

The Situation

When Four Seasons Town Centre, Greensboro, NC was renovated and re-merchandised in 1999, a Performing Arts Amphitheater was added to the center! The renovation and re-merchandising began a huge effort to attract more upscale shoppers to the privately owned and family held center. Ownership saw the Amphitheater as a wonderful addition and a key element in creating a traditional "Town Centre." The prevailing attitude was "if we built it, people will come" - but that was not the case. The center's marketing team was charged with finding suitable uses for the Amphitheater. In January 2000, an entertainment series called "The Sounds of the Season" was created, bringing a weekly Saturday performance to the facility. It was a good beginning, but the program did not catch on with the customers.

The beginning of 2001 brought great challenges to arts programs in the city of Greensboro. Lack of funding threatened many organizations in the arts community. Greensboro Ballet faced bankruptcy and the Community Theatre of Greensboro feared financial ruin. State budget left the Guilford County School System no choice but to trim funding for arts programs. Local universities like UNC Greensboro were also faced with budget crunches in their music and art programs. In addition, there was a need for a performance venue in the community that did not charge large amounts of rent for its use. The crisis in the arts community presented the marketing team with an opportunity... What if the arts community could be helped while at the same time the "Sounds of the Season" performance series could grow?

Realizing that patrons of the arts were exactly the type of upscale shopper the mall was seeking, the marketing team began working to revamp "Sounds of the Season" in a way that would ease the funding crisis in the local arts community. The marketing team set out to turn the Performing Arts Amphitheater into the community's FREE performing arts venue. The team refused to be sidetracked by a huge budget setback (a more than \$200,000 expense incurred with the bankruptcy of the center's Gift Card operator.) Even with only \$50,000 to work with for the entire first year of the program, the team was determined to help the arts community and turn the Performing Arts Amphitheatre and the "Sounds of the Season" performance series into a vibrant part of Four Seasons Town Centre.

Objectives & Strategies

Objective # 1: Secure performances from 40 of the 100 public schools in Guilford County and 100 of the 305 local private schools, universities, preschools, dance companies, and churches.

Strategy: *Contact the music instructors from the school system to invite them to perform at Four Seasons Town Centre.*

Strategy: *Contact every private school, university, preschool, dance company and church to invite them to perform at Four Seasons Town Centre.*

Objective # 2: Redirect 15% of the \$67,500 budget allocated for January 2001-May 2002 (\$50,000 – 2001, \$17,500 – 2002) into funding for local arts programs.

Strategy: *Trade performances by local arts organizations for donations/funding for their programs.*

Objective # 3: Provide at least \$75,000 of exposure in the mall and promotional assistance to local arts organizations in the community.

Strategy: *Offer a free performance venue to arts organizations.*

Strategy: *Offer the publicity and exposure benefits of performing in the Amphitheater to arts organizations and assist them in keeping their promotion costs to a minimum.*

Strategy: *Create partnerships with these organizations, bringing first-rate performances and activities to the center and valuable exposure to the organizations.*

Objective # 4: Link Four Seasons Town Centre's name to organizations in the arts community to enhance the center's philanthropic image among patrons of the arts.

Strategy: *Partner with organizations like the Greensboro Coliseum, the Greensboro Children's Museum, Greensboro Ballet, the Community Theatre of Greensboro, Art Quest of Greensboro, and Triad Stage to build and cultivate long-term relationships.*

Tactics

Tactic: The marketing team created an extensive mailing list for Guilford County public schools, private schools, universities, preschools, dance companies and churches then designed and printed postcards in-house. The cards were sent specifically to arts oriented instructors (music, drama, etc.) and invited them to bring their students to perform. Postcards were sent at several times during the year to remind instructors about the opportunity to perform during key times such as Spring Concerts and Holiday Programs. In addition, before the Holidays, each instructor was sent performance scheduling materials so that they could conveniently schedule their group by phone, fax, mail or e-mail.

Tactic: The marketing team took an existing list of arts organizations that the center had been working with, then created a target list of arts organizations that were not performing at the mall, but could be. Each organization on both lists received a personal phone call explaining the center's new program and how they could perform at the mall and in exchange gain funding ad exposure for their programs.

Tactic: Each arts organization that performed in the mall was provided with the chance to promote their organization and upcoming events. Information tables, strolling ushers, ticket sales stations, PA announcements, enter-to win contests and prize giveaways were all methods used to promote various arts programs. In addition, each group that performed at the mall was featured on weekly mall signage, the center's web site, and in weekly entertainment ads in the Greensboro News & Record. A comprehensive publicity campaign was also utilized. The marketing team worked to create a partnership with each organization and explain the value of this publicity. Each organization received promotional assistance (news releases, consultations, etc.) so they could take advantage of the exposure opportunities to the fullest.

