



LIGHT UP THE LYRIC.COM

Help us raise the \$7 million needed to reopen this Birmingham Landmark.

THE LYRIC

A STORY READY TO CONTINUE.



THE COMMUNITY IS LINING UP BEHIND THE LYRIC.

“You may be assured that the city is 100% behind this project. I invite you to participate financially as we join hands to help ‘Light Up the Lyric’ and take another big step forward for the Magic City.”

– Mayor William Bell
City of Birmingham

“We support your efforts to restore The Lyric and wish to make it our home. Please let us know how we may assist you in this regard.”

– Glenda G. Cochran
*Secretary, Executive Committee
Alabama Ballet*

“The Lyric project is an essential component of the overall redevelopment of downtown Birmingham.”

– Brian Hilson
*President and Chief Executive Officer
Birmingham Business Alliance*

“Please be assured that the ASO should be counted on as one of the many groups in this city who would express interest in future performances at the Lyric.”

– Curtis Long
*Executive Director
The Alabama Symphony Orchestra*

The Lyric is a story that begins in simpler times and one that has been a part of our community for the last 100 years. Yet, a story many of you may not know. An important story and one that’s been left untold and largely hidden from the public until just recently. It’s time to tell the story.

The Lyric Theater opened in 1914. It was in the days before motion pictures and electricity in much of the country. When vaudeville performers such as The Marx Brothers, Mae West, Will Rogers, Buster Keaton, Milton Berle traveled the country to entertain us. They too played the Lyric and the Lyric became a part of the city’s fabric. Independent Presbyterian Church used The Lyric for their services for seven years in the teens and twenties. There were even a few elephants and monkeys on bicycles and diving horses. For a time, The Lyric was the finest

theatre in Birmingham.

Then, the world changed. The performances stopped. The Lyric closed and there it sat entombed behind concrete for decades and decades and decades. Until now.

It’s time to continue the story. It’s time to rediscover The Lyric. It’s time to Light Up The Lyric. And 2013, upon the 50th anniversary of 1963, marks the perfect year to embark upon this campaign because another part of The Lyric’s untold story is that in a district that once had over two dozen theaters.

The Lyric was the only one where blacks and whites could see the same show at the same time for the same price – even though seating was segregated. Help us Light Up The Lyric once again.

And reopen in our centennial year – 2014.

WHY WE NEED TO LIGHT UP THE LYRIC.

The easiest answer is because there is demand – RIGHT NOW.

The Alabama Ballet, Alabama Symphony Orchestra, dance troupes, theatrical groups, concert promoters, churches, civic groups, and even people want to get married in it, today – as is.

But, there are more:

1. Historic preservation. Because The Lyric was hidden and sealed away for so long it is a remarkable example of a special era in our city's past that has not been ruined by redevelopment. This is our chance to recreate a showplace with its heart in the past, yet adapted for modern use.
2. Economic development. The Lyric's relighting will serve as one more catalyst in the rebirth of downtown Birmingham and help ignite our growing arts community - and with new activity comes new revenue, new jobs and new opportunities.
3. Save a Part of Birmingham's Rich Story. A story of iron and steel. Of black and white. The Lyric's history is Birmingham's history and it's time the story continues.

WHY DO PEOPLE WANT TO RENT THE LYRIC?

There are many reasons groups want to perform at the Lyric, among them:

- The Lyric's auditorium is wide and horizontal so the entire audience is very close to the stage.
- The wings of the stage are much wider, an important element for live performances.
- The Lyric's acoustics are exceptional because it

was built before there was amplified stage sound.

- The Lyric's seating capacity of 1,000 is perfectly sized and desired by many promoters and not found in other area theaters.
- A 100-year-old authentic vaudeville theatre is a compelling draw for audiences and performers alike.

HOW WILL THE LYRIC AFFECT THE ALABAMA?

Opening the Lyric will help the Alabama. The Alabama has had to turn down Bob Dylan once and Willie Nelson twice because the desired dates were already reserved for weddings. Dance troupes are booked at the Alabama from Jan-June with many more waiting in the wings. Simply, with only so much time in inventory, the Alabama can't supply the demand. The Lyric is the solution and because we are owned and will be operated by the same group, Birmingham Landmarks, we can capitalize on the opportunities and utilize both theatres in tandem.

WHAT WILL THE LYRIC DO FOR THE THEATRE DISTRICT AND THE CITY?

Over 500,000 customers visit the district each year spending an average of \$30 each before they even buy a ticket to the Alabama or McWane Center. That's a \$15 million annual impact.

The Lyric is projected to add another 25% or \$3.75 million to that total. Already, the Lyric's publicized restoration has triggered several new developments within half a block.



