



CITY OF CLEVELAND  
Mayor Justin M. Bibb

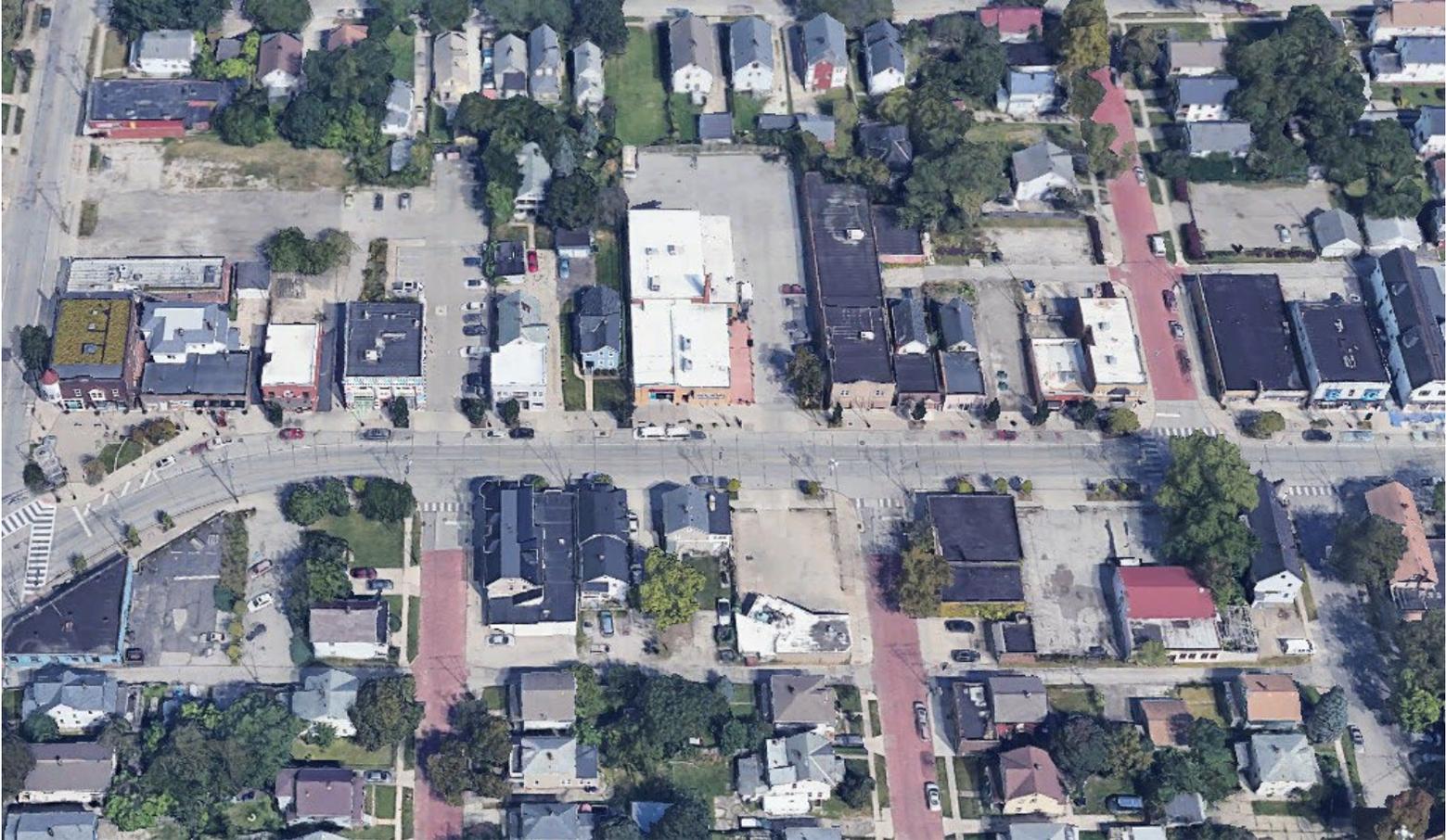
# Beachland Ballroom and Tavern (former Croatian Liberty Home)

