welcoming space for families and community members, featuring not only the typical concessions expected at movie theaters, but also many gourmet options from local businesses like Sweet Retreats Chocolate Shoppe, Proving Grounds Coffee, Milford Spice Company, and MI Abilities.



Our ticket and concessions prices will be affordable for the families of Huron Valley, certainly lower than megaplex theater prices. Additionally, we will offer a membership program with numerous incentives to maximize the value of every dollar spent by area residents in support of our theater.

Our fundraising goal is \$150,000 to cover the cost of theater renovations and updates (including replacing seats; an Art Deco style makeover; updating the concessions area, bathrooms, screening room, and flooring throughout; new marquee and signage; and providing for initial operating costs, especially during COVID restrictions on capacity).

## The Milford Independent Cinema's Monthly Schedule

### Wednesday through Sunday Evenings

First run, close to first run, family friendly, commercially popular films and documentaries at a reasonable price. We will feature locally made, special concessions offerings from area businesses along with typical theater concessions. Businesses we plan to partner with include Pop Daddy Popcorn, Sweet Retreats Chocolate Shoppe, Proving Grounds Coffee Shop, Beyond Juicery and Eatery, and MI Abilities gourmet popcorn and nut clusters.

### Monday and Tuesday

MIC special community engagement fundraiser events will include the following:

- **Film Appreciation Night** – an evening of viewing older, classic films as well as a variety of contemporary films followed by discussion and fellowship. These events will be marketed to our MIC Movie Membership and open to the public. Films would be viewed at the cinema, and then follow up discussion could be held at a nearby sponsoring restaurant.
- **Movie Trivia League** – a multi-week competition pitting teams of area residents against one another in a game show style movie trivia extravaganza. Prizes, trophies, and bragging rights will go to top performing teams.
- **Film Festivals** – cultural, educational, artistic, and/or theme-based film festivals will be developed throughout the year with an emphasis placed on contributing to and complementing community events, holidays, or other aspects of cultural significance.
- **Student Film Series** – in partnership with local school programs, families, friends, educators, and school staff members will be able to enjoy a showcase of student produced films, music videos, PSAs, and other highlights from Career & Technology Education programs.
- **Date Night Live Streaming Performances** – The MIC will offer live streamed performances of professional theater organizations like Royal Shakespeare Company, Royal Opera House in London, Broadway shows, and other major performances that are oftentimes live streamed on opening night.
- **Allied Arts Performances** – working with community theater groups, artists, and performers of all types, events will be scheduled to highlight the variety of talents and passions evident throughout the community.

### Afternoons and Other Off Times

The MIC can be rented out to businesses, corporations, organizations as a gathering space for employee, member, or customer appreciation events, including a movie or presentation as well as concessions. In addition, The MIC is available to area educators for field trips to see film versions of anchor texts taught at various grade levels, documentaries about historic events and modern issues, live streaming performances, virtual tours, and any other educational experience that can be offered through our cinema.

#### Example Ratings to be Shown

##### - G -

General audiences. All ages admitted. Nothing that would offend parents for viewing by children.

##### - PG -

Parental guidance suggested. Some material may not be suitable for children. Parents urged to give parental guidance. May contain some material parents might not like for their young children.

##### - PG 13 -

Parents strongly cautioned. Some material may be inappropriate for children under 13. Parents are urged to be cautious. Some material may not be appropriate for pre-teenagers.

##### - R -

Restricted. Under 17 requires accompanying parent or adult guardian. Contains some adult material. Parents are urged to learn more about the film before taking their young children with them.

## Benefits to Local Businesses and the Community

The Milford Cinema has been part of our community since 1973. By supporting the cinema, businesses are attaching themselves to a valued and beloved part of the local community. Since our primary purpose will be to provide the cinematic experience families have come to appreciate, supporting businesses will be seen as enhancing the community's social and cultural aspects.

Businesses who donate at the Executive Producer, Director, or Oscar Winning levels will also be recognized through our pre-movie promotional videos, which serves as excellent advertising and can build word-of-mouth for businesses supporting what the community values.

### Partnering with Area Businesses

As an independent cinema and a nonprofit, The MIC will be able to tap into the strength of Huron Valley's robust business community and supporting entrepreneurs to build mutually beneficial relationships. The MIC offers area businesses the opportunity to sponsor films, thereby offsetting the cost from production companies. In exchange, the business's name will appear on the "Sponsored by..." line of our marquee, they will be able to set up information and giveaways in a designated space in our lobby, and they will be recognized in our pre-movie video about the HVFO and The MIC.

### Partnering with Area Organizations

The MIC will work with volunteers and staff from a variety of other nonprofit organizations in our area to engage the community with their mission and encouraging support. We will work with the Village Fine Arts Association to support the ongoing programs and events offered at The Suzanne Haskew Arts Center (The SHAC) by hosting arts-based events and showing films related to art education. We will support MI Abilities and Team Huron Valley Special Olympics by selling the gourmet popcorn and nut cluster products produced through their office.

We will also complement the Huron Valley MLK Day Committee's efforts to recognize the Dr. King National Day of Service by offering films and documentaries related to the Civil Rights Movement and the ongoing need for peace, nonviolence, and equality in society, as well as the continuing need to support families in need through the work of other organizations like Community Sharing. As a community-oriented nonprofit, we will be steadfast in our efforts to use our space to benefit surrounding nonprofit and charity organizations.

