



Newsletter

Spring 2021 Issue

Welcome

As President of the Louisville Memorial Auditorium Foundation, I want to thank every one for their interest in the auditorium and its contribution to the city of Louisville. As a unique venue for many and varied events, it has provided the city a historic affordable venue.

Our mission is to maintain and enhance its contribution to all the arts of Louisville. In the coming years, we will be working to upgrade and continue refurbishing all aspects of the facilities. Under the guidance and direction of Kelly Gream, Executive Director, and the Commission, great strides continue to be made.

The Foundation created an opportunity to access grants and charitable gifts which will enable us to assist in the operation of this historic facility.

We look forward to a future of the Louisville Memorial Auditorium providing a quality, enjoyable entertainment experience for all of Louisville.

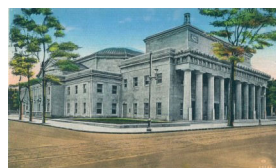
Al Welsh, LMA Foundation President

Foundation Created for Auditorium

Louisville Memorial Auditorium Foundation, Inc. was created to ensure the future of the historic public auditorium and war memorial. As the 501c non-profit organization for the landmark, the focus will include preservation work, grant writing, and fundraising efforts while supporting various capital campaigns.

Projects will include installation of air and heat systems, as well as upgrades to the stage electrical, lighting, and sound systems. Other planned facility enhancements will be painting and plaster repairs to the auditorium ceiling. The original seating needs new cushions and fabric backs for the 1,742 guest seats located on the main and balcony levels.

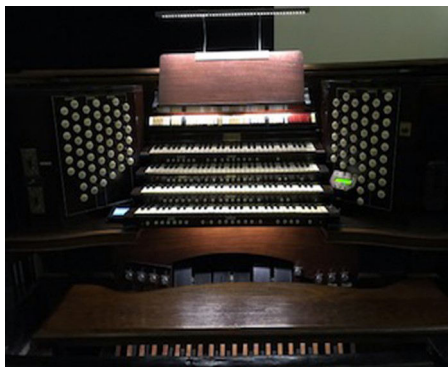
Keeping the community informed and engaged with the mission will be key to the success of the Foundation. The strategic plan will use the website, social media, special events and partnerships to accomplish goals.



The newsletter and targeted marketing will support the overall mission of preserving the region's only World War I War Memorial and public auditorium.

Pipe Organ Receives \$75,000 Grant

Last year the Wyncote Foundation awarded a matching grant to further preservation of the world's largest Pilcher Pipe Organ. As a matching grant, the



William H. Bauer and private benefactors donated an additional \$33,000 to increase the project budget to \$110,000 for the repairs. Ultimately, the improvements will alleviate mechanical issues, allowing for enhanced overall performance and sounds of the unique instrument.

Work is planned to begin this fall and continue over a few years. Currently, plans are being finalized to secure contractors for the multi-year project. David C. Schroth, of D.C. Schroth Organ Builders, will continue as the main consultant while coordinating and completing the complex project.

The Henry Pilcher's Sons Opus 1454 organ was built especially for the Memorial Auditorium by the Henry Pilcher Pipe Organ Company. It was installed during the construction of the auditorium as the largest instrument constructed by the firm, who built organs in Louisville between 1874 and 1944. Their craftsmanship can be found in churches, schools and other performance venues throughout the country, including New York, Texas, and California.

Lobby's Stonework Cleaning Project Completed

An anonymous donor made it possible for the beautiful stonework in the majestic lobby to be professionally cleaned earlier this year.

The process required removing years of debris from massive columns, to the impressive railings and stairwells. A cleaning solution was then applied and washed off by hand again.

Power equipment was not used due to the meticulous work to ensure the safety and integrity of the 90-plus year old concrete and limestone surfaces.

Once completed, the improvements are obvious and especially apparent when the large entry doors are open allowing natural light into the space. Aside from welcoming guests to the venue for events, the space also hosts a variety of events, including weddings, fundraisers and special events.

The ornate chandeliers provide lovely lighting that reflects wonderfully off the marble floor.

Now completed, the timing is perfect to host events. As a venue, the facility can operate at 60% capacity following approved COVID-19 guidelines.



Grounds Given A Makeover

Last summer another generous donation provided the grounds of the landmark with new landscaping and flowers to accent various areas including the flag courtyard.



After the Commonwealth of Kentucky allowed venues to reopen, one of the first events held was a wedding where the newly married couple took pictures on the grounds.

The flagpole was presented and erected in 1929 by the Daughters of the American Revolution.

Plans are to continue improvements, including cleaning various areas of the structure with focus on front columns, steps, exterior surfaces and walls of the grounds.

Preservation Plans Begin for World Flag Collection

The one-of-a-kind collection of 64 flags, ensigns and pennants from World Wars I and II, representing 27 nations, was assembled over several decades by Carolyn Apperson Leech. She was of the Louisville Society for the Perpetual Observance of Armistice Day, and later donated to the Auditorium.

It is through her hard work and generosity that the auditorium is honored to have the collection.



A few years ago, the display cases showcasing the priceless collection of historic world flags received an overdue cleaning, as well as installing new signage and improved lighting that is more energy efficient.

For decades thousands of visitors and guests attending events always enjoyed the flags; however, the collection's significance was not understood without signage explaining the origins.

Placards were produced from research into the origins of the flags, then proudly placed on display.

Future goals include applying for grants to continue care and preservation of the collection, while also researching and sharing the significance of the flag collection.

Now Available for your special event

The historic Louisville Memorial Auditorium is a multi-purpose venue with a variety of unique spaces that can host weddings, fundraisers and other events.

When individuals, groups or companies decide to host events at the landmark, those rental dollars help with maintenance expenses and other operational costs.

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