## 15711 Waterloo Avenue

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# Site Overview



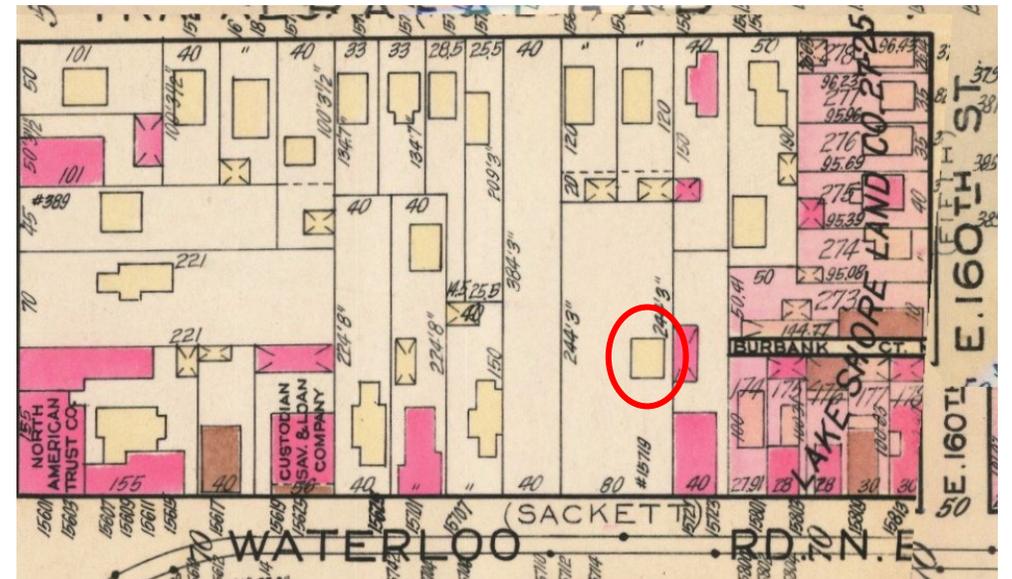
# History

- Immigration to America
- Large numbers settling in Pittsburgh and Cleveland
- Peaked in 1910
- Settled near industrial centers



# History

- Creation of religious, fraternal, social and political groups
- Croatian Liberty Group
  - 1906
- Croatian Club opened on lot in 1937



# Architects

- Paul Matzinger & Rudolph Grosel
  - 1948-1957
- Paul Matzinger
  - 1870-1964
  - Six-decade career
- Rudolph Grosel
  - 1909-1974
  - 30-year career
  - Grosel and Jencen



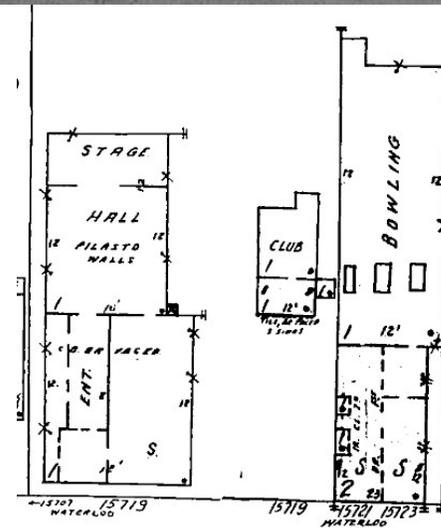
Cinematreaures.org



Cleveland Memory Project

# New Building

- \$100,000 building
- Opened April 16, 1950
- Rear addition in 1976
- American Croatian Lodge
  - 1984 – Eastlake
- First put on the market in 1991



# A Second Life

- Cindy Barber and Mark Leddy purchase property from Croatian Liberty Home
- March 2, 2000 – Free Event
  - DJ Count Birdbrain
- March 3, 2000
  - Tavern opening
- April 8, 2000
  - Ballroom opening

## Newest hot spot is Beachland Ballroom

The word "Beachland" is an old slang term for the Euclid Beach area. At 9 tomorrow night, a 1940s building in that North Collinwood area, formerly the Croatian Liberty Home, 15711 Waterloo Rd., will become the newest music club in Cleveland — the Beachland Ballroom.

The new owners will be Mark Leddy, booking director at Pat's in the Flats for the past three years, and Cindy Barber, editor of Northern Ohio Live. They plan to have shows every Friday and Saturday, with one or two weeknight performances. The ballroom, with a 400-person capacity, has hardwood floors, a stage, an 18-foot ceiling and an attached tavern-restaurant section. The owners hope to add country, hillbilly, blues and polka as well as rock. Beginning tomorrow the club will book shows in the smaller room. The ballroom opens April 8.

