NEWS FROM MIFA VICTORY THEATRE

HOLYOKE, MA, December 5, 2019 – MIFA Victory Theatre is pleased to announce its acquisition of 134 Chestnut Street in downtown Holyoke, a key development in the Victory’s restoration and reopening. Funding for the 134 Chestnut acquisition was provided through the generosity of the Beveridge Family Foundation, Catalyst Donors Donald and Michele D’Amour and the Friends of MIFA Victory Theatre. The property, which adjoins the back of the theater, was acquired on November 5, 2019. The Victory faces 81-89 Suffolk Street.

“This is an incredibly exciting moment for us,” says Don Sanders, MIFA Executive Artistic Director. “With 143 Chestnut Street we can fulfill our extensive business plan for the Victory because now we have the space for the expanded services needed to house first-rate Broadway touring shows and specialty music, theater, dance and entertainment events from around the world. Not to mention making the Victory the center of gravity for our education and community Affiliates Programs.

“Having the 134 Chestnut Street property allows us to realize architectural plans that include increased dressing rooms, systems & production services, utilities, office, security & management space and, very important, a loading dock with capacity for the kind of large scale shows the Victory will host. Coupled with extensive improvements inside the Victory itself, such as more rest rooms, stylish bars, concessions, lounges and a 42-piece orchestra pit, these additions will make the Victory a fully functional 21st century venue, the kind of elegant first-class legitimate live theater its founders envisioned in 1919 - one that gave our city and region such joy for years. We’ll show movies too! These enhancements are beautifully shown in the plans for the entire theater complex completed this year by our architect Michael Viveiros of Durkee, Brown, Viveiros and Werenfels / DBVW and approved by the City of Holyoke Planning Board in January 2019. (See attached renderings).

“We’ve reached this culminating moment because of the hard work of many. To name a few: Tim Laczynski who wrote our strategic business plan in 2014 with a grant from MA Office of Travel & Tourism, noted theater expert Robert Davis and advisers Vanessa James and Beverly Emmons, DBVW's Sean Redfern, Barr & Barr Construction’s Bill Aquadro, Mark Arigoni of Milone & MacBroom Engineering, Tricia Koss and Peter Connor of Lyon & Fitzpatrick, Delcie Bean, Carol Leary, Dave Moore, the MIFA Board, MIFA Managing Director Kathy McKean, MIFA Finance advisor Steve Adams and MIFA's Emily Mann, Linda Matys O'Connell and Geoffrey O'Connell, as well as MassDevelopment and the support of Holyoke's Mayor Alex Morse and our Legislative Delegation, Senator Don Humason and Representative Aaron Vega and Congressman Richie Neal.

“Our latest success is a result of the continued passion, zeal and persistence of all of us who want what only a great live theater can bring. Acquisition of 134 Chestnut provides us with the momentum for accomplishing our next goals, which include Governor Baker's activating the bond bills authorized in 2018 allowing us to go to construction as we continue to raise monies through a donor financing package into 2026 and a capital campaign designed by Susan Palmer of the Palmer Westport Group.

“See you at the Theater!”
Rendering – Front view Victory Theatre
81 – 89 Suffolk Street.

Rendering – 134 Chestnut Street view, rear of Victory Theatre with administrative offices addition.