

Strand Theatre Shelbyville, Inc.

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Strand Theatre Weekly Email: January 6, 2014

Written by David on January, 6 2014

Dear Strand Fan,

Happy New Year! As we begin 2014, let's take a quick look back at 2013.

The Strand finished 2013 with 123 Events and a total audience of 14,619. This is another record year for attendance. Since we reopened in 2008 we have steadily increased our attendance. Our group works very hard to make each and every performance special. This past year we have enjoyed a vast variety of entertainment.

We had a Hollywood Movie Musical Festival, events in conjunction with Shelby County Reads' book "To Kill A Mockingbird." We also spoke with actress Mary Badham live, with her on our screen and she could see us too! We commemorated the centennial of the Great Flood of 1913 with a lecture and slide show. We had a TV Show premier, Poetry Reading, Comedians and Friday Night Frights. We had 5 different Big Bands perform on our stage along with a wide variety of music. We had Hip-Hop, concert bands, country, folk, rock, classical, choral, and jazz. Our stage had pageants, plays, musicals and lectures. Our final week of our season the Strand welcomed 2196 patrons to the theatre. That was a one week record, one that will be hard to beat!

The Strand also continued improving our physical space. We upgraded our electricity, installed a new furnace in the Strand Annex, replaced an A/C compressor unit, painted our facade, improved our marquee, and installed exhaust for our popcorn popper. We reconfigured our concessions area, improved our sound booth, strengthened our stage. We replaced our exterior stage door, acquired a second movie projector and invested in sound equipment. This is all in addition to the regular maintenance that is necessary to operate the theatre.

2013 was the year of grants for the Strand. The Strand received generous grants from the Blue River Foundation and Mainstreet Shelbyville to help with our electricity, stage door, facade, restroom installation and seat replacement. The Strand received the largest gift in our history from the Indianapolis Symphony Orchestra. They donated over 400 seats for the Strand. We continued to receive generous support from the City of Shelbyville. Our success is enhanced by all this wonderful support from organizations that understand what the Strand is trying to accomplish.

Last year we continued to be a regular stop for top flight comedians. The Strand's Gary Nolley was successful in booking Bob Zany, Heywood Banks, Mike Gardner, Henry Philips, Chick McGee, Jeff Bodart, Costaki Economopolous, Larry Reeb, Todd Yohn, Greg Hahn, Jimmy Pardo and some dude named Donnie Baker. Good job Gary!

The Strand continues to partner with many organizations. 2013 had performances and events that partnered with The Skyline Drive-In, Shelby County Players, Shelbyville Animal Shelter, Shelby County Historical Society, The Shelbyville News, Shelby County Cancer Society, Blue River Community Foundation, SHS National Honor Society, Shelby County Reads, SHS Music Department, Shelby Community Band, Three Sisters Books, Shelby County Library, Coulston Elementary School, Eastern Star, Shelbyville Parks Department, City of Shelbyville, Shelby County International Relations Committee, Bears of Blue River Festival, SHS Jag Program, Blue River Community Choir and the Shelby County Arts Fest. The Strand helped raise funds, awareness and further artistic goals for these groups. We are very proud of all our partners and what they bring to the quality of life to our community.

We will be sending emails titled "STRAND THEATRE WORK SESSIONS". These emails will focus on the work being accomplished this month. We will keep everyone in the loop with the work that is being done and our work schedule.

As you can see 2013 was an "eventful" year for the Strand. It is all because of you. Your support, attendance and encouragement. The Strand is looking to 2014. Thank you.

Images on this post:

