



February 5, 2016

Dear Legislators,

The Ashland Chamber of Commerce supports the Holly Theatre restoration and asks you to support the funding request currently pending in this session of legislature.

The Holly Theatre's restoration will be a strong economic driver that supports business and brings more vitality 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 benefit each community in our area.¹ As a City that relies of tourism dollars, anything that can attract or keep a visitor in our region for another day is a huge benefit. The Holly Theatre will be the largest indoor concert and event space between Eugene and Redding, California—a third larger than the next largest venue—and allows us to create new programming in the Valley that will bring roughly 10,000 overnight guests to the region.²

With a 12-year track record of successful operation in an even smaller region, the Holly Theatre's team has a proven track record of successful in-the-black operation without annual foundation, government or private support³ 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 for the benefit of Southern Oregon.

Sincerely,

Sandra Slattery
Executive Director
Ashland Chamber of Commerce

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 Country, Oregon with more large venues providing direct programming and rental competition than is the case in Oregon's Rogue Valley)

Ashland Chamber of Commerce and Visitor & Convention Bureau

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