

Strand Theatre Shelbyville, Inc.

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Strand Theatre Weekly Email: November 28, 2012

Written by David on November, 29 2012

The Strand experienced something fun at the Donnie Baker Comedy Show. We welcomed our 50,000th patron! The Strand has always kept counts for each and every event. We use this data to benchmark our progress, prepare supplies, schedule volunteers and every so often to celebrate. This month our numbers counted up all the way past the 50,000 mark. Thank you to each and every person who has visited the Strand and helped make us a destination venue for the Arts and for downtown Shelbyville.

We would also like to thank Shelby County Tourism who helps arrange many things for our visiting comics. The partnership has provided the Strand advice on how to take care of the details associated with our visiting performers. Tourism, as in the past, was a big help for Donnie Baker too! Thank you.

The Strand goes about a few things differently from most. We have always told everything that happens in and about the theatre. This week someone asked about our not-for-profit status. Since our inception we do not receive donated funds, as all our donated funds are received and maintained by the Blue River Community Foundation. When we first acquired the theatre we felt that this was a prudent move to ensure that all funds donated were accounted for and properly used. As we have grown and matured as an organization, we feel this is still a good way to demonstrate our desire to keep things in the open. We have remained true to that original vision. Our friends at the Foundation diligently receive monies designated for the Strand. Our organization (our official name is Strand Theatre of Shelbyville, Inc.) is a not-for-profit corporation in the state of Indiana. Our original application was hand carried in October 2006 by Strand volunteer Mark Warner, who at the time worked near the Secretary of State's office, where such paperwork is submitted. We have maintained our not-for-profit corporate status every since. The Strand continues to provide our community by being a place for dynamic live entertainment, being an economic contributor to downtown Shelbyville and Shelby County, being good stewards of our 96 year old facility and being a place that brings together the best our community has to offer with the outpouring of talent and volunteerism that surrounds our project.

Let's talk a little bit about "dynamic" live entertainment. This past week, the Strand was given a pleasant surprise. We hosted our first Hip-Hop (Rap) group. Tripl3 Crown Entertainment (yes, they spell it with the "e" backwards, the best we can do is a 3) came to bring their talent and music style to our stage. This is a group of young entertainers that are working hard to provide a great product for their fans. They came well rehearsed, respectful of their artistic responsibility and ready to make the most of their show. They also brought one other thing....272 fans! This is one of those shows we thought we could close the balcony because of low attendance. Silly us. Tripl3 Crown had tremendous pre-sale tickets as well as many at the door. The theatre was filled with young people listening to the music they loved. (warning, tech talk ahead) Knowing the genre, the Strand made sure the performers were aware of our 100dB peak sound threshold. Gordon H. ran the show between 93 & 95dB. The sound was appropriate and everyone had a great time. Just to let you know that with 272 young fans, the Strand was extremely clean when they left. The audience was respectful to the venue and it was a pleasure from beginning to end. We look forward to the CEO "Fate" of Tripl3 Crown thanking the Strand when they get their first Grammy! You never know...

Black Friday the Strand offered a family alternative to the shopping frenzy. We had 2 showings of "ELF" sponsored by First Federal Savings and Loan. Almost 400 people came to the Strand to enjoy this Holiday classic. This is the fourth year that we have done the after Thanksgiving movie. Each year the event grows. Thank you to all our volunteers and fans who came to the show. Thank you to First Federal Savings and Loan for making this event free for our community.

The Strand is working on comprehensive Standard Operating Procedures (SOP). We are getting more volunteers. A procedure manual will help everyone the proper way to handle regular tasks. These include opening and closing, sound board operations, lighting operations and a wealth of other things. It is wonderful that we need these, as it means more

people are coming to help!

The theatre has been busy all week with the preparation of the Shelby County Players' production of Alice In Wonderland. This children's play is directed by Russ Gross. The set is built and it will be a fun time for everyone who attends. The show opens this Friday November 30, 2012 at 7:30pm. The performance schedule is Saturday at 7:30 and a Sunday matinee at 2:00. It will also be presented on the same schedule the following week December 7 thru 9th. Please come out and support live theatre in Shelby County. It will be a great treat for the entire family.

Are you a friend on Facebook? This past week the Strand passed 1500 likes. In honor of that event, Facebook sent us \$50! We plan to use it for Rochphoria. Please give us a like on FB!

Soon we will be gearing up for some renovation work. We hope lots of you out there will help. We will be stepping back in time and going into spaces that haven't seen the light of day in 70 years. It will be interesting. Our December schedule is in full swing and we plan to start as soon as things start winding down.

Thank you for your support. The Strand is a place for everyone. We hope you come to an event soon. We have 2 weeks of Alice in Wonderland and that would be a good place to start. See you at the Strand!

Shelby County Players
Alice In Wonderland
Nov. 30, Dec. 1, 7, 8 @ 7:30pm
Dec. 2 & 9 @ 2:00pm

Smashed Productions
ROCKPHORIA
History of Rock & Roll (Part 1)
Dec. 14 & 15 @ 8:00pm

Shelby Community Band
Holiday Concert
FREE
Dec. 18 @ 7:00pm

Liberty United Methodist Church
Christmas Program
Dec. 21 @ 7:00pm

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