



Junior League of Little Rock Building

Junior League of Little Rock: Stewards of a Legacy

THERE'S MORE TO SOME buildings than just brick and mortar. Memories created. History preserved. And ideals reflected. Such is the case with 401 South Scott St., the home of the Junior League of Little Rock.

Many will remember it as the Woman's City Club building – with fond recollections of celebrating weddings, cotillion dances or holiday parties in the ballroom. Since 2001 the nearly century-old philanthropic organization has been the owner, and its members stewards, of a legacy just as old.

The building represents not only this nonprofit's commitment to the city of Little Rock but also its core value of improving the community through partnerships and collaborations.

While Junior League of Little Rock is better known for its contributions to the city – establishing the Arkansas Arts Center and Riverfest and hosting the shopping event of the season, Holiday House – the place the group calls home also serves as a prime location for business happenings.

Old Meets New

With space conducive to intimate gatherings of just a dozen or an event for hundreds, the two-story

building offers a variety of options for business meetings. The grand ballroom, with its high ceilings and elegant chandelier, is booked regularly for wedding receptions. It is also well suited for corporate assemblies, able to accommodate more than 200 at tables or 350 for a seated event.

A smaller banquet hall furnishes space for 80 seated or 145 standing. And two additional meeting rooms along with a parlor, can serve small, private gatherings of up to 30 people.

The facility boasts an 85-car parking lot, certainly a premium for meeting locations downtown. Additionally, old meets new with the building's top-notch audio visual equipment and wireless internet capabilities.

Historical Gem

Like all the Junior League of Little Rock's endeavors, there's 100 percent commitment to maintaining and improving this valuable asset.

According to Stacy Hurst, City Director and Junior League of Little Rock sustainer, the history and accessibility of the former Woman's City Club provided a perfect option.

"The history of the building was so appealing, having served as head-

quarters for both a men's club and a women's club," Hurst said. "With its rooms of various sizes, we knew the building could offer interesting and attractive meeting space for the Junior League, as well as the community at large."

The organization acquired the building in 2001 and embarked on a \$1 million renovation project that was completed in April 2002. However, work on the building continues. The Junior League of Little Rock has a committee fully dedicated to keeping its historical gem fully maintained, in top shape and commercially viable.

And it's that kind of dedication to the past, present and future that makes JLLR a pillar in a city that embraces both tradition and modernity.

As someone charged with promoting Little Rock, Dan O'Byrne, CEO of the Little Rock Convention & Visitors Bureau, sees first hand the net gains of their efforts.

O'Byrne said, "Their leadership, promotions and special events, such as Holiday House, have continued to strengthen our destination offerings for residents and visitors alike as well as boost the local economy here in Little Rock." ■

AT A GLANCE

JUNIOR LEAGUE OF LITTLE ROCK

401 S. SCOTT ST. / LITTLE ROCK, AR 72201

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w JLLR.org (View JLLR's Annual Report online)

Number of Members: 1,100 +

Mission: AN ORGANIZATION OF WOMEN COMMITTED TO PROMOTING VOLUNTEERISM, DEVELOPING THE POTENTIAL OF WOMEN AND IMPROVING THE COMMUNITY THROUGH EFFECTIVE ACTION AND LEADERSHIP OF TRAINED VOLUNTEERS

Year Founded: 1920

2009-2010 Leadership

Courtney McLarty, President; Julia Strickland, President Elect; Aminah Eddings, Community Vice President; Jill Hartsfield, Membership Vice President; Kim Meyer-Webb, Marketing Vice President; Kimberly Bowman, Development Vice President; Maggie Young, Administrative Vice President; Becka Webb, Treasurer; Kristen Minton, Treasurer Elect; April Robinson, Nominating Chair; Cathy Mayton, Sustainer Advisor; **JLLR STAFF:** Christy Copeland, Office Manager, ccopeland@jllr.org; Barbara Freeling, Rental Manager, jllrbuildingrental@jllr.org; Tamera Davis, Financial Administrator

A Legacy and

LANDMARK

The Junior League of Little Rock's current headquarters represents not only the non-profit's commitment to the city of Little Rock, but also its core value of improving the community through partnerships and collaborations.

Preservation Project

Acquired as the former Woman's City Club building in 2001, the Junior League of Little Rock embarked on a \$1 million renovation project. JLLR has a committee fully dedicated to keeping its historical gem fully maintained, in top shape and commercially viable.

Business Meeting Space

The building offers ideal rental space for a variety of business activities:

- Meeting space for 30-350
- 85-car parking lot
- Audio visual equipment & wireless internet capabilities