



The Sioux Falls State Theatre Company is proud to announce its Community Appeals Campaign to restore “The Last Jewel in the Crown of Historic Downtown”. Approved by the Sioux Falls Area Chamber of Commerce, this \$1.2 million appeal is part of a \$2.4 million campaign to reopen the State Theatre’s main auditorium as a film center for new-release titles, movie series and cinema festivals. The State Theatre Company invites the community to invest in this effort.

The project will preserve Downtown’s last great public building as a daily entertainment venue and gathering place in the heart of our city. The Sioux Falls community benefits by strengthening the vibrant core of its city and enhancing its industrial and professional recruitment efforts.

A Rich History

- ✿ The State Theatre opened in 1926 as a movie showplace and vaudeville house. Its style is best described as Beaux Arts-inspired. The present-day marquee is a restoration of the 1940s marquee renovation.
- ✿ The State hosted the biggest pictures of the day and was a social centerpiece for the community. An iconic image from the local premiere of “Gone With the Wind” shows patrons lined up around the block.
- ✿ The State holds a place on the National Register of Historic Places. It is among the U.S. Department of the Interior’s “Save America’s Treasures” designees.

A Promising Future

- ✿ The State will be open seven days a week, dramatically increasing Sunday traffic for businesses in the Downtown and Eastbank areas and offering a nightly entertainment option for residents and visitors.
- ✿ The restored State Theatre will show first-run motion pictures on a huge screen with state-of-the-art digital technology. The State will offer a one-of-a-kind motion picture experience in the region.
- ✿ The State Theatre Company owns the building and has no mortgage debt to service. A solid, conservative business plan calls for capturing just five percent of Sioux Falls new-release film market.
- ✿ The theatre is projected to fully fund its annual operating costs with revenue generated by only six months of new-release motion pictures. This allows for classic and educational films, art pictures and performance events during the remainder of the year.
- ✿ The State’s central location and Downtown’s rapidly expanding population combine to create a reliable base of support for this legendary showplace.

A Solid Cast

Campaign Co-Chair Joe Henkin, HenkinSchultz Communication Arts

Campaign Co-Chair Dave Fleck, Sioux Falls Construction

State Theatre Company Officers

Stacy Newcomb Weiland, Parker’s Bistro – President

James Jacobson, First Financial Service Center – Vice President

Bruce Eide, Vern Eide Motorcars – Secretary

Dan Statema, First Dakota National Bank – Treasurer