



Show Time

After a three-month closure, a beloved Sacramento institution is back in business

BY THEA MARIE ROOD

The Crest Theatre on K Street has been in operation since 1912, which means this grand art-deco movie palace has seen both good times and bad. COVID-19 is definitely one of the latter, but devoted film buffs can rest assured the Crest has come through the shutdown and is open again. General manager Robert Alvis described what the experience was like and what moviegoers can expect going forward.

Can you give me some background on how COVID impacted the theater? In particular, GD Theatres had just come in, correct?

GD Theatres, which came into the Crest November 2019, had experienced four really good months. Our Sacramento Classic Movies group on Facebook was growing at over 1,000 new members each month and our concert, comedy and other shows were thriving. Then, just like that, it was done. The past three months have been brutal

to say the least, and with suppressed capacities, the rest of the year is going to be extremely difficult.

What kind of changes or improvements does GD Theatres have planned for the Crest – and are those able to happen now?

We've had to put a lot of our improvement plans on hold for now. We did purchase a brand new projector prior to closing that is up and running as we reopen, so fans of our movies will be able to see a difference there.

When did you open your doors? What does your lineup for summer look like? What films are scheduled?

We opened June 19 for movies, and it looks like we'll be doing movies exclusively for the foreseeable future. We are hoping by (this) fall or winter, we will be able to do some smaller events. Our movie showings will be similar to before – you will see everything from silent films up to (films made in the) 2000s.

Now that you've reopened, what can people expect when they come see a film? How are you offering services but still keeping customers and staff safe?

We have a very large auditorium for (our mandated) 100-person capacity – that's less than 11% of our available seating, so we are very confident that

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ROBERT ALVIS
GENERAL MANAGER, CREST THEATRE

customers will be comfortable with the social distancing. Other mitigation steps such as sanitizing stations, mask-wearing and heightened cleaning policies have been put in place to make both customers and staff as safe as possible.

How about when the time of COVID is over? Any big plans for the Crest when we are truly back to normal?

One thing about many concerts postponing for a year is that our 2021 calendar already has a lot of great shows booked.

Anything I didn't ask that you'd like to add?

2020 has been really hard for most people. Be good to one another and we'll be OK.

Crest Theatre, 1013 K Street, Sacramento, 916-476-3356. To see the calendar, purchase tickets or get other information, visit crestsacramento.com.

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