



The New Parkway Theater is an eclectic movie-going experience where people come not only to watch movies but to have an unforgettable night out with friends and community.



Each week, we offer 10-15 different movies over 40+ screenings, delicious comfort food and drink, community-building activities many times a week, and all at some of the Bay Area's best prices. So come enjoy a movie with us while sitting on a couch in front of one of our two 30-foot screens, savoring a freshly cooked meal, and washing it down with local wine or beer on tap.

Visiting the New Parkway

- **Cost:** Most screenings cost just \$8, with some exceptions.
- **Discounts:** We offer \$1 discounts for seniors, students, and cyclists who bring their helmet in. Kids three and under are free. Every Karma Cinema Wednesday, patrons pay what they want with 20% going to our monthly partner.
- **Hours:** We open at 6 pm Monday through Thursday, 3:30 pm Friday, and 12 pm on Saturday and Sunday. We are open approximately 360 days of the year.
- **Location:** We are located at 474 24th Street between Broadway and Telegraph in Oakland's Uptown District, a few blocks away from 19th Street BART and steps away from several bus lines.
- **Parking:** We're working on leasing a closeby parking lot to offer patrons. In the meantime, please build in some time to find street parking. We offer ample bike parking right in front of the theater.



Philosophy

- We strive to give our patrons a high quality movie-going experience unique from most other movie-going experiences.
- We strive to be a wonderful place to work, where employees are excited to come to work, are treated fairly, and share in the profits of the business.
- We strive to be a truly sustainable business, one that puts people and the planet over profit, and that considers the long-term health of our patrons and our neighbors as we shape our business practices.
- We strive to promote community within and beyond the theater by connecting community members who might not otherwise meet and by encouraging greater learning and understanding through our diverse and interactive offerings.
- We strive to be accessible and welcoming to everyone in Oakland and beyond, through being affordable and by offering programming that represents the diversity of the Oakland community.





Commitment to Sustainability

Keep it Local: Our 12 rotating taps of beer, wine, and cider all feature brewers within 200 miles of Oakland. We strive to source our café ingredients locally and make nearly all our menu items in-house.

Appetite for Ethics: For political, environmental, and health reasons, we do not serve food that contains high-fructose corn syrup, fully hydrogenated oils, or any palm oil products. We always offer vegetarian, vegan, and gluten-free options.

Reducing Waste: We strive to produce as little waste as possible by opting for cloth napkins, offering reusable metal straws for our milkshakes and smoothies, and recycling and composting whenever possible.

The New Parkway's commitment to sustainability also extends to people:

- **Staff:** Of the 42 (and counting) jobs the New Parkway has created, 82% are currently held by Oakland residents, and all of our staff are paid a living wage.
- **Patrons:** We strive to be welcoming to folks of all ages, genders, races, abilities, and class by providing diverse programming and keeping our prices as low as possible. We also strive to facilitate dialogues that promote a progressive community.
- **Greater Oakland Community:** We build relationships with non-profit organizations, small businesses, and artists with the intention of cultivating a robust and accessible community space. We hope to set an example for other businesses with our Karma Cinema program, which allows patrons to pay what they want every Wednesday with 20% of ticket sales benefiting a local organization doing good for the Oakland community. We also regularly make generous donations to local causes as we see fit.

We are working hard to be a sustainable business in every way, and we welcome ideas as to how we can be and do even better!



Programming

The majority of the New Parkway movie showings are **Second-Run Films**, new (but not brand spanking new) Hollywood films. They might be two to ten weeks old depending on their popularity and box office success and have played first at another nearby theater.

We will sometimes “open” **Independent Films**, most often when we’re working directly with filmmakers or small distributors to arrange for a single screening or perhaps a week of shows. Often, filmmakers are present for post-show Q&As, discussion panels, or meet-and-greets.

We host designated theme nights for **Repertory Films**, older titles that tend to draw diverse and lively crowds. Our theme nights include:

Animation KO!, 1st Thursdays – a showcase of animated films
Parkway Classics, 2nd Thursdays – a series of films that played during the era of the original Parkway Speakeasy Theater, between 1996 and 2009
Blockbusters, 3rd Thursdays – the very best of America’s top grossing box office films
Blast from the Past, 4th Thursdays – dramatic and comedic doses of nostalgia
Staff Pick, 1st Fridays – Parkway staff brings their favorite films to First Fridays
Mystery Mystery Science Theater 3000, 2nd Fridays – a surprise episode of the cult TV series
Cult Night, 3rd Fridays – we dust off the hits whose glory supersedes box office success



Our **TV on the Big Screen** events are part of what set us apart from regular theaters. We screen everything from sporting events like the World Cup, Super Bowl, and local playoff series, to network finales of *Breaking Bad*, *Mad Men*, and *RuPaul’s Drag Race*, to other anticipated events like the Academy Awards and Presidential Inauguration.

