

Media Release

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Heritage Group Announces New Theater Complex



Allen Theatres and The Heritage Group announced an agreement this week to build a 10-Screen Theater Multi-Plex in Alamogordo in Mesa Village Business Park, just west of the relief route. On hand for the announcement were (left to right) Tim Rabon, Jeff Rabon and Randy Rabon, The Heritage Group, and Larry Allen, Russell Allen and Asa Allen of Allen Theatres. Construction is planned to begin March 1, 2007 and should take about 7 months to complete. "We're excited that Allen Theatres has the vision to invest in the future of Alamogordo," said Randy Rabon. "We pleased to they decided to locate in Mesa Village."

stadium seating, digital sound, extended lobby area and concession. "We are very excited about signing this deal with Allen Theatres," said Rabon. "This facility will be built right next to the PreCheck, Inc. a Houston based firm, which recently announced that they would construct their new facility in the Mesa Village Business Park."

Russell and Asa Allen, also with the Allen Theater firm, were on hand for the announcement along with Tim and Jeff Rabon, partners in the Heritage Group; Ed Carr, Executive Director of the Otero County Economic Development Council and Miles Ledgerwood, President of Alamogordo Federal Savings and Loan.

The 4.5 million dollar facility will seat 1,400 moviegoers and construction is planned to begin on March 1, 2007 and should take about seven months to complete. The two largest theaters in

Alamogordo, NM. Randy Rabon, President of the Heritage Group, a locally-owned company developing Mesa Village in Alamogordo, and Larry Allen, CEO of Allen Theatres, a New Mexico company operating movie theaters throughout New Mexico, met Tuesday to announce a new 10-Plex Movie Theater which will be constructed in the Business Park at Mesa Village just west of the relief route in Alamogordo. The state-of-the-art movie complex will feature 10 screens all equipped with high-backed

10-Plex will seat 200 people and the smallest theater will accommodate about 100 people.

The theater will be designed by Connie Hines and the architects for the project will be Kenney & Associates from Loveland, Colorado. Ranack Constructors, also from Loveland, will be working with the architects to bid out work and local contractors will be encouraged to participate in the project. “We are extremely pleased to be part of the Mesa Village development; we’ve had our eye on this property for four or five years,” stated Allen. “We came to Alamogordo in 1990 and we’re excited about bringing this new complex here. This 10-Plex will be as nice as any theater in the country.”

Carr expressed his enthusiasm for the project as well. “At OCEDC we’ve been trying to raise the bar for salaries in Alamogordo and Otero County. Home Depot, Lowe’s Improvement Center, Sunbaked Biscuits, Inc. and PreCheck, Inc. have all helped us bring a higher level of employment to the area. Allen Theaters is a welcome addition to our community and provides more jobs. New businesses locating here and paying higher salaries allow people to have more disposable income. A new or better retail operation keeps people here and benefits all our local businesses in the long run.”

Robert Zigmond, who presently manages the Allen Cinema 5 theater at the White Sands Mall, will manage the new facility. Currently Allen Theaters employ about 15 people in Alamogordo and when the new theater is completed, they expect to have about 30 people on the payroll. “Robert does an outstanding job for us in Alamogordo,” said Russell Allen, General Manager for Allen Theaters. “We encourage our local managers to run our theaters as though they were their own. We’re not a ‘cookie cutter’ operation. We want our business to be in sync with the community.”

Asa Allen worked with Rabon in bringing the 10-Plex to Mesa Village. “I recently joined my father and brother in our family business. I really enjoyed working with the Rabons throughout this process. They made it really easy and we’re proud to be a part of Mesa Village.”

“Our goal is to provide a Business Park at Mesa Village that enhances the quality of life in Alamogordo. The addition of Allen Theaters will do just that. We are continuing to seek new firms to locate here and look forward to announcing new businesses in the future,” concluded Rabon.

