
Final Report

Large Screen Theatre Feasibility Study



For

**Village of Haines
Junction**

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Inukshuk Planning & Development

In Association With

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Executive Summary

This report examines the feasibility of constructing a large screen theatre in Haines Junction. The community views the theatre project as an opportunity for economic development consistent with the goal of promoting Kluane Country and Haines Junction as a tourist destination. The theatre is intended to be both another tourist attraction for visitors to Kluane Country and second, a community facility which can also be used to stage local plays, host conventions or other community events. It is hoped the theatre can become self-supporting, complementing existing community infrastructure.

Site location options were examined, resulting in a decision to explore the architectural adaptability of the existing Kluane National Park Visitor Reception Centre (KNP VRC). The study began by examining the current and potential markets for this type of attraction in the Kluane region. Data on similar facilities was collected and compared. Facility managers were questioned on their capital and operating costs, revenues generated, ticket pricing policies, and financing approaches. Audience trends and visitation patterns were also discussed. The bottom line from the community of Haines Junction's perspective is to determine whether the investment can be self-supporting and influence visitors to come to, or stay longer in the community.

This report concludes:

- the VRC site is the most logical location for theatre development. Constructing the theatre as an addition to the existing VRC building would result in economies of scale in construction and operation.
- 20% or about 20,000 visitors travel by bus in the Kluane region and 80% are independent travellers. The same percentages apply to the Kluane National Park VRC visits. The potential market for this theatre is estimated to be between 20,000 and 30,000 viewers per year. At 25,000 viewers and a \$6.00 admission price a \$1.3 million theatre project can be supported
- According to industry sources and other large screen theatres interviewed, 50% of visitors to an attraction with a theatre view the show. At current VRC visitation levels (40,000), a minimum of 20,000 visitors can be expected to view the film. This is confirmed by KNP data.
- If capital costs (including theatre construction, projection system, and custom film production) can be kept within the \$1.3 million budget, a conventional movie theatre project is feasible.
- A large screen theatre becomes feasible if an additional source of funding for custom film production can be found. Film production costs are the biggest unknown cost variable. Our sources caution that film production costs in the \$500,000 to \$2,000,000 range should be anticipated.
- A partnership with the Canadian Parks Service and a minimum of \$1 million of CAP funding is needed to support this project. The Village of Haines Junction could finance up to \$300,000 from theatre revenues.