

VT SUPERIOR COURT

STATE OF VERMONT

2016 SEP 27 P 2:23

**SUPERIOR COURT
Washington Unit**

**CIVIL DIVISION
Docket No. _____**

**STATE OF VERMONT
Plaintiff**

FILED

593-9-16 Wncw

v.

**CAPTURE THE DREAM, LLC;
ADAM GERHARD; AND
REGINA FRANZ
Defendants**

COMPLAINT

The Vermont Attorney General brings this suit under the Vermont Consumer Protection Act, 9 V.S.A. Chapter 63, against Capture the Dream, LLC; Adam Gerhard; and Regina Franz (collectively, "Defendants"), for making deceptive representations in connection with a fundraiser.

I. PARTIES, JURISDICTION, AND RELATED MATTERS

1. Defendant Capture the Dream, LLC is a New Hampshire limited liability company, with its principal place of business located at 204 South Main Street, Newmarket, NH, 03857. From April 30, 2013 until March 24, 2015, Defendant Capture the Dream, LLC was registered as a foreign limited liability company with the Vermont Secretary of State, and listed its Designated Office Business Address as 36 Bethel Drive, Bethel, VT, 05032.

2. Defendants Adam Gerhard and Regina Franz are residents of 204 South Main Street, Newmarket, NH, 03857, and formed Capture the Dream, LLC. Adam Gerhard is the owner of Capture the Dream, LLC, and Regina Franz is a member. Both Adam Gerhard and Regina Franz managed the Randall Drive-In Movie Theater ("Randall Drive-In"), located at 36 Bethel Drive,

Bethel, VT 05032; both were involved in launching a fundraiser to raise money to purchase a digital projector for the Randall Drive-In.

3. At all times relevant to this Complaint, Defendants did business in Vermont by operating the Randall Drive-In and by soliciting monetary pledges from Vermont consumers.

4. The Vermont Attorney General is authorized under the Vermont Consumer Protection Act, 9 V.S.A. § 2458(b), to sue to enforce the Act's prohibitions on unfair and deceptive acts and practices in commerce.

5. The Washington Superior Court has personal jurisdiction over Defendants and is the proper venue for this action because Defendants solicited monetary pledges through a crowdfunding campaign from consumers throughout Vermont, including those in Washington County.

6. This action is in the public interest.

II. STATUTORY FRAMEWORK

7. The Vermont Consumer Protection Act prohibits unfair and deceptive acts and practices in commerce. 9 V.S.A. § 2453(a).

III. BACKGROUND ON CROWDFUNDING

8. In a recent Complaint filed by the Federal Trade Commission (FTC) in the District of Oregon, the FTC defines crowdfunding as the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. Crowdfunding transactions typically involve consumers (sometimes known as "backers") giving money (known as a "pledge") to a project "creator" in exchange for a specific "reward." Typically, the "reward" is the product, service, or content that will be manufactured with the raised funds. Compl. at 3–5, *F.T.C. v. Erik Chevalier, also d/b/a The Forking Path, Co.*,

No. 3:15-cv-01029-AC (D. Or. June 6, 2015), ECF No. 1, *available at* <https://www.ftc.gov/system/files/documents/cases/150611chevaliercmpt.pdf>.

9. One of the most popular Internet crowdfunding platforms is Kickstarter.com. To initiate a Kickstarter “campaign,” the project creator develops a “homepage” that provides information (usually including a video and multiple pictures) about the product, service, or content that will be created with the raised funds. This homepage serves as the launch point for the entire project. In addition to information about the final product, the homepage provides information about the total amount of money needed for the project and the number of days left to fund it. Project creators can choose the length of the fundraising period, but Kickstarter limits the maximum time period to 60 days. Every project’s homepage offers multiple “pledge” options. Each tier promises specific deliverables or, in Kickstarter parlance, “rewards.” Usually, the higher the amount pledged, the greater the rewards promised to the consumer. Kickstarter is structured for “all or nothing” funding. If the creator does not raise the sufficient funds to meet the original fundraising goal selected within the time period selected, the creator does not receive any money and no backer is charged. *Id.*

IV. FACTS

The Kickstarter Campaign

10. On or before April 11, 2014, Defendants launched a fundraiser to raise money from consumers to purchase a digital projector for the Randall Drive-In (the “Fundraiser”). The Fundraiser primarily raised money through a crowdfunding campaign created on Kickstarter and launched on or about April 11, 2014 (the “Campaign”),¹ and also raised money through other

¹ As of September 14, 2016, the Campaign’s homepage can still be viewed at: <https://www.kickstarter.com/projects/1148446999/worlds-smallest-drive-in-movie-theatre-goes-digita>.

fundraising methods, including raffles, PayPal donations, DVD giveaways, concession sales, and by receiving donations from consumers in the mail.

11. The Campaign's homepage states: "Seeking to restore the Randall to its former glory longtime patrons Adam Gerhard and Regina Franz formed Capture the Dream, LLC and leased the property for the 2013 season." Although Adam Gerhard is listed as the creator of the Campaign at the top of the Kickstarter webpage, the use of only plural terms such as "we" and "our" throughout the Campaign's homepage demonstrates that all Defendants were involved in creating the Campaign.

12. The Campaign had a goal of raising \$20,000 within a fundraising period of 46 days to conclude on May 27, 2014. The heading at the top of the Campaign's homepage reads: "Randall Drive-In Movie Theatre Goes Digital." A subheading beneath reads: "The World's Smallest Drive-In faces their biggest challenge: Go Digital or Go Dark!" A partial screenshot of the Campaign's homepage, as captured on September 9, 2016, appears below, and the complete homepage is shown as Exhibit A.



13. On the Campaign's homepage, Defendants described in detail the history of the Randall Drive-In, or "The Backstory." The partial screen shot below displays a portion of this description.

The Backstory

Nestled in the Green Mountains of Vermont lies the Randall Drive-In Theatre, the world's smallest remaining drive-in. The theatre was built literally in Al Randall's back yard and has been providing family affordable fun under the stars ever since. Built in 1954, and celebrating its 60th Anniversary this season, the Randall Drive-In Theatre is one of only 4 remaining drive-ins in the state of Vermont. Drive-Ins are a piece of Americana that once dotted the landscape with over 4,000 theaters during their heyday.



Randall Drive-In Theatre Original Marquee

The Randall Drive-In has stood the test of time enduring the 1980's when other media options (VHS, Cable) became prevalent and attendance faltered. Even Mother Nature has impacted the drive-in with recent hurricanes Irene & Ida dropping the back field into the nearby White River and reducing the car capacity to below 150 making the Randall the smallest remaining drive-in. While all previous challenges have been met, digital cinema now threatens to close down this drive-in for good.

