



ZERMATT  UTAH

May 12, 2021

**TO WHOM IT MAY CONCERN
SUPPORT FOR A PERFORMING ARTS CENTER IN MIDWAY CITY**

I can only speak directly for Zermatt, but I believe my views accurately represent the resort operators which are the largest private employers in Midway and the Heber Valley.

Is there a need for a viable performing arts center in Midway? The answer is an unequivocal, yes. Should the PAC be located at the proposed site within the European Village concept on the Main Street side of Memorial Hill? The answer is an unequivocal, yes.

This initiative will provide a significant contribution to the viability of Midway City's entire economy, including the resorts.

It must be common knowledge — certainly in Council circles — that Midway's two major resorts have been struggling for years to maintain profitability. This is largely due to the lack of destination amenities in Midway. The destination-quality PAC will certainly attract many new overnight stays, helping to bridge the occupancy gap. Yes, there will be more day visitors too, but overnight stays in hotels have a demonstrable impact on increased spending at other local venues. The PAC means an improved tax base for Midway City, along with an energetic uplift to the local entertainment and retail scene.

I would be happy to discuss the PAC in the context of its economic impact on the resorts and Midway City in more detail at any time, with Council members, or with other interested parties.

Very truly yours,

Peter R. Rancie

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