



FROM THE CONCESSION STAND

UPPER PENINSULA FILM UNION



Why Our Model Works

by Don Erickson

Drive-in movie theaters, once littered across the landscape of America, are about as American as apple pie or baseball! It's no secret that drive-ins have largely become a thing of the past as the in-home movie market took off. Today all moviegoing experiences are threatened by the emergence of the streaming service. In 2020, The United Drive-In Theater Owner's Association reported just 305 drive-in theaters operating in the United States. Why, then, is the Highway 2 Community Drive-In Theater alive and well? We are located in Schoolcraft County with a total population of around 8,000 and the nearest city of 100,000 or more people is three hours away!

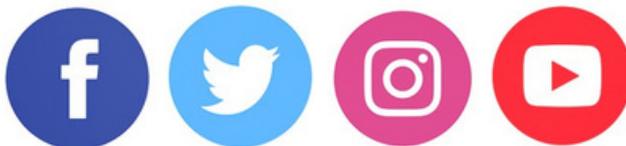
7 years ago we began this journey with a home projector, excitement, and a dream. We never could have imagined being here still today! When Kevin, Eric and I officially organized and created the nonprofit, U.P. Film Union, little did we know how far we would come in just a few short years. Our journey really begins with the model we have used from the very beginning, a model that is unlike any other in the entire world (to our knowledge).

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You are probably familiar with our model. We do not charge admission to our movie events as we solicit sponsors to generously donate which covers the cost of licensing fees. In addition, we do not operate the concession stand at these free events, rather a different nonprofit organization works the concession stand in order to raise money for their specific cause. Moving into the 2022 season, nearly \$18,000 has been raised in our concession stand directly assisting other nonprofit organizations throughout the Upper Peninsula! We also have opened up our facility for community organizations specifically during the Covid-19 pandemic. The 2020 Manistique High School graduation was held at the Highway 2 Community Drive-In Theater as well as a number of other events including a student/teacher drive-through, a Girl Scout troop bridging ceremony, and a socially distanced visit from Santa Claus.

That's the model, but you might still be wondering why does said model actually work? I've already established all the reasons why it shouldn't work: low population base, effective competitors such as streaming services, and the drive-in experience has been fading away for the past 4 decades. Our model works because it provides something that is hard to come by these days: community.

We offer a shared, communal experience that transports you back to a simpler time where poodle skirts and greased hair were all the rage! We offer an opportunity to put those cell phones away and enjoy a night out with friends and family, free from the distractions of the outside world. We offer an experience you will not soon forget and one that you will find yourself pining for immediately after you leave us. This is why our model works. It works because of you!

We sincerely hope you will consider joining us for one of our events this upcoming season! Check out our season schedule on page 4 of this newsletter!

The Wizard of Oz

Followed by

FREE!

HIGHWAY 2
COMMUNITY DRIVE IN THEATER

June 25th
Manistique

Come dressed as your favorite Wizard of Oz character and get your picture on the big screen!

**Thank You To Our Sponsor:
Westbay Mangement Company**

Upper Peninsula
FILM UNION

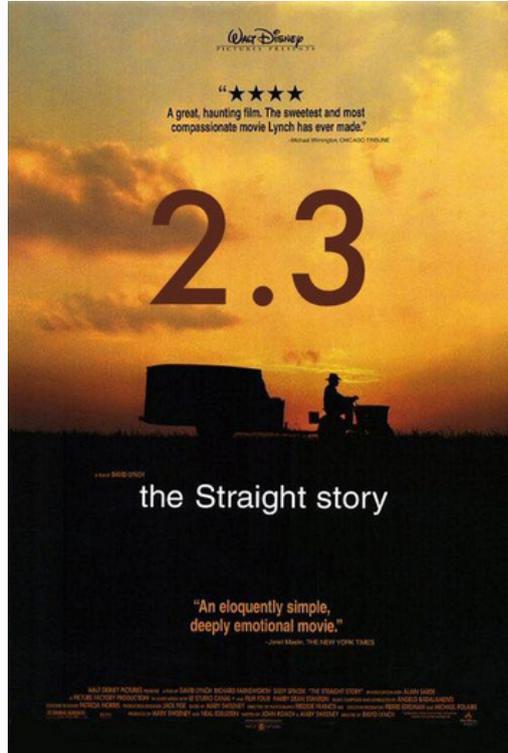
March Film Club Review

by Don Erickson

In March, the U.P. Film Union's Film Club watched The Straight Story, a 1999 film starring Richard Farnsworth, Sissy Spacek, and Harry Dean Stanton. The film is directed by David Lynch.

