

Jim Lucas
West Division Manager
Carmike Cinemas

Mr. Lucas,

My name is Chris Koetter. I would like to take just a moment of your time to discuss the conditions of a Carmike theater in Wichita Falls, Texas.

Let me start by saying that I am a freelance online contributor for NewsTalk 1290AM's (KWFS-AM) website and that my opinion does not necessarily reflect the opinion of the station. Having said that, on the evening of May 22, 2014, I was prepared to watch "X-Men: Days of Future Past" on it's opening night. I checked the listings online and found that the film was playing at Carmike Sikes Ten theater inside Sikes Senter Mall. It is a well known, and somewhat disappointing, fact that when a film is shown at Sikes Ten many residents of Wichita Falls decline to see the movie due to the conditions of the theater. I am no different and declined to watch X-Men on it's opening night.

I am writing you today to express the concerns of your patrons for which I polled in an online article. The post generated an immediate response among our residents, garnering one of the largest responses to any of our online polls, ever. The post reached almost 5,000 people within 5 days and nearly 2,000 people voted in the poll that we posted. That is 2% of our city's population, a better turnout than some of our city/county elections.

The chief complaints of the facility are mostly relegated to the condition and cleanliness of the building. Comments include complaints of excessive foul odors, dirty floors, broken seats, torn/stained movie screens. Another issue that was common was the lack of stadium seating. Issues with poor customer service were also mentioned, but were generally handled with refunds or free movie tickets.

I asked our readers what should be done with the theater. The results are below:

- 55.92% (1,082 votes) Remodel it to be on par with modern theaters.
- 38.09% (737 votes) Close it and open more modern cinema outside of the mall.
- 3.1% (60 votes) Ignore it and never go there again.
- 2.33% (45 votes) Other: LEAVE A COMMENT!
- 0.57% (11 votes) Nothing! I LOVE the mall movies!

Total - 1,935 votes

As you can see Mr. Lucas, even though the theater has issues, the majority of voters still want the theater in the mall. It is true that there is another cinema less than 2 miles away, Cinemark 14 in Parker Square, that is much newer than your facility. The Cinemark was built roughly 7 years ago while Carmike Sikes Ten was built well over 30 years ago. There have not been any major renovations (to my knowledge) within the last 25 years to Sikes Ten.

I humbly ask you to please consider looking into renovations at Sikes Senter. Your patrons will return the favor and enjoy going to the theaters once again.

I look forward to your response, as do our readers and our city's movie fans.

Thank you,

Chris Koetter