

Salem Cinema is like an institution, even a cinematic art gallery, here in Salem, presenting consistent, high-quality, thoughtful (and varied) movies. COVID-19 was brutal in its impact on that mission, and now the Cinema needs financial assistance to "get back to business". Unlike most other businesses, movie theaters experienced a total shutdown for nearly a year, and movie theaters were not included in the \$25 million that went to live performance venues last year because they have largely been overlooked in the relief aid programs. A very sad mistake.

Movie theaters like Salem Cinema face a long road to recovery without new film product and with capacity restrictions. Even with greater capacity allowances (50% and above), theaters will still be limited to roughly 25% capacity due to 6' social distancing requirements. Additionally, funds are desperately needed to help address fixed costs incurred even while movie theaters were required to be closed! And now, movie theaters are facing costly capital expenses related to re-opening. It has been a vicious cycle of negative financial impacts on many levels.

In summary, COVID-19 restrictions have been devastating. Help restore this valuable community treasure: Salem Cinema!!

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