



Po Box 11, Talent, OR 97540, 541.535.3837

February 5, 2016

Dear Legislators,

The Talent Chamber of Commerce supports the Holly Theatre restoration and asks you to support the request currently pending for funding of this important project.

The Holly Theatre will be a strong economic driver that supports business and brings vitality to many sectors across the entire Rogue Valley region. Directly driving more than \$3 million of additional spending into the region's economy and creating more than 87 full-time equivalent jobs in the Valley, the Holly Theatre will directly benefit each community in our area.¹ As a region that relies on tourism dollars, having the largest indoor concert and event space between Eugene and Redding, California—a third larger than the next largest venue—will allow us to bring new programming to the Valley that can attract or keep a visitor in our towns for another day bringing roughly 10,00 overnight guests to the Valley.²

It is also important to mention long-term sustainability in any capital project. The organization behind the Holly Theatre restoration has a 12-year history of operating a similarly sized venue in a similarly sized rural community. Financially one of the most successful historic venues in the country, their Cascade Theatre has operated without need for annual foundation, private or government funding making it fully self-sustaining.³ Projections for the Holly Theatre show that a similar business plan will be successful here in our region.⁴

We urge you to support this project in traditionally under-served Southern Oregon.

Sincerely,

Gretchen Hartrick

President

Talent Chamber of Commerce

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¹ Americans for the Arts "Arts and Economic Prosperity IV" study

² Carpenter Foundation study of sister theater (Cascade Theatre, Redding, CA) programming and zip code analysis of ticket buyers

³ Audited financials

⁴ Ten-year Holly Theatre business plan and income projections, based off of actual data from Cascade Theatre, Redding, California (Redding is a smaller metro area in population than Jackson County, Oregon with more large venues providing direct programming and rental competition than is the case in Oregon's Rogue Valley)