We also host **Live Events** such as our regular Late Nite Open Mic series, and occasional stand-up comedy events, musical performances, and drag performers. Refer to page 5 to learn more about our regular free events including Open Mic, Drink & Draw, Trivia, and more!



Free Fun Every Night of the Week



Late Night Open Mic

1st & 3rd Mondays, signup at 8:45 PM, show at 9:00 PM

All forms of expression are welcome, be they music, poetry, spoken word, comedy, or dance.

Popcorn Poker

Every Monday, 7:30 PM

It's part movie trivia game show, part social tour de force. Bet and bluff your way to victory, make new frenemies, and remember all the movies you've forgotten.



Bingo

Tuesdays from 7:30 – 9PM

Time for Bingo! Kids, millenials, and elders welcome.

Drink & Draw

Wednesdays from 8 – 10PM

We've got plenty of local libations to fuel your creative flame. Quite fitting for the city that boasts the largest percentage of artists anywhere in the US. BYO art supplies.



Team Trivia

Thursday from 7:30 – 9PM

Team trivia features three rounds of fascinating questions that will make you the life of the next party. Come with a team or come by yourself and join up with others. The winning team gets a pitcher of beer or a handful of free movie tokens.

All Week Long

Every night is game night at the New Parkway. Bring your friends and relive your childhood with Guess Who or Monopoly, or start training for the next local chess or scrabble tournament.



Karma Cinema: Experience the Power of Generosity

Every Wednesday, guests pay what they want for their movie ticket. At the end of the month, the New Parkway donates 20% of all Wednesday ticket sales to our monthly Karma Cinema partner organization. We strive to select Karma Cinema partners based on the impact of the work they do for communities in Oakland and the surrounding East Bay. Not only does Karma Cinema make a night at the movies accessible for everyone, it gives people a chance to express their generosity to whatever extent they are comfortable doing so.

"[Our organization] was able to connect with a local business who supports creating healthy, thriving, and affordable communities, and we were able to speak to people who didn't know our work."

"Our organization got great publicity from Karma Cinema, reaching different constituents than our normal crowd. And we received over \$1000, too!"

"In connecting to the New Parkway, we were able to share the business with our community. The funds raised supported our youth program – the youth's participation is vital. If they were not engaged, they might be taking part in really risky behaviors."



Karma Cinema organizations serve a variety of communities in and around Oakland. Partner organizations in 2014-2015 include diverse and impactful groups including Youth Alive, Women's Cancer Resource Center, Ella Baker Center, Phat Beets Produce, Causa Justa :: Just Cause, and Oakland Fund for the Arts.

On average, Karma Cinema patrons raise \$1136.47 each month for our partner organization.



Events for Businesses, Non-Profits, and Artists

We rent out and donate our space for special events, including art showings, parties, non-profit fundraisers, conferences, and more! Equipped with state-of-the-art HD digital projection, 7.1 surround sound, and a full commercial kitchen, the New Parkway is an ideal location for many theatrical and non-theatrical events.

Rental Overview	Seating Capacities	AV Options
AV Equipment, including Projector and Microphones	Auditorium #1 – 145 seats (Sofas, rolling chairs, and beanbag chairs)	DCP (Digital Cinema Programming)
On-Site Theater Staff	Auditorium #2 – 125 seats (Sofas, chairs, mid-century modern furniture)	Laptop/Flashdrive Components
General Tech Support	Both wheelchair accessible	Standard, SD, HD, and Blu-Ray DVDs
Full Commercial Kitchen	AV Options	7.1 Surround Sound
Cafe Area in Lobby and Mezzanine		Headsets for the Hearing Impaired
ADA Restrooms		
Seating Capacities		

Free Theater Space for Artists & Community Groups

Every Sunday, we donate a two-hour time slot to a non-profit, independent filmmaker, or community group to do whatever they like. This can involve screening a film, hosting a lecture or discussion, fundraising, or a combination of these. We value being able to provide a community space for groups who might not otherwise be able to afford one.

Testimonials from Renters and Benefit Organizers

"Staff was very accommodating both in preparation for & during the event. The venue was perfect for our premiere!"

"We appreciated the simple process and non-profit discount. Love the space!"

"Everything went perfectly. We couldn't have had better service."



What Are People Saying?

