

APPLAUSE

JUNE 01- JUNE 30, 2020

Season 91: Issue 8
marionpalace.org | (740) 383-2101

An official newsletter of the historic Marion Palace Theatre

FROM THE DIRECTOR'S CHAIR

BEV FORD, EXECUTIVE DIRECTOR

How are you doing? Really.

This current health and economic crisis have proven to be a challenge in more ways than one. I'd love to tell you "it's all good," but the truth is, it's hard right now, and things are not good.

If you'll indulge me, I'd like to share some recent-ish history. In the end, I trust you'll see the relevance and make some current connections.

Many of you may have no idea that when I filled this particular role at the Palace, our historic treasure was in trouble financially. In the two years prior to me taking on these responsibilities, we had fallen on hard times. We were truly on the brink of a potential closure.

I was scared. I didn't know if I had what it would take to restore the theatre to sure financial footing. But with a strong board, an equally talented staff, and committed volunteers, we set about the work of mending some relationships and building the bank account. It took a solid five or six years to regain what we had lost.

You were patient with us and committed to this theatre. We didn't program the biggest touring artists. There were tribute bands and more local shows than had previously been produced. But with your support and faithfulness to become members, give to major capital needs, and attend shows, we made it.

The last couple of years, we have enjoyed ramping up our programming and bringing back the level of artists you all were longing to see on the Palace stage. It has been a pure pleasure to watch you enjoy every aspect of our programming and see this theatre once again a vibrant, thriving organization at the heart of our community.

In fact, by March 1 of this year, we were headed toward a year-end with one of our most successful seasons ever.

But then...

High school musicals that were in production were immediately cancelled leaving students no opportunity to share their hard work and talent from the stage. Touring artist concerts were rescheduled. Rentals

for graduations and proms were cancelled, and parties and receptions were postponed. Academy classes closed and films never made it to the big screen.

And the theatre went dark.

In some ways I feel like we're back to square one. We have a mountain to climb. The Palace, along with so many other businesses and organizations, is faced with no small financial challenge. Only this challenge, unlike the 2011 crisis, finds us with our doors locked and the lights off with no way to do business.

The restrictions have been in place far longer than any of us could have imagined. One role of the arts is to bring people together. Our work involves creating community and joining people around shared experiences. With the ongoing isolation and its accompanying stresses, we need films, performance productions, and concerts more than ever.

The Palace Team is anxious to get on the road to recovery. We want to bring you films. To offer classes and camps. To hold auditions and produce shows that stage our family members, neighbors, and co-workers. We want to put touring artists back on stage and let you rock the night away.

But how do we get there from here?

What this current challenge has in common with 2011 is that we are once again in a position as an organization to dig deep, to get creative, and to work hard at establishing this gem's future.

We are fortunate once again to have a strong, involved Executive Committee for the Board and talented staff. And while some of them are laid off, I have no doubt they stand with us in this struggle; anxious to be back at the Palace serving you.

If you came to many shows in the 2019-2020 season, you know we were on a roll. We had a great season leading into this economic crisis. Your support of 19-20 programming had us positioned with about three months in reserve. You're probably way ahead of me and have already done the math.

Those three months are up.



M E M B E R S H I P

MEMBERSHIP MATTERS

In an effort to stretch those funds, we hosted two Curbside Concession events. It was so great to see so many of you roll up out front. THANK YOU for your support! I'd be remiss if I didn't thank my family for putting in some sweat equity on those fundraisers. They love the Palace, too.

As we neared the end of this current fiscal year, we wanted to get funds in place for the new fiscal year, which begins July 1. Early on in the shut down we wrote to our faithful membership and asked if they would renew a little earlier than usual. They (YOU) responded with support beyond what I had imagined. We are at 70% of our needed membership revenue for the new season. Incredible!

Martin Luther King, Jr. said, "The ultimate measure of a man is not where he stands in moments of comfort and convenience but where he stands in times of challenge and controversy."

*"Now,
more than ever,
the Palace needs
your membership
support."*

This has been and will continue to be a time of challenge and controversy. Not just for us but for many of you. And yet, you, as Palace members, have once again stood by this organization and its work when it was needed most.

