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Fulop Administration Begins Project to Develop Loew's Theatre into World-Class Performance Venue; JCRA to Solicit Proposals for Restoration & Management Project Illustrates the Importance of the Revitalization of Journal Square

JERSEY CITY – Mayor Steven M. Fulop announced today that the Jersey City Redevelopment Agency and the City of Jersey City are seeking proposals for the restoration and renovation and professional management of the operations of the Loew's Theatre to transform the majestic theater in the heart of the city into a premier performance destination.

“The Loew's Theatre will be the centerpiece of the revitalization of Journal Square,” said Mayor Fulop. “A world class performance venue will not only bring life and culture back to Journal Square, but will be a magnet for additional development and tourism.”

The renovations will restore aesthetic and historic appeal of the facility while also allowing the maximum operating capacity and acceptable level of safety for all patrons. Currently, the balcony is unusable, fire exits are not functioning, and a sprinkler system and smoke detection system need to be installed. The management aspect of the RFP anticipates a profit sharing agreement between the management firm and the City.

“A number of nationally-recognized entertainment venue management firms have expressed interest in the Loew's and we are looking forward to bringing an experienced and reputable firm to Jersey City as we bring the Loew's to the next level,” added Mayor Fulop.

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The RFP outlines specifics regarding the programming with the following number of performances on annual basis:

- 1) At least **thirty (30)** community/local performances/events (sponsored and/or produced by local community groups or other City residents), which include but are not limited to school/youth programs, programs for senior citizens, performances from local artists, lectures or other academic programs, or cultural celebrations
- 2) At least **twenty (20)** musical performances by nationally recognized artists
- 3) At least **ten (10)** theatrical or other stage performances
- 4) At least **ten (10)** comedy performances
- 5) At least **twenty (20)** other performances/events (may include event types listed above)
- 6) Allowance for **twenty (20)** events to be sponsored and produced privately by the Friends of the Loew's Inc. community group
- 7) Allowance for private event booking only during times in which the facility is not reserved for any of the types of events listed above

The complete RFP can be found at www.thejcra.org.

First opened in 1929, the Loew's seats 3,021 and features an ornate lobby. In 1986, the theatre was closed and sold to a developer who planned to demolish the building, however local preservationists led the Friends of the Loews ultimately saved the theatre, which is listed on the National Historic Register. The City of Jersey City purchased the Loew's Theatre in 1993 and the Friends of the Loew's was granted the task of restoring the theater. Currently, the Friends of the Loew's shows a few dozen movies annually and holds special events.

"If we are going to put millions of dollars of taxpayer money into creating a world class theater, we need to maximize the chances of success with a public and fair process," said **Mayor Fulop**. "As we have said to the Friends of the Loew's, no group should feel entitled and we are not committed to any individual group. We are committed to the City and committed to Jersey City getting the best management for the Loew's."

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////