

February 13, 2012

To the members of the Commerce Committee,

I am writing on behalf of the 275 property owners in the Town Green Special Services District, Downtown New Haven's business improvement district. We are in full support of the State bonding money for the Shubert Theater's much needed renovations. The Shubert Theater is a cultural and economic anchor for New Haven, attracting patrons from all over the region to Downtown New Haven and supporting local businesses.

When the Shubert Theater closed its doors in the early 1980s, the resulting downturn devastated the surrounding neighborhood. The theater's reopening in 1984 had, and continues to have, a positive impact for the businesses that survived that period, as well as businesses that have opened in recent years. The foot traffic created by performances at the Shubert Theater sustains hundreds of restaurants, cafes and small retailers not only during the few hours of performance, but for weeks at a time. We ask that you consider not just the box office, administrative and support staff who works at the theater every day, but also the casts and crews of up to 120 people every show brings to New Haven. These people stay at area hotels, eat at area restaurants and patronize area services for 2-4 weeks prior to the curtain going up, an impact of up to \$1 million dollars per show. The Shubert Theater brings a vibrancy and positive economic impact to New Haven, even as other cities struggle to maintain a strong business environment in this economy.

More than a cultural and historical icon of New Haven, The Shubert Theater is a regional attraction worthy our collective investment. We encourage you to pass the legislation necessary to fund the Shubert's renovations.

Thank you,

Gregory Pepe, Chairman
Town Green Special Services District