

## Cinergy Cinemas

Consider it a “picture perfect” fit for Corsicana, Texas. Cinergy Cinemas, a hybrid cinema eatery and family entertainment center, features eight giant-sized theatres with state-of-the-art technology and stadium-style seating. In addition to restaurant quality food and beverages, the complex includes mini-bowling and 7,000 sq. ft. of video and interactive arcade games. If all that isn't enough, there is also the "Cinergy Speedway", a 14 kart go kart track, as well as a custom-designed 18-hole mini-golf course and shooting gallery game called the Hillbilly Shootout.

Cinergy Cinemas is owned by successful entrepreneurs, Jeff and Jamie Benson. The Bensons used their vast operational knowledge of both traditional cinemas as well as movie grills when creating the Cinergy Cinemas concept. In June 2009, they opened their first Cinergy Cinema in Copperas Cove. Based on its success, they decided to expand and contacted Lee McCleary, Economic Development Director for Corsicana, to discuss the opportunity of locating in Corsicana.

From surveys and needs analyses of Navarro County, Mr. McCleary knew that there was an unmet demand for family entertainment. To confirm market research reports on the potential draw from surrounding counties, he recommended that Jeff contact Robin Lasher, Director of the Navarro College SBDC. Ms. Lasher provided detailed demographic information in addition to relevant industry and financial benchmarking reports that assisted Jeffrey in further analyzing the potential and continued success of locating the theater in Corsicana. Jeff stated, “The information was very useful in confirming the area demand for the hybrid concept. Cinergy Cinemas are the first-of-its-kind in this hybrid class of cinema eateries/family entertainment centers with market analysis indicating that we will draw from as far away as 30 miles.”

The project, funded through an SBA 504 loan and Community National Bank & Trust of Corsicana, will create up to 50 jobs. The Bensons believe hybrid cinemas will become very popular around the country now that they have proven the concept is successful. There won't be any reason to drive to any other theatre besides Cinergy Cinemas in Corsicana. As Jeff and Jamie say, “Eat, Drink & be Movied!”