



December 2020 Newsletter

Dear Friends of the Coronado,

On behalf of the Friends of the Coronado Board of Directors, I wish to extend our deepest appreciation for your past support. It's been an unprecedented year, to say the least. We miss the smiles of the audiences and of the thousands of school children we see at the theater each year.

We're on pause, but this does not mean our Crown Jewel is empty. The Coronado avoided the wrecking ball, unlike 75% of the movie palaces built in the 1920s and 30s, in no small part because it has never been without vigilant stakeholders in its 93 year history. Along with focused attention by management, Friends has continued to work, adhering to COVID safety mandates, from the theater's Corner space during this dark time of postponed performances.

Coronado management has the difficult task of maintaining safe environmental conditions for our antique theater on a very lean budget. We are communicating regularly with preservation experts to provide detailed standards to protect the paint and historical plaster interior elements throughout the theater that were restored in 2001. We are working together to stay alert to changes in environmental conditions so as to prevent damage. Be assured that with the City of Rockford's leadership, the Coronado Theatre is being well cared for during this difficult period.

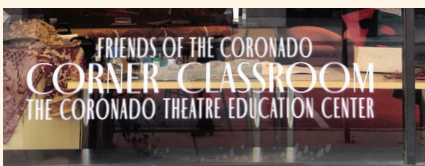
At this time, we would like to provide updates to you on our exciting NEW programs and critical projects.

NEW Coronado Student Projects

During the last 18 years, we have welcomed over 36,000 RPS 4th grade students for a world-class touring performance at the Coronado. In 2017 we expanded this to include 3rd grade students. In 2018, a longtime friend of the theater asked us to create more student education programs at the Coronado. Through his generosity and inspiration, we introduced the Coronado Classroom project. We welcomed students for a unique student education program at the Friends headquarters, the Coronado Corner, for one of the country's most innovative historic theater education projects.

We created education sessions that bring together students from different schools and diverse backgrounds. The program engages students of differing academic achievement levels by utilizing creative learning lessons and presentations.

Our student Classroom sessions have been so successful and in-demand that we are taking the next step to expand and officially create **The Corner Classroom, The Education Center of the Coronado Theatre. It is the Coronado's first education wing in its history.**



The Corner Classroom, Education Center of the Coronado Theatre, will expand the Classroom experience with curated rotating displays designed for kids and adults to experience. Displays and education lessons are presented to inspire community pride and inspire preservation of the Coronado and other architectural historic landmarks. Collections will also be displayed to be enjoyed by North Main sidewalk pedestrians.



Virtual Experiences:

We recently learned from our school partners that during this time when field trips are not possible, the kids still need field trip experiences even if they are virtual.

We are working on new video presentations called "Secrets of the Coronado" for a virtual Classroom experience.

As soon as we can safely gather together again, The Corner Classroom sessions will be open to lifelong learners of ALL AGES free of charge.

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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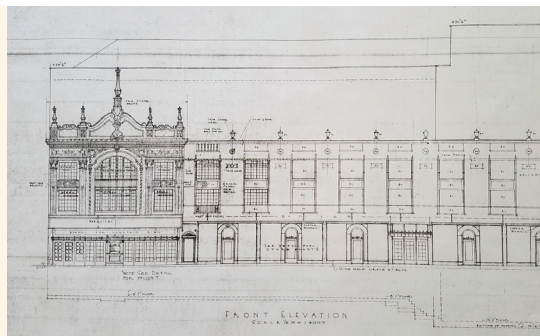
Beth Howard
Executive Director

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



Beth Howard



Exterior Restoration Project

The City of Rockford is waiting for information from the State of Illinois regarding a grant request for the project's financial assistance. Additionally, we are extraordinarily grateful to **IL State Senator Steve Stadelman** and **IL State Representative Maurice West**, who have included the Coronado exterior restoration in State of Illinois funding allotments. Meanwhile, we are currently addressing repairs to protect vulnerable cast-stone details and are planning for exploring additional funding.



Marquee Restoration Project

In late 2019, we discovered a hidden issue with the sign-canopy rainwater drainage system causing water to seep into its interior. We have addressed the drainage problems with a temporary solution. As a precaution, in 2020 we commissioned a thorough review and study to determine the marquee sign structure condition. I am happy to report that according to our study, the Coronado marquee is in overall excellent structural condition, and we can move forward with our plans. With several experts' help, we have developed a program that will keep our elegant towering marquee beautiful and dazzling with 2300 chasing lights for years to come.

Marquee Restoration Project Plan:

- Restoration of the original drainage system
- LED fixture conversion
- Replace inoperable mechanical chasing systems with electronic systems
- Exterior repairs and repainting
- Reserves for annual routine maintenance

We are grateful to **Axberg-Black Diamond**, **Stacy A. Brady-Edward Jones OSF HealthCare**, and the **Community Foundation of Northern IL** for their support!



Historic Lobby Furniture Restoration

We are delighted with the stunning restoration of four large iconic historic lobby furniture pieces. Not only are they beautiful, but they have also been restored with impeccable historical accuracy in every detail.

We are grateful to a special grant from **Community Foundation of Northern IL** and to our **generous donors** to complete this project. Special thanks to Sarah Bell for her in-kind design services.

While the theater is "dark," we continue to work, and plan for the re-opening.

Please renew your membership and donate to the Friends of the Coronado!

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.

Do you have a Coronado memory you would like to share with us? Please do not hesitate to contact me for any reason.

Email: bhoward@coronadopac.org Phone: 815-847-6314

Website: www.friendsofthecoronado.org

Sincerely,

Beth S. Howard, *Executive Director*

Secure online donations can be made at www.friendsofthecoronado.org with no additional fees.

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

