

NORSHOR THEATRE CAPITAL CAMPAIGN



The NorShor Theatre will serve as a culturally diverse complex for arts and education. Once fully restored, its state-of-the-art theatre and auxiliary spaces will provide performance space and opportunities for regional arts organizations, bring a wealth of new programming to our community, and create economic growth.



The background of the entire image consists of numerous light gray lines radiating from a central point at the top, creating a sunburst or starburst effect. The lines vary in length and angle, filling the white background.

THE STAGE IS SET.

**WAITING IN THE WINGS IS THE TRANSFORMATION
OF OUR BELOVED LANDMARK,
THE NORSHOR THEATRE.**

JOIN US IN BRINGING THIS PROJECT TO LIFE!

RESTORE THE NORSHOR

Dear Friends of the NorShor,

Restoring the NorShor is the project of our lifetime. It is our chance to save a beloved community icon, bring new vitality to our city, provide space for world-class performances, create new jobs, and support our local arts community. The new NorShor will be the cornerstone of the HART District and play a central role in fulfilling Duluth's vibrant future. It will also give visitors yet one more reason to love Duluth!

The Duluth Playhouse is leading the way to ensure the NorShor will operate at its fullest potential. The \$4.5 million NorShor Theatre Arts Center Capital Campaign will equip the NorShor with state-of-the-art technology and modern day amenities, while maintaining its celebrated ambiance.

A project of this size and scope is no easy endeavor. It requires and is worthy of community-wide support. We are honored to lead this important campaign and encourage you to join us in a shared commitment and generous support of this historic project. Together we will transform our community and create a new life and a new legacy for our landmark NorShor Theatre.



SANDY HOFF
CAPITAL CAMPAIGN CHAIR

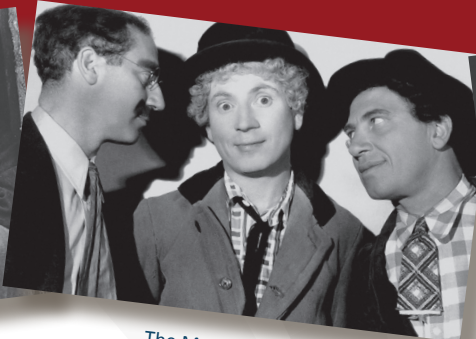


CHRISTINE GRADL SEITZ
EXECUTIVE & ARTISTIC DIRECTOR
DULUTH PLAYHOUSE

More than a century old, it is a life well lived...



Charlie Chaplin
(Pictured with Jackie Coogan)



The Marx Brothers



Mary Pickford



W.C. Fields

In 1910, the 200 block of East Superior came to life. The new Orpheum brought celebrity and celebration with Charlie Chaplin, the Marx Brothers, Mary Pickford and W. C. Fields paying a visit. Adorned in silk velour and hand painted canvases, Duluth's newest addition was a spectacle to behold.

As vaudeville faded, the Orpheum was renovated in 1941 and became the NorShor. With a new entrance on Superior Street, a new Art Deco interior, and a new name, the historic complex also had a new purpose as a movie theatre. With its unique Milk Bar, distinct interior, and first-rate entertainment, the NorShor thrived. As time marched on, the theatre experienced a multitude of milestones and missteps, ultimately closing; a shabby shell of its original state.

Today, after more than a century filled with complex and compelling stories, the NorShor Theatre will regain its rightful place of prominence in the center of our city.



NorShor's Hall of Mirrors below the Arrowhead Lounge,
September 1941 | PHOTO CREDIT: JIM HEFFERNAN



View of the NorShor's stage from the balcony. The NorShor boasted
the largest screen in the "northwest" | PHOTO CREDIT: JIM HEFFERNAN

...but the best is yet to come!

SIGNIFICANT DATES IN THE NORSHOR'S HISTORY

1910

Orpheum Theatre opens to wide acclaim.

Mayor Marcus Cullum claims the audience is "looking swell." The theatre's manager proclaims the audience to be "more metropolitan than any I have seen outside of New York, Philadelphia, and Boston." Famous vaudeville acts include WC Fields, Mary Pickford, The Marx Brothers, Jack Benny, and Charlie Chaplin.

1940

Renovation, rejuvenation, and a new name.

Minnesota Amusement Company leases the Orpheum Theatre and Orpheum Garage, converts the vaudeville theatre into a modern, art deco movie house. The layout is completely reversed with a new entrance on Superior Street. Renamed the NorShor Theatre, the building features a "hall of mirrors," "an ultra modern powder puff room," a snack bar and the first Milk Bar that serves only dairy products.

