



**The Mission of the Friends of the Coronado** is to champion the historic Coronado Theatre, a time-honored symbol of civic pride, as a performing arts center and community asset for all to use and share.

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*Friends of the Coronado is a 501(C)(3) not-for-profit corporation*



Beth Howard

**Dear Friends of the Coronado,**

Since 1997 your support has made the Coronado Theatre one of the finest historic theaters in the Country. Our magnificently restored Coronado defied the odds. According to the League of Historic American Theaters, only 10 % of American historic theaters (Grand Movie Palaces of the 20's and 30's) have been restored. The Coronado Theatre is in a rare class of impeccable historic integrity and architecture, but just as importantly, it is a vibrant part of our region, making this a great place to live.

Our mission has never changed: "The Coronado Theatre ... For All To Use and Share." It is a promise to the community we have kept for over 20 years. The Coronado must be accessible, and the beautiful historic architecture of our community's crown jewel and national historic treasure must be maintained.

**Community and Children's Outreach:** This year the Friends' donors and sponsors provided 100% accessible programs to bring 10,000 children and community members to have a special day at the Coronado through the Reach For Stars and Coronado Classroom projects, and a special sponsorship for the students to see the Rockford Dance Company and Rockford Symphony Orchestra's Nutcracker.

*"90% of my students had never been to the Coronado ... I loved watching their faces. They can't stop talking about the experience. This project is so important for our community."* RPS 4th Grade Teacher

**Preservation:** Each project requires tremendous research and patience to make certain the Coronado remains as beautiful today as it did following the meticulous restoration in 2000. Friends are working behind the scenes to research with a wide network of preservation and theater experts to plan and implement replacement and restoration projects with the highest historic preservation standards and success.

(Please see reverse page for important project information.)

**Please donate and become a member of the Friends of the Coronado for 2020.** It is through the generosity of our members that the Coronado remains beautiful for All To Use and Share.

**We are confident we can fulfill our promise to the community focusing on the following:**

- Addressing maintenance and restoration with preservation experts
- Supporting successful and proven operational policies
- Supporting student programming and other public access events

We continue to look to the future. With your support the Coronado will remain our community's crown jewel, and a national treasure. Thank you for your dedication to the Friends and its mission.

Please do not hesitate to contact me for any reason. My contact information is listed below.

Sincerely,

Beth S. Howard, Executive Director

**Online donations can be made at**  
**[www.friendsofthecoronado.org](http://www.friendsofthecoronado.org)**

Checks made payable to the Friends of the Coronado can be mailed to:  
*Friends of the Coronado*  
P. O. Box 1976  
Rockford, IL 61110





## 2019 Highlights

### Community Access Projects

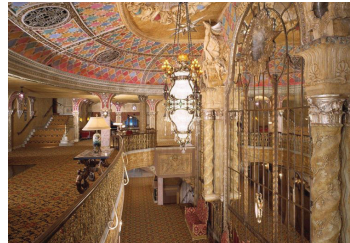


Reach for the Stars 4th Grade + Coronado Classroom + Nutcracker Student Performances + Ailey II free community performance =  
**10,000 special Coronado memories in 2019**

### Preservation Projects and Planning



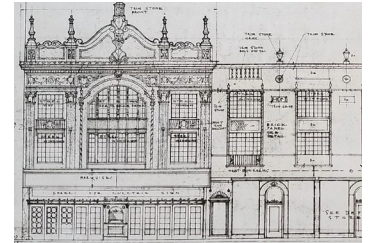
**Historic Furniture Restoration:** Months of planning and consulting are complete for the restoration of the four signature historic furniture pieces of the Coronado. January 2020 the project will be completed.



**Lobby and Auditorium LED lighting conversion:** The beautiful unique spaces of the Coronado require unique solutions for our LED lighting conversion. A several year project is in the planning stages.



**Auditorium Seats replacement parts inventory:** Our 1927 restored seats are going strong after almost 20 years, 1000 performances, and a million people. In 2019 we met with theater seating experts for careful planning needed to address replacement parts availability, and several years away, seat replacement planning.



**Exterior Restoration:** FOC, City, Management, and State Representatives have been focused on this project. The project implementation is being carefully and patiently planned so that every dollar is spent wisely. Experts are developing a multi-year phased project.

## Coming in 2020: Kids, Kids, Kids • Ongoing and New Preservation Projects

### Community Access Projects New Projects

Reach for the Stars November 2020  
+ Nutcracker Student Performances  
December 2020 + Coronado Classroom  
(Year-round) =  
**1,000's of children having a special day at the Coronado in 2020**

### Ongoing Projects



Paint and plaster restoration • Carpet repairs • Furniture and fixture repairs • Protective equipment and supplies • Community Access Projects • Student Access Projects • Historic Architectural and Institutional Archiving • Researching best practices procedures with a network of over 400 historic theaters, and theater experts

**Seating:** January 2020 100% of Coronado auditorium seats will be reviewed and repaired as needed. An additional process to protect the seat backs will be implemented.

**Marquee Sign Upgrades:** protecting the shine and sparkle on the Coronado Marquee with technology updates and planned maintenance requirements. Theater historians refer to a theater's marquee sign as the "Electric Tiara" of these grand former movie palaces. Back in the 20's they were feats of engineering with chasing lights on towers reaching to the sky and canopies extending over busy streets bustling with Model T's. The original Coronado Marquee was almost 90 feet high with 10,000 lightbulbs. The 2000 restoration brought back the elegant design of the 20's in a more modern size of 50 feet and just over 2,500 lights. Necessary upgrades to LED lighting and electronic control panels requires experience and expertise to handle successfully. We have returned to the Coronado restoration architects to guide us with marquee sign and engineering experts. The project is planned in three phases.

**Phase I:** Comprehensive LED Lighting Conversion—Purchase and Install Replacement LED Fixtures

**Phase II:** Replace Chasing Function Control Panels, Repainting, Electrical Upgrades

**Phase III:** Electronic Message System—With guidance from theater preservation experts and the National Register of Historic Landmarks, the Coronado marquee can be upgraded with an electronic message system adding a modern vibrancy and functionality

