

The background of the entire page is a photograph of a grand, ornate theater lobby. The space is characterized by tall, fluted columns with gold-colored capitals and bases. A wide staircase with a dark carpet and a decorative metal railing leads to an upper level. The walls are adorned with intricate carvings and a blue and gold decorative frieze. The lighting is warm and dramatic, highlighting the architectural details.

the 100TH
ANNIVERSARY
Morris
THE NEVERENDING ENCORE

THE MORRIS

IS AN ECONOMIC ENGINE

Ella Morris may have been a lover of the Arts, but she also understood the economic impact of the theater when she saved it from the wrecking ball in 1959. No one really knows what she paid for the facility when she saved it that year. But, we do know she sold it to the city for one dollar. Her heroic commitment to the Arts in our community ensured the theater would have generational impact both culturally and financially for decades to come.

By the numbers

Today, the total economic impact on our local economy from operations at the Morris and Palais Royale is profound. The Arts are for everyone. And everyone in the community benefits.



\$240 million
total economic impact



6,000
overnight hotel stays



Over 200
local jobs

ANNUALLY

OVER THE PAST
20 YEARS



\$111 million

in direct box office & event revenue



2,700
events



150 thousand
community volunteer hours

For more information about the Morris 100 Campaign, please contact Annie Smith at annie@southbendin.gov or visit us at www.morris100.org



2.26 million
PATRONS

Micky Rooney signing
autographs at the Palace, 1937