

# #15 MCIC, Linway Plaza

# 60 FOR 60



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"We were pleasantly surprised when first approached by Dave Wright representing a group of local investors investigating the viability of creating a movie theater in Goshen. It was an extremely ambitious project that involved both VISION and RISK. They thought the movie theater would be a good anchor to the aging shopping center and they were right! At the heart of the initial design was the concept of stadium style tiered seating that had not been used anywhere in Northern Indiana at that time. It created many challenges but proved to be part of the great success of the revitalized Linway Plaza."

--JC Schrock, Vice-President  
DJ Construction

## History:

- Maple City Investment Company (MCIC) and DJ Construction began its relationship in 1994 when DJ remodeled part of MCIC's newly acquired property, the Linway Plaza Shopping Center. A multi-plex theater, part of the remodel, brought back first-run films to the Maple City for the first time since 1987. The theater added 9,000 sq. ft. to the existing 14,000 square feet in the former Spurgeon's store, where the theater is located.
- Based on the initial success, three more theater auditoriums were added to the original six in 1996, adding an extra 6,300 sq. ft. of space to the entertainment complex.
- Again in 1999, two more auditoriums totaling 5,290 sq. ft. were added, bringing the total number of theater rooms to 11. Several upgrades were made to the interior of the cinema at this time as well.
- The theater was renovated in 2008 with a new 4,466 sq. ft. lobby expansion, a complete makeover of the building's interior, and the addition of three more theaters from previous retail space. The majority of the Linway Plaza façade was also updated with stucco and brick columns and arches, in keeping with a Mediterranean theme.
- Throughout their working relationship spanning 20 years, the two companies have partnered on nine major projects and over 50 smaller special or service type jobs.

