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American Players Theatre: 'trying Not To Panic'

Wisconsin State Journal :: CAPITAL REGION BUSINESS JOURNAL :: 5

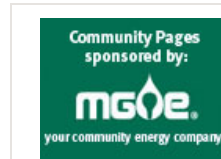
Monday, September 1, 2008
Ellen Williams-Masson

All







the world's a stage, and the economy is more than a bit player at the American Players Theatre in Spring Green, where ticket sales have been down as much as 10 percent some weeks this summer.

Sara Young, director of communications, said the theater is "trying not to panic" and react too quickly by slashing prices, which would undercut their preseason discounts for loyal customers.







"The biggest thing we are doing is planning ahead and taking the economy into account for next season by modifying our income expectations," Young said. "We have ramped up our in-season promotions in the last three years or so ... to keep APT fresh in the minds of the audience."



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