



**REPRESENTATIVE SAL ESQUIVEL  
OREGON HOUSE OF REPRESENTATIVES  
HOUSE DISTRICT 6**

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**CONTACT:** Preston Mann  
503-986-1009  
[preston.mann@state.or.us](mailto:preston.mann@state.or.us)

**Representative Sal Esquivel Helps Secure State Funding For Historic Holly Theatre  
Restoration Project**

*Funds Will Be Used To Rehabilitate National Register Building, Benefit Southern Oregon  
Economy*

**Salem, OR** – The Oregon Legislature’s Capital Construction Subcommittee has approved a \$1 million appropriation for refurbishing projects at the historic Holly Theatre in Medford, OR. The funds were requested by Representative Sal Esquivel (R-Medford), along with several other southern Oregon area legislators.

“The Holly Theatre is an incredible asset to the entire southern Oregon region,” said Rep. Esquivel. “I’m very pleased that we were able to secure funding for a portion of the rehabilitation project and I look forward to the Holly once again becoming a destination for Oregonians seeking affordable entertainment, as well as bringing new jobs and new economic development to our community.”

Built in 1930, the Holly Theatre was the first movie palace in the region designed for “talkies,” or sound film. Once restored, the theatre’s 1,003-seat auditorium will be the largest indoor concert and community event space in southern Oregon. The theatre is expected to attract visitors from around the region and offer a diverse menu of affordable entertainment options. The restoration of the Holly Theatre, which is listed as a National Register building, will be completed by the JPR Foundation, an Oregon-based nonprofit organization. It has been estimated that the Holly Theatre will bring an additional \$3 million of economic activity to the region’s economy every year and create several dozen jobs.

“Without the critical support of Rep. Esquivel, this funding allocation may have never been made possible,” said Representative Greg Smith (R-Heppner), who serves as vice-chair of the Legislature’s budget committee. “Because of his advocacy and hard work, the southern Oregon community is well on its way to restoring one of our state’s great treasures.”

The total costs associated with a full renovation of the Holly Theatre are estimated at \$4 million. A coalition of organizations including the Oregon Cultural Trust, Oregon Arts Commission, National Trust for Historic Preservation and over 1,300 local donors have already contributed more than \$2 million to the restoration project. With the Legislature’s \$1 million commitment, the Holly Theatre restoration project moves one step closer to being fully funded.

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