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Home / News / Local News / Queens students will analyse theatre idea

Queens students will analyse theatre idea

Posted By Ken MacPherson

Posted 21 hours ago

Last year Bancroft area residents said that they wanted a movie theatre. It topped the list of wants and needs on a survey that was administered by the Town's Revitalization Committee. The choice was not only popular among young people, but along all demographic lines. A location quotient analysis, administered by the committee suggests that the town can support such a venture.

During the past couple of months Chris Drost, Revitalization Co-ordinator, and Andrew Redden, Hastings County Economic Development Manager, have done some preliminary investigation into the feasibility of such a venture.

And now, with the help of Queens University students, the concept may be growing some legs.

The Monieson Business Centre, presented an opportunity to local communities for the assistance of a team of fourth year business students to work on local community projects this fall.

Drost says Monieson Centre students came here last year and presented Knowledge Impact in Society, a presentation designed to show what their group can do in helping communities reach the goals that they have in mind.

As part of the this initiative, research will be done into existing movie theatre operations in small rural communities including past movie experiences in North Hastings at Dunganon and through the Celebrate Youth Group's Summer Movie Program 2009, licensing requirements, access to films, start up costs, operating costs, and potential for profit. They will also be asked to look at potential venues, and collaborative opportunities with existing facilities that may be suitable. Moreover, they are doing the work for free as a part of their studies.

Drost stresses that this study will not guarantee the creation of a movie theatre in Bancroft but will aid in any person, or organization that may have a desire of perhaps starting one.

"Once the business case has been developed, and assuming it shows opportunity, we will be able to use this document to sell the idea to entrepreneurs and investors both inside and outside of the community," says a Revitalization Committee press release.

"I hope through this, we can show that our group is more than just about making building look more attractive, that it is an example of other things that the group can do."

The Queens University website says, the Monieson Centre brings leading academic research to business, government, and community audiences to create value through knowledge. The Centre focuses on research themes related to the knowledge economy - how to harness the expertise of individuals, organizations and communities to create knowledge capital. Acclaimed researchers study issues such as governance, corporate culture, innovation, change management, human resource management and economics. Issues are studied theoretically and practically. The result is innovation, insight and understanding to grow business, inform policy, and revitalize industries and communities. We call it "research at the speed of business."

Potential investors, owners of facilities that might be appropriate and others who have suggestions or ideas concerning a movie theatre in North Hastings, are encouraged to contact Drost at [613-332-6246](tel:613-332-6246) or by e-mail at chrisdrost@xplornet.com

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