DJ Count Birdbrain (Tom Fallon) will spin old R&B, soul and rock 'n' roll 45s tomorrow night, free. The regular opening will be at 10 Friday night with two Columbus power pop bands, Pat Dull and the Media Whores and the Marbles. Local act the Tellers open. Admission is \$5. The ballroom will mark its grand opening on April 8 with the New Salem Witchhunters and the mod rock band from Detroit, the Numbers.

Doug Neimczura, Leddy's booking partner at Pat's in the Flats, will join Barber and Leddy in their new venture.

**JANE SCOTT**



BACKSTAGE PASS

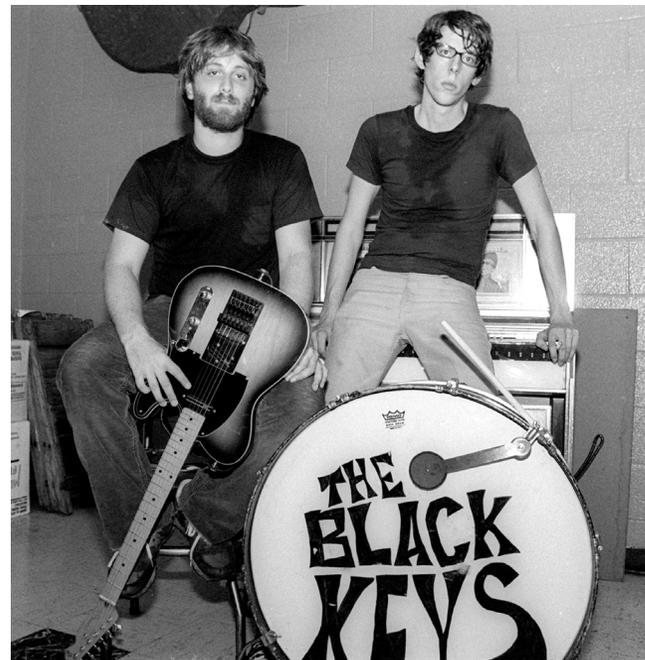
*Cleveland Plain Dealer*



Photo: John Kuntz, *The Plain Dealer*

# Beachland Ballroom and Tavern

- Hosted thousands of musicians from around the world
- The White Stripes – March 25, 2000
- The Black Keys – March 31, 2002
  - First live performance



Photos Courtesy of Cindy Barber

# Selected Performances

- Jimmy Scott 75th birthday concert  
July 8, 2000
- Drive-By Truckers - Oct 23, 2001
- Robert Lockwood and Honeyboy  
Edwards - June 29, 2002
- Brave Combo - July 10, 2002
- Joe Bonamassa (tavern) - Dec 17,  
2002
- Sharon Jones and the Dap Kings  
(tavern) - April 13, 2003
- The Decemberists (tavern) - May  
16, 2003
- Country legend Wanda Jackson -  
April 22, 2004
- Hold Steady (tavern) - July 31, 2004
- Van Hunt (tavern) - Aug 8, 2004
- Love and the Zombies - Oct 11,  
2004
- Arcade Fire - Nov 16, 2004
- Ray LaMontagne - Feb 11, 2005
- Kings of Leon - May 13, 2005
- James Gang Reunion - June 23 and  
24, 2005

# Neighborhood Stabilization

- 2002 – WaterlooArts non-profit
- 2003 – First Waterloo Arts Festival
- 2009 – Waterloo Arts District



Photo by Phil Kidd

2020



Photos by Julia LaPlaca

# Renovations

- Worked with the Storefront Renovation Program in 2023
  - Addition of the awning on the east side of the building
  - Masonry repairs
  - Addition of operable windows to the front glass block window
  - A new window opening on the east wall
  - Restoration of the “Beachland” and “Tavern” neon signs