14. Also on the Campaign's homepage, Defendants described in detail the Kickstarter project, or "The Challenge." The partial screen shots below display a portion of this description.

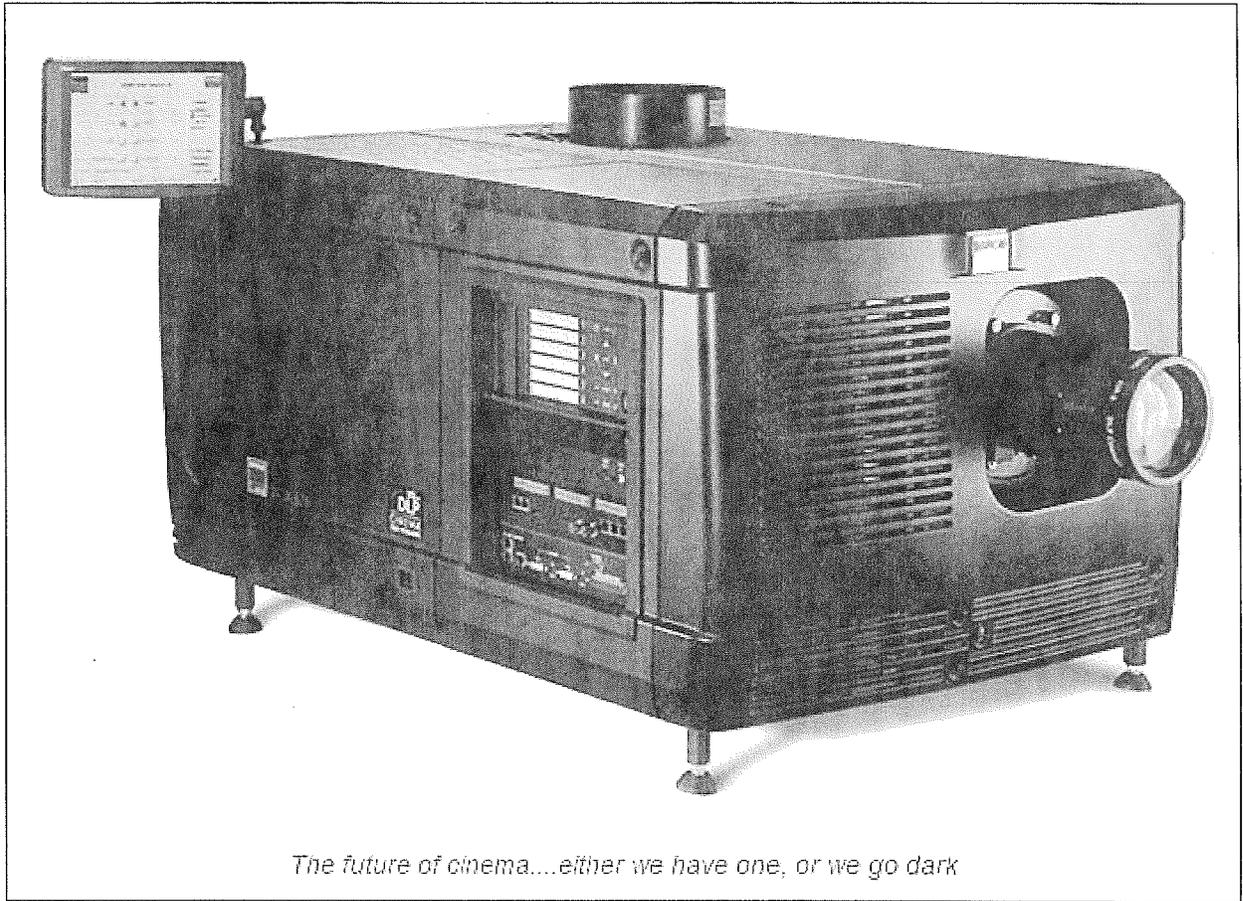
The Challenge

After a record season, it has become quickly apparent that digital cinema won't wait a few more years as many originally believed. Our dream has been to run a drive-in movie theater and rather than have this renaissance season be a Swan Song for the Randall Drive-In, we are asking for assistance so our company can obtain a digital projector and we can keep running drive-ins for many years into the future.

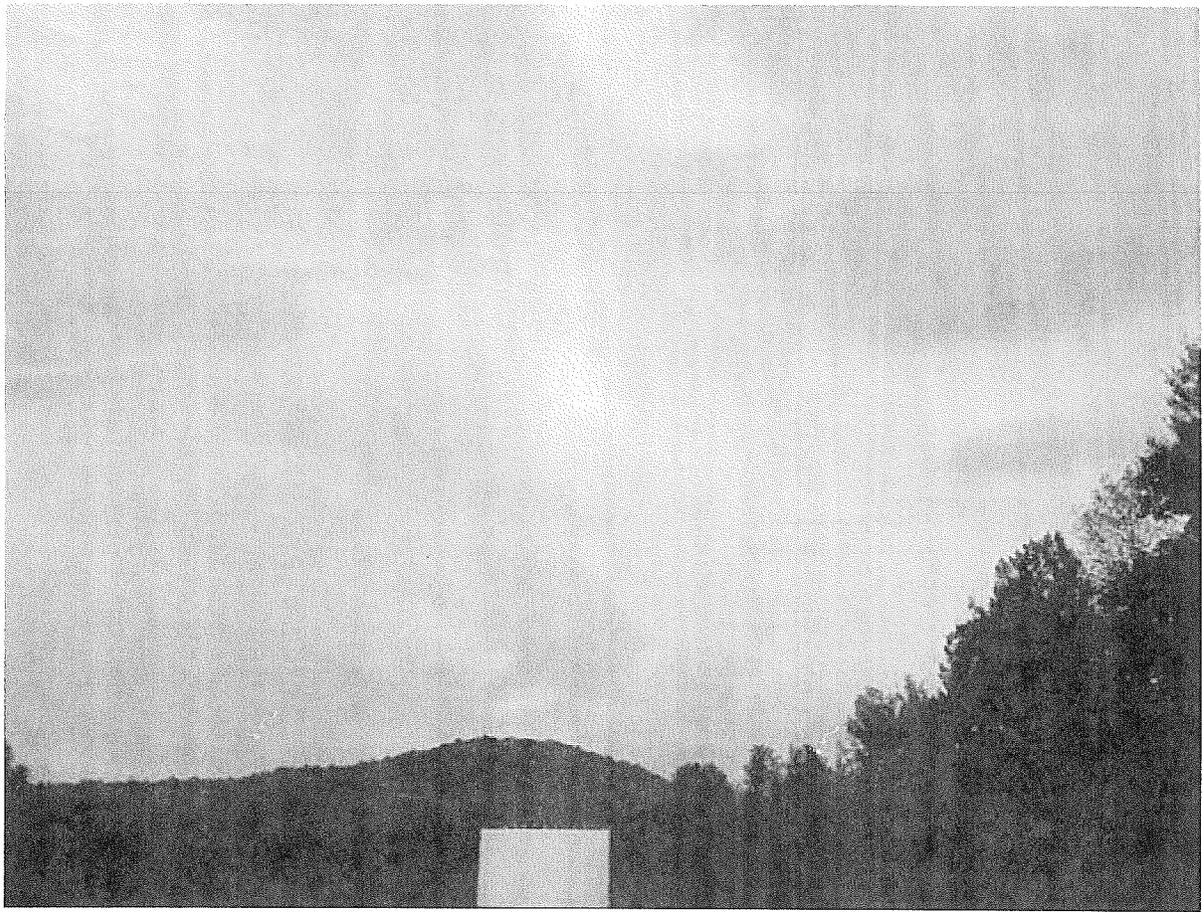
Digital Cinema comes at a staggering price: \$75,000! For the world's smallest drive-in, funding this alone is not a viable option. We run virtually non-profit with our passion for drive-ins keeping the place open so local residents can enjoy family time under the stars. What we offer is an experience that is a throwback to simpler times. In the ever evolving digital world, it is important to preserve these opportunities for families to come together and enjoy time outside.



