

SAVE OUR SCREENS TEXAS

2019 U.S. BOX OFFICE

\$15+

Billion

2019 Domestic Gross
(Box Office & Concessions)

\$1.2+

Billion

Tickets sold Domestically
in 2019

40+

Thousand

Screens in the
United States

150+

Thousand

Employees Across
the Country

TEXAS CINEMAS BEFORE THE PANDEMIC



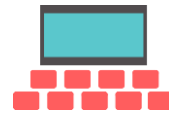
\$1.5+

Billion Industry



430+

Locations



3,900+

Screens

CINEMAS ARE REACHING THEIR BREAKING POINT

80%+
Revenue Drop
Compared with 2019

Cinemas Need Economic Relief

The movie theater industry in Texas needs help writing its comeback story. A **grant program** and **tax relief** would throw critical lifelines to help the cinema industry play an important role in the Lone Star State's economic recovery after the pandemic.

Studio heads anticipate a weekly blockbuster for 18 months straight once movie theaters fully reopen. That will only happen if cinemas can bridge the pandemic.

70%+
Face Collapse
Without Immediate Relief

Cinemas are business anchors and economic multipliers in the communities they serve. From Main Street to the state's urban centers, movie theaters (1) invigorate neighborhoods, (2) drive traffic to local business, (3) foster cultural vibrancy, and (4) create jobs in communities across Texas.