

Working Together

JCEDC - The Jersey City Economic Development Corporation is a non-profit corporation that works closely with local government in programs to improve Jersey City's economy. Recognizing that the Loew's is an important economic as well as artistic and historic resource, JCEDC joined Friends of the Loew's in calling for the Theatre's preservation.

Together with thousands of concerned citizens, JCEDC and Friends of the Loew's convinced the City to save the Loew's by buying it this past April from the developer that had planned to destroy it. Now we are all working on plans to restore the Theatre as New Jersey's premier center for the arts and entertainment and as a catalyst for local economic growth.

Steering Committee - To help us in this important mission, we are forming a Steering Committee of business and community leaders which will oversee formal planning, set programming standards, create our theatre operating entity, and most important of all will guide, support and promote the critical job of raising private funds, public contributions and grant moneys that will be needed in coming years.

We are fortunate that a Jersey City native, motivated by her love for the Loew's, concern for her hometown and her life-long commitment to the performing arts, the renowned **Phyllis Newman**, is chairing our Steering Committee.

NJ Historic Trust - has given a matching grant of One Million Dollars towards the restoration of the Landmark Loew's Jersey Theatre. This is not only one of the largest single grants of it's type ever given by that organization. It is also a clear vote of confidence in our project and community.

The preservation and restoration of the Loew's is a unique example of government, civic activists, the arts community and the private sector working together to make life better in Jersey City.

The History of a Miracle

"I used to come here as a child". For many people, that says it all. From September 28, 1929, and for most of the next 57 years, this building was Jersey City's showplace of instant magic: a special venue of affordable beauty, fun, culture, elegance and aspiration.

In it's first decades, the stage of the Loew's was host to live shows by the most famous stars of the time, including Bing Crosby, Bob Hope, and the Ritz Brothers. Other now famous performers, like Frank Sinatra, Phyllis Newman, Flip Wilson and Nathan Lane walked through these doors as teen-aged customers when they lived in this community. For all of it's life, the Theatre was also a "first run" movie house for Hollywood's major films.

Movie Palaces like the Loew's were built in the 1920s and '30s for both live shows and film. Also called Dream Palaces, they were unlike any other type of theatre building built before or since. A truly American phenomenon, Movie Palaces' grandiose designs echoed the luxurious architecture of the world's royal palaces and cathedrals, but were accessible to the common man.

The Landmark Loew's Jersey was designed to inspire awe and pleasure from the moment the patron stepped into the exotic and elaborate lobby that you are sitting in now. In the main auditorium, the soaring, baroque interior is itself as much a theatrical experience as any performance given on the stage or screen. Each of the 3,300 seats is deluxe, with perfect sight lines and acoustics.

The Loew's Imperiled - Seven years ago, that all seemed doomed, a treasure lost for all the generations that will follow. The grand building was scheduled to be torn down by a developer and was only hours from the wrecking ball. Now, thanks to the efforts of a aroused community determined not to lose its showplace, that which was almost lost is given back. The Loew's is to be restored as an arts and entertainment center. We are blessed with a second chance to share the dream.

A Vision of Loew's Future

The movement to save and restore the Landmark Loew's Jersey Theatre has been inspired by more than sentiment for history, because the Loew's is far more than just an irreplaceable monument of the past. The Landmark Loew's is a valuable resource for the future of:

The Arts - Jersey City, and indeed all of Hudson County, has been woefully lacking in facilities to support the arts and entertainment. Local groups have had to perform in school gyms and church basements. A restored Loew's Jersey will provide the quality of facility which can support local artistic growth and attract major professional productions to Hudson. Beyond its local impact, the Loew's will be one of the Metropolitan Area's premier performance venues.

Area Economy - Experience in many other cities has shown a restored Loew's will be the catalyst to revive Journal Square. To quote the *Detroit News* regarding their restored Fox Theatre: "It's a result you can ring up in the cash register. . . . You merely have to witness the area's vitality (on theater nights). . . already we have people filling the streets and restaurants." That means improved property values, more jobs and increased tax revenue.

Quality of Life - The arts and entertainment are not a luxury. They are critical to the quality of urban life. Cities must give their people the opportunity to find relief, at least for a little while, from their daily cares. The restored Loew's will be a valuable amenity to make Jersey City a more vital and livable community.

Education - The very word "education" is based on older language meaning "to lead out". The arts and entertainment expand the mind, raise the hopes and lift the spirit as effectively as any school course. The arts are also a powerful medium through which we share values and cultural traditions from one generation to another and from one ethnic group to another. That is especially important in our ethnically diverse area.

Few projects offer such a broad spectrum of benefits as the restoration of the Landmark Loew's Jersey Theatre.

Who are the Friends of the Loew's?

All of us are - Just the fact that you are here now says that you too are a friend of the Loew's, at least informally. By filling out the coupon below, you may share the work, fun and pride more actively.

But then again - Let's clarify some possible confusion. We are *not* the folks who put on the shows. Each stage show is the work of a separate Production Company. They provide the cast and crew listed in their show program. They handle their own finances and have their own volunteer support staffs.

Our job is different. Friends of the Loew's is the group that guided the drive which saved the Loew's. Now we're helping to oversee its restoration. Until there is paid staff, we are maintaining and operating the Theatre building itself.

Volunteering - We are unpaid volunteers. Some can only give us a few hours per month of running the refreshment stand or handing out flyers or making fund-raising phone calls. Others offer professional skills such as electrician, journalist or book-keeper. To volunteer, call 201-656-2608.

If you can afford a contribution of \$5.00 (or more) you will be supporting the efforts of the Friends of the Loew's. You will also receive our newsletter. Please be generous.

----- tear off and send with check -----
make check to: "JCHPA/Friends of the Loew's"
and mail to: PO Box 3033 Jersey City NJ 07303

name _____
street _____ apt _____
city _____ state _____ zip _____
tel (____) _____