

**Title:** Milwaukee Performing Arts Center Collection

**Reference Code:** Mss-1768

**Inclusive Dates:** 1966 – ongoing

**Quantity:** 1.5 cu. ft.

**Location:** ER, Sh. 089  
MV, F12 (5 items)

**Abstract:** Plans to build a new music hall/theater in Milwaukee gathered steam as World War II neared its end, but actual construction was delayed for years as community and political groups debated the project's design and location. A site along the lakefront was eventually rejected and a spot on the corner of Water and State streets was selected. Chicago architect Harry Weese designed the Performing Arts Center and construction began on June 27, 1966. The facility opened on July 26, 1969. The Marcus Corporation made a \$25 million donation to honor company founder Ben Marcus and his wife Ceil; consequently, Milwaukee County changed the venue's name to the Marcus Center for the Performing Arts in 1994. Some of the city's most prominent arts organizations, including the Milwaukee Ballet, Milwaukee Symphony Orchestra, Florentine Opera, and First Stage Children's Theater, have called the PAC home.

**Scope and Content:** The collection consists of programs, newsletters, anniversary booklets, correspondence and other ephemera.

**Access and Use:** No restrictions

**Language:** English

**Notes:** The collection was processed by N. Neylon on Jan. 28, 1992. It was revised by Kevin Abing on Feb. 22, 2000 and Dec. 1, 2003.

**Arrangement:**

<b>Folder Heading</b>	<b>Box #</b>	<b>File #</b>
Construction and Opening - includes brochures and booklets related to the construction and opening of P.A.C., 1966-1969	1	1
Correspondence, 1966-1969 - related to the construction and opening	1	2
Programs, 1968-1970 and Undated	1	3
Programs, 1971-1974	1	4
Programs, 1975-1978	1	5
Programs, 1979-1984	1	6
Programs, 1985-1989	1	7
Programs, 1990s	1	8

<i>P.A.C. News</i> newsletter, 1975-1991	1	9
Promotional mailings of upcoming events, 1969-1996	1	10
Promotional Mailings, 1997-	1	11
Anniversary Events, 1974, 1979 - <i>For Five Successful Years</i> 5th Anniversary booklet - <i>Celebration of a Decade</i> 10th Anniversary correspondence, mailings, and booklets	1	12
Miscellaneous	1	13
Newspaper clippings – construction	2	1
Newspaper clippings – fundraising & finances	2	2
Newspaper clippings – miscellaneous	2	3
Newspaper clippings – opening	2	4
Newspaper clippings – parking	2	5
Newspaper clippings (entire editions) – opening, 1969	2	Loose
<b>OVERSIZE ITEMS</b>	<b>LOCATION</b>	
<i>The Time is Now</i> Booklet (3 copies)	MV, F12	
<i>Music-Opera-Dance-Drama: A Performing Arts Center for Milwaukee</i> , 1963 (2 copies)	MV, F12	