## HVFO Board Member Bios



### Bryan Gutierrez

Bryan is a local Realtor with an office on Main Street. He is a member of the Milford Business Association and is on the board of the Huron Valley Chamber of Commerce. He is an active volunteer for many community events within the Huron Valley area. Bryan, along with his wife and family, live in the village and hope to enjoy the Milford Independent Cinema for years to come.



### Andrea Perry

Andrea Perry currently serves on the boards of 5 non-profit organizations, and she was also integral in opening the community Arts Center, The SHAC. Andrea brings knowledge of operating a non-profit as well as strong ties with people and businesses in Huron Valley as the current Membership/Sponsorship Manager at the Huron Valley Chamber of Commerce. Andrea has two teenage children who went through Huron Valley Schools and her husband, a lifelong Milford resident, is a teacher at Lakeland High School. She is excited to work on this project to keep it community strong and community focused.



### Isaac Perry

Isaac Perry is the English Department Chair at Lakeland High School who currently teaches AP-level English and Computer Science classes at Lakeland High School. He is a Board Member, fundraiser, and event organizer for the Village Fine Arts Association, the non-profit in charge of The SHAC, and he has served as Committee Chair for the Huron Valley MLK Day Committee since 2005. As a lifelong resident of Milford, Isaac enjoys contributing to the development and progress of his hometown, especially music- and arts-based programs. Isaac and his wife, Andrea, both live in the village where they raised their two children, Lincoln and Layla.



### Rich Trice

Rich Trice has been a teacher in Huron Valley Schools for twenty years. He has taught English and art, including classes on film and literary analysis. A longtime film enthusiast, he looks forward to bringing his family to the Milford Independent Cinema. Rich has been involved in independent film production, and has submitted short and feature length projects to film festivals across the country.



### Carrie Wiltse

Carrie Wiltse is the Treasurer of the HVFO and is a Milford native, and operates River's Edge Brewing Co. in downtown with her husband, Ryan. She has a background in construction with her father's business, Omega Homes, and has been attending shows at the Milford Cinema since she was a kid. She enjoys spending time with her dogs, riding her beautiful horse, Ellie, and hiking through the many parks we are blessed with in the Huron Valley area. Carrie loves escapist, entertaining and adventurous films (*Jason Bourne*, *Lord of the Rings*, *Mission: Impossible*) and looks forward to bringing The MIC project to life through the non-profit revitalization of her hometown theater.



### Ryan Wiltse

Ryan Wiltse is the co-founder of River's Edge Brewing Co. in downtown Milford and President of the HVFO. He grew up in the Thumb and remembers seeing his first theatrical movies at the Strand Theater in Caro (*The Dark Crystal*, *E.T.*, and *Return of the Jedi*). A native of Sebawaing, Ryan and his wife Carrie moved to her hometown of Milford in 2012, and he was thrilled to discover his charming new community had a movie theater. Ryan loves movies, especially anything adventurous and action-packed, and preferably a bit geeky. He has fond memories of renting the suitcase sized VHS players from the local video store for the weekend and watching *Big Trouble in Little China* with his dad way too many times. Ryan is honored to be a part of the Milford Independent Cinema project and looks forward to working with the rest of the HVFO to make The MIC a center for film, arts & culture in the Huron Valley community.



### Sarah Martin

Sarah Martin is the assistant manager at Milford High School Center for Performing Arts and the Technical Director for the Milford Theater Company. She has three children who are all interested in various performing arts and a husband who supports all of her "crazy theater stuff." Sarah is very excited to be on the board of the HVFO and looks forward to revitalizing the cinema to meet the needs of the community.

## Donations and Donor Levels

Donations can be made through our website [www.milfordcinema.org](http://www.milfordcinema.org), and the donor levels are as follows:

Level	Amount	Benefits
<b>Key Grip</b>	\$5-\$50	---
<b>Screenwriter</b>	\$50	---
<b>Cinematographer</b>	\$100	website recognition
<b>Star</b>	\$250	website and poster recognition
<b>Executive Producer</b>	\$500	<i>all the benefits listed above plus:</i> thanked on our pre-movie HVFO promotional video scrolling list of major donors) four free popcorn
<b>Director</b>	\$1000	<i>all the benefits listed above plus:</i> theater merchandise (two shirts, two stickers) and, four additional free popcorn (for a total of 8)
<b>Oscar Winner</b>	\$5000	<i>all the benefits listed above plus:</i> your name on a hollywood star
<b>Screening Room</b>	\$10,000 per year	<i>all the benefits listed above plus:</i> naming rights to the screening room. Contact <a href="mailto:info@milfordcinema.org">info@milfordcinema.org</a> for details.

The Milford Independent Cinema is a nonprofit, tax-exempt charitable organization (tax ID number 85-3221988) under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible as allowed by law.

## Why You Should Invest in The MIC




Your donation will not only help preserve one of Huron Valley's most beloved institutions, but also ensure that the legacy of community fellowship will continue to be enjoyed by future generations.

### Contact

For more information about the Huron Valley Film Organization and Milford Independent Cinema, please contact us at:

Milford Independent Cinema  
945 East Summit St.  
Milford, MI 48381  
info@milfordcinema.org  
milfordcinema.org



 milfordcinema  
 mic\_milfordcinema  
 MilfordCinema



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