

Last Dance

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Myron's Ballroom, a landmark on L.A.'s music and nightlife scene for more than half a century, has gone on the market for \$20 million and will likely be torn down and rebuilt as a mixed-use, condos-over-retail project.

"It's just a premier corner," said Frank Evanisko, partner at Evanisko Realty and Investment, which is responsible for marketing the ballroom, now called the Grand Avenue Nightclub and rented out for raves on Friday and Saturday nights.

Located at Olympic Boulevard and Grand Avenue in downtown's South Park District, the venue was built in 1910 but only became a hot spot under the ownership of a former chorus girl named Myrna Myron, who bought it in 1946 for \$200,000.

Myron's has survived because it's always changed to fit the times. It once attracted tuxedo-clad patrons for big band shows by swing era stars such as Harry James, according to Myrna's son James Myron, the current owner.

Later it featured disco and rock 'n' roll, with concerts by, among many others, the Supremes and Van Halen. Martin Scorsese filmed scenes there for "New York New York" and Art Linkletter broadcast coast-to-coast from Myron's when television was just getting started.

Myron recalled a night in the late 1950s when a man died on the dance floor during a marathon dance competition--surrounded by 1,000 patrons. "We didn't stop the music," he remembered. "They danced around that body for a good 30 minutes until the paramedics came and took him away."

The Myron family decided to sell after receiving lots of interest from developers in recent years. James Myron said he would like to have a hand in the development.