Patrons start gathering at the venerable Snack Bus as the drive-in opens for another night under the stars



Randall Ticket booth as the sun sets for another night of movies...



Don't let the sun set on another drive-in...preserve this piece of Americana, the world's smallest remaining drive-in

15. In addition to revitalizing a beloved community landmark, the Campaign's homepage represented that if Defendants reached their funding goal, consumers would receive specific reward deliverables, such as a private screening of a movie, free concessions, and free popcorn.

16. The Campaign ended on May 27, 2014. Defendants exceeded their fundraising goal within the 46-day time period. In total, Defendants raised \$22,002 from 257 backers, including Vermont consumers.

17. According to the Campaign's homepage, several backers contributed substantial sums of money to the Campaign, including six backers who contributed between \$500 and \$1,000, two backers who contributed between \$1,000 and \$2,000, and one backer who contributed more than \$2,000.

18. Upon information and belief, Defendants also raised thousands of dollars from consumers through fundraising methods other than the Campaign.

19. Defendants continued to raise funds for the Randall Drive-In at least as late as mid-June 2014. On June 14, 2014, Defendants posted the following to the Randall Drive-In's Facebook page: "Cabot Cheese graciously donated this item for our raffle this weekend . . . a gift 'basket' valued at \$75 of premium Cabot cheeses, even includes a cutting board!" The following day, in response to the question "What raffle?", Defendants posted: "We have been doing raffles for digital since last fall! Tickets are available at the ticket booth and snack bus . . . usually we do free movies [sic] tickets, a 50/50 raffle, or free pizza from Cockadoodle Pizza Cafe."

20. As described below, Defendants acquired the digital projector on or about June 16, 2014.

Defendants' Misrepresentations and Omissions about the Digital Projector's Future at the Randall Drive-In

21. Despite knowing that the digital projector would not benefit the Randall Drive-In beyond the 2014 season and actively planning their next venture, Defendants subsequently raised funds from consumers, many of whom were community members and small businesses, by appealing to their excitement about the possibility of reinvigorating an iconic small-town drive-in movie theater.

22. Through the Campaign, Defendants represented to consumers that the digital projector purchased with the money raised by the Fundraiser would benefit the Randall Drive-In

for years to come, and that the Randall Drive-In would close if the Fundraiser did not successfully raise enough funds to purchase a digital projector, including, for example, by:

- a. Stating on the Campaign's homepage: "For the world's smallest drive-in, funding this alone is not a viable option. We run virtually non-profit with our passion for drive-ins keeping the place open so local residents can enjoy family time under the stars. What we offer is an experience that is a throwback to simpler times. In the ever evolving digital world, it is important to preserve these opportunities for families to come together and enjoy time outside."
- b. Stating on the Campaign's homepage: "The Randall Drive-In has stood the test of time While all previous challenges have been met, digital cinema now threatens to close down the drive-in for good."
- c. Claiming in a local news story posted on the Campaign's homepage that "if we can't get prints,² we have to close, unfortunately. That's why we're trying to push to go digital so we can continue getting movies here."
- d. Depicting a photo of a digital projector on the Campaign's homepage with the following caption stated beneath it: "The future of cinema . . . either we have one, or we go dark."
- e. Stating on the Campaign's homepage: "Our dream has been to run a drive-in movie theater and rather than have this renaissance season be a Swan Song for the Randall Drive-In, we are asking for assistance so our company can obtain a digital projector and we can keep running drive-ins for many years into the future."

² A release "print" is a copy of a film that is provided to a movie theater for exhibition. Wikipedia, *Release Print*, https://en.wikipedia.org/wiki/Release_print (last visited September 9, 2016).

23. In reality, Defendants were on notice at least as early as April 11, 2014, the date Defendants launched the Campaign, that their lease would not be extended beyond the 2014 season, and that the digital projector would not play a role at the Randall Drive-In after 2014.

For example:

- a. Defendants' lease to operate the Randall Drive-In for the 2014 season went into effect on March 1, 2014, and expired on December 31, 2014. Unlike in previous years, the 2014 lease contained a provision stating: "This lease agreement does not contain an option to renew."
- b. In a series of emails exchanged between Mr. Gerhard and Scott Corse, the owner of the Randall Drive-In, Mr. Corse conveyed his unwillingness to convert the Randall Drive-In to digital. Furthermore, prior to creating the Campaign, Mr. Gerhard acknowledged his understanding that Defendants' lease to operate the Randall Drive-In would not be extended beyond the 2014 season. For example, on February 16, 2014, Mr. Gerhard emailed Mr. Corse acknowledging that he had received Mr. Corse's voicemail "indicating that 'the file was closed on the Randall Drive-In.'"
- c. On June 3, 2014, Mr. Corse sent Defendants a certified letter (1) "to note for the record that any and all activity you are undertaking in soliciting funds for the aforementioned purpose is being done without my approval, without my participation, and (heretofore) without my knowledge"; (2) "to provide a reminder of my telephone message of February 15, 2014 and our subsequent telephone conversation of February 17, 2014. During those calls I expressed my belief that our business relationship was irreparably broken, acknowledged my contractual

obligation to extend your lease for the 2014 season, and used plain language to convey that I had ‘closed the file’ on offering you a lease following the 2014 season”; and (3) “to ask that you communicate unambiguously with donors, investors, and lenders alike that neither yourself nor the projector you propose to purchase will play a role at the drive-in after 2014.”

