



Weatherford *EDB*



Weatherford
Economic
Development
Board

Economic Development Dept.
City of Weatherford, TX

Nov. 18, 2016

Contact: Blake Rexroat

Office: 817-598-4209

Email: brexroat@weatherfordtx.gov

FOR IMMEDIATE RELEASE

Largest entertainment center west of DFW, Film Alley Weatherford, open for business

WEATHERFORD (CITY OF WEATHERFORD), Texas - The Economic Development board of directors, City of Weatherford and Schulman Theatres are pleased to announce the grand opening of Film Alley Weatherford, Friday, Nov. 18, at 3 p.m.

The 74,000 square foot movie - bowling - arcade entertainment facility constructed on eight (8) acres is located at the corner of Texas Drive and East Interstate 20 Frontage Road, east of the Weatherford Ridge Shopping Center.

The Film Alley Weatherford multi-venue center is owned and operated by the fourth generation Schulman family - Schulman Theatres - of Bryan, TX. Morris Schulman is the managing partner. The family and corporate entertainment center hosts eight (8) dine-in (chef-inspired menu) theatre auditoriums with state-of-the-art projection and sound technology. The facility also contains 24 bowling lanes with plush seating and music videos with academy lanes, sports bar and grille. A 4,000 square foot interactive arcade with redemption prizes and private facilities for birthday parties, youth parties and corporate outings will also be available for entertainment seekers.

"We could not be more excited about the grand opening of Film Alley Weatherford," said director of economic development Dennis Clayton. "In June 2016, the Dallas Business Journal ranked the Film Alley Weatherford project in the 'Top 25' of the North Texas Corporate Relocations and Expansions list. Film Alley Weatherford is going to attract people from across the North Texas region and enhance the regional attraction and shopping destination that Weatherford has established."



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Schulman Theatres currently own and operate four other facilities located in Hudson Oaks, Bastrop, Georgetown and Palestine. Film Alley Weatherford is the fifth location and second multi-venue center for the company.

“The entire Schulman Theatres family is so thrilled to be in Weatherford, Texas,” said marketing director Shelby Tatom. “We are so proud to be part of the community and welcome everyone to our grand opening.”

“The addition of Film Alley Weatherford along the I-20 growth corridor brings a component of entertainment that we have been missing,” said city manager Sharon Hayes. “To see this project complete and know the positive impact it will bring to the Weatherford community says a lot about the vision of our City Council, staff and Schulman Theatres.”

For more information, visit <https://weatherford.schulmantheatres.com>.

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More information on the City of Weatherford: www.weatherfordtx.gov

****City of Weatherford****

Weatherford, Texas is a service oriented, yet still “small town” community that upgrades its infrastructure, celebrates and shares its rich history, and fosters quality economic growth – in a fiscally-responsible, even revenue-generating fashion.