

THE NEXT ACT

SETTING THE STAGE FOR THE FUTURE



Capital Campaign 2016-2019

HISTORY AND IMPACT

Civic Theatre of Allentown, with its rich tapestry of excellent theatrical productions, remarkable educational programs, and enlightening films, has played an active role in shaping the history of generations of Lehigh Valley residents. Thousands have performed on its 19th Street Theatre stage, been enlightened by the journeys taken with characters from hundreds of stage productions and films, and blossomed into confident young adults in its classrooms. A neighborhood of merchants depends on Civic as a destination to attract the public and ensure economic stability.

An 89-year old building, the iconic Art Deco 19th Street Theatre, renown for its amazing beautiful interiors and uniquely distinctive exterior, was designed by master architects Thalheimer and Weitz. This architectural tribute to the historical grandeur of a bygone age that proudly serves contemporary needs, is one of two remaining works by these prestigious gentlemen. While structurally sound, the building restoration, renovations and safety features made possible through a capital campaign I will insure that she is brought into the 21st century to continue to serve our wonderful community.

THE PLAN

The planned renovations, with a budget of \$5.5 million to restore and preserve the historic beauty of the original 19th Street Theatre, will enhance the experience for the many populations that utilize its resources. The 3-Phase Plan includes the removal of hazards and updating of antiquated systems, a complete renovation of the auditorium, lobby, classroom and rehearsal space, improved access, restoration of the wall frescoes and detailed ceiling dome, , and improved stage and backstage areas.

WHY NOW

Civic has received a coveted RCAP grant from the Commonwealth of Pennsylvania that will match \$2M of the total cost of this project. Civic, is honored to be the recipient of this prestigious grant and will leverage this unique opportunity to guarantee the historic theatre, its rich cultural programming and its place in the community for all the generations to come.

CALL TO ACTION

We invite you to help us restore a Lehigh Valley landmark and honor the legacy of an organization that has entertained, educated, and inspired generations. Your support pledge will ensure that our important work continues. All gifts will be acknowledged and are tax deductible. We welcome the opportunity to review the captivating naming opportunities for this project.