





## THE STORY OF COMEDY LIVES HERE

The National Comedy Center is the first non-profit cultural institution and national-scale visitor experience dedicated to the art of comedy. Featuring more than 50 immersive and interactive exhibits, the Center celebrates comedy in all of its forms, educating and engaging visitors with the story of the art form and its artists.

Design of the museum has been provided by some of the most prominent cultural and interactive design firms in the world, whose portfolios collectively include the award-winning 9/11 Memorial Museum, the National Underground Railroad Freedom Center, the College Football Hall of Fame, *Saturday Night Live: The Experience*, Universal Studios and more.

In production now in Lucille Ball's hometown of Jamestown, New York and inspired by her vision to establish it as a destination for the celebration of the comedic arts, the Center plans its ribbon-cutting celebration August 1-4, 2018 coinciding with the organization's annual Lucille Ball Comedy Festival. The National Comedy Center, Inc. also operates the Lucille Ball Desi Arnaz Museum in Jamestown, New York.

### More About the National Comedy Center Visitor Experience

Not a traditionally typical, stuffy, do-not-touch museum, guests will be encouraged to engage with many of the exhibits, and with more than 37,000 square feet of exhibit space the museum will have something for every sense of humor. Each visitor will experience a personalized trip through the Center as exhibits respond to one's personal comedic sensibilities via use of an RFID chip worn throughout the stay. Can't-miss exhibits include a hologram theater that presents performances of some of comedy's most notable figures, George Carlin's personal archives which provides a glimpse into one of comedy's most prolific minds, and even some experiences that allow visitors to step into the shoes of a stand-up comedian. The museum will also feature an adults-only "Blue Room," which will explore the art form's more mature subject matter and the history of taboo and censorship in our culture.

Additionally, the National Comedy Center exhibit experience is annotated with artifact displays of props, costumes and screen-used items from television and film, putting a visitor in the presence of some of the most legendary comedy DNA dating back to vaudeville. Outside the museum, which repurposes the structure of Jamestown's original 1930 art-deco Gateway Train Station, a waterfront community green space is provided with Comedy Center Park.



## **Project Background**

After breaking ground in 2015, the National Comedy Center completed its capital campaign in April of 2017 in what is a \$50 million endeavor funded by New York State, federal and private philanthropic support. Through the support of I LOVE NEW YORK program, more than \$9 million of funding has been provided by Governor Andrew Cuomo and New York State's Empire State Development and the Office of Parks, Recreation and Historic Preservation.

The Center embodies Lucille Ball's vision for her hometown to become a destination for the celebration of the comedic arts – a vision already begun to be realized via the programming of the National Comedy Center's dialogues, the renowned Lucille Ball Comedy Festival, and the Lucille Ball Desi Arnaz Museum.

Past festival performers and National Comedy Center dialogue participants in Jamestown include Jerry Seinfeld, Jim Gaffigan, Lewis Black, Trevor Noah, W Kamau Bell, Jay Leno, Kelly Carlin, Brian Regan, Kevin James, Joan & Melissa Rivers, Robert Klein, David Steinberg, Paula Poundstone, Lisa Lampanelli, Peter Farrelly, Kathleen Madigan, Martin Short, Joy Behar, Kliph Nesteroff, Bill Engvall, Ray Romano, Ellen Degeneres, Bob Newhart, the Smothers Brothers, the creative team of David Letterman's 33- year career, the families of Lenny Bruce, Richard Pryor and Harold Ramis, and more than 100 other comedic artists.

With the funds in hand to build this unique national cultural institution, the National Comedy Center has shifted its fundraising focus to the endowment that will keep the Center a vibrant, ever-relevant destination; an institution with its finger on the pulse of comedy's role in our culture – leading that conversation, and putting the larger meanings into context for generations to come.

## **Jamestown, Chautauqua, and Western New York**

Located on beautiful Chautauqua Lake in western New York, Jamestown is Lucille Ball's hometown and site of the National Comedy Center. It is within three hours of Buffalo, Niagara Falls, Cleveland, Pittsburgh, Toronto, Rochester and Syracuse, and within a day's drive of 2/3 of the U.S. population including New York City.

