



June 26, 2018

Dear Mayor Smith and DeKalb City Council Members:

The DeKalb County CVB would support measures to ensure that the Egyptian Theatre could be open year-round to grow their programming and event hosting capability, which will increase the economic impact they have on our area. Recently, the Egyptian Theatre was awarded the well-deserved distinction of being one of the Top 20 architectural structures to see in Illinois from the Chicago Tribune.

The Egyptian is the largest foot traffic generator in Downtown DeKalb. Currently, it is closed in the summer months due to lack of air conditioning.

More than \$2 million in direct economic impact can be attributed to the Egyptian Theatre. Summer programming can only add to the revenue they generate. The Egyptian Theatre is the heartbeat of DeKalb. It draws 30,000 people to our area each year. Roughly 60-70% of those people are visitors that come from outside of DeKalb County. Recent programming puts them on track to draw 40,000 visitors annually.

On average each event that is hosted by the Egyptian Theatre will generate an additional \$40 in spending from visitors, which doesn't include the price of the event ticket. Our area benefits with overnight hotel stays and foot traffic in downtown DeKalb. from many of the regional/national bookings.

The Theatre generates an estimated \$2 million for the community on an annual basis at present. That could be considerably more if the theatre was able to operate year-round. Currently, it closes for 2-3 months during the summer due to the lack of air conditioning and extreme heat.

We could easily increase the number of visitors that would generate revenue for the area increase by 10-40% if we invest money to maintain, enhance and operate the Theatre year-round.

We encourage you to consider supporting additional funding for the Egyptian Theatre so that it will have an even larger ability to generate revenue for our downtown businesses and the region.

Respectfully,

A handwritten signature in black ink that reads "Debbie Armstrong".

Debbie Armstrong, Executive Director

DeKalb County CVB