Tactic: The team created a FREE weekly children's summer series (Wild & Wonderful Wednesdays) highlighting a different arts organization each week. The benefits of the program were three-fold; the presenting organization received valuable exposure in the center, the center held an event that attract upper-income shoppers and their families and a partnership was created between the organization and the mall, thus linking the two organizations in the eyes of the community. Next, the team contacted arts organizations such as the Greensboro Symphony, Triad Stage, the Community Theatre of Greensboro, Greensboro Ballet and the Greensboro Coliseum's "Best of Broadway" series. These organizations were targeted because they badly needed exposure and they attracted the upscale patrons the center was targeting. Partnerships and cross promotions were developed to bring exposure and funding to the organizations while at the same time bringing performances to the Amphitheater and linking the Four Seasons Town Centre name to the important arts organizations in the community. In addition, the center received exposure at events held by these organizations in programs, via signage, and in PA announcements.

Expense Summary

Expenses

<u>Item</u>	<u>Cost</u>	<u>% Program Budget</u>	<u>% Total Budget</u>
Performances: 1/2001 – 5/2002	\$28,108.00	41.64%	1.95%
Signage Inserts (In-house printed inserts were designed to be utilized with existing signage, cutting costs while allowing frequent changes.)	\$ 200.00	0.30%	0.01%
Postcard/Letter Printing	\$ 75.00	0.11%	0.01%
Mailing Labels	\$ 40.00	0.06%	0.00%
Postage	\$ 200.00	0.30%	0.01%
2001 Program Newspaper Ads	\$4,770.28	7.07%	0.33%
For 2001, Ads were to originally cost \$9,795.33, but because of added value negotiated, \$5,025.05 was saved.			
2002 Program Newspaper Ads	\$7,221.95	10.70%	0.50%
Total:	\$40,615.23	60.17%	2.81%

Free Entertainment/Added Value

<u>Item</u>	<u>Cost</u>	<u>% Program Budget</u>	<u>% Total Budget</u>
Free Entertainment From January 2001 to May 2002 more than 150 groups performed at no charge. Value calculated by multiplying the number of free performances by the average cost of paid performances in the Amphitheater.	\$30,000	44.44%	2.08%
Added Value			
News & Record (see above)	\$5,025.05	7.44%	0.35%
WKZL Radio (96 :60 spots valued at \$95 each)	\$9,120.00	13.51%	0.63%
Total:	\$44,145.05	65.40%	3.06%

Results

Objective # 1: Secure performances from 40 of the 100 public schools in Guilford County and 100 of the 305 local private schools, universities, pre-schools, dance companies, and churches. **Result:** Fifty Guilford County schools and 150 private schools, universities, preschools, dance companies, and churches performed as part of the "Sounds of the Season" program from January 2001 to May 2002. The value of this free entertainment is \$30,000, which consists of 44.5% of the Amphitheater budget. (Value calculated by multiplying the number of free performances by the average cost of paid performances in the Amphitheater.)

Objective # 2: Redirect 15% of the \$67,500 budget allocated for January 2001-May 2002 (\$50,000 – 2001, \$17,500 – 2002) into funding for local arts programs. **Result:** \$13,200 was redirected (19.5% of the Amphitheater budget) into funding for the arts community, impacting 10 organizations. In addition, costs were minimized and the program came in 60.2% under budget. (Only \$40,615.23 of the \$67,500 budget was spent, creating a savings of 1.86% or \$26,884.77 to the total marketing budget.)

Objective # 3: Provide at least \$75,000 in exposure in the mall and promotional assistance to local arts organizations in the community. **Result:** 300 groups took advantage of the opportunity to promote their organization/event, receiving exposure valued at \$80,000. In addition, collectively these groups received 813.5 ci of newspaper, 40 minutes of television and 1,200 web site banners of publicity for their activities held at Four Seasons Town Centre and their organization as a whole. (This was calculated based on the value of in-mall-signage, flyers and website postings all based on the same amount of gross impressions per the rates in Greensboro's newspaper.)

