



## MEDIA RELEASE

### MEDIA CONTACT:

Elizabeth Schrack  
Director of Communications  
Grapevine Convention & Visitors Bureau  
Office: 817.410.3195 Cell: 702.528.5687  
ESchrack@GrapevineTexasUSA.com

## HISTORIC PALACE THEATRE IN GRAPEVINE CELEBRATES 85 YEARS

**GRAPEVINE, TEXAS** (November 21, 2025) – The Historic Palace Theatre in Grapevine is celebrating its 85<sup>th</sup> anniversary on Friday, November 21, 2025. The “Jewel of Main Street” is filled with rich history and has served as the cornerstone of entertainment in Grapevine for decades. The Palace will be showing a Christmas movie at 7 p.m. on Friday, November 21, for \$10 a ticket, and will be celebrating its history beforehand starting at 6:30 p.m.

### Key Historic Facts: Palace Theatre 85th Anniversary

- Opened November 21, 1940, built by Jerome Kirby Buckner for \$25,000
- Designed by noted theatre architect Raymond F Smith, known for his white stucco exteriors and art-deco flair
- First film shown: *My Love Came Back* starring Olivia de Havilland and Jeffrey Lynn
- More than 500 guests attended opening night in 1940
- Original ticket price: 15 cents opening night until 5:30
- Original layout included 473 main floor seats including 22 loveseats, and 188 balcony seats
- Served as Grapevine’s movie theatre for more than 34 years
- Final film before closure in 1974: *Blacula*
- Briefly operated as “The Flicks” by high school students in 1971 - 72
- Reopened as The Grapevine Opry in 1975, featuring artists including Willie Nelson, The Judds, Porter Wagoner, Brenda Lee and Shoji Tabuchi
- Used as a filming location for *Tender Mercies* (1983) starring Robert Duvall
- Suffered a major fire during remodeling in 1986, causing \$100,000 in damage
- Threatened with demolition in 1991, the Theatre was purchased by Grapevine Convention & Visitors Bureau on behalf of the Grapevine Heritage Foundation
- Underwent major restoration and reopened as the Palace Arts Center on May 21, 2001 and reopened as The Grapevine Opry
- The Palace Arts Center now includes two venues under one roof: the 435 seat Palace Theatre and the Lancaster Theatre
- Since 2016, Palace Theatre staff have booked an impressive lineup including tribute artists, concerts, touring acts and year-round movie series

The Historic Palace Theatre and Lancaster Theatre continue to serve as a cornerstone for entertainment, meetings, weddings and special events on Historic Main Street. You can get concessions for just one to three dollars. If you bring in a same-day restaurant receipt from Main Street you get free popcorn.





For more information on the Historic Palace Theatre and to buy tickets visit [GrapevinePalaceTheatre.com](http://GrapevinePalaceTheatre.com).

**ABOUT GRAPEVINE, TEXAS:**

Grapevine, Texas, is a charming destination located on the shores of Lake Grapevine, and home to Dallas Fort Worth International Airport. It offers a blend of history and modern amenities. Known for its vibrant hospitality, Grapevine is home to a range of world-class hotels, from luxe resorts, including Gaylord Texan, to the boutique Hotel Vin and family-friendly Great Wolf Lodge, visitors will find accommodations that suit their needs and preferences. Grapevine is home to the Urban Wine Trail, Historic Main Street, Historic Nash Farm, Grapevine Vintage Railroad and hosts many annual festivals and events including GrapeFest® - A Texas Wine Experience, Main Street Fest – A Timeless Texas Tradition and the Christmas Capital of Texas®, featuring more than 1,400 Christmas events over 40 days.

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