

Strand Theatre Shelbyville, Inc.

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Shelbyville News Article: January 28, 2009

Written by David on January, 28 2009

Coming attractions

Strand marks its first year and looks to the future

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NEWS Correspondent

Wednesday, January 28, 2009

Thanks to countless volunteers, supporters and performers, the renovated Strand Theatre, 215 S. Harrison St., hosted 59 performances in 2008 with a total attendance of 7,646.

The performance year ended on Dec. 27 with "Rockphoria," a rock 'n' roll extravaganza through the musical past. Dave Rasche, Jim Wisker, Laura Harmon, Gary Shrader, Jim Whitacre, Mark Bailey, Larry Brandt, Bryanna Justice, Dave Logan, Willandra Macklin, Amanda O'Connor, Scott Shrader, Aimee Yarwood and Glenn Yarwood entertained the 197 attendees with classics of the Rolling Stones, The Doors, Carole King, Tina Turner, Meatloaf, Jefferson Airplane, Joe Cocker Queen, Rush, Jethro Tull, The Moody Blues, Elvis Presley and others.

This month, the Strand hosted only three private events, which were all held on the same day. This allowed volunteers more time to complete tasks and projects that were impossible to tackle during the facility's busy event schedule in 2008. Also this month, the Strand was able to reduce operating costs by turning down the thermostat and saving on heating costs. During the down time, volunteers completed time-consuming maintenance projects, including painting auditorium and balcony floors.

Since opening on Jan. 17, 2008, the Strand has hosted a variety of events including musicals, plays, rock concerts, classical concerts, lectures, meetings, dinners, luncheons, tours, historical buildings tours, variety shows, church services, public celebrations and a film.

"Our goal during the first year of operation was to utilize the diversity of our facility, and we accomplished that goal," David Finkel, a Strand board director, said. After a busy - but enjoyable - 2008, Strand directors and volunteers welcomed the opportunity to slow down, take a deep breath and prepare for another year of concerts and events

"As we look back, we look forward to very exciting things in the 2009 season," Finkel said.

Upcoming events include a Shelby County Reads lecture on Feb. 8; "For the Love of Arts" Shelby Arts Council dinner and dance, on Feb. 14; Rule of Seven, with special guest, Shadowbox, a Smashed Productions concert, on Feb. 21; and the Shelby Community Band's winter concert on Feb. 22.

Soon, the Strand will be showing movies again. A launch date hasn't been set yet, but the public will be invited to provide input on the films that will be shown. Finkel plans to show classics and some newer, hard-to-see, independent films.

"Our only film offering in 2008 was 'Santa Claus Conquers the Martians,'" Finkel said, "But by gosh, we showed a film at the Strand in our first year," Finkel said, "and we had fun."

As the Strand raises money for its own renovations through concerts and other events, the venue welcomes opportunities to give back to the community that supports it.

"The Strand is very pleased to give back to the community by providing a venue for people who need to raise money for other causes," Finkel said.

In 2008, the Strand helped raise money for local flood victims, the local food pantry and the Ryan Fischer Foundation

The Strand is always looking for events to host. To schedule an event, contact Gary Nolley at gary.nolley@strand-theatre-shelbyville.org. Rock bands should contact Joey Gaudin at joeyg@smashedproductions.net.

The Strand directors always welcome volunteers to help with renovations and operations. They are especially looking for someone with a background in accounting or finance to be the organization's treasurer and someone with marketing expertise to promote the venue. If interested in volunteering, contact David Finkel at david.finkel@strand-theatre-shelbyville.org or Steve Frazee at steve.frazee@strand-theatre-shelbyville.org.

For more information about the Strand and upcoming events, visit the venue's Web site, www.strand-theatre-shelbyville.org.

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