Objective # 4: Link Four Seasons Town Centre's name to the arts community to increase the mall's philanthropic image. **Result:** Four Seasons Town Centre made a significant contribution to the arts community and linked its name to important arts organizations in the community. The center's name was linked to unique projects such as the production of a CD by the UNC Greensboro Jazz program, a "Coffee Talk" segment with Triad Stage (held at the center), the region's first non-profit professional theater company, and events with the "Best of Broadway" series which gave shoppers the opportunity to enjoy excerpts from Broadway plays like "Beauty and the Beast" and "The Buddy Holly Story." In addition, the center received free publicity in the form of 294 ci of print, 80 minutes of radio, two direct mailings reaching 64,000 homes and 12 months worth of continual community calendar postings on five different websites; further linking the center to the arts community in the eyes of target upper-income shoppers. In addition, sponsorship of the 2002 Wild & Wonderful Wednesdays program was secured in March 2002, bringing 96 :60 radio spots of radio exposure to the program.



Great effort is put into the "Sounds of the Season" program to provide a good mix of talented local entertainers the shoppers will enjoy.



The "Sounds of the Season" program encompasses more than just music. The series provides family entertainment for children of all ages.

Join us this week for the following performances:

Thursday, June 21
5:30 pm - 7:00 pm
Meet the Greensboro Youth Orchestra Football Team Players & Cheerleaders
Special "old-time" performance by the Greensboro Community Band
Enter to win Six game tickets plus general tickets to the next home game

Saturday, June 22
10 am - 12 noon
Stephen Vaughan Jazz Trio
12 noon - 2 pm
Buff-N-T
2 pm - 4 pm
Singer & Guitarist Matt Evans

Sounds of the Season

Sounds of the Season

Every Saturday in the Amphitheater



Saturday, May 5
11:30-12:30
Greensboro Youth Orchestra

1:00-2:00
FREE Swing Dancing Lessons By Fred Astaire Studios

2:00-4:00
Buff-N-T

Four Seasons Town Centre
 Contact person: Shannon Davis
 Assistant Marketing Director

Phone: (336) 299-9230 ext. 161
 Fax: (336) 299-9969
 Email: fourseas@nr.infi.net

Holiday Performances at Four Seasons!

Four Seasons Town Centre cordially invites your organization to perform with us this Holiday Season. On the first floor, in the center of the mall is our grand amphitheater. This area is perfect for seasonal performances which may draw a large crowd. Slots are disappearing, but it's not too late for your musical ensemble to sign up.

Happy Holidays!

We Want You Back!!!

Attention All Church Adult, Youth, & Handbell Choirs!!

Many of your Choirs dazzled us during the Holiday Season with their performances in the Performing Arts Amphitheater at Four Seasons Town Centre. Well, we want them back! Often times students spend months practicing, but only get one chance to show their skills. Here's an opportunity to give them a second chance to shine. We look forward to hearing from you.

Contact:
 Shannon Davis
 Assistant Marketing Director
 Four Seasons Town Centre
 299-9230 ext. 161 or
 fourseas@nr.infi.net

WE WANT YOU BACK!

ATTENTION ALL DANCERS!

Many of your dance students dazzled us this Holiday Season with their performances in the Performing Arts Amphitheater at Four Seasons Town Centre. Well, we want them back! Often times students spend months practicing, but only get one chance to show their skills. Here's an opportunity to give them a second chance to shine. We look forward to hearing from you.

Contact:
 Shannon Davis
 Assistant Marketing Director
 Four Seasons Town Centre
 299-9230 ext. 161 or
 fourseas@nr.infi.net

WE WANT YOU BACK!!!

ATTENTION ALL CHURCH ADULT, YOUTH, & HANDBELL CHOIRS!!

Many of your Choirs dazzled us this Holiday Season with their performances in the Performing Arts Amphitheater at Four Seasons Town Centre. Well, we want them back! Often times students spend months practicing, but only get one chance to show their skills. Here's an opportunity to give them a second chance to shine. We look forward to hearing from you.

Contact:
 Shannon Davis
 Assistant Marketing Director
 Four Seasons Town Centre
 299-9230 ext. 161 or
 fourseas@nr.infi.net

WE WANT YOU BACK!!!

ATTENTION MUSIC, CHORUS, & DRAMA TEACHERS!


Many students from your bands, orchestras, choirs, drama and cheerleading squads entertained us during the Holiday Season. Well, we want you back! Often times students spend months practicing, but only get one chance to show their skills. Here's an opportunity to give them a second chance to shine. We look forward to hearing from you.

Contact:
 Shannon Davis
 Assistant Marketing Director
 Four Seasons Town Centre
 299-9230 ext 161 or
 fourseas@nr.infi.net

Calling All Performers!!!

Four Seasons Town Centre would like to invite your organization to perform in our Performing Arts Amphitheater. Slots are open on Saturdays for you to dazzle us with your talents. We look forward to hearing from you.