The image shows the interior of a grand, ornate theater. The stage is at the top, with a large, light-colored curtain. The audience seating is visible in the foreground, with ornate balconies and railings. The ceiling is high and features a large, arched decorative element. The overall atmosphere is one of historical grandeur and architectural detail.

HOW WE INTEND TO SPEND THE \$7 MILLION.

1. Seal the building envelope.
2. Restore the marble finishes, ceiling and wall plaster details and historic colors in the lobby.
3. Recreate the oak ticket window and all finishes appropriate to the era.
4. Restore the theatre's orchestra level and hopefully the mezzanine balcony area.
5. Enlarge the orchestra pit to be more flexible for a wide range of performances.
6. Prepare the 1914 fire curtain for display in a prominent area within the theatre.
7. Purchase a new theatre curtain appropriate to the era.
8. Restore the stage and wings as necessary for performances.
9. Restore and update performer support areas.
10. Add state-of-the-art HVAC equipment in a way sensitive to the historic nature of the structure.
11. New restrooms, with historically representative fixtures.
12. Update all electrical and plumbing systems.
13. Repair all plaster and ornamental details for maximum acoustical quality.
14. Restore the twelve original Opera Boxes and two Royal Boxes.
15. Clean and restore the proscenium mural.
16. Soundproof to compensate for modern traffic noise outside.
17. Abate any lead paint and asbestos problems as may be encountered.
18. Develop permanent recognition of all substantial donors in an appropriate, aesthetically pleasing way that is also compatible with period of the building.

WHY YOU NEED TO HELP US LIGHT UP THE LYRIC.

The Lyric was one of Birmingham's first iron and steel frame buildings and structural engineers have declared that it is "here to stay."

An opportunity to make a legacy gift in a family or company name, in a truly historic building that played such an important role in Birmingham's early history is rare. Particularly when you consider that such a gift will connect your family or corporate name with this revered theatre in a very memorable way for generations to come.

Such an opportunity is indeed exceedingly rare, and when they do present themselves, they are often in the \$5 million to \$10 million range. Ours can certainly be this, if you desire, but we seek levels a bit more modest.

When these naming rights are gone, they're gone.

SPONSORSHIP PACKAGES

Theatre Naming Rights \$2,500,000	Includes: Name prominently displayed twice on the building exterior – one facing 3rd Avenue North and the other facing 18th Street. This gift also includes sponsorship of one Royal Box with premium seating for eight patrons, brass plaque within Royal Box and pre-eminent positioning on the sponsor recognition wall. Name included in selected Lyric theatre branding; logo, including all seating charts, merchandizing, playbills, ticketing, announcements, media releases, etc. Consideration of other benefits welcomed.
Lobby Naming Rights \$1,000,000	Includes: Name boldly placed atop lobby wall opposite 3rd Avenue North entrance and includes sponsorship of one Lyric Opera Box with premium seating for four patrons; name included in secondary position on the sponsor recognition wall. Consideration of other benefits welcomed.
Auditorium Naming Rights \$800,000	Includes: Name emblazoned above main entranceway into main auditorium, included on all seating charts and includes sponsorship of one Lyric Opera Box; name included in third position on the sponsor recognition wall. Consideration of other benefits welcomed.
Dress Circle Balcony Sponsorship \$500,000	Includes: Name emblazoned above entranceway onto the Lyric's dress circle balcony, with ideal sight lines onto the main stage and included on all seating charts. All 32 seats on the dress circle's first row are named in your honor. Your name placed in fourth position on the sponsor recognition wall in main lobby. Consideration of other benefits welcomed.
Lyric Royal Box Sponsorship \$500,000	Includes: Brass plaque denoting that this Royal box is sponsored by you; name included in fifth position on the sponsor recognition wall in the main lobby. Consideration of other benefits welcomed.
Lyric Opera Box Sponsorship \$250,000	(Ten available) Includes: Brass plaque denoting that this Opera box is sponsored by you; name included in sixth position on the sponsor recognition wall.
Proscenium Patron \$150,000	Your donation will help clean and restore the original Proscenium artwork, "The Allegory of the Muses," painted by local artist Harry Hawkins in 1913 - and Birmingham's oldest mural extant. This gift also provides eight main floor auditorium seats named in your honor. Additionally, your name included in seventh position on the sponsor recognition wall.
Curtain Restorer \$100,000	This donation will make it possible for the original 1914 fire curtain to be taken down, cleaned, encapsulated and displayed in a prominent place – along with a plaque giving you permanent recognition for making this possible. Additionally, your name included in eighth position on the sponsor recognition wall.
Impresario of the Lyric Theatre \$50,000	Includes: Ninth tier positioning on glass etched donor wall plus four main floor auditorium seats named in your honor.
Architect of the Lyric Theatre \$25,000	Includes: Tenth tier positioning on glass etched donor wall plus two main floor auditorium seats named in your honor.
Curtain Raiser of the Lyric Theatre \$10,000	Includes: Eleventh tier positioning on glass etched donor wall plus one seat in your name plus one main floor auditorium seat named in your honor.

