

February 2, 2018

Dear Citizens of Madison:

I was asked by Ellen Elliot of the Penn Theatre to share with you my thoughts about the value they bring to Plymouth, Michigan. Aside from attracting hundreds of people each weekend to downtown for movies, the Penn is a source of community pride that reaches far beyond the times they are open.

The theater overlooks our central park where people come to walk, enjoy the outdoors and spend time at our fountain. The back drop of the Penn behind the park with Main Street adjacent on the east side is the visual image most people in the region have of our classic downtown.

While the movies are reasonably priced and enjoyable, it is the experience of going to the historic Penn Theatre and sense of community that makes it a unique. It is one of those theaters where people laugh out loud, cry and clap when the movie ends. They show popular films, but also have older movie series that are themed around certain holidays or children's movies in the summer. They also host our local symphony, community forums and other events during the year. All this activity makes the Penn a vital part of the fabric that makes us Plymouth.

The Penn is our primary ongoing community attraction that drew 55,000 people downtown last year, yet it means so much more to the Plymouth Community. Just the presence of a well-maintained historic theater creates an atmosphere that sets the stage for success of many businesses in the downtown and attracts residents to our community. We prominently feature the Penn in our marketing and through our large social media presence. Postings about the theater receive some of our highest response rates.

I hope as your community considers how to preserve your theater, you look at the successful financial model of the Penn and consider the other benefits it can bring to Madison.

Sincerely,



G. Wesley Graff
President
Plymouth Community Chamber of Commerce