



February 10, 2015

To: City of Tucson Bond Advisory Committee

From: Glenn Grabski, SMG- Tucson Convention Center

RE: Proposed Bond / Tucson Music Hall, Leo Rich Theater

The bond which is being considered to benefit renovations to the Tucson Music Hall and Leo Rich Theater would not only go a long way to restoring these two architectural gems to their former glory but would be paramount in attracting new programming as well as servicing the existing clients and patrons.

TCC's competition to attract events is not only with other local venues but with venues in markets across the country, and that competition is fierce. Attracting top entertainment requires facilities that are not only attractive to the show and ticket patrons but are operationally up to date.

An entertainment complex, such as the TCC, is a catalyst in attracting economic traffic to the entire surrounding area. The effect of this catalyst is most effective when the venues are busy with diverse options for the public. Although many see these facilities only as performing arts venues, the truth is that they serve many genres of clients and TCC's economic growth will depend on expanding that base even more.

Thank you for your consideration with this important economic initiative.