

**CURTAIN UP!**  

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**LIGHT THE  
LIGHTS!**  
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## ABOUT MCCOY'S GRAND

The McCoy-McMehen Theatre & Museum, popularly known as McCoy's Grand, was built in 1927 by James Curtis McCoy and his wife, Eunice Dasher McCoy. Formerly used as a movie house, the theater has been remodeled and now serves as a showcase for community theater productions.

McCoy's Grand is the only performing arts center in Hardy County, West Virginia. It strives to provide the county with artistic performances and educational opportunities in the arts for all residents. The theatre also hosts the Missoula Children's Theatre Workshop that provides a summer theatrical program for student grades K-12. McCoy's Grand also provides local musicians an opportunity to showcase their talents with their Music Concert Series throughout the season.

To promote and foster the arts within the next generation, the theatre also awards an annual arts scholarship to a graduating senior from Hardy County to continue their studies in the Arts.

The performing arts center will celebrate its 100th Anniversary in 2027 and is an all-volunteer organization. The organization is overseen by a Board of Directors who dedicate their time and talents to serving the community.

**"Anything  
you do,  
let it come  
from you.  
Then it will  
be new."**

- Stephen  
Sondheim

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## **THE NEED**

McCoy's Grand is embarking on a \$250,000 capital campaign – **Curtain Up! Light the Lights!** - to upgrade all the lighting and sound equipment in its historic theater in Moorefield, WV. The upgrades will bring state of the art technology to the theatre that will enhance the audience experience for all music and theatrical performances.

The installation of the new equipment is slated for late Spring 2025 to be ready for our summer musical. With this necessary upgrade, McCoy's Grand will be ready to celebrate its 100th Anniversary in 2027.

Our partners on the project are Pittsburgh Stage who will replace outdated lighting and sound equipment to enhance the overall audience experience. The upgrade includes new electrical improvements for additional LED theatrical lighting, new dimmers along with new lighting positions on stage, as well as in the auditorium. The additional improvements also include a new lighting board and sound console along with a stage drop with LED footlights to enhance the music concert and theatrical productions.

These upgrades will greatly improve the audience experience as well as the artistic experience for our artists and designers. The current system has been in place for over 35 years and is so antiquated that replacement bulbs to the current instruments are no longer available. The need for the improvements is long overdue and will take McCoy's into its celebratory centennial season. The new systems will also improve operating efficiency in our historic building and reduce environmental impact and annual expenses.

**"I don't want  
the kind of  
theater that  
I love and  
grew up  
seeing to  
die out."**

**- Jerry Herman**

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## THE PLAN

McCoy's Grand, a 501 (c) 3 non-profit, needs to raise \$250,000.00 for this special project. As the only performing arts center in Hardy County, West Virginia, McCoy's Grand provides opportunities to all residents by producing both theatrical and concert presentations. The Board of Directors will be working with the state, foundations, businesses and local patrons to secure this funding for its success.

The timeline to complete the funding for this special project is Spring of 2025 so that the new equipment can be premiered at our summer musical production.

**"When you  
sit back and  
you just do  
what you  
love,  
things  
happen."**

**- Idina Menzel**

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## THE NEW UPGRADES

### ELECTRICAL AND LIGHTING UPGRADES INCLUDE:

- Pathway 16 Circuit Relay Panel
- Pathway Network Enclosure
- Pathway 4-Button Entry Systems
- Lightronics AT-402 4-Circuit Dimmer Panel
- DMX – Input Receptacle
- Vari-Lite FLX S48 Lighting Control Console with USB Keyboard
- City Theatrical Show Baby M DMX Transceivers
- Altman Custom 4-Circuit Plug Box for New FOH Location
- Chauvet Ovation LED Ellipsoidal Fixtures for FOH and Balcony
- Chauvet Ovation LED Wash Fixtures for Stage Electrics
- Chauvet Ovation LED Fresnel Fixtures for Stage Electrics
- Chauvet Ovation LED Par Fixtures for Stage Electrics
- Chauvet Ovation LED Cyc Fixtures for 2nd Stage Electric Cyclorama Wash
- All necessary C-Clamps, Safety Cables, Power Cables and DMX Cables

### ADDITIONAL LIGHTING SYSTEM EQUIPMENT:

- New FOH Baton installed in seating area
- New Stage Border Baton
- Two New On-Stage Batons
- New ADC Theatrical Track
- New Additional Black Masking for Lighting Installation
- New Muslin Cyc Drop for the Stage

### NEW SOUND EQUIPMENT:

- New Sound System with Permanent Speaker Placement
- New Hand Held Microphones

### ELECTRICAL:

- Interior Electrical Installation Upgrades to support the new systems

**“Every  
project has  
challenges,  
and every  
project has  
its rewards.”**

**-Stephen Schwartz**

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## THE BENEFITS OF GIVING

There are several benefits for major benefactors of this new endeavor. There are also options for a payment plan over a three-year period for your gift. Listed below are the benefits for donors.