24. In fact, because Defendants knew that the digital projector would only benefit the Randall Drive-In for a single season, Defendants undertook significant steps towards opening a new digital drive-in movie theater, which they planned to call “Starry Night Drive-In.” For example:

- a. In October 2013, Defendants obtained at least two different estimates for the cost of a digital projector specifically for the Starry Night Drive-In.
- b. Defendants appeared at two planning board meetings (March 5, 2014 and March 19, 2014) and two zoning board of adjustment meetings (February 25, 2014 and March 25, 2014) in the town of Candia, NH with regards to construction of the Starry Night Drive-In.

25. At the conclusion of the 2014 season, Defendants removed the digital projector from the Randall Drive-In and brought it with them to the Fair Oaks Drive-In in Middletown, NY, which Defendants operated during the 2015 season only. Defendants are currently engaged in litigation with the owner of the Fair Oaks Drive-In in the Orange County New York Supreme Court.

26. Furthermore, Defendants were not authorized to make conclusory statements about the Randall Drive-In closing if the Fundraiser did not raise enough funds to purchase a digital projector because Defendants neither owned the Randall Drive-In nor had assumed

through the 2014 lease authority over the future of the Drive-In, and at no point did the owner, Mr. Corse, inform Defendants that the Randall Drive-In would close if a digital projector could not be purchased.

27. In fact, the purchase and installation of the digital projector without the written consent of the owner, Mr. Corse, actually violated the terms of the lease. Additionally, on May 9, 2014, while the Fundraiser was still ongoing, Mr. Corse sent Adam Gerhard the following email: "I am writing to ask for clarification of a matter that has recently come to my attention. It is alleged that you are soliciting funds for the purchase of a digital projector and that you are explicitly claiming if you are unsuccessful in raising the funds the '2014 season will be your last' for the drive-in. Is this allegation accurate?" The next day, on May 10, 2014, Defendant Adam Gerhard sent the following email: "No, that allegation is not accurate."

28. The Randall Drive-In did not close after the 2014 season. Beginning with the 2015 season, the Randall Drive-In (now known as the Bethel Drive-In) has been open and operating under new management despite the fact that Defendants removed the digital projector from the Randall Drive-In.

29. Despite knowing that they had no control or authority over the future of the Randall Drive-In and no personal knowledge that the theater would close, Defendants threatened the closure of the Randall Drive-In to induce community members and small businesses to contribute funds. At no point did Defendants adequately inform consumers that the digital projector purchased with their funds would only benefit the Randall Drive-In for a single season.

Defendants' Misrepresentations and Omissions about the Cost of the Digital Projector

30. Despite knowing that the cost of the digital projector was significantly less than the amount represented to consumers through the Campaign, Defendants subsequently raised

funds from consumers, many of whom would have considered the actual cost of the digital projector and down payment amount material in making their decision to contribute to the Campaign.

31. Through the Campaign, Defendants represented to consumers that the cost of purchasing a digital projector for the Randall Drive-In would be approximately \$75,000, and require a down payment of \$20,000, including, for example, by:

- a. Stating in a video of a local news story about the Campaign provided on the Campaign's homepage that "a new [digital projector] would be about \$75,000."
- b. Stating in the written description on the Campaign's homepage: "As previously mentioned, the projector costs around \$75,000. We set our Kickstarter goal at a reasonable level to ensure we were funded. The \$20,000 goal was to serve as the downp ayment [sic] for the projector with plans of on-going fundraising to pay down the balance."
- c. Stating on the Campaign homepage: "We have done our due diligence, gotten all estimates, and have put together a plan to make digital a reality at the Randall Drive-in in 2014."

32. In reality, Defendants had received various estimates for the cost of a digital projector, none of which were accepted, and none of which contained a purchase price of \$75,000 with a down payment of \$20,000.

33. Defendants did not even receive the estimate they ultimately accepted until June 2, 2014, after the conclusion of the Campaign. Per the estimate, Defendants entered into a rent-to-own agreement on June 16, 2014, for a digital projector costing \$36,300 with a down payment of \$6,000.

34. On June 17, 2014, Defendants paid \$6,000 to Scrabble Ventures, LLC as a down payment for the digital projector.

35. As of June 1, 2015, over a year after the Campaign ended, Defendants had only paid \$11,140.90 towards the total cost of the digital projector, despite having raised significantly more than that amount.

36. On June 30, 2015, Defendants paid the remaining balance of \$25,159.10 to Scrabble Ventures, LLC, paying \$36,300 in total, and acquired ownership of the digital projector.

37. Defendants did not inform consumers, through the Campaign or in any other way, of the actual cost of the digital projector and the actual down payment amount.

Defendants' Further Misrepresentations and Omissions

38. By creating the Campaign, Defendants held themselves out as abiding by Kickstarter's Terms of Use at the time of the Campaign, which forbids project creators from posting information they know is false, misleading, or inaccurate, and doing anything deceptive or fraudulent.

39. By creating the Campaign, Defendants also held themselves out as abiding by Kickstarter's Rules, which provide that projects must create something to share with others, and be honest and clearly presented.

V. VIOLATIONS OF LAW

COUNT 1

Violations of Section 2453(a) of the Vermont Consumer Protection Act

40. Plaintiff realleges and incorporates by reference herein each and every allegation contained in the preceding paragraphs 1 through 39.

41. Defendants engaged in unfair and deceptive acts and practices in commerce in violation of the Vermont Consumer Protection Act, 9 V.S.A. § 2453(a), by making the above-described material misrepresentations and omissions in the course of soliciting monetary pledges and donations from consumers in connection with the Fundraiser.

