



VISIONS VIDEO
YEAR ONE

2025-2026



ANNUAL IMPACT REPORT

Visions Video's first year of operations, growth, and impact – the benchmarks we have reached and our plans for the future.

Prepared by Visions Video Collective Members

www.visionsvideo.org

ABOUT VISIONS VIDEO

Visions Video is a volunteer-run, member-supported, non-profit video rental library in downtown Northampton, Massachusetts. We are a community resource with a unique library, micro-gallery, educational initiatives, and a vested interest in our local cultural ecosystem.

Visions was founded in 2024 by seven collective members: Sarah de Araujo, Dan Cashman, Jesse Hassinger, Elle Longpre, George W. Myers, Rachael Powers, Rayla Shawanda.

Our advisory board is composed of filmmakers, film scholars, media specialists, and programmers, and guides our acquisitions, partnerships, and engagement.

Our store, to the customer, looks and feels much like video stores have for the last 30 years — but built by the community from the ground up, with outreach, public screenings, lectures, and more.

BIG PICTURE OVERVIEW

On June 27th, 2025, Visions Video opened its doors with an opening event. Our modest space was full of people and energy with a line out the door. We partnered with local vendors and signed up hundreds of members.

Since then, we've refined our operations:

- daily steady stream of customers – local and visitors – and rentals
- two book launches
- regular experimental, local and documentary cinema screenings
- five artist exhibitions in our rotating micro-gallery

all to a packed house.

Last year, we asked the community to donate, help us open our doors, and join in our shared vision. The community has responded with a resounding yes. Cinema lovers from near and far have made Visions Video a part of their lives.

VOLUNTEER OVERVIEW



As an exclusively volunteer-run nonprofit, we can honestly say we could not have had a successful first year without the support of the community. Our volunteers show up in meaningful ways – whether that's working shifts every week and becoming an integral part of the organization, or responding to a specific call and working on an intensive project for a day or two. They are all essential.

We consistently witness deep enthusiasm and excitement for the project from the community. Our sign-up list currently boasts about 100 people who've offered to volunteer. We value our connections with all who contribute their time, expertise, and love of film.

We can't thank our volunteers enough. Their belief in this project and its goals have added substantially to our growth.

MEMBERSHIP OVERVIEW

We rely on donations and membership fees to cover our cost of operations, and during our first year, our members and donors have shown consistent interest and support. Donors:

- give unrestricted funds
- liberally donate in-kind gifts (from discs to players)
- show up enthusiastically during crowdfunders and for donation drive events

Our membership levels peaked during our first two months and have leveled out to a sustainable number for our current operations. Our members:

- rented well over 10,000 titles in our first year
- in genres ranging from niche horror to arthouse to nonfiction
- have diverse interests, reflected by the breadth of our collection
- are active, repeat-customers, sometimes returning more than once in a given weekend to explore cinema through our library
- engage with our newsletter sign-up, staff picks and special displays, and are interested in talking with us – about our history and about cinema.

With our growth and expansion, we'll begin outreach to further grow our member and donor base. We aim to nurture film culture in the valley more broadly, and your membership goes a long way in making our region special.



MICRO-GALLERY OVERVIEW

In March 2026 Visions launched our storefront micro-gallery in our modest, eight by ten-foot window space.

This is an opportunity for the thousands of people who walk by each day to engage with new and exciting works of art, made by emerging artists without the stress and pressures typically required to show work in a commercial gallery.

The project has seen incredible engagement from the general public and Visions Video members. We have featured five visual artists, and with the continued support of the community we plan to have new work in the window every month.



MICROCINEMA OVERVIEW



In October 2025 our micro-cinema launched with our first screening. By moving a few shelves and setting up some folding chairs we're able to transform Visions in a screening space to show independent, experimental, local and other interesting and exciting works. Between October and June we hosted over 20 screenings and events with all but four featuring in-person guests, directors or artists. Our screenings were collaborations with student groups, University professors and classes, Easthampton Film Festival and independent filmmakers and distributors.

Our micro-cinema also launched the "Peripheral Visions" series curated by Visions collective member Sarah De Araujo which focused on the intersection of experimental music and cinema. We hosted two book launch events in collaboration with Book Moon Books and more. The screenings demonstrated a clear desire for a space for experimental and independent cinema in Northampton and we look forward to continuing our programming once our expansion is complete.

