



De's Dazzles – Big Dreams

The 1896 Corning fire destroyed the bank that was located at 800 Davis Avenue. The limestone basement walls stood as a reminder of what was, until 1900 when FC Reese stepped in with a **Big Dream** to purchase it. After finding investors for \$50 a share, meeting with city council members, the current building was built in 1902 for \$15,000. The Corning Opera House opened in September. The Gauthier family's **Big Dream** opened the Adams County Free Press in this building in 1935. Next came the Dan Field family's free press **Big Dream** about 1980. In 2000, the Corning Opera House non-profit had a **Big Dream** which culminated in the restoration in 2012.

These dreams excited the people to act by setting high goals. The **Big Dreams** kept the people focused and clarified their decision making. In 2012 our board had that focus, and we grew continually until the pandemic hit us. After some reevaluating at our annual meeting, we decided to focus on attracting more attendees in the 45+ age range and adding youth activities, while keeping all the things that were great. Currently most events are attended by the young-at-heart 60 and above age range.

We often hear people don't know what is happening at the opera house, which resulted in our 2022 **Big Dream** first time mobile and video ads. The mobile ads started February 25 and will continue for about the next 6 months. Another **Big Dream** is to create professional video ads to show on area movie theaters, social media, and websites. The crew was in Corning on March 2 to scope out picturesque places and start this process. The filming will start when things green up. Our **Big Dream** is to exceed our 2019 record attendance levels for concerts, rentals, and tours! Please let us know when and where you see our ads and encourage others to come to the Corning Opera House.

As we inch forward, I'm reminded of one of my favorite sayings: Small steps equal a Big Victory! Take some baby steps and do what scares you, step into the Corning Opera House – it's not all opera! It is rock & roll, country, jazz, community theater, weddings, meetings, and more! **Big Dreams** are worth chasing! In the end, our **BIG Big Dream** is relationships will deepen, experiences will expand, impossibilities will be overcome, dreams will be pursued, and memories will be created! Won't you join us?

De Heaton, Executive Director 3/3/22