Contact: Shannon Davis
 Assistant Marketing Director at Four Seasons Town Centre
 Phone: (336) 299-9230 ext. 161
 Fax: (336) 299-9969
 Email: fourseas@nr.infi.net



Postcards were designed and printed "in-house" and mailed to public schools, private schools, preschools, colleges, churches and dance groups in Greensboro inviting them to perform in the "Sounds of the Season" program.

Wild & Wonderful Wednesdays

Performing Arts Amphitheater



Contact: Shannon Davis
 Assistant Marketing Director
 299-9230 x125
 Or
 Heather Lloyd or Julie Hinson
 Marketing Interns
 299-9230 x165
 Or e-mail us at fourseas@nr.infl.net

Four Seasons Town Centre will be hosting Wild & Wonderful Wednesdays programs throughout the summer. These events will take place in the Performing Arts Amphitheater on Level One from 11:00 am—12:00 noon. All events are FREE and open to the public.

- **June 27**—Greensboro Parks and Recreation presents a celebration of the 225th Anniversary of the signing of the Declaration of Independence with the Guilford Courthouse National Military Park and Tannebaum Historic Park.
- **July 11**—Greensboro Children's Museum will present Mr. Roger's Neighborhood
- **July 18**—Story time with the Greensboro Public Library
- **July 25**—Greensboro Parks & Recreation host an interactive Karate Demonstration
- **August 1**—Arts & crafts with Art Quest of Greensboro
- **August 8**—Greensboro Children's Museum presents an interactive display of Mr. Roger's Neighborhood plus other fun activities
- **August 15**—Story time with Greensboro's Public Library
- **August 22**—Greensboro's Parks & Recreation TBA.
- **August 29**—Arts & crafts with Art Quest of Greensboro

ful Wednesdays

Performing Arts Amphitheater Level One



All Seasons. Every Reason.

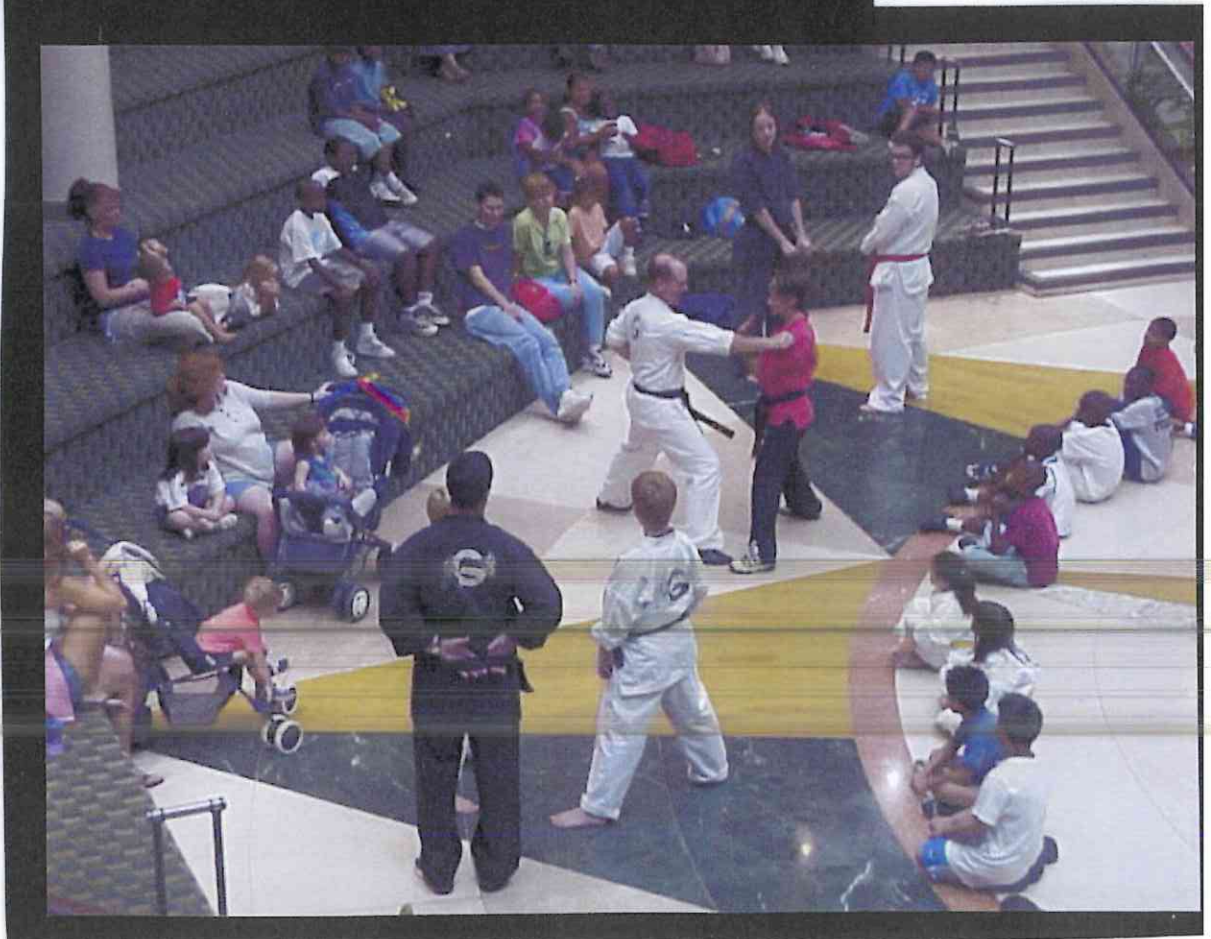
Four Seasons Town Centre will be hosting Wild & Wonderful Wednesdays programs throughout the summer. These events will take place every Wednesday in the Performing Arts Amphitheater on Level One from 11:00 am—12:00 noon and are free of charge. Call 292-0171 for details.