VI. PRAYER FOR RELIEF

WHEREFORE, Plaintiff State of Vermont respectfully requests the following relief:

- A. A judgment determining that Defendants have violated the Vermont Consumer Protection Act;
- B. A permanent injunction prohibiting Defendants from engaging in any business activity in, into, or from Vermont that violates Vermont law;
- C. A permanent injunction requiring Defendants to notify the Vermont Attorney General prior to creating any crowdfunding campaign which is available to any Vermonters;
- D. An accounting of all monies collected from consumers through the Campaign or any other fundraising method for the Randall Drive-In;
- E. Full restitution to all consumers who paid money to Defendants through the Campaign or any other fundraising method for the Randall Drive-In, and, to the extent that any such consumer cannot be found after due diligence, payment of the restitution amount to, in the Vermont Attorney General's discretion, charitable organizations operating in Vermont involved in supporting and promoting the arts;
- F. A judgment requiring Defendants to disgorge all profits obtained as a result of its violations of the Vermont Consumer Protection Act;
- G. Civil penalties of up to \$10,000 for each violation of the Vermont Consumer Protection Act;

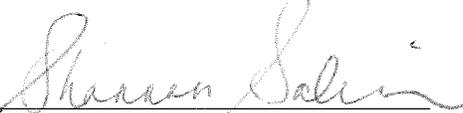
H. The award of investigative and litigation costs and fees to the State of Vermont;
and

I. Such other and further relief as the Court deems equitable and proper.

Dated: September 14, 2016

STATE OF VERMONT

WILLIAM H. SORRELL
ATTORNEY GENERAL

By: 

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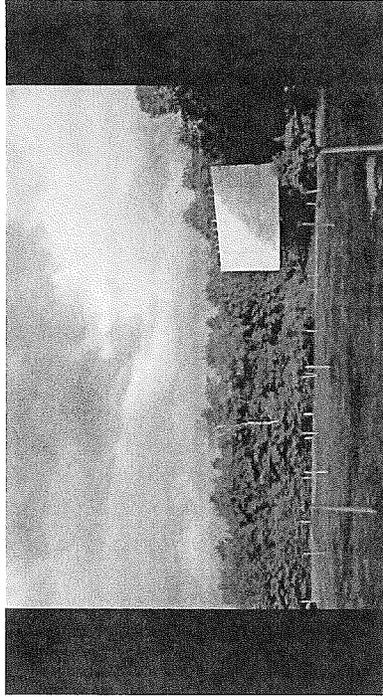
EXHIBIT A

Discover [https://www.kickstarter.com/projects/1152446999/the-smallest-drive-in-movie-theatre-goes-digital/description](https://www.kickstarter.com/projects/1152446999/the-smallest-drive-in-movie-theatre-goes-digital)

Discover [Start a project](#) [About us](#) [Log in](#) [Sign up](#)

KICKSTARTER

Randall Drive-In Movie Theatre Goes Digital



The World's Smallest Drive-in faces their biggest challenge: Go Digital or Go Dark!

Created by Adam S. Gerhard

267 backers pledged \$22,002 to help bring this project to life

[Campaign](#) [Updates](#) [Comments](#) [Community](#)

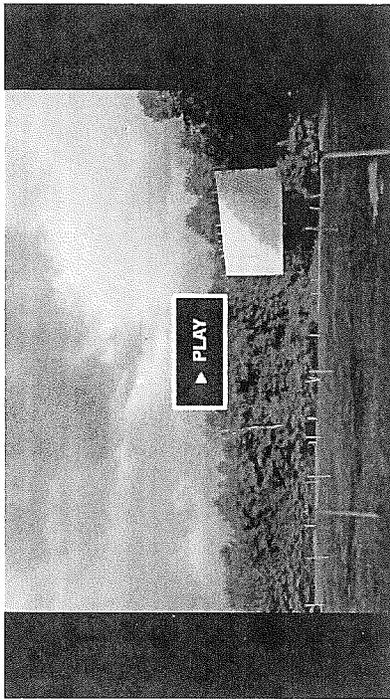
About this project

Support this project

Pledge \$5 or more

Share this project *

About this project



Support this project

Pledge \$5 or more

Saw V? You came, you saw, you supported us! You will receive our ongoing gratitude and a free small popcorn on your next trip to the theatre. You will get 50 frames of 35mm film played at our theatre and your name will be listed as a Bronze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: **Only United States**
Jun 2014

18 backers

Pledge \$12 or more

Cheater by the Dozen. You will receive one pack containing 12 glow bracelets of assorted colors! You will get 50 frames of 35mm film played at our theatre and your name will be listed as a Bronze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: **Only United States**
Jun 2014

11 backers

Pledge \$75 or more

ESTIMATED DELIVERY: **Only United States**
Jun 2014

11 backers

👤 Benoit, VT [✉](#) Theater

\$22,002
pledged of \$20,000 goal

Update: As previously mentioned, the projector costs around \$75,000. We set our Kickstarter goal at a reasonable level to ensure we were funded. The \$20,000 goal was to serve as the downp ayment for the projector with plans of on-going fundraising to pay down the balance.

The more we raise in this Kickstarter NOW is less we have to raise later.

Please continue donating and all money over the \$20,000 goal

APR 20 10:51 AM EST

raise later.

Please continue donating and all money over the \$20,000 goal will be put towards the final projector cost. Take advantage of all the great prizes we offer and donate today!

Randall Drive-In: The Sequel

Our first Kickstarter was a success with our loyal fans, but ultimately came up a little short of our goal. As with any successful movie, you can expect a sequel!

Although the equipment still costs \$75,000, we are re-launching our Kickstarter with a lower goal with the intent of using the Kickstarter proceeds to order a new digital projector. The remaining balance will be funded through additional fundraising efforts.

While our ultimate goal is to fund the entire digital conversion through fundraising, we know that we are a small community and it will take time. As long as we join together and at LEAST meet our minimum goal of \$20,000, movies will be shown at the Randall Drive-in in 2014 in full digital glory!

The Backstory

Nestled in the Green Mountains of Vermont lies the Randall Drive-In Theatre, the world's smallest remaining drive-in. The theatre was built literally in Al Randall's back yard and has been providing family affordable fun under the stars ever since. Built in 1954, and celebrating its 60th Anniversary this season, the Randall Drive-In Theatre is one of only 4 remaining drive-ins in the state of Vermont. Drive-Ins are a piece of Americana that once dotted the landscape with over 4,000 theaters during their heyday.



