

SAVE OUR SCREENS: TEXAS

SUPPORT GRANTS FOR TEXAS CINEMAS

Texas movie theater owners and operators thank our lawmakers for their leadership throughout the COVID-19 crisis. But they need help reaching the finish line. That's why movie theater companies operating across Texas urge state and local lawmakers to support establishment of grant programs through the *Coronavirus State and Local Fiscal Recovery Funds*, established by the *American Rescue Plan Act of 2021*. Under this federal funding, state, county, and local governments are eligible to receive more than \$15 billion to respond to acute pandemic-response needs—including assistance to businesses that were disproportionately hit by the COVID-19 public health emergency. And almost no other industry has experienced more disruption than the state's cinemas.

CINEMAS ARE ECONOMIC AND CULTURAL ENGINES. From Main Street to the state's urban centers, cinemas are business anchors and economic multipliers in the communities they serve. Cinemas **(1)** invigorate and revitalize neighborhoods, **(2)** drive foot traffic to local small businesses, **(3)** foster cultural vibrancy, and **(4)** create employment opportunities in communities across the state where jobs can be few and far between.

CINEMAS EXPERIENCED UNPRECEDENTED DISRUPTION. Prior to the pandemic, the state had a robust movie theater market that generated more than \$1.5 billion in revenue in 2019. Necessary capacity limitations combined with a lack of new movie releases, however, have caused industry revenues to plunge by 80% across the nation. It was no different for Texas cinemas owners and operators of all sizes.

CINEMAS NEED HELP. There are more than 100 cinema companies operating close to 4,000 screens at over 430 locations across the state. Grant programs would throw critical lifelines to help movie theaters bridge the pandemic and contribute to the region's broader economic recovery when blockbuster movies return to our screens later this year!

NATIONAL ASSOCIATION OF THEATRE OWNERS SURVEY (DECEMBER 2020)

NATIONAL DATA

- 95% of cinemas have experienced revenue losses greater than 70%.
- 63% of cinema industry jobs have been lost to furlough or permanent layoff.

TEXAS DATA

- 4.2% of Texas cinema respondents reported 100% revenue loss; 66.7% of respondents reported 90%-99% revenue loss; 20.8% of respondents reported 80%-89% revenue loss; 4.2% of respondents reported 70%-79% revenue loss; 4.2% of respondents reported less than 70% revenue loss.
- 58% of cinema jobs lost.