

First Annual Rose Garden Arts Festival-June 25&26,1966

Held in the Civic Center Mall - rear of the Safety Building, downtown Toledo

The plan for the festival for the display of works by some 100 local artists was conceived by Mayor John W. Potter and was presented by him in his "State of the City" message in which he proposed greater citizen use of the Mall and the Safety Building.

With Mrs. Line Bloom Draper, president of the Toledo Artists' Club, Mayor Potter appointed a committee to arrange the art exhibit and other parts of the program. The festival included band and orchestral programs, with performances by the Toledo Choral Society, and the Toledo Summer Concert Orchestra under the direction of Sam Szor.

Taking part in plans for the event were the Toledo Artists' Club, Mrs. Line Bloom Draper, president; the Toledo Choral Society, the American Federation of Musicians, Local 286 and 15; the City of Toledo parks division and public information department, represented by Richard Boers and Louis M. Thompson.

The art exhibit, free and open to the public, took place Saturday from 10:00 A.M. to 8:00 P.M. and Sunday from 1:00 to 6:00 P.M. Parking was also free. In event of rain, the exhibit would be placed in the first floor corridor of the Safety Building.

Submitted by Sally Snider 11/98

Information from published articles found in the
Local history Dept., Toledo Main Library
Copies of articles attached

NAME: The Rose Garden Arts Festival

DATE: June 25-26, 1966

LOCATION: Toledo Civic Center Mall

GEORGE STAHL -
241-5133

TIME: June 25, 10:00 A.M. to 8:00 P.M.
June 26, 1:00 P.M. to 6:00 P.M.

GROUPS REPRESENTED:

The Toledo Artists Club
City of Toledo Parks Division
The Toledo Choral Society
American Federation of Musicians, Local 286 and Local 15
Toledo Arts Commission
City of Toledo Public Information Dept.

Easels will be obtained from Toledo Artists Club, 3128 Collingwood Blvd. If additional easels are needed, the Toledo Artists Club will obtain additional ones from the Sylvania Chamber of Commerce. Mr. Dick Boers, CH 4-1961, Ext. 223, will provide transportation for the easels.

Toledo Artists Club - 241-9625

LINE Bloom Mrs. Draper estimated 90-100 artists will exhibit. 882-4875
" 2769

X Sam Szor will contact the Great Lakes Piano Co. regarding piano for concert and bands. PARKS WILL PICK UP

X Mr. Boers will provide 40-50 chairs for bands and choral use.

Mrs. Draper stated that exhibitors will provide their own chairs and tables.

~~NOTE~~ Louis Thomson will attempt to obtain large tent for use in case of inclement weather.

X Mr. Boers will provide benches for area. —

Police guard will be needed on Mall for Saturday from 8:00 P.M. to 1:00 A.M. Sunday for protection of equipment.

Mr. Thomson will check with AP Parts and Federal Bldg. as to possibility of using their parking lots on Saturday and Sunday.

The exhibitors can use the Water Division parking lot on Erie St. or Federal Bldg. parking lot on Spielbusch for unloading of supplies.

Municipal parking lots between Orange and Cherry will be available for visitors.

Tom Bollin, University of Toledo, will be announcer for various musical programs.

Check on Recreation - Sound System

In case of rain, artists will exhibit in first floor halls and first floor court rooms in the Safety Bldg.

George Morgan, Columbia Gas of Ohio, Inc., will investigate possibility of portable gas lights for exhibit area.

Tentative schedule:

June 25 10:00 A.M. to 8:00 P.M. Art Exhibit

12:00 to 2:00; 2:00 to 4:00; 4:00 to 6:00 Dance bands will provide two-hour shows.

Johnny Knorr
Tony Celeste
Jack Runyan

Also jazz groups, i.e. Deacon Jones, etc.

June 26 1:00 to 6:00 P.M. Art Exhibit

3:00 to 4:00 P.M. Toledo Choral Society will present
"Chickadee" by Leonard Bernstein and "Mass in G" by Franz
Schubert, Sam Szor directing. Accompanist, Margaret Weber.

4:00 to 6:00 P.M. Toledo Summer Concert Orchestra, directed
by Sam Szor.

~~ARTS FESTIVAL~~ BAND SHELL

DIVISION OF PARKS
June 30, 1966

Toledo Artists Club
3128 Collingwood Blvd.
Toledo, Ohio 43610

Dear Members:

May I extend my personal thanks to the members of the Toledo Artists Club for the excellent cooperation and enthusiasm shown at the First Annual Rose Garden Arts Festival.

Despite the sparse audience and the extreme heat, I am sure you will all agree that the idea is sound and our initial venture a success. I am also sure that we all have many suggestions to improve the festival next year.

I hope we can count on your continued cooperation to make each and every successive festival bigger and better than the one before.

Yours truly,



Richard W. Boers
Landscape Architect

RWB/pw

cc: John W. Potter, Mayor
Elmer W. Hinkleman, Public Welfare Director
Louis M. Thomson, Jr., Public Information Director

TO: Mayor Potter and Members of Council

FROM: Louis M. Thomson, Jr., Director of Public Information
and Industrial Promotion

DATE: June 28, 1966

SUBJECT: First Annual Rose Garden Arts Festival

This is to inform you that in my opinion the Rose Garden Arts Festival was and will be a fine annual event in years to come.