Each year Jamestown hosts the Lucille Ball Comedy Festival, a week-long celebration of all things comedy that attracts more than 20,000 annual visitors representing zip codes from more than 40 States each year over just four days.

Chautauqua Lake is a popular tourist destination that keeps visitors coming to Jamestown all year long. It features 41 miles of shoreline, restaurants, bars, luxury homes and regional attractions including the world-renowned Chautauqua Institution. The Chautauqua Institution sees more than 100,000 visitors over the course of its nine-week summer program season (CHQ.org).

## **Project Partners**

Preceding feasibility analysis was provided by AECOM, a global leader in leisure economics forecasting. AECOM provided economic impact projections and attendance estimates that are available upon request.

Designers, media producers, architects, construction managers and fabricators include: Jack Rouse Associates, Cortina Productions, Local Projects, Electrosonic, Adirondack Studios, Clark Patterson Lee, EE Austin, and most recently, Herzog & Co., the media producer responsible for the 2017-2018 CNN Original films' docu-series, "The History of Comedy".

## RECENT PRESS

US NEWS, April 2018

**National Comedy Center Announces August Opening**

<https://www.usnews.com/news/best-states/new-york/articles/2018-04-03/national-comedy-center-announces-august-opening>

LA Times, April 2018

**Shelley Berman broke the mold for comics, now he'll be remembered at the new National Comedy Center**

<http://www.latimes.com/entertainment/tv/la-ca-mn-classic-hollywood-shelley-berman-20180314-story.html>

NPR, April 2018

**National Comedy Center in Jamestown to feature cutting-edge technology**

<http://news.wbfo.org/post/national-comedy-center-jamestown-feature-cutting-edge-technology>

The Buffalo News, March 2018

**Schumer backs national status for Jamestown comedy center**

<http://buffalonews.com/2018/03/30/schumer-backs-national-status-for-jamestown-comedy-center/>

NPR, February 2018

**National Comedy Center builds credibility with Berman archive**

<http://news.wbfo.org/post/national-comedy-center-builds-credibility-berman-archive>

Architectural Digest, January 2018

**The 15 Most Noteworthy Museums Opening This Year**

<https://www.architecturaldigest.com/gallery/most-noteworthy-museums-opening-2018>

The Interrobang, December 2017

**11 Innovators Who Changed Comedy in 2017**

<http://theinterrobang.com/11-innovators-changed-comedy-2017/>

The Post-Journal, November 2017

**Tour Highlights Progress of Comedy Center**

<http://www.post-journal.com/news/page-one/2017/11/coming-attraction/>

Rolling Stone, October 2015

**National Comedy Center Acquires George Carlin Archives**

<https://www.rollingstone.com/culture/news/george-carlin-hologram-to-appear-at-national-comedy-center-20160531>

The Interrobang, October 2017

**The Clubs Speak! The Best Stand Up Comedy Moments of 2011**

<http://theinterrobang.com/clubs-speak-best-stand-comedy-moments-2017-decided-countrys-best-club-owners-bookers-producers/>

TIME, September 2017

**Discover George Carlin's Foolproof System for Organizing Ideas**

[http://time.com/4949766/george-carlin-joke-system/?utm\\_campaign=time&utm\\_source=twitter.com&utm\\_medium=social&xid=time\\_socialflow\\_twitter](http://time.com/4949766/george-carlin-joke-system/?utm_campaign=time&utm_source=twitter.com&utm_medium=social&xid=time_socialflow_twitter)

Buffalo News, August 2017

**Jamestown Wants to be the Cooperstown of Comedy. Seriously**

<http://buffalonews.com/2017/08/04/pushing-comedy-national-comedy-center-across-line/>

Splitsider, July 2017

**A Sneak Peek Inside the National Comedy Center's George Carlin Archives**

<http://splitsider.com/2017/07/a-sneak-peek-inside-the-national-comedy-centers-george-carlin-archives/>