“Stellar. Comfy. Delicious. Real. This makes me never want to enter a mainstream movie theatre again.” – Mimi S., Oakland

“Film and theatres are about storytelling and ought not to be about consumerism. The new owner/investors did us all a huge favor by getting it done, miraculously. **I'm telling everyone I know to adopt the New Parkway as their venue of choice.** Word of mouth will ensure we all get to enjoy what's best about movie-going in a kick-ass setting **run by folks who really get the Big Picture.**” – Shawn L, Oakland

“I love Oakland and The New Parkway for exactly what they are – a representation of the best version of ourselves – complex, multi-faceted and beautiful despite the imperfections. If I haven't convinced you yet, one needs to look no further than the real-butter-popcorn for the evidence that **something truly magical is happening at The New Parkway.**” – Leticia G., Oakland

“I'm so impressed. What an amazing reinvention of **a movie theater as a local community space** celebrating film.” – Jessica M., Oakland

“Classic Oakland spot. Once you see a movie here there is no going back (to the chain theaters that is). Super hip, comfy vibe. And the fries were amazing!” – Pete N, Oakland

“If you want to watch a movie at home but prefer it in a theater this is the place to go! Comfortable couches, pitchers of beer, glasses of wine, and a plethora of events that aren't even movies! **I lost all faith in the institution of the movie theater and now have found myself revived.** Thank you.” – Ryan B, Berkeley

“This is my second home. I'm always looking for any reason to be at the New Parkway. As it turns out, it's pretty easy, since there are always social gatherings and events happening in the regular, on location. I love it.” – Edgar L, Oakland

“The New Parkway is **OF** the community, **FOR** the community, and was priced and staffed accordingly. Chalkboard walls in the bathrooms, eco-friendly cloth napkins, AND as if all that isn't enough, they have tons of events in a given month. So if you like movies, go here. **If you appreciate community and thoughtful business models, go here.** If you want a cool date-night location or just something fun and different, go here.” – David M, San Francisco



History of the Business

Beginning in 1996, Oakland's Parkway Speakeasy Theater was a staple of the Oakland community: the go-to place to grab a beer, grab a comfy couch, watch a movie, and chat with your friends. Unfortunately, Parkway owners Kyle and Catherine Fischer had to close the business in 2009 due to money problems and issues with the landlord.



J. Moses Ceaser was one of many East Bay residents sad to see the Parkway go, and headed up an effort to bring it back. After a year's worth of community meetings, business negotiations, and a successful Kickstarter crowdfunding campaign that exceeded its goal of \$50,000, Moses and a group of 56 other investors opened the New Parkway Theater in December 2012 on 24th street in Oakland's Uptown District.

The New Parkway Theater combines the beloved and unique elements of the old Parkway — the enjoyable combination of beer, pizza, and affordable movie watching on comfy couches — with a slicker ambience and a focus on accessibility and community-oriented programs. The New Parkway offers two screening rooms filled with loveseats, reclaimed vintage chairs, and other unique seating perfect for dates, group outings, and solo trips to the movies.

Today, the New Parkway's investors include 60 people. More than 50% of our investors live in Oakland, and 75% of the group is from the greater East Bay.



Press & Recognition

“Far more important than it being a space for movies is it being a space for community...” said General Manager Moses Ceasar. That’s especially important as the city continues to gentrify and new businesses lose touch with older residents. ‘We have a lot of conversations about what we’re doing, and why we’re doing it and where our priorities are.’”

– The New Parkway is What You Wish Your Movie Theater Did, SF Chronicle

“When Avery walked into the New Parkway, ‘I just felt so at home. It feels like you’re going into a friend’s living room.’”

– My Spot: the New Parkway, KQED

“Along with offering more community programming, Ceasar’s goal is to ensure that the theater is accessible to a broad cross-section of Oakland residents, and engages them in their community. ‘We need to be serving a movie-going population that looks exactly like Oakland,’ he said. ‘I think that people being intellectually stimulated and feeling connected to people around them is a key part of community. And I think movies can do that.’”

– The New Parkway Turns One, East Bay Express

- We (were awarded/were nominated for) the Oakland Indie Awards’ **Soul Award** in 2015
- Thrillist named us one of the **“12 Coolest Theatres in the World”** in 2015
- East Bay Express awarded us **“Best Theatre for Non-Movie Events”** in 2014
- We are included as a reason in Huffington Post SF’s list of **“Ten Reasons Why Oakland, California Has Never Been Better”**
- According to Movoto’s “Things Oaklanders Have to Explain to Out of Towners,” our theater is **“better than any theater you’ve ever been to.”**
- We’re mentioned as a **can’t-miss spot** in Lonely Planet’s feature on “The Reinvention of Oakland”



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E-mail is generally the best way to get in touch with us, but you can also call the theater's office line at 510-338-3228 any day after 12pm.