

# **Strand Theatre Shelbyville, Inc.**

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*Articles prior to December 5, 2018*

## **Strand Theatre Weekly Email: February 22, 2013**

Written by David on February, 22 2013

We had a wonderful time last weekend listening to Kit Haymond and Pressed In Black. His group has grown musically and put on a great show. The Acoustic Experience opened the show and provided a perfect introduction to Kit's music. Thank you to all the volunteer musicians who gave their time and talent to help support the Strand!

After the concert we gave our very first tour of the lodge hall above the stage. It was dirty, but the 4 people who toured got to step back in time. This was at the request of Rockphoria drummer Jim Whitacre. He also gave thumbs up to the show. He wrote; "I've been playing for over 40 years and Kit Haymond is special. He writes, produces and performs very good material." Next time you are at a show and don't mind a little climbing and getting dirty, we would be happy to take you upstairs too!

This week we did something new. Communication is important to us. These weekly emails hopefully keep you informed about the Strand. We have no secrets and strive to make you the expert. We have always written and sent these in plain text. These aren't intended to be flashy or fancy. They keep you informed. This week we put flashy and fancy into our emails (sound like a couple of horse names!). We did our first ever email marketing for the upcoming Bob Zany comedy show. We partnered with a wonderful company Vertical Response. This company has provided the Strand the ability to send target email marketing in an HTML format. They will also maintain our email lists for this type of advertising. They are doing this at no cost to the Strand. Thank you Vertical Response!

If you purchased tickets on-line for a previous show, you will get this marketing email. We are not sending these to our regular email list. We believe our core list is to keep you informed of the progress of the theatre, not solicit you to buy tickets. We are working on a procedure to allow us to add names to the marketing list. Once we figure it out we will let you know. Until then, we'll put a link to the special email on our web site.

Did anyone notice the ice? We did. So did our upstairs offices. We found that we need to re-seal our renovated windows. They are letting a little too much moisture and wind get through. These are from 1916, so we will give them the benefit of the doubt and do our maintenance!

Tonight is Friday Night Frights. Our film selection committee has two classics for the FNF audience. We will be showing the LAST WOMAN ON EARTH and FANGS OF THE LIVING DEAD. The show starts at 8:00pm and is only \$5.00.

This weekend comedy returns to the Strand. Bob Zany will perform starting at 8:00pm. Bob is ready, the Strand is ready, Indiana Downs (who provides the bar!) is ready....should be a great show. Advanced tickets are \$15 and \$20 at the door. Hope to see you there.

The Strand is getting ready to start working on our renovation plans. It is just difficult to do things during the winter bad weather. Our projects will be fun. Our work sessions will be starting soon.

Thank you for all your support. This past week the Strand has worked with two other theater projects. Both are amazed at what we have accomplished. This is because of the support of our community and you. In many ways the Strand is a "Field of Dreams - build it and they will come." There is truth to that...the Strand was founded to fill a void in our community and quality of life. Hopefully we help do that each and every week. Hope to see you at the Strand!

**Images on this post:**