Pledge \$15 or more

American Hustle: Receive a 11 x 17 min Poster of the Award Winning movie "American Hustle" valued at nearly \$20! Additionally you will get 30 frames of 35mm film played at our theatre! Your name will be listed as a Bronze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: Ships '14
Jun 2014
Only United States
32 copies

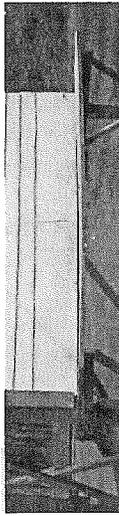
Pledge \$20 or more

The Flying Saucer: You will receive a Randall Drive-In Frisbee and a medium popcorn. You will get 30 frames of 35mm film played at our theatre and your name will be listed as a Bronze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: Ships '14
Jun 2014
Only United States
32 copies

Pledge \$30 or more

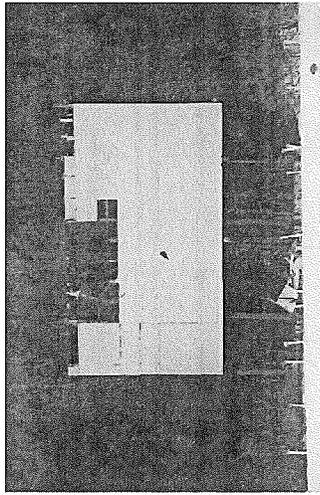
Chocolate Lovers: You will receive a Randall Drive-In Hot Chocolate Mug for those cozy nights at the drive-in, a medium popcorn and a Randall Drive-In Frisbee! You will get 30 frames of 35mm film played at our theatre and your name will be listed as a Bronze Donor on our website in a special donors section. Thank you for your



Randall Drive-In Theatre Original Marquee

The Randall Drive-In has stood the test of time, enduring the 1960's when other media options (VHS, Cable) became prevalent and attendance faltered. Even Mother Nature has impacted the drive-in with recent hurricanes Irene & Ida dropping the back field into the nearby White River and reducing the car capacity to below 150 making the Randall the smallest remaining drive-in. While all previous challenges have been met, digital cinema now threatens to close down this drive-in for good.

The last 8 years have seen the drive-in leased by different parties willing to run the theater as a "community theatre", which has greatly benefited the area residents. As is often the case with leased drive-ins, they were run year-to-year without looking forward to the dangers that digital cinema would present. At the end of the 2012 season, many people believed it to be the last for the Randall Drive-In, a sentiment re-enforced when winter storms ravaged the screen.



Drive-In Screen April 2013 after winter storms

Seeking to restore the Randall to its former glory, longtime patrons Adam Gerhard and Regina Franz formed Capture the Dream, LLC and leased the property for the 2013 season. They quickly set to work on renovating the theater. The entire projection booth was updated with high

Share this project

theatre and your name will be listed as a Sponze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: 3 HIPS TO Jun 2014 Only United States

35 backers

Pledge \$30 or more

All Dogs go to Heaven (The Cris-in-It) Special care package including dog treats and a chew toy for our four legged friends who visit the drive-in. Cat lovers can substitute in a cat care package with catnip toys and treats. You will get 30 frames of 30min film played at our theatre and your name will be listed as a Bronze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: 3 HIPS TO Jun 2014 Only United States

5 backers

Pledge \$40 or more

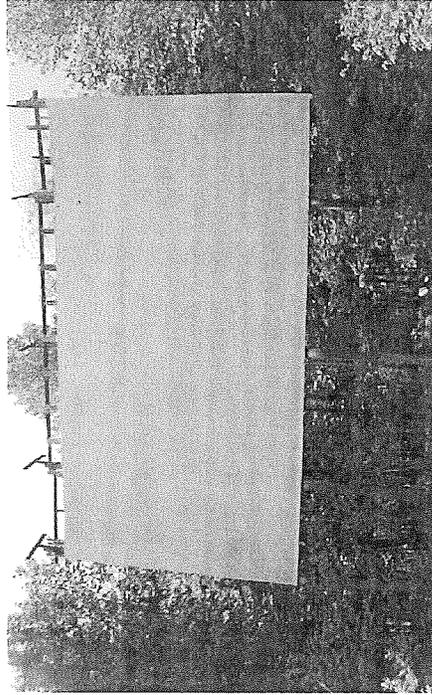
Dinner On Us: Cheesburger, Fries, and a Large popcorn (non-alcoholic beverages) Also a Randall Drive-In Apr Chocolate bag and Fries! You will get 30 frames of 30min film played at our theatre and your name will be listed as a Sponze Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: 3 HIPS TO Jun 2014 Only United States

You get your contribution and support!

ESTIMATED DELIVERY 3-4 Wks TO
Jun 2014 Only United States
6 backers

Seeking to restore the Randall to its former glory longtime patrons Adam Gerhard and Regina Franz formed Capture the Dream, LLC and leased the property for the 2013 season. They quickly set to work on renovating the theater. The entire projection booth was updated with high end quality 35 mm equipment to provide the best possible picture on the newly repaired and painted screen.



Repaired and painted screen...ready for business May 2013

Many changes we also made to the theatre in 2013, including:

- Lowered admission prices so families could enjoy the newly renovated theatre
- Expanded season starting before Memorial Day and going past Labor Day for the first time in 60 years!
- Introducing triple features not once but SIX times in 2013
- Customer Appreciation carload specials
- Attention to details and Dedication customer service
- An upcoming music video was shot this summer at the Randall.

Pledge \$50 or more

Taking the shirt off our backs. You will receive a Randall Drive-in T-shirt, XL Popcorn, Hot Chocolate Mug, and Fries. Additionally you will get 30 frames of 35mm film played at our theater! Your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

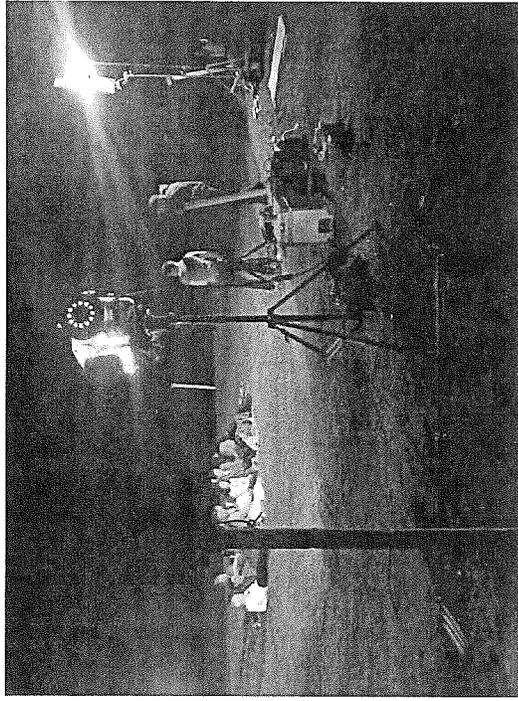
ESTIMATED DELIVERY 3-4 Wks TO
Jun 2014 Only United States
27 backers

