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Take a Seat at the Carver



THE SEAT  CAMPAIGN

CARVER COMMUNITY CULTURAL CENTER
215 N. Hackberry St., San Antonio, TX 78202

Non-Profit Org.
US Postage
PAID
San Antonio, TX.
Permit No. 3317



www.thecarver.org

THE SEAT  CAMPAIGN



History of the Carver Theater

The Carver's mission is to celebrate the diverse cultures of our world, nation, and community, with an emphasis on our African-American heritage, by providing challenging artistic presentations community outreach activities and educational programs.

As an institution, The Carver traces it's history to 1929 when the present Carver Theatre was built, but the first Community House on the property was built in 1918 to serve African-American soldiers from Fort Sam Houston Army Base and the African-American citizens of San Antonio. The inscription above the main side door still reads: "Colored Branch of the San Antonio Library and Auditorium". In 1988, the building was renamed for George Washington Carver.

From its earliest beginnings until the late fifties, The Carver served as the focal point for activities within the African-American community. The Auditorium served as a social, recreational, and cultural center and was the location for debutante balls, educational forums, banquets, graduations, political meetings, and performing arts presentations. Nationally acclaimed artists such as Ella Fitzgerald, Paul Robeson, Count Basie, Louis Armstrong, Charlie "Byrd" Parker, Dizzy Gillespie, Lionel Hampton, and a host of other illustrious performers were presented during this time.

With implementation of desegregation rulings by the federal courts, changing social patterns within the African American community, and a new library further east, the facility became less of a focus for community activities, fell into disrepair, and was closed. Proposals were submitted, but no consensus could be reached, and plans were made to demolish the deteriorating facility in 1973. Overwhelming opposition to the demolition by the community, including women lying down in front of the bulldozers, forced the city to reconsider its plans, ushering in the new era in which the Carver Community Cultural Center was born. Founding Director Jo Long developed The Carver into what it is today: what the San Antonio Express News called "a national model of a multicultural center"; and led The Carver through two major renovations.

In 2000, the Carver Theatre was closed for major renovation. What started as an eighteen month project coincided with a period of economic downturn, keeping the theatre closed awaiting much-needed structural improvement and refurbishing. Four years later, the renovation of the Little Carver Civic Center and the Carver Theatre was completed.

Executive Director Yonnie Blanchette has ushered in a period of artistic renaissance, and The Carver has once again ascended to the pinnacle of artistic achievement. Mainstage performances in music, dance, and theatre, a Gallery with a rotation of visual arts exhibitions, a Youth Matinee series free to all San Antonio and surrounding areas' school children, Educator Workshops, after school programs, and the Carver School for the Visual and Performing Arts offer the absolute best in artistic presentation and instruction to the citizens of San Antonio and South Texas.

To learn more, please visit our website: www.thecarver.org.

About the Seat Campaign

PURPOSE:

Since 1929 people have taken a seat at the Carver to witness everything from their loved one's high school graduations to their children's first play - not to mention the best of the performing arts. We need your help in keeping those seats, and the entire Carver Community Cultural Center, a vibrant part of our community. In recognition of your tax-deductible participation in the Carver Seat Campaign, a plaque with your name will be permanently and prominently displayed on one of the 650 seats of the Carver Theater. Help us sustain the jewel of San Antonio's East Side - the beloved Carver Community Cultural Center.

HOW:

- Fill out the reply card with your personal information.
- Be sure to include payment or instructions for monthly billing.
- Mail the reply card with your payment to :

THE CARVER SEAT CAMPAIGN
215 N. Hackberry, San Antonio, TX 78202

OR: Become a Sponsor online at: www.thecarver.org/seat



The Benefits

FOR YOUR SPONSORSHIP OF \$1,000 YOU WILL RECEIVE:

Plaque with name of sponsor on the seat

Sponsors will be mentioned in all program booklets

An exclusive seat campaign T-shirt

Picture of sponsor standing next to seat

100% tax deductible

Invitations to VIP receptions



Please complete this short form and return with your payment to:
The Carver Seat Campaign, 215 N. Hackberry, San Antonio, TX 78202

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

\$1,000 Individual \$5,000 Corporate

Check payable to: The Carver Development Board

Visa MC Amex Discover

Acct#: _____

Exp. Date: _____ Security Code: _____

Signature: _____

Name as you wish it to appear on the plaque:

Or become a Sponsor online at: www.thecarver.org/seat



Supporting the Seat Campaign