- **June 5:**
Safety Day with the Greensboro Police Department. Learn what it takes to be a Police Officer plus summer safety tips!
- **June 12:**
Arts & Crafts with The Greensboro Children's Museum
- **June 19:**
Soccer clinic with the Carolina Dynamo Soccer Players. Do you have game? See what it takes to be a professional soccer player through hands-on training by the Carolina Dynamo!
- **June 26:**
Arts & Crafts with the Center for Creative Arts
- **July 3:**
Greensboro's Prowlers University. Learn how to be a Prowlers Arena Football player or Cheerleader!
- **July 10:**
Safety Day with the Guilford County Sheriff's Department. Meet McGruff, Darned the Dare Lion, FREE finger printing and lots more!
- **July 17:**
Arts & Crafts with The Greensboro Children's Museum
- **July 24:**
Soccer clinic with the Carolina Dynamo Soccer Players. Do you have game? See what it takes to be a professional soccer player through hands-on training by the Carolina Dynamo!
- **July 31:**
Arts & Crafts with the Center for Creative Arts
- **August 7:**
Safety Day with the Greensboro Fire Department. Flame the Fire Safety Cover and Endor the Fire safety Dog teach fire safety tips through an interactive puppet show.
- **August 14:**
Arts & Crafts with the Center for Creative Arts

Sponsored by:



The free summer children's series, Wild & Wonderful Wednesdays was so successful its first summer that a media sponsor was secured for Summer 2002 providing \$9,120.00 in added value.



Wild & Wonderful Wednesdays offers a wide variety of activities for children. Each week showcased a different non-profit organization in the Greensboro arts community.

THE UNIVERSITY OF NORTH CAROLINA
GREENSBORO



School of Music

Shannon Davis
Assistant Marketing Director
Four Seasons Town Centre
400 Four Seasons Town Centre
Greensboro, NC
26407

March 12, 2002

Shannon,

I just wanted to pass along again my sincere thanks for your financial donation of the UNCG Jazz Ensemble's recent Compact Disc recording *One Finger Snap*. Especially in these times of economic difficulty, it's been hard to fundraise for our annual recording. And yet the Four Seasons gave this year just as you have in the past!

This recording is vital for the students in many ways. It teaches them about many facets of music, and also gives them a product of their hard work. Surely we couldn't have done this project without your generous assistance.

Incidentally, the folks in the band were thrilled to play at your beautiful performance amphitheatre! Thank you for providing the band an opportunity to play.

Please call if you need anything.

Sincerely,

A handwritten signature in black ink, appearing to read "SH", written over a horizontal line.

Steve Haines
Director, Miles Davis Jazz Studies Program
sjhaines@uncg.edu
336-256-0105



Many of the groups who perform in the Amphitheater are UNC Greensboro students. 2002 represents the third year Four Seasons Town Centre has donated \$1,500 to UNCG's music department to help produce a jazz CD. The FSTC logo is included on the CD.



Students from 50 of the 100 schools in Guilford County performed in the Performing Arts Amphitheater from January 2001 to May 2002. This gave students an opportunity to perform in front of a live audience that they may have not otherwise had.



More than 150 dance groups, school groups and churches performed free of charge between January 2001 to May 2002. These types of performances always packed the Performing Arts Amphitheater with shoppers.



