



SANDS THEATER CENTER HISTORY

Theater Center, Inc. was organized as a not-for-profit corporation in 1985. It originated from Storybook Theater Company, a youth theater company established in DeLand in 1981. Theater Center, Inc. was developed to include not only the Storybook Theater Company but also the Sands Theater Company with a mission to provide live community theater experiences.

At the same time as this incorporation, a community-based campaign to build a performing and visual arts center-The Cultural Arts Center (CAC) began. In 1991, the theater joined with the Museum of Florida Art to open the completed CAC facility which is located in the heart of the Stetson University campus. Attendance at Theater Center, Inc. productions immediately tripled.

In 2004, Theater Center, Inc. changed its name to Sands Theater Center, Inc. and took over the restoration of the Athens Theatre, an historical 1922 vaudeville house in DeLand. A capital campaign coupled with federal, state, county and city funding achieved the goal of reopening this historic facility in downtown DeLand on January 6, 2009. Although the original intent from 2004 through 2009 was to keep both the CAC Theater and Athens Theatre active with an expanded performance and program schedule; the financial reality of keeping two theatres in operation required a re-evaluation. Sands Theater Center, Inc. moved from the CAC Theater to the Athens Theatre in January 2010.

Currently Sands Theater Center, Inc. has two additional locations. A two story building at 108 N. Florida Avenue in DeLand serves as an audition, rehearsal, classroom and costume storage facility. Another location at 112 W. New York Avenue, Suite 216 houses the Administrative offices. Both locations are very close to the Athens Theatre which is now being used for Sands Theater Company and Storybook Theater Company rehearsals and performances. The Athens Theatre also continues to provide other live entertainment (local, national and international), independent films, classic movies, cultural cinema and rental space.

SANDS THEATER CENTER DIVISIONS

SANDS THEATER COMPANY: This is the Community Theater Division of Sands Theater Center, Inc. The goal of this division is to use theater and theatrical productions to enhance the quality of life in Volusia County and to provide experienced and aspiring performing artists with the opportunity to demonstrate and develop their skills. This division employs professional directors (local, national and international) and holds open auditions to anyone wishing to perform. A wide variety of community volunteers assist in set design, costuming, ushering, marketing and other secondary performance positions required for each stage show. The productions are chosen to appeal to a wide audience with affordable tickets. Season tickets are offered at a discount, student tickets are sold at reduced prices and group discount tickets are available throughout the season. Plays are selected through a committee process with an eye towards new or unusual works as well as popular pieces.

STORYBOOK THEATER COMPANY: This is the Youth Theater and Educational Division of Sands Theater Center, Inc. The goal of this division is to use theater and theatrical techniques to advance the education of children. This division serves young people each year through a variety of programs. A professional staff designs and conducts programs directed towards specific needs. These needs include an emphasis on oral language development, social skill development and cultural diversity. Programming includes drama camps, school tours, library tours, youth theater productions, spring break camp, summer camp and workshops.

THEATER CENTER TOURING COMPANY: This is the Adult Touring Division of Sands Theater Center, Inc. The goal of this division is to use theater and theatrical techniques to provide experienced and aspiring senior performing artists with the opportunity to demonstrate or develop their skills. This division is composed of volunteer entertainers who provide up-beat musical and comedy performances off site. TCTC is available to all clubs, civic organization and groups. Their primary work is in outreach entertainment for retirement home and healthcare centers. Performances are done for a nominal donation to help offset TCTC expenses.

ATHENS THEATRE COMPANY: This is the Athens Theatre Division of Sands Theater Center, Inc. The goal of this division is to enhance the economic, historic and aesthetic values of the Downtown DeLand area through the operation of the Historic Athens Theatre. This division provides live entertainment (local, national and international), independent films, classic movies, cultural cinema and community event rental space. The productions are chosen to appeal to a wide audience with affordable tickets. Rentals are done at reduced rates or no charge for 501c organizations and community events.

SANDS THEATER CENTER MISSION STATEMENT

The purpose of Sands Theater Center, Inc. is to provide quality entertainment and cultural enrichment for the citizens of and the visitors to the Volusia County area: to offer live theater experiences and educational opportunities to students in the area schools at all grade levels; to provide a means of artistic expression for both serious artists and participants for whom theater is a vocation.