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# The DOWNTOWNER

## **Randy's Ramblings...**

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### **LCNFC... Up, Up and Away!**

Yes Cinema has become many things to the Lincoln-Central community. In addition to showing movies, live entertainment and sporting events, Yes Cinema has also served as a vehicle for training neighbors for employment. It is our hope that Yes Cinema will someday provide revenue for the LCNFC to continue its free programming and services.

Early on, we learned that strictly showing independent films would not create the necessary funding streams that we had hoped for. So we looked at our situation and decided that Yes Cinema, a fantastic facility, would be better served as a multi-purpose facility. Movies! Live entertainment! Sporting events! Private parties! All are great ways Yes Cinema can serve our community. Yes Cinema is, in my opinion, a convention center, a great town meeting hall and a terrific place to train staff or host informational meetings. In fact, it has done all of that quite well. Newly installed technology has afforded us the opportunity to be able to show The Super Bowl... Final Four... The Oscars... all on the BIG screen! Really, at this juncture, the sky's the limit! We do not want to lose sight of Yes Cinema's true mission, showing independent films. These special events are merely ways in which we can continue to fulfill our mission. The LCNFC, long a presence, in the residential area of our neighborhood, is taking what it has learned here and is trying to become a presence in the business area of our downtown. All of this will help us to continue to provide you, our neighbors, the programming you have grown to expect.

We have begun exploring other ideas specific to building the foot traffic in The Commons. We are excited about some interactive opportunities with NASCAR simulators that will hopefully come about within the next couple of months. We strongly believe this will be a real boon to The Commons and to the businesses which reside there. It is our desire to partner with each and every business in the mall for creative marketing opportunities. This will just be the first of many other interactive, family-oriented businesses the LCNFC will explore in its effort to create a vibrant downtown.

To date, the LCNFC and its collaborative partners have live events scheduled at Yes Cinema and The Commons from now through December.

This is an exciting time at the LCNFC and we hope that you, our neighbors, are equally as excited as we continue to build the Lincoln-Central Neighborhood—the entire neighborhood—into a great place to live, work and play!

~ Randy Allman

*Building tomorrow's neighborhoods... TODAY!*  
THE DOWNTOWNER is a monthly newsletter for the Lincoln-Central Neighborhood Family Center. Our office is located at 1039 Sycamore St. See our enclosed calendar for the activities and programs that you or your family might be interested in or jump online at [www.lcnfc.org](http://www.lcnfc.org). Please call the LCNFC at 379-1630 for additional information.