VISIONS VIDEO COMMUNITY COLLABORATIONS



During our first year, we were also fortunate and excited to begin connecting with other like-minded area organizations. Visions Video was host to two screenings for the Easthampton Film Festival. We collaborated with Northampton Arts Council, Northampton Open Media, and Forbes Library to bring back outdoor screenings in Pulaski Park.

We also hosted two screenings with the Smith College student filmmaking group Don't Blink Media and arranged multiple university class visits to the store to learn about physical media preservation and other key interests of our organization. With our first year behind us, we hope to be able to continue to connect and build relationships with other individuals and organizations in our region.

SELECT FIRST YEAR PARTNERSHIPS INCLUDE:

- **NORTHAMPTON ARTS COUNCIL, FORBES LIBRARY & NORTHAMPTON OPEN MEDIA** - CINEMA NORTHAMPTON OUTDOOR SCREENINGS
- **EASTHAMPTON FILM FESTIVAL** - SCREENING LOCATION FOR FESTIVAL
- **THE SHOESTRING**- FUNDRAISER SCREENING
- **SMITH COLLEGE DON'T BLINK MEDIA STUDENT GROUP**- END OF SEMESTER SCREENINGS
- **AMHERST CINEMA** - RECIPROCAL MEMBERSHIP BENEFITS, PROMOTION
- **GREENFIELD GARDEN CINEMA** - INDEPENDENT FILM SCREENING PROMOTION

VISIONS VIDEO MAJOR ACQUISITIONS



In late Summer of 2025 Visions was presented with an incredible opportunity: to acquire a collection of around 30,000 titles, adding to the 10,000 already in our library.

- Streaming services such as Netflix usually have around 3,000 titles on offer at any given time – compared with our now 40,000 films Visions Video, with the critical help of the Northampton Arts Council, was able to keep this incredible collection intact and bring it to our community. We've spent the last year sorting, cataloging, and preparing it for our space.

In addition to this collection, we've acquired two other large collections from estates, along with countless donations of boxes, bags, and totes full of films.

VISIONS VIDEO EXPANSION!



We originally built out our modest 12 by 40' space with 33 shelving units. We've since added 7 more on every available wall space. We even hung a shelf on the back of one of our doors.

In October of 2025, we received a unique, landmark opportunity: expanding into the open space next door, which is the ground floor of the former, much-beloved Haymarket Cafe. We knew this move would be a challenge, but the support of the community up to that point encouraged us to make this long-term investment in our growth:

- doubling our square footage
- more than doubling our collection
- substantially increasing the size of our micro-cinema and programming space
- enabling us to be a fully accessible space – and continue to
- expand our operations in an organic and sustainable manner

According to the current construction timeline, we should have keys to the space by September 2026.

VISIONS VIDEO WHAT'S NEXT?



With our expansion on the horizon, our second year begins at a major growth point:

- We are currently working out a relationship with a local library: CWMARS library card holders would be able to use their library card to access our collection
- We are significantly expanding our floor space and our rental library
- With our new floor plan, our micro-cinema space will expand to host larger audiences
- We hope to expand our programming model to host our own film festival events
- We aim to develop a guest curatorship to select work for our micro-gallery

Our organization is crossing a major threshold this year: applying for and planning to obtain our own independent 501c3. We currently have non-profit status through our fiscal sponsor, Fractured Atlas, and have taken the initial steps of individuating by forming a board of directors and preparing the tax-exempt paperwork.

This would be a major benchmark for our organization and will make our operation more agile and financially independent.

VISIONS VIDEO JOIN US!



Visions Video thanks you for your support in our first year, and for your continued support as we grow in our second.

Collaborations – We are actively seeking to deepen our existing community collaborations, and to broaden our community impact by establishing new local business and arts connections. If your organization is interested in a partnership, please reach out. We would be thrilled to begin a conversation.

Collections – We also continue our outreach to collectors, distributors, and other individuals who may help us source unique and exciting collections for our library. If you want to donate, know a library that is de-accessioning their collection, a collector who is ready to part ways, or an estate that is offloading DVDs – please send them our way. At this point, we're very adept at dealing with collections of this nature.

Connection – If you're not a member, we encourage you to explore our collection, visit our micro-gallery, and attend a screening, reading, or other event. You can sign up for our newsletter on our website or by visiting our store. If you're interested in other forms of support, our website also links to our donations page. And our Instagram page updates weekly with events, news, and member profiles.

Thank you for sharing in our vision with us.