

DEKALB CHAMBER OF COMMERCE

164 E. Lincoln Hwy., DeKalb, IL 60115



June 28, 2018

Egyptian Theatre
Alex Nerad
135 N. 2nd Street
DeKalb, IL 60115

Dear Alex,

The Egyptian Theatre has been a tremendous asset to the DeKalb Community for a long time. The location of the theater in downtown DeKalb provides as an anchor for people to visit from within the local community and from all over the region.

The increase in the number of shows on your schedule has been outstanding and provides even more support for the success of the local businesses. We continue to hear from many of the downtown merchants and area restaurants that when the Egyptian Theatre has events going on, they see an increase in traffic. Our members want to see the Egyptian Theatre schedule full throughout the year. This traffic provides a domino effect for the entire community as it keeps dollars local and brings visitors to our community that add to the dollars spent in our community.

The more business we can bring to our community, the greater our entire business community will be. This will also help with the probability of increased jobs, business expansions and new businesses looking to be in DeKalb. The economic vitality of our entire community needs to build on the current positive trend that we're seeing and now is the time to move forward with improvements to provide additional activity.

Continuing to make the Egyptian Theatre a year-round asset to DeKalb requires air conditioning which will allow for events in the warmer months. Being a city that is greatly driven by the activity of university students, the summer months can be difficult to sustain due to the loss in summer population and business. Providing shows that drive more people to the area and keep our locals from spending money in other communities that offer this type of entertainment is an obstacle that we must overcome.

Partnerships are key to get the most out of what we have in DeKalb. The DeKalb Chamber of Commerce and Egyptian Theatre have worked together for many years and we look forward to continuing that relationship for years to come.

If you have any questions or need any additional information, please feel free to contact me directly at 815-766-3641 or via email at matt.duffy@dekalb.org.

Regards,

A handwritten signature in black ink, appearing to read "Matt Duffy", is positioned above the typed name and title.

Matt Duffy
Executive Director
DeKalb Chamber of Commerce

Strategic. Responsive. Collaborative.

815.756.6306 | chamber@dekalb.org | www.dekalb.org