

March 9, 2023

Oregon Parks & Recreation
Main Street Grants Program
Attn: Kuri Gill, Grants & Outreach Coordinator

RE: Support for Oregon Main Street Revitalization Grant from the Downtown Medford Association/Historic Holly Theatre partnership

Dear Ms. Gill,

Southern Oregon Regional Economic Development, Inc. (SOREDI) is pleased to offer our letter of support for funding of the Historic Holly Theatre in downtown Medford. This project addresses two key initiatives identified in our 2020-2025 One Rogue Valley Comprehensive Economic Development Strategy (CEDS): Tourism and Placemaking.

INITIATIVE 4. TOURISM Support the organizations and places that strengthen the tourism and experiential environment in Southern Oregon.

- 4.1. Support initiatives to expand tourism in Southern Oregon.
- 4.3. Leverage the region's thriving arts and culture industry to promote the region's amenities outside the Rogue Valley and within the region.

INITIATIVE 5. PLACEMAKING Nurture an environment that preserves Southern Oregon's quality of life for residents, businesses, and visitors.

- 5.2. Support city-specific quality-of-place initiatives that contribute to the unique identity of Southern Oregon's communities and encourage the development of vibrant downtowns.
- 5.2.1. Support arts and cultural amenities, especially in downtowns. Encourage festivals like the Britt Music & Arts Festival and OSF to perform at alternative venues in the region (e.g., **Holly Theatre in Medford**). Events can also be held in the off-season to boost tourism resiliency (strategy 4.4.2).

Listed on the National Register of Historic Places in the Downtown Medford Historic District, the 1930 Holly Theatre is a rich piece of Southern Oregon's history. It furthers historic preservation as a civic value and creates a one-of-a-kind facility that is unique to our community. Once fully restored, it will be a significant cornerstone for Medford's downtown business district, attracting visitors, promoting business development, and creating jobs.

SOREDI and the Downtown Medford Association are active partners in achieving the Medford 2040 Vision. Funding for this project will leverage our region's thriving arts and culture industry as well as help restore a community asset. We trust that you will consider this letter of strong support and agree. Thank you.

Sincerely,



Colleen Padilla, Executive Director

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