



NORTHERN ILLINOIS UNIVERSITY

Center for Nonprofit and NGO Studies

DeKalb City Council
DeKalb Municipal Building
200 South 4th Street
DeKalb, IL 60115

June 18, 2018

Dear DeKalb City Council members:

I am writing to support the Egyptian Theatre's request for \$2.5 million in funding from the City of DeKalb. I support their request for the theatre's contribution to DeKalb's economic and cultural life and for the many connections that the Theatre has with Northern Illinois University.

The Egyptian Theatre brings economic value to the community, particularly in the form of foot traffic in the downtown area. This foot traffic benefits local businesses and contributes to tax revenue for the city. The Egyptian Theatre brings in audience members from outside the city, thereby bringing in revenue instead of just diverting revenue from one form of local consumer spending to another.

The theatre estimates that they have a \$2 million direct impact on the community each year in terms of income brought into DeKalb from outside the region. This estimate seems reasonable given the large attendance they have at various events.

The Egyptian Theatre also brings a unique cultural contribution to DeKalb. From their beautifully restored architecture to the interesting and varied acts they bring in, the Egyptian Theatre provides a great source of arts, culture and entertainment to the residents of DeKalb. Installing air conditioning would allow them to install the Wurlitzer Organ that they have already received through a donation, thereby completing the restoration of the theatre to its original state and adding to the artistic value of the venue.

Finally, the Egyptian Theatre works in close partnership with NIU in a number of ways. The Egyptian hosts two annual NIU film festivals, a variety of NIU visual art shows, an annual athletics award event, and performances by the NIU Jazz Band. The Egyptian also hosted the College of Visual and Performing Arts' first-ever all-college convocation in 2017. NIU values its partnership projects with the Egyptian Theatre and adding air conditioning would increase the ability of our organizations to work together.

The Egyptian Theatre is a great example of how a nonprofit can add to the cultural life and economic health of a community, and installing air conditioning would greatly increase this value. We therefore strongly support their request for funding for air conditioning installation.

Sincerely,

Christopher J. Einolf, PhD
Director, Center for Nonprofit and NGO Studies
Northern Illinois University

Your Future. Our Focus.