The Straight Story is based on the real-life story of Alvin Straight, an elderly gentleman who journeyed through the roads of Iowa and Wisconsin on his lawnmower. Straight hears of his estranged brother's recent stroke and decides he needs to make amends before it's too late. He hops on his 30 year old John Deere and begins his 240 mile journey.

The Straight Story has a mixture of phenomenal acting and mediocre acting. Farnsworth and Spacek deliver meaningful



performances that will touch even the hardened of moviegoers. The secondary characters, however, leave a lot to be desired. The story is methodical and emotional and the viewer feels every bump and every raindrop along the route. The film is a drama with a smattering of warmly sentimental scenes that will make you want to call your grandfather and tell him you love him!

Richard Farnsworth received an Academy Award nomination for best actor for his portrayal of Alvin Straight. Until 2021 when Anthony Hopkins was nominated at the age of 83, Farnsworth was the oldest person (79 years old) to ever be nominated for a best actor Oscar. The U.P. Film Union Film Club rated The Straight Story 2.3 out of 5.

A promotional poster for the movie 'Jaws'. At the top left, it says 'JULY 30TH'. At the top right, 'MANISTIQUE'. The title 'JAWS' is written in large, bold, red letters. Below the title, a shark's open mouth is shown, with a swimmer's legs visible above the water. The word 'FREE' is written in large, blue, stylized letters. At the bottom left, there is a logo for 'HIGHWAY 2 COMMUNITY DRIVE IN THEATER'. At the bottom right, it says 'Sponsored by: GLRC Great Lakes Recovery Centers Behavioral Health Services'.

U.P. FILM UNION PRESENTS

ALL MOVIES
START AT
DUSK

Drive-In Movies

WIZARD OF OZ 06/25/22

JAWS 07/30/22

CAPTAIN MARVEL
THOR:RAGNAROK 09/03/22

ADDAMS FAMILY 10/29/22
BLAIR WITCH PROJECT

EAST OF MANISTIQUE
ACROSS FROM THE AIRPORT

WWW.UPFILMUNION.ORG

ALL
EVENTS
FREE

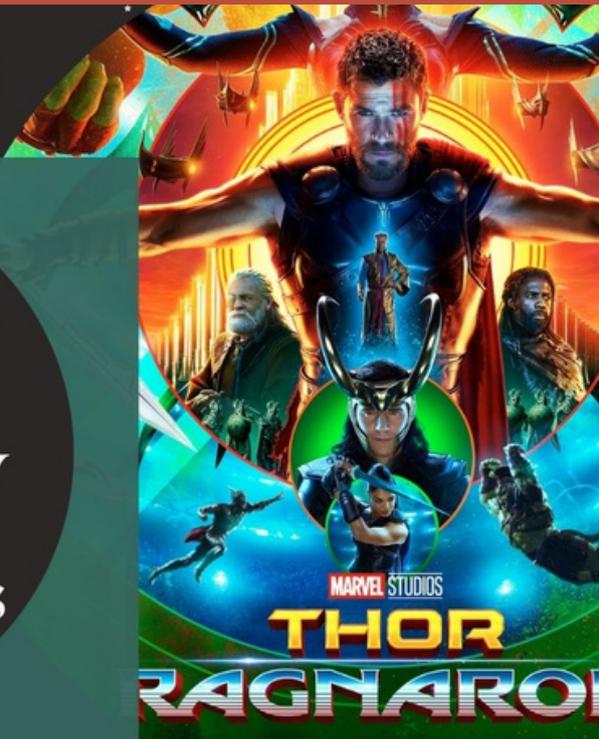




September 3rd

Labor & Day

Superheroes



FREE

Sponsored By: **guaranteed Rate**
AMY JO TETZNER

Manistique

7TH ANNUAL

FRIGHT NIGHT

October 29, 2022

FREE

*Trunk-or-Treat
Followed By a Spooky
Triple Feature*



FOLLOWED BY:
Legacy of Blood

Sponsored by:



Grover Real Estate



Manistique

*Brought to you
by the*