NEWS RELEASE
For Immediate Release
Date: Monday, October 29, 2001
Contact: Shannon Davis, Assistant Marketing Director
(336) 299-9230 ext. 161 or fstcsd@bellsouth.net

Four Seasons Town Centre presents "Sounds of the Season"

Four Seasons Town Centre invites shoppers to enjoy live entertainment while they shop every Saturday in the Performing Arts Amphitheatre located on Level One of the mall. We have many talented groups in this area, and this is a chance for our shoppers to get acquainted with and enjoy the performances while they take a break in the mall. All entertainment is free of charge. Check out the weekly updates posted in the mall or visit our web site at www.shopfourseasons.com

11/3 (Sat.)	The Wright Key (piano) Pots & Pans Jazz Trio Buff - N - T (Adult Contemporary) Greensboro Ballet presents... "My Life & Dance in the 20 th Century"	10am-12noon 12noon-2pm 2pm-4pm 4pm-5pm
11/10 (Sat.)	Ed Delargy Jazz Combo Singer Matthew Evans Saxophonist Will Oliver Music Academy of NC Jazz Combos	10am-12noon 12noon-2pm 2pm-4pm 4pm-6pm
11/16 (Fri.)	Santa's Musical Arrival (Rising Stars Dance Academy, Page High School Chorus, & Holiday Harmony)	7pm-8pm
11/17 (Sat.)	Sweet Signatures (Female Acapella Group) Greensboro Ballet presents... "The Nutcracker" Matt Kendrick Unit (Jazz) Tumble Time Elite	11am-1pm 1pm-2pm 2pm-4pm 6pm-7pm
11/23 (Fri.)	Kings of Swing	2pm-4pm
11/24 (Sat.)	Singer & Guitarist Laura Emery Pots & Pans Jazz Quartet Music Composed while you watch by Judge Maurice Home Kevin Spargo Jazz Combo	10am-12noon 12noon-2pm 2pm-4pm 4pm-6pm
11/25 (Sun.)	Gospel Singer "Desi"	1pm-3pm
11/26 (Mon.)	Greensboro Tarheel Barbershop Chorus	7pm-8pm
11/27 (Tues.)	Pots & Pans Jazz Quartet	6pm-8pm
11/28 (Wed.)	Tom Bulmer Jazz Sextet	6pm-8pm
11/29 (Thurs.)	Greensboro Oratorio Society	7pm-8pm
11/30 (Fri.)	Singer Robin Williams Jack Wyrick Jazz Combo Pendle Hill Friends School Choir	3pm-5pm 5pm-7pm 7pm-8pm



News Release
For Immediate Release

Date: Wednesday, June 20, 2001
Contact: Shannon Davis, Assistant Marketing Director
(336) 299-9230 ext. 161
fourseas@nr.infi.net

Four Seasons Town Centre Expands "Sounds of the Season" Program

This summer is "Wild & Wonderful" at Four Seasons Town Centre. In an effort to reach out into the community, FSTC has expanded its Performing Arts Amphitheater program. **Every Wednesday, from 11 am to 12 Noon**, children of all ages are invited to participate in "Wild & Wonderful Wednesdays at FSTC."

The schedule through August 29th is as follows:

- **Wednesday, June 27th, 11 am:** Guilford Courthouse National Military Park & Tannenbaum Historic Park celebrate the 225th anniversary of the Declaration of Independence (a preview of their July 4th celebration)
- **Wednesday, July 11th, 11 am:** Greensboro Children's Museum presents an interactive display of Mr. Roger's Neighborhood
- **Wednesday, July 18th, 11 am:** Story Time with the Greensboro Public Library
- **Wednesday, July 25th, 11 am:** Greensboro's Parks & Recreation Department presents a "hands on" Karate demonstration
- **Wednesday, August 1st, 11 am:** Arts and crafts with Art Quest of Greensboro
- **Wednesday, August 8th, 11 am:** Greensboro Children's Museum presents an interactive display of Mr. Roger's Neighborhood, plus other fun activities
- **Wednesday, August 15th, 11 am:** Story Time with Greensboro's Public Library
- **Wednesday, August 22nd, 11 am:** Greensboro's Parks & Recreation Department TBA
- **Wednesday, August 29th, 11 am:** Arts and crafts with Art Quest of Greensboro

Press releases were sent out once a month detailing the "Sounds of the Season" schedule. A press release describing the Wild & Wonderful Wednesday schedule was also utilized.