# Current Conditions

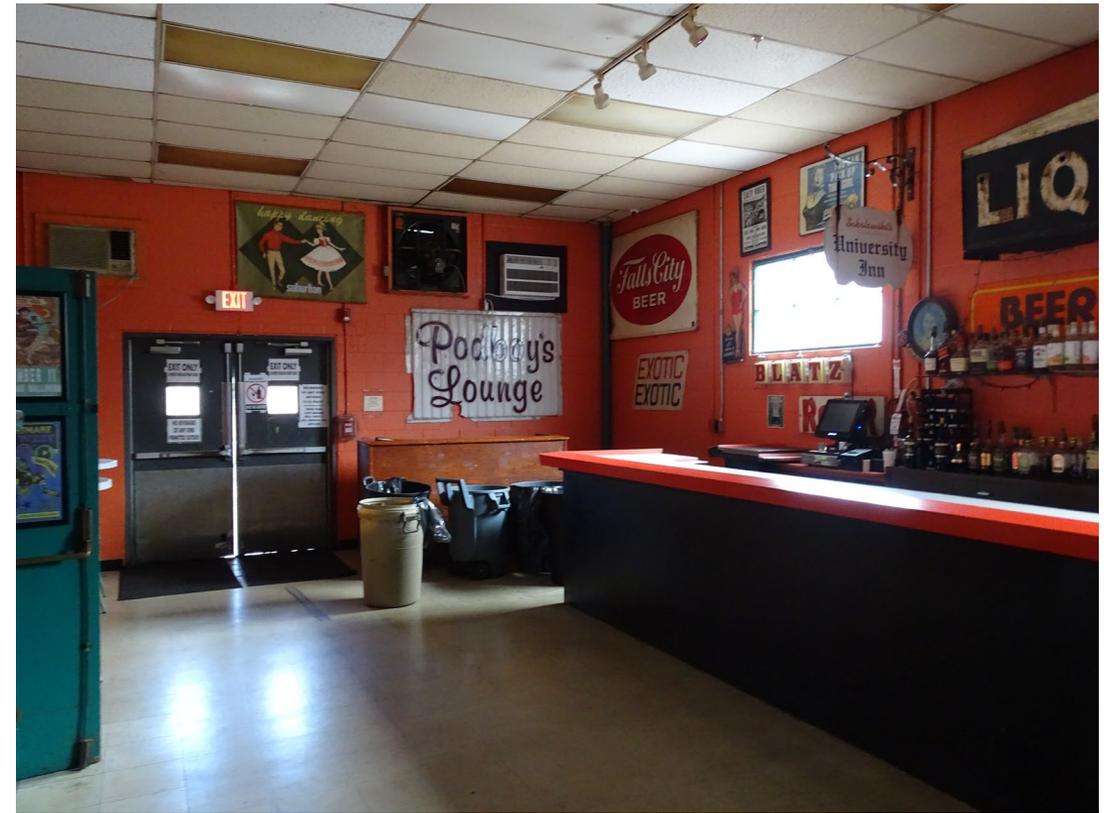