I made a survey of people and asked them only one question: "When was the last time you visited the Civic Center Mall?" Most had never been there at all, some said five or six years and one man said five or six weeks ago when he had to come in to pay a traffic ticket, and so on.

One of the artists said that a man from Florida had heard our announcement on the radio in Clyde, Ohio and drove up to see the exhibit. I saw many people I know who live in Maumee and Perrysburg visiting. And even one prisoner in our jail inquired the price of one of the paintings.

We have been asking all of the people who participated for ideas and suggestions on how to make the festival next year bigger and better. Saturday seems to be a busy day for home jobs and errands, so I would recommend a change of hours on that day. We should run until 10:00 P.M. on Saturday night instead of 8:00. This year, unfortunately, with only three weeks from the first planning meeting until the first day of the festival, many local bands were already booked for 9:00 P.M. dance engagements. One band leader suggested that we might also include a small dance floor.

Next year, I hope our downtown stores and businesses will take note of the Arts Festival in their advertising. This year, at my request, Wanda Mitchell of the Restaurant Association and Downtown Toledo Associates notified their members, for which we wish to thank them. The Blade, television and radio stations covered the Festival in fine fashion, but here again the three weeks planning period was too short. The neighborhood and outlying community newspapers and the labor newspapers all carried articles.

Next year, I think our garden clubs should get active. I hope we can coordinate with the Toledo Rose Society and have them participate.

Sam Szor, who coordinated the musical portions of the festival, has suggested ballet and some light opera. Dick Boers of our Parks Division regretted that there was no time for new tree plantings to replace some that were cut down the week preceding the festival.

We had excellent cooperation from the Musicians' Union, the Great Lakes Piano Co., A-B-C Gladioux Corp. the Toledo Artists Club, Columbia Gas of Ohio Co., the University of Toledo and Hillebrand Electronics.

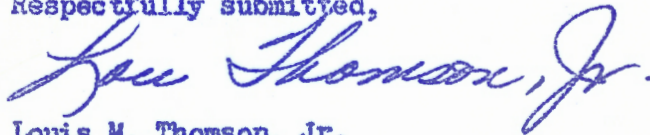
I should like to thank also Dick Boers and the parks personnel who assisted, my secretary, Mary Bremer, who not only worked late during the week but came in Saturday "just to make sure", Bill Veasey, Jack Campbell and their maintenance staff and the Police Division.

It is my hope that we can call all the people that worked on this Festival together as soon as possible and compile ideas and suggestions for the next one.

One further idea in closing, of an idea that we overlooked this year. Council is aware of the number of requests received every year for street banners advertising various events, but this occurred to us too late in the planning for the necessary legislation. It should be utilized next year.

However, considering the short planning period in our first attempt, I feel the Festival was very successful and, with the experience of this one behind us, we should be able to do even better next year.

Respectfully submitted,

A handwritten signature in blue ink that reads "Louis M. Thomson, Jr." The signature is written in a cursive style with a large, stylized "L" and "T".

Louis M. Thomson, Jr.

FROM: Louis M. Thomson, Jr.

(CH 4-196, Ext. 283)

DATE June 21, 1966

FOR IMMEDIATE RELEASE

Dick Boers

Mayor John W. Potter today announced the first annual Rose Garden Arts Festival to be held the weekend of June 25-26 in the Civic Center Mall at the rear of the Safety Bldg.

The Mayor first conceived the idea of the festival for the display of works by some 100 local artists in his "State of the City" message in which he proposed greater citizen use of the mall and Safety Bldg.

Together with Mrs. Line Bloom Draper, president of the Toledo Artists Club, Mayor Potter appointed a committee to arrange the art exhibit and other parts of the program, including performances by the Toledo Choral Society and the Toledo Summer Concert Band under the direction of Samuel P. Szor.

Five orchestras will provide music on Saturday in two-hour programs beginning at noon and continuing to 8:00 p.m. The groups were provided through the courtesy of the American Federation of Musicians, Locals 286 and 15, sponsored by the Recording Industries Music Performance Trust Funds in cooperation with the Toledo Federation of Musicians.

Richard Boers of the city welfare department and Louis M. Thomson, Jr. of the public information department also assisted with arrangements.

The art exhibit will run continuously on Saturday from 10:00 a.m. to 8:00 p.m. and on Sunday from 1:00 to 6:00 P.m. In event of rain, the first floor corridor of the Safety Bldg. will be used.

Two hour musical programs on Saturday are scheduled as follows:

the orchestras of Lloyd Lewis, 10:00 a.m. to noon; Jack Runyan, noon to 2:00 p.m.; Tony Celeste, 2:00 to 4:00 p.m.; Johnny Knorr, 4:00 to 6:00 p.m.; and the music of Jimmie Deacon Jones and his Dixieland Orchestra, 6:00 to 8:00 p.m.

The Sunday program will feature the Toledo Choral Society with a 30-piece orchestra conducted by Mr. Szor at 2:00 p.m. First on the program will be Franz Schubert's "Mass in G", with soprano Judith Hauman, tenor Richard Furry and baritone Philip Zaugg, Jr.

Their second number will be "Chichester Psalms" by Leonard Bernstein, with boy soprano Martin Britsch.

The Toledo Summer Concert band, again directed by Mr. Szor, will conclude the two day festival with a program from 4:00 to 6:00 p.m.

The event is open to the public with free parking available in the municipal lots at Orange and Michigan St.

###