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| *NBDC Organization Name* | Greater Auburn Gresham Development Corporation |
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| *NBDC Category Type* | Place-Based Generalist |
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| *Success Story Year* | 2022 |
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| *Success Story Month* | June |
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| *Business Name* *(As reported in ECM) or Business Corridor* | Greater Auburn Gresham Development Corporation |
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| *Business Need/Issue or Business Corridor Initiative* | Marketing |
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| *In 250 words or less, please provide a narrative about helping your clients or members successfully start, maintain, or grow their business, implement a business corridor initiative, or resolve a business need or issue* | Cinema Chatham, the only movie theater in the greater Auburn Gresham community has had its share of hard times due to pandemic-related movie closures. Since cities are reopening, there has still been a shortage of high-profile Hollywood wide releases making it to the big screen. However, thanks to the federal Shuttered Venue Operators grant we shared with them and finding alternative programming, the theater owner and his wife were able to weather the storm. They consulted with GAGDC’s business and community engagement teams for ideas and we came up with an idea to market the reopening of Cinema Chatham, by marketing a GAGDC fundraiser, with an intent to drive business to the theater. The good news is that a popular African American writer/director Jordan Peele, had just released a new movie “NOPE.” To market the event, we used traditional flyers, social media and e-blasts to market the even and the grand re-opening of Cinema Chatham theater. The community and city were overwhelming supportive and came out to fun music filled, with and free food, drinks and better yet, free popcorn! Social media touches were in excess of 1000 views on the flyer. The event was hosted for up to 300 people and every seat in the house sold almost two weeks prior to the opening and with a growing waiting list! Not only did the marketing help, but there was so much demand the Cinema Chatham owners are looking to repeat the event for the coming fall. |
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| *Provide hyperlink(s) to article, web page, or social media post with additional details**(If applicable)* | <https://www.eventbrite.com/e/the-grand-re-opening-of-cinema-chatham-tickets-380089878057?aff=ebdsoporgprofile> |

*Insert relevant photo(s)/image(s) below (If applicable):*