While we are grateful to be well on our way to meeting our membership drive total, there



is still room for support. If you are not currently a Palace member, we would ask you to consider becoming a friend of the Palace through membership. Now, more than ever, the Palace needs your membership support.

These dollars are operating funds that offer stability to our budget and keep our doors open. You'll find more about membership as well as a form for membership enrollment on this page. Thank you in advance for your consideration and support.

You're all familiar with the saying, "When it rains it pours," right? My guess is you've likely experienced a bit of that in your lifetime. Just the time you thought things were bad, they got a bit worse.

We had a couple of those "opportunities" during this shut down.

In order to ensure everything was safe and we weren't having any building issues, I was stopping by the Palace anywhere from 2-4 times a week.

On Friday, May 1, I came in to prepare for the first Curbside Concession fundraiser to find standing water on both levels of the May Pavilion.

After the initial shock, I figured out it was coming from a broken water line feeding the Mezzanine drinking fountain. With some outstanding help from some folks equipped to handle such messes, we were on our way toward drying and repairing all that was ruined.

The PCAA is a non-profit organization. Membership contributions are payable in person at the box office, by phone (740) 383-2101, online www.marionpalace.org, or you may complete the attached membership form and return to:

The Marion Palace Theatre, 276 W. Center St., Marion, OH 43302

PALACE CULTURAL ARTS ASSOCIATION 2020/2021 MEMBERSHIP FORM



NAME (As it should appear in the Playbill) _____

ADDRESS/CITY/STATE/ZIP _____

PHONE/EMAIL _____

☐ CAST MEMBER (\$25-\$49)

☐ CHOREOGRAPHER (\$250-\$499)

☐ MARQUEE PLUS (\$1,100 +)

☐ STAR PERFORMER (\$50-\$99)

☐ DIRECTOR (\$500-\$999)

☐ RUBY MARQUEE (\$2,000 +)

☐ MUSICAL DIRECTOR (\$100-\$249)

☐ MARQUEE CLUB (\$1,000 +)

☐ MY CHECK IS ENCLOSED # _____

☐ APPLY TO MY CREDIT CARD (AMEX - VISA - MASTERCARD - DISCOVER)

CC#: _____

EXP: _____

Name as it appears on card _____

CCV#: _____

☐ Please mail me one invoice FOR FULL AMOUNT ☐ Please invoice me half now & half later for gifts of \$250 or more (Final payment must be received by 6.30.21)

For Office Use Only

DATE RECEIVED: _____

CARD(S) SENT: _____

HISTORY: _____

PLAYBILL: _____

SDRIVE: _____

Fast forward two weeks, and I am once again preparing for a Curbside Concession event when I learned that a roof drain pipe had broken loose and rain was pouring in, running through the ceiling, and down into the walls...yes, the newly repaired walls.

It was back to square one on a portion of project one and on to the beginning of another repair. Once again, I'm grateful to have qualified laborers handling all the repairs in all the right ways. They'll have us looking as good as new.

And the silver lining? We aren't open! We didn't have to contact a bride, cancel a show, or scramble to rearrange a busy schedule. It truly was the blessing in all of it.

So while neither of those water incidents has anything to do with our impending roof project, water entering the building is a great segway to another casualty of COVID-19.

While we had not been 100% certain we would receive State capital budget funding for our Re-Roof the Palace project, we were certainly hopeful and it seemed very promising that we would.

Unfortunately due the economic impact on the entire State of Ohio, those funds are no longer being awarded, leaving us with another \$500,000 to raise to complete the entire Re-Roof project.

Are you able to help? We have a matching fund challenge in place that doubles up to 100 Guardian (\$250) donations, 100 (\$100) Centurion donations, and 400 (\$25) Palace 400 donations. Larger gifts are welcomed and appreciated and can be pledged or paid over the next 5 years. We appreciate whatever you can do to help us replace the roof, repair the masonry, and replace the flashings, lintels, copings, and more. Your consideration is appreciated and a commitment form is included on this page.

As I wrap up this COVID-19 update, rest assured, we are doing all we can to restore the role of the Palace to our community, to invest our efforts into making Marion a place we all love to live, work, and play, and to successfully maneuver these current challenges.

We are faced with a defining moment. Who will we be? What will we look like when this over? How will we exit this challenge?

