

THE CIVIC THEATRE





We are Nelson's community cinema

Nelson Civic Theatre Society is a non-profit organization that operates as The Civic Theatre in Nelson, BC. Our mandate is to present and promote film as a cultural and economic force in our region and be a cultural hub that provides our rural community with access to film and media arts.

A home for OUR imaginations.

Cultural Context

**Amazing Food! Energizing Outdoor Sports! Salivating Beer!
Stunning Views! Beauty in Art! Welcome to the Kootenays!**

WELCOME TO NELSON!

Nelson is nestled in the heart of the Selkirk Mountains along the West Arm of Kootenay Lake. In a city of approximately 10,000 people lies this vibrant mountain community, featuring some of the best art, food, and outdoor recreational activities one could imagine.

Visitors flock to Nelson all year round for world class skiing and phenomenal hiking, just a few of the activities that Nelson offers. Walking in the historic town centre after dinner and enjoying the small town feel is just another reason to fall in love with the ambience of Nelson.

Nelson offers so many exciting cultural attractions as well. The Nelson Civic Theatre is just one of a suite of cultural experiences to immerse yourself into. The theatre currently features a 306-seat auditorium with a top-notch digital projector and 7.1 Surround Sound. We present a wide variety of films, ranging from current blockbusters to local independent films, and all sorts of offerings in between.





History

In the midst of the Depression, Nelson's forefathers had a courageous vision for a facility that would bring people together for a wide array of activities. Touted as "BC's major building project of 1935" the centre was outfitted with our auditorium, featuring the most modern theatrical and celluloid film technology. Since then, it has given citizens of Nelson more than eight decades of service.

For more than 70 years, The Civic Theatre hosted film screenings, as well as touring shows, community theatre, live music, school presentations, and much more. Following Famous Players' management, it was run by a number of private operators, eventually closing in 2011.

With a community call-out to save The Civic Theatre, it successfully re-opened in 2013. The Civic Theatre has focused on refining operations, growing capacity, presenting diverse film offerings to local audiences, building the ways that it serves the local community, and raising funds to improve and diversify the venue.



Arts & Economic Initiatives

Kootenay Film

As leader and supporter in the screen-based industry, Kootenay Screen-Based Industry provides meet-ups, an equipment rental program and a one-stop website for screen-based needs in the Kootenays.

Rural Arts Inclusion Lab

Exploring and Changing the Systems that have marginalized voices in British Columbia Arts through workshops and community events.

Artist Residencies

Residency program for artists offering space and collaboration on projects that are relevant to the arts community and based on the artists interests.

Community Programs & Events

Zombie Walk

A by-donation event held every year proving to provide chills and thrills. Home for the Holidays – Partnering with the Nelson Community Food Centre this by-donation event is the chance to get cozy with some holiday cheer at the Civic.

Home for the Holidays

The Civic's annual winter celebration and open house. This is a cozy family event where we screen a short film followed by a feature length movie that the kiddies will love. A by-donation event where we also partner with the Nelson Community Food Centre and patrons are encouraged to donate food on the day.

New Years Eve Pajama Party

Pajamas mandatory here! Get ready for a by-donation event that lets you sit back enjoy a cool flick and countdown!





Community Programs & Events

Craft Brews of the Columbia Basin Film Competition

Profiles local breweries in the East and West Kootenays. Filmmakers, and aspiring filmmakers, are given the opportunity to create their very own ode to their favourite local brewery with a three-minute beer commercial.

Oscars Livestream

Dress to impress! This livestream event has all of the glitz and glam of the Oscars hosted in Nelson.

Film Programming

We strive to support indie, Canadian and local films – diverse stories that showcase our diverse community.

Drive-in theatre

Programming of film and movies at a local parking lot with a big screen. Great way to spend a summer evening under the stars.

Movie/film programming at the theatre

In this 306-seat cinema lies some magic of Nelson. Come inside to cry or laugh and share the emotion of film with your community.

Virtual Events (eg. filmmaker Q&As & online Screenings)

Online has never been more popular. Cozy up with the Civic Theatre and some popcorn.



Youth Programs

Super 8 Film Workshop & Challenge

24 hours. That's all the time eight local teenagers had to shoot, direct, produce, score and edit a film. That'd be a challenge for any filmmaker. But these students did it all on Super 8. They even developed the film by hand.





Audience demographics

Students

22 YO | Studying at Selkirk College | Outdoorsy

Usually goes to the cinema with a group of friends or on a date. They do not have a high disposable income so will chose to see films that are directly related to their interests eg. rock climbing, skiing etc.

Young couples, no kids

29 YO | Professionals | Open to new experiences

Mostly go with Jen as a date night. We'll buy popcorn and make a special night out of it – maybe dinner and drinks beforehand. If friends are going to another movie, we might tag along as well.

Families

Parents 30-45 YO | Work in tech or admin | Get dragged to Disney and Pixar films!

Goes to the movies as an entire group and for a special celebration, big or small. They LOVE our family events such as NYE Pajama Party as it's a chance to be social with other members of the community whilst still being able to go somewhere fun with the kids.

Audience demographics

Screen-based industry professionals

20-35 YO | Local filmmaker | Part of The Civic's SBI Facebook community

Goes to movies that they hope to inform them professionally. Eg. film festivals, critically acclaimed movies, and up and coming indie movies. Also loves watching filmmaker Q&As and getting some insights from the pros.

Cinephiles

30 YO+ | Arts Professional | Loves non-mainstream movies with a quirk

Frequents indie, foreign, and art house films especially film festival content. comes to The Civic, I am always the first to get tickets. Is waiting for Nelson to bring it its very own film festival soon!

Seniors

60 YO+ | Retired | Loyal supporter of The Civic & active community member

Usually goes to the cinema with their partner to see more diverse and challenging content. They love seeing foreign/indie films that they've never heard about before. This audience loves the history & heritage behind our organization.





Sponsorship Opportunities

At the Civic Theatre, sponsors are not just partners, but teammates in delivering great programming.

ENGAGE with our audience through direct activations pre- and post-event!

REACH OUT to a new film community brought to the Kootenays!

COME & MEET locals and tourists alike!

We can design a customized sponsorship package based on your organization's needs. Please feel free to contact Lisa, our Research and Development Coordinator with ideas about how you would like to participate at The Civic Theatre's programs and events!



Want to learn more about our sponsorship opportunities?

Get in touch!

Lisa Limarzi

Research & Development Coordinator

250.551.0410

lisa@civictheatre.ca