



July 16, 2018

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

Dear Alex:

As you know, the DeKalb County Economic Development Corporation (DCEDC) is a Public/Private Partnership dedicated to expanding and diversifying the economy of DeKalb County. DCEDC recently completed the *DeKalb County Thriving!* Comprehensive Economic Development Strategy (CEDS Plan) outlining goals and strategies for growing the local economy over the next five years. Goal 4 of the CEDS Plan is to "Brand and promote the 'DeKalb County Experience' that focuses on the county's unique assets." Further, Strategy 3 of this Goal is to "Increase awareness of our arts, culture, and entertainment."

As a live performing arts venue, the Egyptian Theatre is a significant component of the DeKalb County Experience. DCEDC believes that the increased use of the Egyptian Theatre will contribute to strengthening the awareness of DeKalb County's distinctive arts, cultural diversity and entertainment attractions.

Beyond awareness, the Egyptian Theatre is a major economic generator. The Theatre reports that it now serves 40,000 patrons that contribute over \$2 million each year to the local economy. Downtown restaurants attest to the Theatre's positive impact on traffic and revenue, while lamenting the lack of traffic during the summer. With year-round operation, it is estimated that the Theatre would serve 54,000 patrons contributing over \$3 million in annual economic impact.

For these reasons, DCEDC strongly encourages the use of public/private financial partnerships to invest in the installation of air conditioning to expand the Egyptian Theatre to year-round operation.

Sincerely,

A handwritten signature in black ink that reads "Paul J. Borek".

Paul J. Borek
Executive Director

DeKalb County EDC
421 N. California Street, Ste. 200 Building 1B
Sycamore, IL 60178
815-895-2711 (phone) · 815-895-8713 (fax)

A handwritten signature in black ink that reads "Charles C. Kaiser".

Charles C. Kaiser
DCEDC President

dcedc.org

bottom line period