

PROCLAMATION

WHEREAS, the Elsinore Theatre opened its doors in 1926 in downtown Salem as the “Showplace of the Willamette Valley,” a grand destination for film, live entertainment, and community gathering; and

WHEREAS, designed by the architectural firm Lawrence & Holford in the Tudor Gothic style, the Elsinore Theatre was inspired by the castle of Elsinore depicted in Shakespeare’s Hamlet and remains one of Salem’s most recognizable historic landmarks; and

WHEREAS, for 100 years, the Elsinore Theatre has served generations of residents and visitors through film, music, comedy, dance, lectures, community celebrations, and live performances that have enriched the cultural life of Salem; and

WHEREAS, through periods of challenge and restoration, the Elsinore Theatre has endured because of the dedication, generosity, and belief of the Salem community, preserving an important piece of the city’s architectural and cultural history; and

WHEREAS, the Elsinore Theatre continues to serve as a cornerstone of downtown Salem, welcoming hundreds of thousands of patrons while supporting tourism, economic vitality, arts education, and community connection; and


WHEREAS, the year 2026 marks the 100th anniversary of the Elsinore Theatre, celebrating a century of entertainment, storytelling, and shared experiences in the heart of Salem;

NOW, THEREFORE, I, Julie Hoy, Mayor of the City of Salem, Oregon, do hereby proclaim 2026, as

ELSINORE THEATRE YEAR IN SALEM

and encourage residents to recognize, celebrate, and support the Elsinore Theatre for its lasting contributions to the arts, culture, history, and spirit of the Salem community.

DATED this twenty second day of June, 2026.



Julie Hoy
Mayor