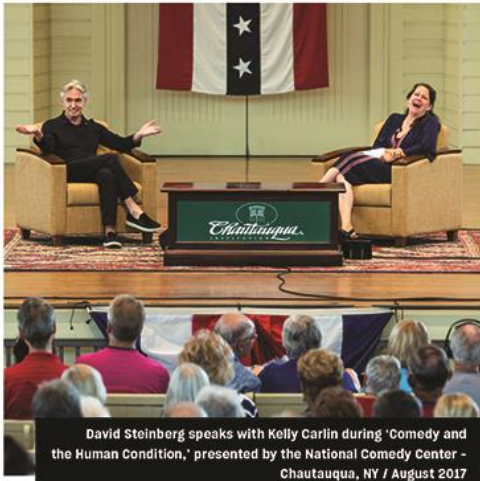
Hollywood Reporter, May 2016

**George Carlin Belongings Head to National Comedy Center**

<https://www.hollywoodreporter.com/news/george-carlin-belongings-head-national-893063>

## PHOTOGRAPHY

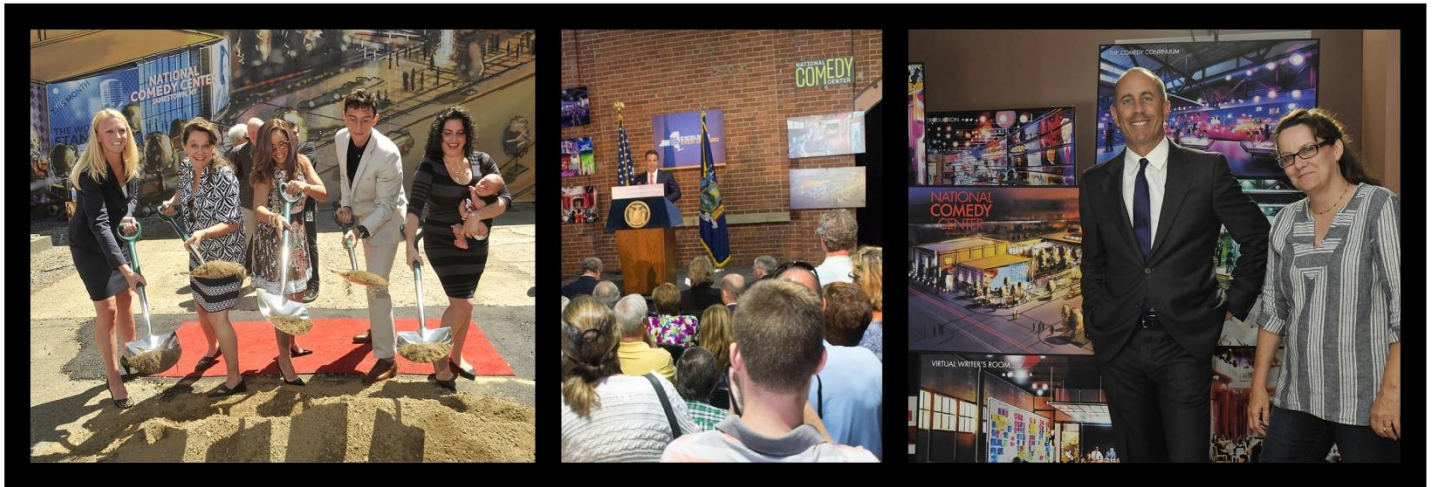
<http://www.comedycenter.org/ncc-press-kit/>



High resolution photographs of the National Comedy Center, our headlining performers, our discussion panel events, samples from the George Carlin Archives, the Lucille Ball Comedy Festival and much more are available by clicking the link at the top of this page, or visit our website at [www.nationalcomedycenter.org](http://www.nationalcomedycenter.org).

<https://youtu.be/xJfjOAc1R0I>

## NATIONAL COMEDY CENTER REEL



### FEATURING

JERRY SEINFELD

JIM GAFFIGAN

NEW YORK GOVERNOR ANDREW CUOMO

NICK OFFERMAN

JAY LENO

REGIS PHILBIN

KELLY CARLIN

EMPIRE STATE DEVELOPMENT PRESIDENT & CEO, HOWARD ZEMSKY

MELISSA RIVERS

WHOOPI GOLDBERG

VIOLET RAMIS STIEL

JULIAN RAMIS

JERRY FOLEY

AND MORE



## SENATOR SCHUMER PUSHES FOR CONGRESSIONAL DESIGNATION

<https://youtu.be/Lb7f6Or2iBU>



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