October 1, 2001

**Holiday 2001 Amphitheater Performance
At Four Seasons Town Centre**

Dear Educator:

It's hard to believe, but the Holiday Season is just around the corner! At Four Seasons Town Centre, we are already making plans for the Holiday Season and we would like those plans to include your students!

Four Seasons Town Centre is currently scheduling Holiday performing groups! The Performing Arts Amphitheater in the center of the mall on Level One can seat 200 and comes equipped with a state-of-the-art sound system. Now all we need are the talents of your school's musical, choral, dance, drama, and instrumental groups to fill the mall with the sounds of the Holiday Season! It's a wonderful way for music/dance/drama students to gain valuable performance time as well as a fun field trip for the students and their families.

Name of School / Church: _____

Contact: _____

Telephone: _____

Type of Performance: _____

Number of students / members: _____

Will you need a piano? yes no

Will you need to use a cassette or CD? yes no

Will you need microphones? yes no

Times and Dates Preferred: _____

Any additional information we should know about your group: _____

OCT-17-2001 11:10

P.01

**Holiday 2001 Amphitheater Performance
At Four Seasons Town Centre**

Name of School/Church: South Fork Elementary

Contact: Brenda Herman / Mary Epperson

Telephone: 336-774-4664 Fax: 336-774-4666 E-mail: _____

Type of Performance: Chorus / Jump Rope Club

Number of students / members: 40

Will you need a piano? yes no Chairs? yes no

Will you need to use a cassette or CD? yes no

Will you need microphones? yes no How many? (we have four)

Times and Dates Preferred: Dec. 12 12:00pm

Any additional information we should know about your group:
We loved coming last year. Thanks!

gh Monday, December 24th
1 7 pm, on the hour only, and
n" form with this letter - please
groups. Remember, each group
li) so that we can make sure that
a mail, fax, or email as follows:

299-9230 x 161
86-299-9969
fstcsd@bellsouth.net

son filled with music and more!

Sincerely,

Shannon Davis

Shannon Davis
Assistant Marketing Director

- We only schedule performances on the hour, and on a first come first served basis.
- We do not have risers, nor do we allow them to be brought into the Performing Arts Amphitheater.
- All performers are required to provide someone to change tapes or cd's during performance if needed.

400 Four Seasons

Letters were sent to teachers at every public school, private school and preschool in Greensboro inviting them to perform in the Performing Arts Amphitheater during the Holiday Season.

April 22, 2002

Shannon Davis
Four Seasons Town Center

Dear Shannon:

GREENSBORO
BALLET
on the move

Greensboro Ballet is finishing up its 2001/02 Season. We are proud of the work we have done this year, and despite funding constraints and concerns, we are looking forward to an exciting performance season for our company and a fruitful year of study for our students enrolled in our school of classical ballet.

One of the things that helped us have such an exciting season this year is the opportunity you gave us at the Amphitheatre at Four Seasons. With the captive audience, the lovely performance site, the technical assistance offered by you and your staff, the free advertising of the event, we had several opportunities to educate the public about our performances and teaching programs. The Amphitheatre gives us the perfect venue for offering "teaser" performances to potential ticket buyers. The convenience of the setting allows passers by to stop and watch us for a short time and then go on about their shopping. During performances we look up and see that not only are the Amphitheatre seats full, but crowds are lined up along the balconies and watching us from there as well. It is a fun experience for us and for the audience as well.

With all that you have offered us last season, I am looking forward to booking dates at the Amphitheatre for the 2002/03 season. I have some ideas for new performance projects and will be calling you soon to set up a meeting. In the meantime, I want to express again how much your generosity in letting us perform there has meant to us. I know that it has enhanced our image in the community, helped us develop our audience and given us a performance venue we would not have otherwise.

Sincerely,



Maryhelen Mayfield, Director
Greensboro Ballet

Keep rent rates low for Greensboro Ballet

Recently, members of the Greensboro City Council passed their budget, which included charging tenants of the Greensboro Cultural Center a monthly rental fee of 50 cents per square foot. They alluded to the fact that this was only a starting point. It may go up in the future.

This may not seem like a lot, but to a struggling arts company, it's scary news.

Greensboro Ballet resides in the Cultural Center. I was a board member from 2000-2002 and my daughter is currently a company trainee. Greensboro Ballet has provided her with a comprehensive dance education — applicable to any dance training center anywhere in the world.

The school and teaching methods have also taught my daughter life skills. Today she is hard-working, disciplined and a classically trained ballet dancer.