Pledge \$75 or more

Wanted Poster. You will receive a movie poster, XL Popcorn, a Randall Drive-in T-shirt, Coca Cola, and Fries. Additionally you will get 30 frames of 35mm film played at our theater! Your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY 3-4 Wks TO
Jun 2014 Only United States
11 backers

- An upcoming music video was shot this summer at the Randall:



Boston-based band *Whispering Ghost's* upcoming debut music video being shot at the Randall Drive-In

The changes our company made to Randall had an immediately impact and the Randall is having the best season in over a quarter century with record attendance and sellout nights. We increased advertising as well as a new website and Facebook page which has people travelling from near and far just to spend a night under the stars with us.

The Challenge

After a record season, it has become quickly apparent that digital cinema won't wait a few more years as many originally believed. Our dream has been to run a drive-in movie theater and rather than have this renaissance season be a Swan Song for the Randall Drive-In, we are asking for assistance so our company can obtain a digital projector and we can keep running drive-ins for many years into the future.

Pledge \$75 or more

Ceriod Special: You will receive a ceriod pass good during the 2014, an XL Popcorn. Additionally you will get 30 frames of 35mm film played at our theatre! Your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY: 3-1PES TO
Jun 2014 Only United States

5 backers

Pledge \$100 or more

Popcorn Addict: A Bottomless Ceramic Popcorn Tub reusable for free for the entire 2014 season at the Randall Drive-In! Additionally you will get 30 frames of 35mm film played at our theatre! Your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support! Thank. This prize package must be picked up at the theatre.

ESTIMATED DELIVERY: 3-1PES TO
Jun 2014 Only United States

7 backers

Pledge \$100 or more

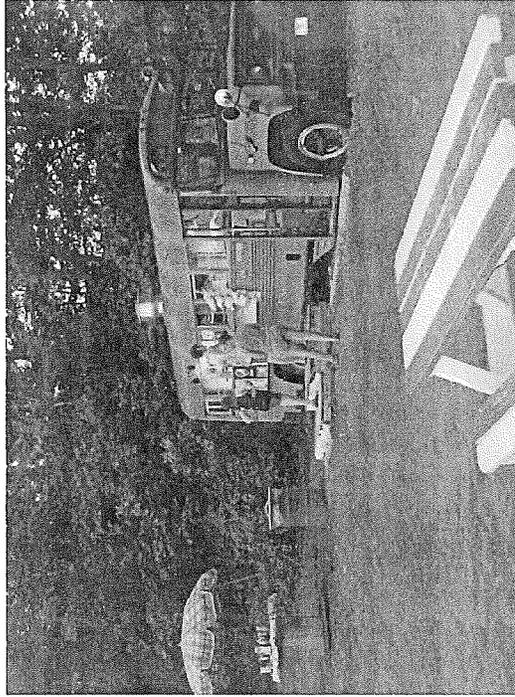
Devoted Fan: You will receive two adult movie tickets, XL Popcorn, a Randall Drive-In T-shirt, Coca Cola, and Frisbee.

Campaign Updates 13 Comments 14 Community

Share this project

drive-ins for many years into the future

Digital Cinema comes at a staggering price. \$75,000! For the world's smallest drive-in, funding this alone is not a viable option. We run virtually non-profit with our passion for drive-ins keeping the place open so local residents can enjoy family time under the stars. What we offer is an experience that is a throwback to simpler times. In the ever evolving digital world, it is important to preserve these opportunities for families to come together and enjoy time outside.



Patrons start gathering at the venerable Snack Bus as the drive-in opens for another night under the stars

We have put much effort into the theatre this year and are asking the community to help fund our companies' quest to own a digital projector so we can keep running drive-ins and living our dream.

In T-shirt, Coca Cola mug, and FritoBee. Additionally, you will get 30 frames of 35mm film played at our theatre! Your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY **3 SHIPS TO**
Jun 2014 **Only United States**

2 backers

Pledge \$125 or more

Admission: 6 movies passes for the 2014 season. Additionally you will get 30 frames of 35mm film played at our theatre! Your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY **3 SHIPS TO**
Jun 2014 **Only United States**

2 backers

Pledge \$135 or more

Throwing your support behind us. You get a set of popcorn and soda topped movie pillows for those late triple feature nights at the drive-in along with your movie tickets, XL Popcorn, and 30 frames of 35mm film played at our theatre! Your name will be listed as a Silver Donor on our website in a special donors section. Reward to be picked up at the theatre. Thank you for your contribution and support!

ESTIMATED DELIVERY
Jun 2014

Campaign Updates Comments Community

Share this project

ESTIMATED DELIVERY
Jun 2014

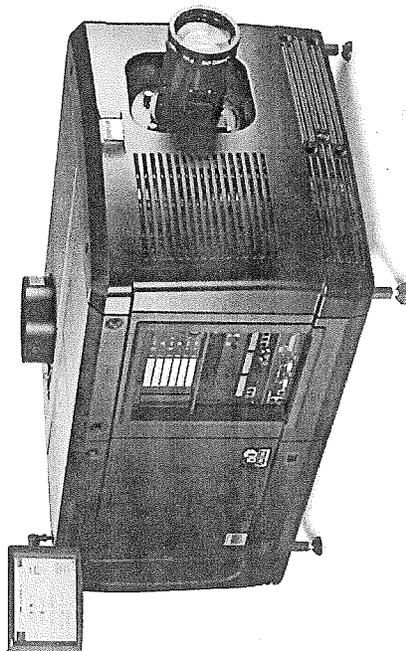
0 backers

Pledge \$150 or more

Wanted Poster, The Sequel, You will receive two movie posters, XL Popcorn, a Randall Erveta T-shirt, Coca Cola and Frisbee. Additionally you will get 30 frames of 35mm film played at our theatre, your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

ESTIMATED DELIVERY SHIPS TO
Jun 2014 Only United States

1 backer



The future of cinema...either we have one, or we go dark

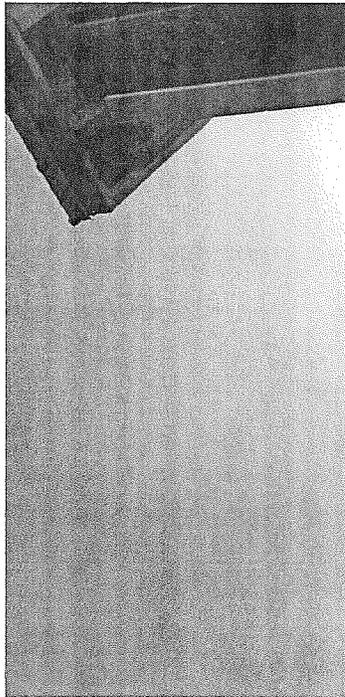
Pledge \$200 or more

Going Postal: Your name on the speaker post of your choice along with two movie tickets, XL Popcorn, a Randall Erveta T-shirt, Coca Cola, and Frisbee. Additionally you will get 50 frames of 35mm film played at our theatre, your name will be listed as a Silver Donor on our website in a special donors section. Thank you for your contribution and support!

