



November 1, 2011

## *An Open Letter To Our Customers Regarding Price Increases*

The announcement of price increases comes with mixed emotions for me. A unique blend of fear and hope has led to many sleepless nights leading up to this decision. While I know that price increases are never welcomed news, I do hope that you choose to read this letter. By the end, I believe I can provide justification for the increase and maybe, just maybe, instill confidence that the theatre is operating stronger than ever.

- 🎬 First, I want to explain where and when the change is occurring. Starting on January 1, 2012, the prices for the Great Cheap Date and Who Needs A Date will be increasing to \$32 and \$10, respectively. This represents a \$1.00 increase per person. *Our ticket prices will remain the same (\$3 matinee, \$6 evening).*
- 🎬 As any of you who have gone grocery shopping lately know, food is expensive. In a nutshell, that is the reason for the price change here. I have seen steady increases on most of our food products since taking ownership in June of 2009. One example is nacho cheese. It has increased from \$79 to \$101 per case, a 27% jump. While I have been able to absorb these increases thus far, I have realized if I want to continue to improve the theatre for all of us and secure a long-term future, prices must change.
- 🎬 I have been very blessed with a lot of success here over the past two years, and I have all of you, faithful customers, to thank. Those successes have allowed me to make significant changes and improvements at the theatre. I do not want to provide you with a list of the upgrades that have been made, but do take a minute to stop and think: look at our lobby, listen in the theatres, think of how you paid (credit cards anyone?). This is all fantastic news, but there is still one major upgrade that needs to be made before the long-term future of the theatre is protected - digital projectors. According to the most recent professional estimates, I have around 12-15 months before 35mm film is no longer a viable option. Please do not worry, I am already in the process of securing financing. I am mentioning it only so that you understand why I can no longer absorb the food cost increases; I promise each and every one of you that the Westwood Plaza Theatre & Café will be showing movies for many, many years to come.

The fact that you were willing to continue reading past the words "price increase" provides a great deal of encouragement to me, thank you. I hope I have shown why the prices must change, but if you are unsure or have any lingering questions, seek me out and talk to me. I welcome and genuinely value your opinion.

Lastly, if after reading this, you are proud of what we have achieved thus far, and feel hope for where we are going, share it. Whether it's with our staff, your family and friends, or even a stranger, tell the world how great a place the Westwood Plaza Theatre & Café is. Past successes beget future ones, and because of you our future is very bright indeed.

Sincerely,

Blake Fleegle  
Owner