



88 VILCOM CIRCLE, SUITE 100 • P.O. Box 3300 • CHAPEL HILL, NC 27514 / 27515-3300
919/968-4811 • FAX 919/968-3748

AGENDA #3a(4)

September 04, 2003

Mayor Kevin Foy and Town Council Members
Chapel Hill Town Hall
306 North Columbia Street
Chapel Hill, NC 27516

Dear Mayor and Council Members,

This summer, it has come to my attention that you acted on our request for support for the burgeoning Carolina Performing Arts Series by not including it in this year's budget. I understand your concern for a sound fiscal policy and assume it to be the likely cause for you to not accept something new at this time.

In the event that this year's actual experience should turn out to permit some flexibility, and that the \$30,000 request would not be ruinous to the budget, I ask that you reconsider the proposal this year.

While I believe that such a grant will have multiple benefits that make this amount worthwhile, I will appreciate your consideration for a reduced amount if you believe that the entire amount cannot be approved at the moment.

I believe the grant request makes the case sufficiently that I will not burden you with it here. However, please allow me to review what I believe are the most compelling reasons for my support:

- At this very exciting time of UNC's growth, the new arts common will be anchored on one end by our downtown and the other end by Memorial Hall. It will be the most highly visible connection of downtown to UNC. It presents a special opportunity for us to support a town-grown project that benefits both UNC and downtown Chapel Hill.
- The community supports it. Memorial Hall will be a new showcase as the *first* project to be funded as part of the \$500 million that UNC will receive from the bond issue. We raised \$5 million of the necessary \$15 million in a funding

campaign that was broadly supported in the community and was predicated as a significant improvement in the performing arts' experience.

- Memorial Hall will be approximately the same size, with a slight reduction in the number of seats. Ticket sales alone cannot support an upgraded arts' experience. Outside support will be required to improve the performances appropriate to the improvement of the venue.

I welcome the opportunity to visit further with you if you wish. Thank you for your consideration in supporting the arts in our community and this extraordinary opportunity to leverage these dollars to such a broad benefit.

Sincerely,



Jim Heavner
Campaign Co-Chair
The Memorial Hall Transformation Committee