### **DONORS \$25,000 and ABOVE**

- Name on the Campaign Donor Wall
- Special Invitation to an exclusive CURTAIN UP! LIGHT THE LIGHTS! Campaign Cabaret on the stage of the McCoy's Grand
- Recognition in the monthly newsletter – McCoy's Grand Backstage
- Listing in Show Program
- Two Opening Night tickets to the First Musical presented with the new equipment including an opening night reception.
- Two tickets to A SINATRA CHRISTMAS in December 2024
- Invitation to a rehearsal of our summer musical.
- Special advance ticket opportunities for upcoming events

### **DONORS \$10,000 - \$24,999**

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### **DONORS \$2,000 - \$9,999**

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- Listing in Show Program
- Special advance ticket opportunities for upcoming events

### **DONORS \$1 - \$1,999**

- Name on the Campaign Donor Wall
- Listing in Show Program

McCOY'S GRAND THEATRE & MUSEUM is a non-profit foundation and all gifts are tax-deductible to the fullest extent of the law.

**"Some  
sort of  
creativity is  
within  
everybody;  
I think  
that's just a  
part of the  
human  
spirit."**

**-Audra McDonald**

# **CURTAIN UP! LIGHT THE LIGHTS!**

## **CURTAIN UP! LIGHT THE LIGHTS!**

We hope you'll join us on this exciting opportunity to bring McCoy's Grand into the 21st Century.

What started out as a movie house almost 100 years ago has transformed into the only performing arts center in Hardy County, West Virginia. As we strive to provide the best opportunities to our artists and audiences, these new sound and light additions will be a major improvement for the overall experience for everyone. As we prepare to celebrate our 100th anniversary with style, we want to have a state-of-the-art facility for our residents of Moorefield and the citizens of Hardy County. These additions will allow us to expand our programming as well as increase the quality of our productions and concerts for all patrons.

We look forward to partnering with you on this exciting project!

**"When  
something  
isn't done,  
you want  
to do  
something  
about it."**

**-Bernadette Peters**



### **BOARD OF DIRECTORS**

John Brennskag, Larry Curtis, Danyl Freeman, Ann H. Funkhouser,  
Susan Garrett, Hannah Heishman, Sarah Imboden, Eric Schaeffer,  
Emily Sherman, Mark Stickley, Robert Thompson, Micheline Williams

### **McCOY'S GRAND THEATRE & MUSEUM**

P.O. Box 125, Moorefield, WV 26836.

**[mccoysgrand.org](http://mccoysgrand.org)**



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## **SPONSORSHIP LEVELS FOR LIGHTING UP McCOY'S THEATRE & MUSEUM!**

### ☐ **\$25,000 AND ABOVE - SPOTLIGHT LEVEL**

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### ☐ **\$10,000 - \$24,999 - FLOODLIGHT LEVEL**

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- Listing in Show Program
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- Special advance ticket opportunities for upcoming events

### ☐ **\$2,000 - \$9,999 - FOLLOWSPOT LEVEL**

- Name on the Campaign Donor Wall
- Recognition in the monthly newsletter – McCoy's Grand Backstage
- Listing in Show Program
- Two Opening Night tickets to the First Musical presented with the new equipment including an opening night reception.
- Special advance ticket opportunities for upcoming events

### ☐ **\$1 - \$1,999 - LIGHTBULB LEVEL**

- Name on the Campaign Donor Wall
- Listing in Show Program

Name of Donor \_\_\_\_\_

Name \_\_\_\_\_  
(as you wish it to be listed on the Donor Board)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

☐ A check payable to McCoy's Grand in the amount of \$\_\_\_\_\_ is enclosed.

☐ Please bill me in 3 annual payments of \$\_\_\_\_\_ each = \$\_\_\_\_\_ total.

☐ Please bill me in 2 annual payments of \$\_\_\_\_\_ each = \$\_\_\_\_\_ total.

**PLEASE RETURN TO: McCOY'S GRAND THEATRE P.O. BOX 125, Moorefield, WV 26836.**

*McCOY'S GRAND THEATRE & MUSEUM is a non-profit, tax-exempt organization listed under section 501(c)(3) of the IRS.  
Your donation is tax deductible to the fullest extent of the law.*