1942

Bright lights, northland beacon.

NorShor's tower marquee is installed, standing 65 feet above the theatre, weighing over 300 tons, and sheathed in porcelain. Using 3,000 lights, it is visible from nearly 60 miles away. Due to claimed high maintenance costs, the tower is removed in 1967.

1974-1977

Movies and more.

Minnesota Amusement Co. gives up its lease. Pitt Theaters and Cinema Entertainment Corporation operate the NorShor in subsequent years. In 1976, the Hotel Duluth Corp. purchases the NorShor/Orpheum/Garage buildings and the Temple Opera Block, then sells the buildings to Daniel H. Neviasser in 1977.



The Arrowhead Lounge, designed for "the smoker's comfort...every seat individually air conditioned providing exhaust of all smoke." The relief in the background is a reflection of the wall along the north stairway. Mirror was removed from the NorShor sometime between 2005 and 2010.

PHOTO CREDIT: DULUTH PUBLIC LIBRARY

1982-2010

A turbulent time.

The NorShor is purchased and overseen by a number of operators. The theatre is used for a variety of purposes, ultimately falling into a state of disrepair.

2010

Renewed hope and purpose.

Duluth Economic Development Authority (DEDA) purchases the NorShor and adjacent Temple Opera buildings for a combined total of \$2.6 million and, as part of an RFP, chooses developer Sherman Associates and the Duluth Playhouse, asking them to join forces to oversee transformation of the theatre and future management of the facility.

2014

A new legacy for our landmark.

The project receives \$7.1 million from the Minnesota Legislature bonding bill for the NorShor restoration. Although this was only part of the \$30.5 million needed for the complete restoration, it was a critical first step. Sherman Associates secures additional financing, including Federal Historic and New Market Tax Credits. The Duluth Playhouse commits to raise \$4.5 million for renovations and facility enhancements to ensure the theatre is fully equipped for world-class performances.

heART OF THE CITY

In 2016, the City of Duluth officially designated “Old Downtown” as a historic arts and theater district (HART). The NorShor Theatre is recognized as the cornerstone for future restoration and economic development, bringing increased foot traffic, commerce, stability and vibrancy to the center of our city.

The NorShor Theatre will support the work of regional and local arts groups, while fostering collaborations with the Minnesota Ballet, Duluth Superior Symphony Orchestra, Lyric Opera of the North, UMD School of Fine Arts, and more.



“The restoration project will not only breathe new life into this historic building, but also into our downtown and the arts and entertainment scene. The positive impact will be felt throughout the downtown and our entire city.”

KRISTI STOKES
PRESIDENT
GREATER DOWNTOWN COUNCIL

As a landmark in downtown Duluth, the NorShor Theatre played a significant role in our city’s history, and in the lives of so many of our residents. Restoring it to its grandeur as a center for arts and entertainment will bring a wide variety of new performances from local, regional, and national performers, and the opportunity for new experiences and memories for generations to come.

ONE PROJECT. MANY BENEFITS.

The restored NorShor will offer **tourists one more reason to consider Duluth a destination of choice.**

Families can **experience the joy and wonder of live theatre in a unique historic setting with modern-day amenities.**

A vibrant cultural community creates an enhanced quality of life for residents while **strengthening the city** and our surrounding region.

It will provide a much-needed **mid-sized venue** that will offer a **state-of-the-art facility** for national, regional and local performers.

“

“We fully support this endeavor and look forward to participation as a principal presenter when it opens.”

WILLIAM E. PAYNE
PROFESSOR, ACTING AND DIRECTING
UNIVERSITY OF MINNESOTA DULUTH



LION KING JR. PRODUCTION
PHOTO CREDIT: DULUTH PLAYHOUSE

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“The transformation of downtown Duluth could not be complete without the NorShor Theatre. We are excited for this new venue where we can expand our season offerings and present more high quality dance, special events, and sponsor guest artists and companies.”

ROBERT GARDNER
ARTISTIC DIRECTOR
MINNESOTA BALLET



LA TRAVIATA
PHOTO CREDIT: BLGPHOTO

“

“The NorShor project is an exciting prospect to those of use who are working hard to provide professional, high-quality cultural experiences in the Northland.”

