

# **Strand Theatre Shelbyville, Inc.**

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## **Strand Theatre Weekly Email: February 17, 2012**

Written by David on February, 16 2012

What a week. First off, our marquee finished on time. It was blazing away during the Michael Malone comedy show. It looked great. The former owner of the Strand, Dick Delaney, took a wonderful picture of the marquee on its first night of operation. He enlarged the photograph and presented it to the Strand. It is now proudly framed in our lobby and a reminder of the achievement of this milestone in the theatre's new life. Thank you Dick!

Saturday night we had to pull out some of our favorite signs: SOLD OUT. Michael Malone was filming his comedy DVD at the Strand and our Board of Directors felt it was imperative that we have a full house for the event. When the cameras panned to the audience we wanted every seat filled. We got our wish...and then some. Through the diligent efforts of many people, the clever promotions and most importantly our wonderful community, we were able to pack the house. Every seat was taken. Thank you to each and every audience member for making this a success. There were no complaints even though we know it gets a bit hot in the upper balcony with all the people, and a bit cramped in the 15" to 17" wide seats in the balcony. The laughter flowed and the evening was special. We were sent previews of the DVD by the production company. It looks fantastic. It is hard for us to believe that we are watching the Strand. We'll let everyone know when it is available.

On Sunday Shelby County Reads hosted an event to help promote their 2012 book selection. The audience was treated to a short concert by the Shelby Community Band performing works that had a connection to space. From the tune Jumpin' Jupiter to the Star Trek theme, the music helped get everyone in the mood for the feature film. Immediately after the concert we showed the motion picture October Sky. This was a wonderful film that looked and sounded great in the Strand. Thank you to Shelby County Reads for hosting this event. There is a lecture by astronaut Jerry Ross on March 14, 2012 at JWO Breck Auditorium. We knew this year that the lecture would exceed the capacity of the Strand, but we will all be at SHS listening to his adventures in space. We suggest you come and hear him speak and support Shelby County Reads.

On Valentine's Day the Strand hosted an event by the Shelby County Drug Free Coalition. They presented the film "The Notebook" and promoted a safe night out. This touching movie was enjoyed by everyone in attendance. We have another event with the SCDFC scheduled for May. This will be presented by their Youth Council. We always look forward to their participation and helping promote a healthy lifestyle through the arts.

Everyone who has seen our marquee has commented on the same thing: All those light bulbs are going to get broken. We know. This is a sad fact, but we are prepared. Just because we know it might happen doesn't mean we are going to sit back and let it happen. We are in the process of designing our video surveillance system that will extend to the front of our theatre and watch the marquee. Should this occur we will have it captured on video for our friends and supporters at the Shelbyville Police Department. The other sad fact is that the first bulbs broken will most likely be by us. We found very quickly that when changing the letters on the marquee it is very easy to knock a bulb. We have to get into the habit of lifting letters above and beyond the bulbs.

Did you notice that the Sandman Bros. changed their sign on Broadway street? It was a really cool old sign with flashing 10 watt S11 sign bulbs. They replaced it with a very nice looking sign. Did we mention that the Strand's marquee uses 10

watt S11 sign bulbs? No we didn't, but Larry and Brent noticed. They donated all their left over bulbs to the Strand. We will put them to good use. Thank you Sandman Brothers.

The Strand would like to thank Shelby County Bank for its support. As the bank transitions to a new entity, we are compelled to acknowledge the help they have given us to make the Strand a success. When our group the Strand Theatre of Shelbyville, Inc. started, the Bank put their faith in us and lent us the funds to acquire the theatre. Without that, nothing else could have occurred. They have provided the financing when required and always the first to support us when needed. Thank you Shelby County Bank.

As you know we tell the good, the bad and the ugly. On Tuesday we received a call around 3:00 pm that the water company contractors accidentally broke a water main. There was a boiling water order for many people...including the Strand. We had the movie later that evening. It was time to put on our thinking caps and get things ready so we could be safe and still have the show. The worst that could have happened was that we would just not sell concessions. Since concessions is one of our primary sources of income, this was not an attractive option. Fortunately things went our way. Bob S. informed us that he filled the ice hopper in the Coke machine at 10:00am that morning. The ice was good, no worries there. The fountain Cokes could not be used, so we purchased 2 liter bottle Cokes and bottled water and we were back on track. After the 24 hour boiling noticed expired, we purged and cleaned all the effected items. That is one more little bit of experience under our collective belt.

The Strand was saddened to hear of the passing of Kent Lockman. Kent was a regular performer on our stage and a strong supporter of the Strand. He provided many enjoyable memories for our audiences. Sadly he as scheduled to perform next month at the theatre. The Strand extends our deepest condolences to his wife and family. Kent will live in our memories. This past week we played music from his group The Cobbler Gobblers for our pre-show music. We will miss his encouraging words, lively music and wonderful storytelling. He remained a constant champion for the Arts and Education in our community. He will be missed.

This week we had a program cancelled, so we get the weekend to work on our never ending list of things to be done. We are back next week with several things. The Shelby County Players will be holding their auditions for the upcoming play "Diary of Anne Frank" on February 20th & 21st. Auditions start at 6:30pm. We continue with Friday Night Frights and a showing of GREASE on Saturday by the Shelby County Cancer Association.

Thank you for your support. The Strand is successful because of you. See you at the Strand!

#### AUDITIONS

Shelby County Players  
February 20 & 21, 2012  
6:30pm

#### FRIDAY NIGHT FRIGHTS

February 24, 2012  
8:00pm \$5.00

GREASE  
Presented by the Shelby County Cancer Association  
February 25, 2012  
7:00pm \$10.00

**Images on this post:**

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