

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 EXPERIENCED UNPRECEDENTED DISRUPTION

80%+
Revenue Drop

Compared with 2017-2019

Source: Comscore

CINEMAS NEED HELP

The Texas movie theater industry needs help writing its comeback story. State and County grant programs using federal funds 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!

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 foot traffic to local businesses, (3) foster cultural vibrancy, and (4) create jobs in communities across Texas.

With your support, our cinemas will continue to bring the shared cultural experience of moviegoing to our communities.

58%+
Job Loss

In TX Cinemas in 2020

Source: National Association of Theatre Owners