



CALIFORNIA OREGON BROADCASTING, Inc.

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Dear Legislators,

As a Medford business owner and community supporter, I'm proud to be a donor to the restoration of the Holly Theatre and ask you to support the request currently before you for funding for this worthwhile project.

The Holly Theatre is a beloved community asset that has been boarded up and unproductive for decades. A restored Holly should add more than \$3 million a year to the local economy and create more than 87 much needed full-time equivalent jobs in the region¹. For a region dependent on tourism for much of its income, adding to the richness of our arts community and the wealth of reasons to live, work and visit the Rogue Valley is a very positive step. Expected to attract 10,000 out of town guests a year, it will also be a driver of hotel nights and other tourist income.²

Additionally, I want to mention that the nonprofit organization behind the restoration and operation of the Holly Theatre has 12 years of experience operating a similar venue (the Cascade Theatre) in a similarly sized and isolated community (Redding, California). That project has been responsible for helping to transform Redding's downtown into a vibrant place and the theater has been operating in the black every year without fundraising in the community or asking for government or private funding.³

I urge you to lend your strong support to this badly needed community asset in Medford, Oregon.

Sincerely,

Patricia C. Smullin



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

² Zip code analysis of sister theater's ticket buyers in Redding, California (Cascade Theatre)

³ Audited financials