

FULL HOUSE

Phil Houssal

Come to our Backyard!



Cause that's what makes her happy.

That is the reason Sloan Ruth gives for creating The Backyard behind Fritztown Cinema. It is the Hill Country's newest outdoor concert venue, located on Hwy 87 just south of Fredericksburg.

"I'm not musical, though I took piano for four years," Ruth explained. "But I'm a concert junkie."

Her proof? She went to her first concert when she was just 4 years old. The performer? Elvis. *The Elvis*.

"I remember wanting to get that scarf."

Since opening Fritztown Cinema several years ago, Ruth has transformed and expanded the offerings of the former Stagecoach Theater. She has partnered with film festivals and education programs, added food items, and installed a full bar for theatergoers. But when she looked outside, she saw unused space.

When we bought the theater, it was sitting on five acres. We wanted to use that space."

Ruth considered starting a drive-in theater, but quickly dismissed the idea. She reflected on the town and where it was headed.

"Fredericksburg is growing so fast, with so many tourist things, I knew

at some point someone would do a large outdoor concert venue," she said. "So, why not me?"

She embarked on the project. It's a big one, and keeps getting bigger.

As a musician who has played too many postage-stamp stages, the first thing I appreciated was the large main stage. It started out at 15 by 30 feet, but has "grown considerably." The main section is now 25 by 40, with two sides that are 15 by 15. It's all covered. There is even a green room that is larger than the original stage.

That shows that she has done her homework, putting a lot of thought into the experience of both the performer and the fan. Musicians will appreciate the privacy fenced area where semis and buses can pull in to unload near the stage. Concertgoers will appreciate the three outside bars, converted from storage units. Atop the units are 13 VIP boxes, seating 12 each and having their own wait staff. The bars have full liquor offerings and as many as 22 bartenders. Food trucks will be on site for concerts.

Ruth plans to have some type of music every weekend, tapping a mix from the deep local talent to a large national act about once a month.

The entertainment isn't limited to music, according to Ruth, who calls it "a totally different space." Being adjacent to the movie theater, it can offer outdoor family movie nights built around a theme.

She talks of a backyard boil, outdoor clinics, and renting out the space for parties and private events. Not only has she installed a 3000-square-foot dance floor, she plans to hold dance nights in the summer where they will give dance lessons before a show.

While it has been offering music since April, the Grand Opening

is set for July 1 (visit their website thebackyardatfritztown.com for up-to-date concert listings).

Ruth hopes everyone will enjoy going to concerts at The Backyard as much as she enjoys going to concerts.

"I want people to go 'old school,'" she said. "Come out, decompress, get off your devices, have a drink, spend time with friends. Those are the kinds of moments we can't get back. The older I get, I realize those moments are harder to come by. I want you to come to our backyard!"

That will make both you and Sloan Ruth happy.

For details and concert schedules for The Backyard at Fritztown Cinema in Fredericksburg, visit www.thebackyardatfritztown.com.



As many as 22 bartenders will be on hand to offer patrons complete bar service, including service to the VIP box seats.



Cody Canada was one of the first name acts to take the stage at The Backyard. The new venue features a spacious stage, green room, and seating areas.

Photo Credits: Matt Ward

www.fullhousepr.com



WAHOO'S
SEAFOOD CO.

(830) 992-1948
305 Francisco Lemos Kerrville, TX 78028



**Kerrville's Year Round Market For Farmers,
Natural Food Vendors & Artisans.
Fresh Food, Local Wine, Live Music & Fun
EVERY WEDNESDAY 4:00 TO 7:00.**

TEXASHEARTBEAT.COM

