

Salem Cinema fulfills a unique role in our community. It is the only place in town that screens films that are not blockbusters in the traditional sense. European foreign language films that educate us about other cultures, documentaries that bring to light issues and history that otherwise might be forgotten, and small, independent films all find an audience through this city treasure. In fact, it was a deciding factor in which city I would choose when I chose to live in Oregon again. In addition, their snack bar supports goodies from local businesses and not just the usual corporate collection. They have been extremely judicious in their re-opening during Covid, making sure social distancing, mask wearing and state of the art cleaning techniques are used to protect their customers. Their staff are friendly and knowledgeable. Plus, with the loss of Northern Lights, it is the only place to see films that have fallen off the radar. Finally, and this is extremely important to consider, Salem Cinema underwent a massive upgrade in its sound and screening thanks to a GoFundMe page before Covid. They were able to get a bunch of help from the community, but that same group of supporters may not be as available thanks to financial issues that started as a result of the pandemic. The City of Salem would do well to support this business for all the reasons above, but most especially because it is locally owned and operated by a people that choose to support other local businesses and workers. PLEASE SUPPORT SALEM CINEMA!