1346 Jefferson Avenue stood as the Apollo Theater. Jefferson Avenue was teeming with activities as the primary commercial strip and the addition of the Apollo Theater, with its 900-velvet-seat capacity heightened this. Its walls were also decorated with murals depicting Greek History. 4 adjacent storefronts contributed to the vibrant energy of the surrounding area. Apollo became a cultural hub, captivating audiences with its diverse showings.

However, as the 1960’s unfolded, the theater faced increasing competition from downtown venues, challenging its status as a destination for first-run films. Despite these challenges, the Basil family, who assumed ownership from Basil Enterprises, remained dedicated to preserving the Apollo’s legacy as a neighborhood movie house, catering to the preferences of local audiences, particularly children seeking weekend entertainment.

Throughout its heyday, the Apollo’s Jefferson Avenue address positioned it at the epicenter of Buffalo’s thriving Black community, serving as a cultural landmark and gathering place for generations. Despite facing economic shifts and changing tastes in entertainment, the theater retained its significance as a symbol of community pride and resilience. In the mid-’90s, amidst a changing urban landscape, the Apollo took on a new role as a beacon of hope, serving as a central hub for initiatives aimed at revitalizing the surrounding community. Beyond its function as an entertainment venue, the Apollo Theater emerged as a symbol of resilience, embodying the enduring spirit of unity and renewal within Buffalo’s vibrant cultural tapestry.