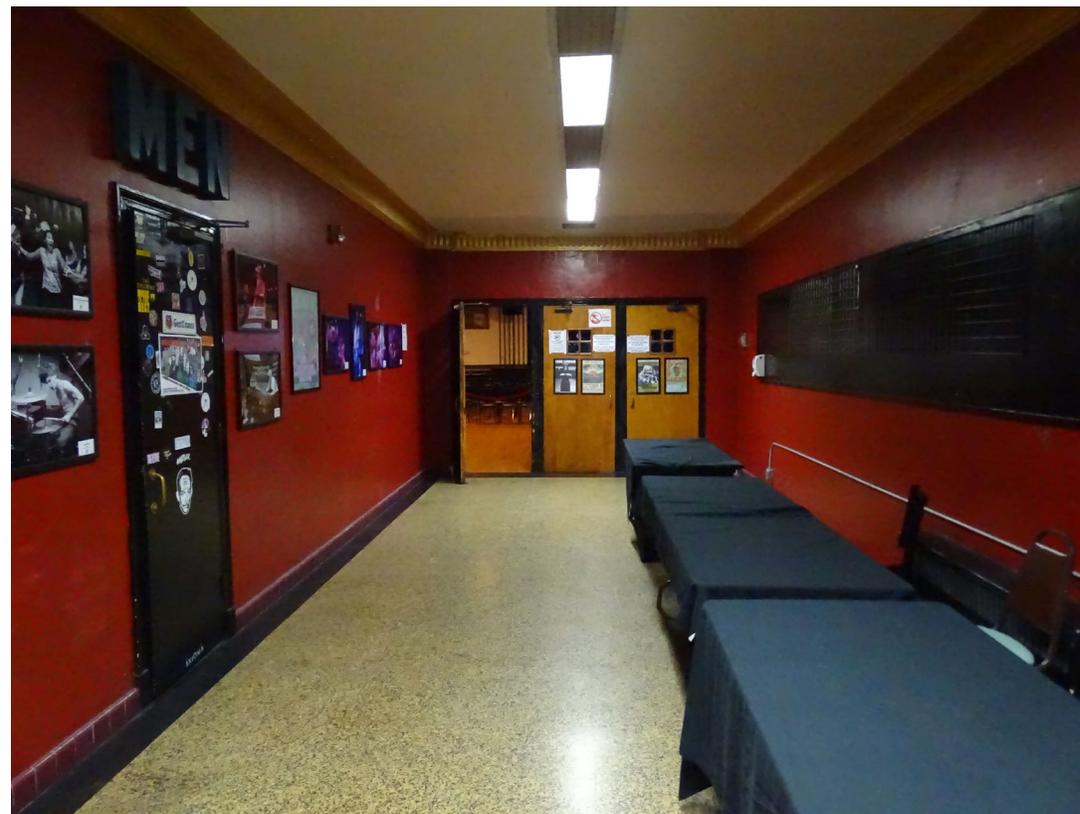
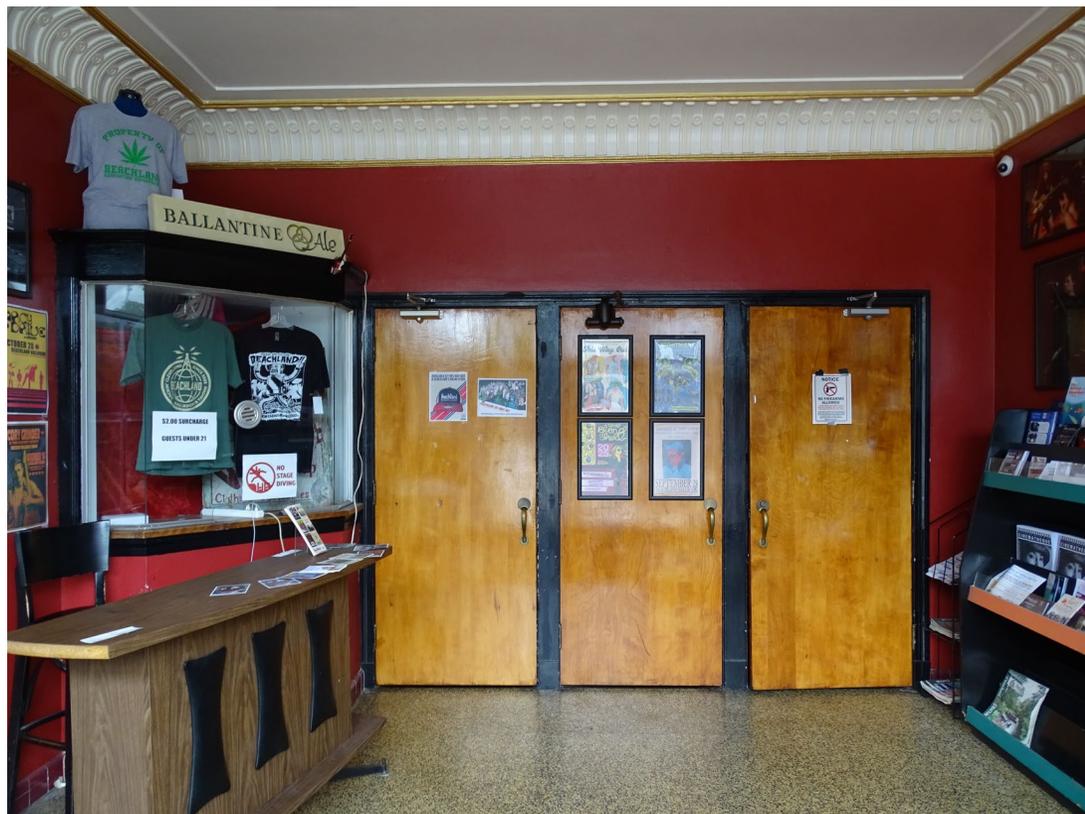
# Tavern



