

Salem Cinema has been a vital Salem business and cultural treasure for over three decades. Exhibiting a diverse program of international, American, and Independent movies that five New York City theaters together couldn't manage to equal, the Salem Cinema has more than earned the right to be granted financial support. Owner Loretta Miles has made the Salem Cinema a warm and gracious gathering place for moviegoers of all sorts, especially for anyone who values first-class big screen exhibition. The community loves her and her theater.

Beyond the theater's record of service to the community that deserves financial support for the pandemic lockdown that deprived it of revenue, the Salem Cinema has been a proven source of spin-off, or ancillary, revenue to businesses and to the city of Salem. Inevitably, when my wife and I and 4 or 5 of our friends attend a Salem Cinema movie, the always-provocative screening is preceded or followed by cocktails, dinner out, and lively discussion — an evening on the town. A good deal of our money that evening is spent at restaurants and bars. The NEA has shown that for every dollar of public money expended on the Arts, \$24 –\$30 is returned to the community in the form of parking fees, bar tabs, restaurant purchases, and hotel lodgings. The Arts, and the Salem Cinema, stimulate downtown Salem life and help to infuse energy and spending in our local businesses. Financial help for small and independent movie theaters and the Salem Cinema is without question a sound financial investment that every business, and every legislator, should enthusiastically support.