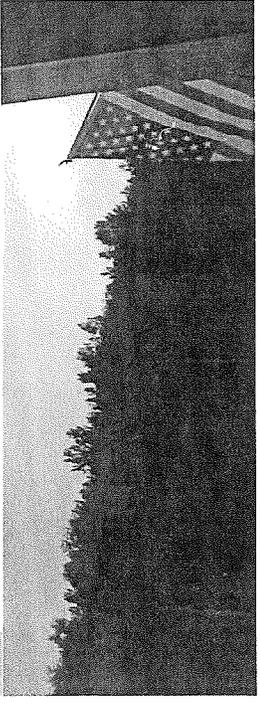
ESTIMATED DELIVERY SHIPS TO
Jun 2014 Only United States

0 backers

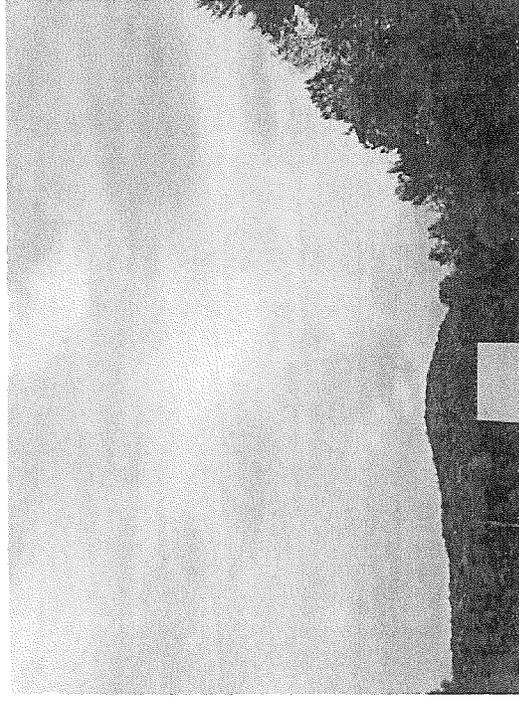
Pledge \$225 or more



Share this project



Randall Tucker booth as the sun sets for another night of movies...



Don't let the sun set on another drive-in...preserve this piece of Americana, the world's smallest remaining drive-in

Pledge \$225 or more

Last Night Entertainment: You get a set of popcorn and soda shaped throw pillows and a 60" X 30" movie night throw for those late triple feature nights at the drive-in along with eight movie tickets. XL Popcorn and 30 frames of 35mm film played at our theatre! Your name will be listed as a Silver Donor on our website in a special donors section. Reward must be picked up at the theatre. Thank you for your contribution and support!

ESTIMATED DELIVERY
Jun 2014

0 backers

Pledge \$250 or more

How To Get Ahead By Advertising: Your AS displayed on our handouts given to every customer entering the drive-in for the entire 2014 season

ESTIMATED DELIVERY
May 2014

2 backers

Pledge \$500 or more

Movie Adverts: Season pass for two people which includes a medium popcorn for EACH visit and 36 frames of 35mm film played at our theatre! Your name will be listed as a Gold Donor on our website in a special donors section. Thank you for your contribution and support!

OWNERS SECTION. Thank you for your contribution and support

ESTIMATED DELIVERY: Jun 2014 Only United States

3 backers

Risks and challenges

We have done our due diligence, gotten all estimates, and have put together a plan to make digital a reality at the Randall Drive-in in 2014.

As long as this Kickstarter is funded, we will be able to watch digital cinema at the Randall this year!

Learn about accountability on Kickstarter

FAQ

Have a question? If the info above doesn't help, you can ask the project creator directly.

Ask a question

Report this project to Kickstarter

Pledge \$500 or more

The Secret to Your Success: Your Logo displayed on our screen prior to each night's movies and your Ad on our Handouts given to every customer entering the drive-in for the entire 2014 season.

ESTIMATED DELIVERY: May 2014

3 Backers

Pledge \$1,000 or more

The Color of Money: A Banner being under the screen for your business, your Logo displayed on our screen prior to each night's movies, and your Ad on our handouts given to every customer entering the drive-in for the entire 2014 season.

ESTIMATED DELIVERY: May 2014

2 Backers

Pledge \$2,000 or more

Million Dollar Baby: Your companies banner hung under the screen for your business

Share this project

Pledge \$2,000 or more

Kidnap Dollar Baby, your corporate banner hung under the screen for your business, your 30 second advertisement, played on our 60s screen prior to each night's movies, and your ad on our handouts given to every customer entering the drive-in for the entire 2014 season.

ESTIMATED DELIVERY
May 2014

1 Member

Pledge \$2,500 or more

Easy Money: Have your next corporate gathering at the drive-in (limited to 150 cars) for a private screening of a movie of your choice (based on availability). A banner hung under the screen for your business, your Logo displayed on our screen prior to each night's movies, and your Ad on our handouts given to every customer entering the drive-in for the entire 2014 season.

ESTIMATED DELIVERY
Jun 2014

1 Member

Pledge \$4,000 or more

Brewster's Millions: Have your next corporate gathering at the drive-in (limited to 150 cars) for a private screening of a movie of your choice (based on availability). Free popcorn and soda provided for all attendees! A banner hung under the screen

Share this project

Free popcorn and soda provided for all attendees! A banner hung under the screen for your business. Your Logo displayed on our screen prior to each night's movies, and your Ad on our fabulous given to every customer entering the drive-in for the entire 2014 season.

ESTABLISHED: 2014

Jun 2014

0 backers

Funding period

Apr 11 2014 - May 27 2014 (46 days)

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English