SARAH LAWRENCE
CO-GENERAL ARTISTIC DIRECTOR
LYRIC OPERA OF THE NORTH



PHOTO CREDIT: MINNESOTA BALLET

A LEADING ROLE FOR THE DULUTH PLAYHOUSE



MARY POPPINS
PHOTO CREDIT: DULUTH PLAYHOUSE

With more than 130 performances each year, and more than 350,000 individuals attending productions annually, the Playhouse is a thriving, multi-faceted organization, offering first-rate theatrical experiences to a wide-ranging demographic. The Playhouse also offers year-round educational programming for area youth and adults and a black-box theatre that supports multiple art disciplines open to area art groups and presenters.

The Duluth Playhouse is committed to the community, with a mission to educate, entertain and involve the region. The Playhouse is a connector - bringing people of all backgrounds together.

The new NorShor Theatre will provide an opportunity to expand the Playhouse's mission and its ability to serve the broader community. The renovated theatre space will feature 650 seats, significantly larger than 280 at the current Playhouse venue, yet substantially smaller than the DECC's 2300 seats. The Playhouse staff and leadership is using its expertise to assist with the build-out of the theatre to ensure it meets practical performing arts standards. The Playhouse will also manage the property, creating a dynamic new venue in which area arts organizations and colleagues can perform.

The intimate atmosphere will be ideally suited for collaborative artistic events. The Playhouse is currently deeply engaged in discussions with the Duluth Superior Symphony, Minnesota Ballet, UMD School of the Fine Arts, Lyric Opera of the North, Duluth Festival Opera, and Big Top Chautauqua—all potential key partners and presenters.

YOUR GIVING OPPORTUNITIES

The Duluth Playhouse hopes that you too are inspired by this exciting vision and the growth it will afford our community for years to come.

Gifts of all sizes are welcomed and appreciated and can be pledged over a period of up to 5 years. Recognition opportunities start at \$1,000. In addition to outright gifts and pledges, The Duluth Playhouse can accept gifts of stock, securities and real estate.

**To discuss your giving options, contact
Christine Gradl Seitz at 218-733-7551 or seitz@duluthplayhouse.org.**

Thank you for investing in the arts and in your local Duluth community!

CAMPAIGN LEADERSHIP

We are deeply grateful to the following individuals for sharing their time, expertise, and commitment to The Duluth Playhouse and NorShor Theatre Capital Campaign.

NORSHOR PLANNING COMMITTEE

Annie Carmichael
Marcia Doty
Steve Greenfield
Sandy Hoff, Capital Campaign Chair
Kate Horvath
Kristin Johnson
Cathy Markham
Patty McNulty
Don Ness
Steve Nys
Jeanie Peterson
Anna Tanski

COMMUNITY ADVISORS

Gary Doty
Dennis Lamkin
Jon Loss
Tim Meininger
Jerry Peterson
Jeanie Peterson
Dolly Schnell

DULUTH PLAYHOUSE BOARD OF DIRECTORS

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Vice President: Sandy Hoff
Treasurer: Tim Johnson
Secretary: Patty McNulty

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Monique Forcier	Dolly Schnell
Steve Greenfield	Mia Thibodeau
Brian Liberty	

Christine Gradl Seitz
Executive & Artistic Director of the Duluth Playhouse



CATS

PHOTO CREDIT: DULUTH PLAYHOUSE



THE SOUND OF MUSIC

PHOTO CREDIT: DULUTH PLAYHOUSE



A CHORUS LINE

PHOTO CREDIT: DULUTH PLAYHOUSE

FUN FACTS



**600
YARDS OF
CURTAINS**



**195
NEW LIGHTS**



650 SEATS

**4.5
I
TONS OF STEEL**

NEW LIFE. NEW LEGACY.

The Duluth Playhouse is leading a historic \$4.5 million capital campaign to raise funds for the NorShor Theatre renovation. Gifts to the campaign will pay for new seating, theatrical lighting, a state-of-the-art sound system, a new orchestra pit, classrooms, rehearsal studios, dressing rooms, and more.

Project features include:

- A beautifully refurbished 650-seat theatre with two reception lounges and bars.
- An orchestra pit, dressing rooms and rehearsal studios.
- Skywalk access directly into the NorShor Theatre from the Greysolon and adjacent parking ramp.
- A street front box office and community arts kiosk center.
- Spectacular performances in theatre, music, dance and more!



“To bring this vision to reality is no easy undertaking. We need your help. Your support ensures the project will be a first-class venue for the artists, the patrons, and a point of pride for the city of Duluth.”



DON NESS
FORMER MAYOR
CITY OF DULUTH



**NORSHOR
THEATRE**
NEW LIFE. NEW LEGACY.

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