

June 17, 2021

Dear Mayor and City Council Members,

I am writing in support of the Midway Arts Center. There are several reasons that I see as a benefit to our community.

First and foremost is that art is an important aspect of all of our lives. All people benefit by art and the ability to see things from a different perspective. The performing theatrical arts are a unique form of entertainment that allows actresses and actors to interact with the audience which is something Hollywood cannot replicate.

Second, as far as I am aware this arts center is not asking for public funds to support the land purchase, building construction or ongoing expenses. Where we already have plenty of demand for our tax dollars, it is refreshing to see someone trying to do something of this nature that does not expect or demand funding.

Third, I have been to several of HVA performances and I will say that they desperately need a permanent location for rehearsal and set builds. I'm not quite sure how successful any operation of this nature can be when they have to contend with inclement weather or shared space. A dedicated facility will definitely enhance their ability to produce high quality entertainment.

Fourth, I've heard and must agree that Wasatch County needs more things to attract visitors. As I have talked to venue operators, the common message is that the more Wasatch County has to offer the more visitors it will attract. Since Midway in particular is interested maintaining the resort tax benefits, you should be looking at whatever means possible to attract more visitors and potentially more overnight lodging. Helping Zermatt and Homestead to be successful will definitely benefit Midway.

Fifth, the developer of this parcel of land will build something in this location regardless of what you decide. I think it is in the community's best interest to allow this development as opposed to additional housing.

Sincerely,
Marilyn Crittenden