Gifts may be made by tax-deductible donation to Birmingham Landmarks, Inc. a 501(c) (3) organization. Securities are also acceptable. Pledges may be paid in one lump sum or over a period of up to five years.

IMAGINE WHAT WILL SOON TAKE PLACE AT THE NEWLY RESTORED LYRIC THEATRE.



Concerts by the Alabama Symphony Orchestra, Performances by the Alabama Ballet, Opera, Concerts of Nationally Known Artists, Dance Competitions, Pageants and Proms, Vintage Movies and Weddings

WHAT'S HAPPENING RIGHT NOW AT THE LYRIC THEATRE?

The City of Birmingham has announced the Lyric's inclusion in the upcoming bond issue for one million dollars and has already advanced the theatre \$500,000. Contracts have been let with architects and developers to immediately begin work on the exterior and in the lobby. A two-year grant from the Community Foundation has also been added to the funding for this initial work.

At the request of the EPA, the Lyric has reapplied for an EPA cleanup grant of \$200,000 for removal of lead-based paint. This is after the EPA made the Lyric part of a pilot group of non-profits and paid for Assessments Phase I and II (valued at approximately \$100,000). Additionally, the Linn-Henley Trust has just pledged \$250,000 to the Lyric and Fravert Services has agreed to donate the Lyric's exterior signs and marquees estimated at \$50,000.

WHAT HAPPENS NEXT AT THE LYRIC THEATRE?

Following a special pre-bid meeting with Birmingham general contractors, an RFP will be let with the job being awarded based on the bid, the firm's minority participation plan and the firm's own contribution to the Lyric's restoration fund.

The exterior and the lobby will be completed first as a "Proof of Concept," to show donors a taste of what the full restoration will look like. Within the lobby, the ornate plaster ceiling will be redone, the Sylacauga marble floor and walls restored, and, courtesy of Veal Convention Services and Lawler Ballard Van Durand, trade show type exhibits will be added that tells the Lyric story.

The exterior of the Lyric will be restored, with a recreation of the doors, arches, signs and overhang. The remaining elements of the Lyric's restoration will be launched as soon as the \$7 million is raised.

THANK YOU FOR YOUR INTEREST IN THE LYRIC.



Danny Evans
Campaign Cabinet
Chairman

As chairman of "Light Up the Lyric," the campaign to raise \$7 million to re-open the historic Lyric Theatre, thank you for your interest in this historic theatre. Thank you also for your consideration of making a significant gift to help us achieve our goal.

Birmingham Landmarks Inc. is the 501c3 non profit that owns both the Alabama and the Lyric. It is the tax deductible entity to which your check should be written.

In my dual capacity as Board Chairman of Birmingham Landmarks, let me assure you that opening the Lyric will solve one of the Alabama's biggest problems: having to regularly turn away people who want to rent on already booked weekends. With the Lyric being just across the street from the Alabama Theatre, many of the existing Birmingham Landmark staff will serve the Lyric's operational needs with minimal additional staffing.

For years, we have planned and talked about restoring this Lyric Theatre. It is time now to "Light Up the Lyric." Thank you, in advance, for helping make this dream finally come true.

LYRIC CAMPAIGN CABINET

These Birmingham boosters have committed their time and energies to Light Up The Lyric.



Cathy Adams
Journalist/civic activist



Jeffrey Bayer
Bayer Properties



Louise Beard
Broadway Producer



Charlie Brown
Tubular Products



Phillip Crane
Docupak



Stewart Dansby
Civic Activist



Nancy Goedecke
Mayer Electric



Bill Goodrich
Richgood Corporation



Arthur Henley
Birmingham Printing
& Publishing



Bobbie Knight
Alabama Power Company



Matt Lusco
Regions Bank



Jim Richardson
Wells Fargo



Alan Rogers
Balch & Bingham, LLP



Robert Smith
BrightHouse Networks



Scott Vowell
Retired Presiding Judge
Jefferson County Circuit Court

Thank You to Our Corporate Sponsors: Lawler Ballard Van Durand Advertising, Birmingham Business Journal, Veal Convention Services, Fravert Services and Lamar Outdoor Advertising. Lyric Theatre images courtesy of Liesa Cole Photography.

For more information, please contact Tom Cosby, campaign director, Light Up the Lyric (205) 776-1634 or cell (205)261-8848 or email him at tom@alabamatheatre.com.