

# Casino Star goes digital

The very last step of upgrading to digital projection at the Casino Star Theatre was finally completed on December 3, when Rural Incentives Analyst Daniel T. Royal from the Governor's Office of Economic Development (GOED) visited the Casino Star Theatre to inspect the new system and present a check from Utah's Rural Fast Track program to reimburse a portion of the cost.

The matching grant of nearly \$30,000 illustrates the confidence the Governor's Office of Rural Development has in the Casino Star Theatre's contributions to economic stability and development in the community.

Gunnison's historic theatre now boasts the latest "top of the line/state of the art" digital projector/sound system in rural Utah. The 24-channel sound system surrounds you in multi-directional sound available only in a few high-tech studios in the intermountain west. With a 24-channel system, a car horn may come from the back left speaker and a friendly "hello" from the front right speaker, creating an experience that puts you, the viewer, in the middle of the action and intensifies your movie-going experience.

In addition, the Casino Star can now offer a more diverse range of programming, from educational film viewings like the Old Spanish Trail in November, advertising options for local merchants, corporate training, seminars, and private parties.

The conversion process began nearly two years ago, when Hollywood declared that 2014 would mark the end of celluloid film (and clunky old film projectors). The winged victories had been installed above the front windows, so viewers' attention was shifted away from the gorgeous facade to address the critical threat to the Casino Star's future viability.

Casino Star Board President Kirk Rasmussen of Redmond introduced the board to Bill Cheney of Applied Tech-

nology to make recommendations for equipment and installation costs, including add-ons and sufficient wiring and ventilation to operate and protect the new system.

A fund-raising plan was then developed, making sure the theatre could ensure enough local donations to persuade major foundations and state sources that the community supported the upgrades and would continue to attend theatre events. For the next few months, CSTF submitted more than a dozen grant applications.

When Disney Studios released Planes: Fire & Rescue in July, they refused to provide one of the few celluloid copies for the Casino Star. Fund-raising efforts took on a "do or die" intensity when it was realized the Casino Star could no longer expect a supply of first-run films unless it was converted immediately.

The total funding needed was pledged by July—though about half had not yet been received. But the board gritted their teeth moved ahead. At the same time, Co-Director Lori Nay reminded Disney that the theatre had served them very well during prior Cars and Planes movies and former projectionist Seth Hendricksen had built replicas of TowMater and Dusty to draw extra crowds to the theatre to increase Disney's profits.

At the last possible moment, Disney came through with a celluloid copy of Planes: Fire and Rescue. Over the next six weeks, wiring, ventilation, and some construction work took place during the day, while Mater and Dusty preened on the sidewalk and the Casino Star showed its last few films in the evenings. The projector and its peripherals arrived, and installation was completed for the digital conversion in early September.

Funding for this important project includes grants totaling \$65,517 from the GOED Rural Fast Track, the George S. and Dolores Doré Eccles Foundation, Mormon Pioneer National



Mark Henline/Gunnison Valley Gazette  
Daniel Royal with the Governors Office of Rural Development presents Diana Major Spencer of the Casino Star Theatre with a \$30,000 check.

Heritage Area, CLG/Utah State History, Rocky Mountain Power Foundation, and Utah Department of Arts and Museums.

Also, generous donations came from out-of-towners Jon and Karen Huntsman, Peter Stirba, Don and Becky Major, Melissa and Naseem Ghandour, Steve Taylor, and Harla Macqueen, as well as California visitors to Clarion, Bruce and Elizabeth Pally.

Local donors include Roland and Julia Christensen, Richard and Lori Nay, Jon and Diana Spencer, Allen and Evelyn Frandsen, Marian Christensen, Glen and Verlyn Brink, and GIC.

Special thanks go to all you theatre-goers who dropped bills and coins into the collection box near the cash register while buying your concessions. The entire CSTF Board and staff thank all of these organizations and individuals for making our transition to 21st-century equipment a reality.

Finally thanks again to GOED's Board for supporting the Casino Star's request for funding for digital equip-

ment and making it possible for the Casino Star to move into its 103rd consecutive year of operation providing cinema to, live programs, and a community gathering place. And thanks to Delynn Fielding, Director of the Rural Development Program and our stalwart advocate, and to Dan Royal, who put the frosting on the cake by delivering that "last dollar" check last week.

## IS YOUR HOME READY FOR WINTER?

**We'll take care of it.**

✓ Chimney ✓ Furnace ✓ Air Ducts

**Hill's**  
**HEATING & AIR CONDITIONING, INC.**  
your comfort specialists

**528-3988**

For a limited time get a free blower with purchase of a new fireplace or wood stove – **\$300 value!**

Call today to schedule a **FREE** estimate!

**AVALON** Firestyles for Life  
**fireplacextordinaire**  
**Lopi** NORTH AMERICAN FAVORITE FIRE

[www.hillsheating.com](http://www.hillsheating.com)

**JMART**  
PRINTING & COPY CENTER

J. LANE HENDERSON  
OWNER

280 NORTH MAIN STREET  
SPANISH FORK, UTAH 84660  
801-798-6816  
FAX: 798-9770

Have a Happy Holiday Season from the Triple S Ag Team

Lehi Mixes - Evergreen Basket Centerpieces  
Candle Warmers - Holiday Door Mats - Solar Stakes - Farm Toys

10 South Railroad Lane  
Gunnison

Triple SSS Agriculture  
528-5599

**THE LOCAL PAGES**  
THE BEST PHONE BOOK IN TOWN™

**Go 'n' Find**  
MOBILE APP

MOBILE ONLINE PRINT

DOWNLOAD GO 'N' FIND

WANT TO LIST YOUR BUSINESS? call 801-963-1702

[WWW.GONFIND.COM](http://WWW.GONFIND.COM)

**Celebrate the Season with Eggnog Shakes!**

Have a Merry Christmas and thank you for helping make 2014 such a great year!

**Shelle's Drive-Inn**  
574 South Main, Gunnison • 528-3456

**45 YEARS OF SERVICE**  
**1969-2014**

LIMITED TIME

**1.45% APY**  
9 MONTH CD

**2.45% APY**  
45 MONTH CD

EQUAL HOUSING OPPORTUNITY  
NCUA

Utah Heritage Credit Union  
45th Anniversary

Certificate of Deposit Requirements: \$500 Minimum Deposit/\$25 Minimum Deposit for Children under 18.  
Early-withdrawal penalties may apply. Membership Required