

SHEEP DIP, INC.



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Reno, Nevada

May 9, 2018

Re: Special Sheep Dip Show Announcement

The Board of Directors of Sheep Dip, Inc. announced that the January 11 & 12, 2019 production of the annual Sheep Dip Show will mark the end of a 55 year local tradition. The last show will be held in the Eldorado Theatre.

With much analysis, Sheep Dip, Inc. has determined that several key factors have led to this announcement. The entertainment environment has changed over the last 54 years since the inception of the Sheep Dip Show. For many years, Sheep Dip was the only entertainment in January as all the showrooms closed during that month. That is not the case today.

Sheep Dip's core audience is aging, and attempts to attract a younger demographic have not been successful. Research indicated that the younger generations including Millennials have a different focus than the content of Sheep Dip – local politics and politicians, local movers and shakers, satire, and spoofs of local businesses and government agencies. They are simply not interested, and Sheep Dip's entire premise would have to be reinvented to attract them.

Sheep Dip's pool of dedicated volunteers has shrunk over the years. Especially in the last few years, getting younger volunteers that last more than a year or two has proved to be very difficult. The current volunteers are getting weary of shouldering the entire production with no viable succession plan.

The cost of a production as lavish as Sheep Dip has increased over the years.

Sheep Dip a 501(c)(3) nonprofit corporation is proud of the over \$500,000 we have donated to scholarships and local charities over the years. Sheep Dip was intended to be a fundraiser, and that has never changed including the March 2018 award of \$5000 to the Education Renaissance of Nevada Initiative to support literacy in schools and the annual donation to the Evelyn Mount Community Outreach.

Sheep Dip is also proud that we brought something very special to our community for 55 years which gave them evenings of fun, foibles and satire.

Sheep Dip looks forward to the community joining us at sheep Dip 55, January 11 & 12, 2019 which we have determined to be our final curtain call.

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