"I have always believed the act of theater to be an act of service, and at its best, a selfless one. Writers, actors, directors, designers, craftspersons, staff, front of house and producers all work (ideally) in service of a shared idea, and the performance is offered in service of the audience for the greatest good of the community. So in imagining the far off, post-pandemic theater, I most want to see a theater with its priorities wholly focused on human beings and community."

-- Michael Cerveris, Tony-winning actor

You have been beside us through hard times before. This season won't look like the one the board and I worked to pull together. As in 2011, some big names may be missing. We'll have to rebuild. Your faithfulness, encouragement and patience will see us through, and we will return to serve you, our audience for the greatest possible good of our community.

I commit to fighting for this organization; both its rich history and its promising future. Will you join me?

Bev

Bev Ford, Executive Director

RAISE THE ROOF! 2020 PLEDGE FORM



NAME (as it is to appear in acknowledgements)

STREET ADDRESS

CITY/STATE/ZIP CODE

EMAIL ADDRESS

DAYTIME PHONE

MATCHING FUND CHALLENGE AMOUNT

☐ \$250 GUARDIAN ☐ \$100 CENTURION ☐ \$25 PALACE 400

PAYMENT METHOD

☐ MY CHECK IS ENCLOSED # _____

PAYABLE TO PALACE CULTURAL ARTS ASSOCIATION, INC.

☐ APPLY TO MY CREDIT CARD

(AMEX - VISA - MC - DISC)

CC#: _____

EXP: _____ CCV#: _____

Name as it appears on card

UN-MATCHED PLEDGE PROMISE

I/We pledge a total of:

☐ \$500 ☐ \$1,000 ☐ \$2,500 ☐ \$5,000 ☐ \$ _____

Payable over a period of:

☐ FULL (LUMP SUM) please complete payment info above

☐ INSTALLMENTS OVER 1 2 3 4 5 YRS.

Pledge payments will begin _____ Date mm/dd/yyyy

Please invoice me:

☐ Quarterly (Jan/Apr/Jul/Oct)

☐ Bi-Annually (Jan/Jul)

☐ Annually (Month _____)

To help RAISE THE ROOF, please detach this pledge form and return to
Marion Palace Theatre Raise the Roof Campaign
276 W Center St, Marion, OH 43302.

INSIDE THIS ISSUE



How the
COVID 19
crisis is
effecting
the
Palace
Theatre.
- Page 1



Your support
NOW means
a brighter
future for
TOMORROW.
Page 2 & 3



Plans
underway for
new policy
and safety
procedures -
Page 4

MARION PALACE THEATRE & MAY PAVILION

276 W. Center St., Marion, OH 43302

Phone: 740/383-2101

Web: www.marionpalace.org

Email: info@marionpalace.org



A Proud Member of



NON-PROFIT
U.S. POSTAGE
-PAID-
MARION, OH
PERMIT NO 54

NEW SAFETY PROCEDURES INTRODUCED

Keeping Palace patrons, staff, and volunteers healthy

Not everything about the past few months has been bad. In fact, I've detailed some wonderful things that have happened since March 15; incredible ways that you have shown your love and support. In addition, as an organization, we have taken this opportunity to look closely at our operations, processes, and procedures to see how we might revise things to offer you the safest possible environment. We have thoroughly cleaned the auditorium and backstage areas. Dressing rooms have been cleared and cleaned from top to bottom. Auditorium seats have been sanitized, and front of house surfaces and communal spaces are ready.

We have used this time to think creatively, offering online entertainment from some of our (and your) favorite performers. Marion, and our surrounding counties, is loaded with talent and they were eager to share it with you virtually. We hope you enjoyed it!

And now, as we anxiously move closer to the day when restrictions on mass gatherings are lifted, you may wonder what changes are being made at the Palace Theatre. Rest assured, during this "down-time," the Palace management, staff, and Board has worked diligently preparing for a safe and healthy re-opening. In addition to cleaning, we will offer as many touch-free transactions as possible. We'll have hand sanitizing opportunities throughout the building, and plexiglass barriers will be in place to offer separation when transacting business. Once we have received the mandatory protocols required for opening, we will publish in detail the new processes for attending events.

Thank you again for your patience as we walk these uncharted paths. We miss you and look forward to seeing you soon!

