Raising the Curtain on Historic Georgia Theatres

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Rylander Theatre, Americus
Learning Objectives

- Knowledge of the variety of historic theatre resources in Georgia
- Examples of theatre rehabilitation efforts
- Process of theatre reactivation
- Research resources
- Funding resources
Over 200 theatres in Georgia

Photos from Google Street View
Operating Historic Theatres

Macon Grand Opera House
Fort Valley

Austin Theatre
Operating Historic Theatres

Athens Morton Theatre
Augusta Imperial Theatre

Imperial Theatre
Augusta Imperial Theatre

Operating Historic Theatres
Operating Historic Theatres

Alma Bacon Theatre

Photo from Google Street View
Elbert Theatre

Elberton

Operating Historic Theatres

Photo from Google Street View
Milledgeville

Campus Theatre

Historic Theatre Rehabs

Photo from Google Street View
Historic Theatre Rehabs

Hogansville

Royal Theatre/City Hall

Photo from Google Street View
Inactive
Historic Theatres

Modjeska Theatre
Augusta
Inactive Historic Theatres

Cordele Crisp Theatre
Inactive Historic Theatres

Richland

Beall’s Theatre

Photo from Google Street View
Inactive Historic Theatres

Atlanta Ashby Theatre

Photo from Google Street View
Inactive Historic Theatres

Brunswick Roxy Theatre

Photo from Google Street View
Inactive Historic Theatres

Lyric Theatre
Waycross

Photo from Google Street View
Why Reactivate Them?

- Theatres can spur downtown revitalization
- Reflect investment in downtowns
- Enhance vibrant downtowns attractive to individuals and businesses
- Tourist draw
- Increase after-hours foot traffic
Guiding Documents

- *Examples and Best Practices for Iowa Main Street Theatres Manual* (Iowa Economic Development)
- *Historic Theatre Rescue, Restoration, Rehabilitation and Adaptive Reuse Manual* (League of Historic American Theatres)
The 10 Steps

From *Historic Theatre Rescue, Restoration, Rehabilitation and Adaptive Reuse Manual* (League of Historic American Theatres)

Assessing Project Potential
1. Research and Goal Setting
2. Community Consultations
3. Financial Planning
4. Site Stabilization

Developing the Project Plan
5. Planning and Feasibility Studies
6. Implementation
7. Consultant Selection

Implementing the Project Plan
8. Architectural Services
9. Business Start Up
10. Project Communications and Opening Night
What exactly do you have? (Research & Documentation)

- Basic Research
- Condition Assessment
- Historic Structure Report
- NR Nomination/NR HD Amendment
Research Sources

Specific Resources
• UGA Special Collections Libraries
• GALILEO
• GNAHRGIS
• Cinema Treasures Site
• City/County Histories
• LHAT
• NR

Theatre Context
• *Theatres* by Craig Morrison
• *American Picture Palaces* by David Naylor
• “From Ghost Lights to Curtain Calls: Reading the History of American Theatre in the Historic Playhouses of Georgia”
What sort of venue should you choose?

Many Options
• Traditional Theatre
• Rehabilitation
• Event Space
• Educational Purposes

You Don’t Have To Go It Alone
• Public Input
  – Online Surveys
  – Public Input Sessions
  – Get the public connected
• Connect With Local Arts/Cultural Organizations
  – General Meetings
  – Panel/Committee
Getting the Community Involved

• Engage other non-theatre community organizations
• Pictures are worth 1000 words
• Take part in festivals/fairs
• Invite the public inside
• Create a vision, literally
How Are We Paying For This?

- **Grants**
  - **State Grants**
    - Historic Preservation Fund Grants & Georgia Heritage Grants (Check HPD Site for Details)
  - **Federal Grants**
    - NEA (design, feasibility)
    - USDA Community Facilities Program (rural)
    - CDBG
    - DOT Transportation Enhancement Grants

*Fox Theatre, Atlanta*
How Are We Paying For This?

• Special Events
• Corporate Sponsorships
• Online Fundraising Campaigns (Kickstarter)
• Tax Credit Programs
• SPLOST funding
• League of Historic American Theatres Site (Online Member Services)
Ready to Set the Scene?
(Who Does the Actual Work?)

• Ask Around
• HPD’s Consultants Directory
  http://www.georgiashpo.org/consultants
• University Resources
  -Center for Community Design & Preservation (Design Charrettes)

Old Opera House, Hawkinsville
Coming Soon

Tybee Island

Tybee Post Theater
Coming Soon

Tybee Island

Tybee Post Theater
Municipal Auditorium, Albany