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Joint Ways and Means Committee

Proponent Testimony SB 5555 (HB 3376)

John Curry, Regal

April 14, 2021

Good afternoon and thank you for allowing me the opportunity to submit written testimony in full support of including the provisions outlined in HB 3376 in SB 5555. This would help create an \$8.7 million grant program for movie theatres, starting at \$50,000 for each theatre and an additional \$10,000 per screen for theatres with more than two screens. This important legislation would provide a lifeline for movie theatre operators, whose businesses have been absolutely devastated for more than a year.

From Main Street to the state's urban centers, movie theatres are business anchors and economic multipliers in the communities they serve. Movie theatres invigorate and revitalize neighborhoods, drive much needed foot traffic to local small businesses, foster cultural vibrancy, and create employment opportunities in communities across the state where jobs can be difficult to find.

Regal proudly operates eighteen movie theatres in Oregon. Prior to the pandemic, our theaters employed ~750 Oregonians and welcomed thousands of guests through our doors. Unfortunately, due to the pandemic and the subsequent economic challenges that followed, we have been predominantly closed for over one year, with the vast majority of our team furloughed. This, of course, has been incredibly painful and we are diligently working toward the safe return of our team members and the re-opening of our theatres.

Movie theatre operators of all sizes, including Regal, are experiencing severe financial hardship amid the pandemic. After more than a year of operating costs outpacing plunging revenues, the state's movie theatres are certainly among the hardest-hit industries. We need help to stabilize our industry, get our people back to work, and ensure business continuity after this public health crisis abates. Your support of including the provisions specified in HB 3376 in SB 5555 will provide much needed support for our recovery efforts. We have a long journey ahead and with your help, our movie theatres will play an important role in rebuilding the state's economy and continue to bring the shared cultural experience of moviegoing to our communities.

I appreciate your time and consideration.

Sincerely,

John Curry
Senior Vice President