

Dave and Rebecca Peters

Gold Medal Gymnastics

505 Main Avenue

Mayor's Award for Excellence in
Rehabilitation



When Dave Peters purchased Gold Medal Gymnastics at 505 Main Avenue in 1999, he did not know that the sign hanging over the marquee and bearing the “Gold Medal Gymnastics” name was hiding something. However, when

Dave and Rebecca Peters decided that it was time to repair the front of the building, they wanted to do as much as possible to preserve the original look of the old College Theatre. Their architect, Les Rowland of designArc Inc., and his team performed the painstaking research and worked with South Dakota’s State Historic Preservation Office to design a project that would bring back the memories of the Art Deco structure that was constructed in 1940 and designed by Perry E. Crosier, a well-known theatre architect. The work, performed by Robbins Construction, included exposing and refurbishing the original “COLLEGE” letters that were hidden behind the Gold Medal Gymnastics sign, and salvaging every one of the façade panels, which were removed, preserved, repainted as close as possible to the building’s original colors, and carefully reinstalled back in their locations. The marquee had to be replaced, but Outlaw Graphics was able to install the original tracks on the marquee and use the original letters for the new “Gold Medal Gymnastics” sign. The work, which also included replacement of the upper windows and lower storefront and other repairs, was stressful for the Peters and their team because there were so many unknowns that could be hiding behind the old walls and tiles. One of those discoveries that the Peters chose to keep were the interior entryway insets once used to display movie posters of long ago that now display the GMG logo. The Peters’ and their team of designArc Inc., Robbins Construction, and Outlaw Graphics, commitment to preserving the architectural history of Brookings through their work to repair Gold Medal Gymnastics while restoring the remembrance of the old College Theatre is recognized through the award of the Mayor’s Award for Excellence in Rehabilitation.