Greensboro Ballet gives back to our community in so many ways. Among its contributions during this year:

- Dance in the schools — 17 performances for elementary students, as well as offering "The Nutcracker" to 2,400 children every year.
- Outreach Program — 21 performances at retirement communities.

- Scholarships — Greensboro Ballet offered a total of \$17,000 in scholarships. The school director volunteered his time to teach both a boys and a young men's scholarship class.

Please, citizens of Greensboro and City Council of Greensboro, keep the Cultural Center's rent as low as possible so that Greensboro's children of the future can learn, flourish and soar.

Margaret Massagee
Greensboro

This newspaper article highlights just one example of a struggling arts organization in Greensboro. The Greensboro Ballet performs several times a year at the mall. Four Seasons Town Centre buys ads in the Greensboro Ballet's dance programs in exchange for free performances in the Amphitheater.



June 20, 2002

PO Box 3321
Greensboro, NC 27402
338.274.0567
338.274.1774
theatre@triadstage.org

Ms. Shannon Davis
Assistant Marketing Director
Four Seasons Town Centre
400 Four Seasons Town Centre
Greensboro, NC 27407

Dear Shannon:

Thank you so much for allowing Triad Stage to showcase its inaugural season offerings in your amphitheatre over the past several months. We've truly appreciated the opportunity for broad community outreach that appearing at Four Seasons Town Centre has provided. Particularly being a brand new non-profit regional theatre, this exposure and public awareness of not only our plays, but of our brand new theatre, is invaluable. From the Triad Stage presentations during your Sounds of the Season programs, to allowing us to distribute materials and provide gift certificates for drawings in conjunction with other programming, the opportunities have been most helpful in assisting us to get the word out about Triad Stage.

Thanks again for the support that you and Four Seasons Town Centre have given us during our inaugural season. We look forward to working together with you on more creative community promotions during our upcoming 2002-2003 season.

Best regards,


Connie Mahan
Director of Marketing & Communications



May 15, 2002

Ms. Shannon Davis
Assistant Marketing Director
Four Seasons Town Centre
400 Four Seasons Town Centre
Greensboro, NC 27407

Dear Ms. Davis:

The Community Theatre of Greensboro has had a long and very positive relationship with Four Seasons Town Centre, specifically concerning its performance series. CTG has served the area for over 50 years and strives to bring the arts to all children in Greensboro and its surrounding areas. Opportunities for performance are the cornerstone of the work we do and make great strides to ensure the future of our many outreach programs. FSTC offers a wonderful performance space, a professional and helpful staff and more importantly, the ability to bring the joy of live theatre to a wide audience - thus allowing CTG to spread the message of its commitment to the community. Thank you for giving us the opportunity on numerous occasions to bring CTG to your mall to perform. We look forward to our next scheduled performance.

Sincerely,



Robert Ankrom
Director of Marketing, CTG
(336)333-7469
raankrom@aol.com

Preston Iana Artistic Director Richard Whittington Managing Director

Four Seasons Town Centre is a big supporter of the theatrical community. Local theatre companies like Triad Stage and the Community Theatre of Greensboro have come to rely on performances at the mall to help generate ticket sales for upcoming performances.

Shannon,

Sounds of the Season is an extremely good outlet for college music groups. It provides the mall with professional entertainment as well as give college music majors a chance to perform their "wares" for the community. Our group, "Pots & Pans", is a jazz group from the University of North Carolina at Greensboro. We have been playing at Four Seasons for over a year and a half and it has been an excellent experience for us in the professional music world. It has also been a good way expose our music to the general public. Everyone loves good jazz!!

Keil McMurray P&P.


Thank You

Dec 20-01

Happytown Sr. Chorus would like to "Thank you" for inviting us to sing at Four Seasons Town Center. We hope the people enjoyed the music as much as we did.

"Thanks Again"
Happytown Sr. Chorus
Ray Keller Senior Center

More than 300 groups have performed in the Performing Arts Amphitheater from January 2001 to May 2002. Many groups have been "scouted" in the Amphitheater and hired to play at other places.



All Seasons. Ever



Comment Card

If you have an exceptional experience or if you are not satisfied with your visit for any reason, we would like to know. Simply complete this comment card.

Name: Bob and Esther Osman

Address: 3504 Flint Street

City: Greensboro State: NC Zip: 27405

Phone: (336) 540-0426

Comments: We come to the mall

every Saturday to hear the music.

We really enjoy the variety.

Thank you for providing this free
program.

Would you like a response to your comments?

You may also contact Jason Whitley, Mall Manager
at 336-299-9230 x149.

Shoppers enjoy the "Sounds of the Season" series. Many come to the mall each week just to see the performances.