



February 18, 2025

Dear Chair Nguyen, Vice Chair Diehl, Vice Chair Isador, and Members of the House Committee on Economic Development, Small Business, and Trade,

I am writing to ask that you vote YES on HB3191 for funding of the CREF (Cultural Resource Economic Fund) in support of the Cultural Advocacy Coalition's slate of 14 recommended arts and culture capital projects across the state, including Salem's treasured Elsinore Theatre.

Salem is privileged to have the Elsinore Theatre as a cornerstone of cultural and historical significance. Since 1926, the theatre has made its name as "The Showplace of The Willamette Valley" by bringing top talent and cultural arts programming to the state—from the Vaudeville acts of the 1920s to hosting the Oregon Symphony of today. In 2023-24 alone, the Elsinore presented 114 diverse events. As the venue approaches its 100th anniversary in 2026, its Board of Directors and staff are planning two phases of much-needed improvements to "Usher in Our Second Century" by both honoring the history of the building with recreations of missing architectural elements and making much needed auditorium renovations to keep the venue relevant and meet the expectations of today's patrons.

The Elsinore Theatre plays a vital role in attracting people to Salem and showcasing events that enrich the lives of residents and visitors. Please vote YES in support of the Elsinore and the 13 additional capital construction projects which showcase our state's cultural diversity, create positive economic impact, and provide expanded access to the arts.

Warmest regards,

Angie Villery
President & CEO

Travel Salem markets and promotes the Mid-Willamette Valley as a premier, year-round destination for conventions, sports, events, and leisure travelers. The annual travel economic impact to the region is \$781 million generating 7,500 direct jobs. Travel Salem manages the Official Mid-Willamette Valley Visitors Center located at 630 Center St. NE, in downtown Salem, and seven satellite information locations along with the robust TravelSalem.com.