



Theatre Committee Meeting- AGENDA

April 2, 2026, at 1:00pm, at 136 Yonge St., Young at Heart Senior Centre

1. Call to Order
2. Disclosure of Interest
3. Adoption of Previous Meeting Minutes: March 3, 2026
4. Old Business
 - a) 2026 Plan of Events
 - b) 2026 Budget
 - c) Logo- Update- Jillian Peever
 - d) Downtown Celebration- Planning
5. New Business
 - a) Information Report 2026-03 - N.I.C.E. Distributor Updates- Booking & Programming Opportunities
 - b) Lobby Painting
6. Recommendations to Council
7. Date of Next Meeting
8. Adjourn



The Municipality of the
VILLAGE OF BURK'S FALLS

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Information Report 2026-03: N.I.C.E. Distributor Updates- Booking & Programming Opportunities

To: Theatre Advisory Committee

From: Tara Schaack

Purpose

To summarize key booking, pricing, and programming information from recent N.I.C.E. distributor presentations relevant to the Bluebird Theatre.

Key Information for Operations

1. Booking Models (Flexible Options Available)

- **Non-theatrical / event bookings (MUBI):**
 - One-night screenings, special events, or educational showings available
 - Good option when full-week runs are not feasible
- **Limited engagement theatrical (NFB & others):**
 - Short booking windows (e.g., specific date ranges or themed releases)
- **Catalogue access:**
 - Older or curated titles available for flexible programming (availability varies in Canada)

What this means for us:

We can fill gaps (shoulder seasons, low film availability weeks) with one-off events instead of committing to full runs.

2. Booking Contacts / Process

- Direct booking contacts are provided (no central broker required for these):
 - NFB bookings and screeners available through named contacts
 - Distributor-specific booking inquiries required (availability varies by region)

Key Note:

Unlike traditional film booking (through brokers), these require direct outreach to distributors.

3. Pricing (What Was / Was Not Provided)

- No fixed pricing listed in decks
- However:
 - NFB references paid elements such as filmmaker Q&As and marketing
 - MUBI indicates non-theatrical/event-based pricing structures (case-by-case)

Expected Reality (based on model):

- Likely:
 - Flat fee OR
 - % of ticket sales OR
 - Event-based negotiated rate

Important:

Pricing will need to be requested per title/event.

4. Added Value (Important for Small Theatres Like The Bluebird)

- Marketing support may include:
 - Digital ads (Google, Meta, YouTube, etc.)
 - Media outreach
 - Posters / promotional materials
 - Giveaway or event support
- Programming enhancements:
 - Pre-recorded or live director Q&As
 - Guest speakers / subject experts
 - Themed outreach (community groups, cultural tie-ins)

What this means for us:

These films can be turned into “events” rather than just screenings, increasing attendance potential.

5. Content Fit for Bluebird Theatre

- Strong focus on:
 - Canadian films
 - Documentaries
 - Festival-recognized titles
- Target audiences:
 - Adults 25–55+
 - Cultural / documentary / independent film audiences

Programming Use:

- Mid-week features
- Special event nights
- Shoulder season content
- Community partnership screenings

6. Notable Opportunities

- **NFB Titles (Spring 2026):**
 - Available with Q&A options and strong Canadian content
 - Streaming windows begin shortly after theatrical (short exclusivity window)
- **MUBI Programming:**
 - One-night or limited screenings
 - Catalogue + newer curated films
 - Some titles returning to theatres (e.g., remastered releases)
- **Les Films du 3 Mars (Canadian Distributor):**
 - French and documentary content
 - Festival-backed films with defined release dates (May–June 2026)

Operational Takeaways

- Use these distributors to fill programming gaps
- Focus on event-style screenings (Q&A, themed nights)
- Expect manual booking (email/contact-based)
- Pricing is not standardized — must be requested
- Strong opportunity to expand into Canadian & documentary programming

Conclusion

The N.I.C.E. distributor updates highlight a shift toward flexible, event-based film programming with built-in support, which aligns well with The Bluebird Theatre’s size and operating model. While pricing is not standardized, the ability to book one-off events and access marketing support presents a strong opportunity to enhance programming without long-term commitments.

Respectfully Submitted,

Tara Schaack

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Village of Burk’s Falls Theatre Committee, Recording Secretary