

The Carolina Theatre of Greensboro

Critical Statements

Mission

Presenting Arts. Preserving History. Promoting Community.

Diversity, Equity, and Inclusion

Built in the 1920s, the Carolina Theatre has adorned our community for nearly a century. Once billed as “The Showplace of the Carolinas,” it has seen tremendous highs. But it also has experienced shameful lows—most notably, the segregated balcony, which was a product of racism and exclusionary practices against Black Americans. Although it was integrated in June 1963, the legacy of that balcony affects us even today.

The Carolina Theatre now stands as an example of how performing arts can unite a community. Our space is for people—all people. We want them to come as they are, and as themselves, to experience the best in music, dance, theater, and film. And we celebrate those great Americans who moved us closer to the nation we claimed to be at our founding, by embodying their ideals of equality, equity, and empathy. These principles guide our day-to-day work. From our leadership, staff, and volunteers to our audiences and programming, our commitment to diversity, equity, and inclusion is steadfast. We strive to improve every day because our community deserves our very best.

Purpose

The Carolina Theatre provides a cutting-edge performance, film, and rental venue, housed within a century-old vaudeville theater. We work tirelessly to preserve our unique and architecturally significant building while also providing performers and audiences with a state-of-the-art entertainment facility. We partner with multiple community organizations to provide diverse programming and valuable educational opportunities. In short, we are committed to enhancing downtown Greensboro by offering incredible performing arts programming while, at the same time, serving as stewards of our landmark building.

Vision

The Carolina Theatre strives to be our community’s preeminent local performing arts center. We provide a high quality, flexible space for performances, gatherings, and films, while serving as an anchor for a vibrant downtown entertainment district. With sound leadership and wise investment, the Carolina’s Board and staff will assure long-term financial stability by bringing together diverse audiences to experience a wide spectrum of the performing arts. We will continue to partner with organizations across our community to enhance arts education and participation. But, above all, we want to remain a place where all people feel welcome as they are; a place where people know they will enjoy moving artistic performances; a place where people feel uplifted as soon as they enter; a place people leave with a deeper appreciation for the performing arts.