# Rear Bar Area



# Ballroom







Thank You

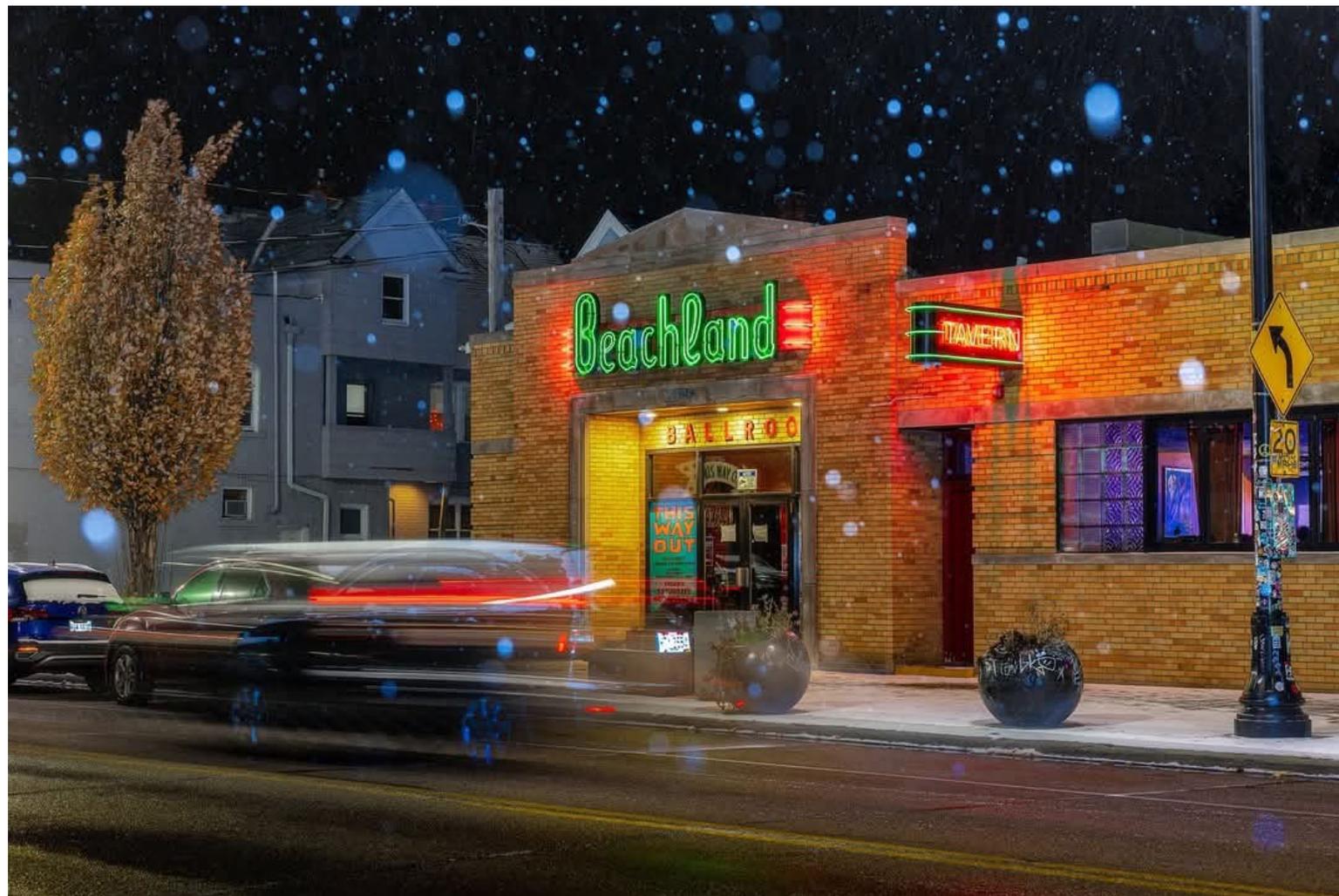


Photo by Matt Shiffler courtesy of Cindy Barber