

Hello,

My name is Doug Whyte and I am the Executive Director of the Hollywood Theatre, a 3-screen historic movie palace in NE Portland. I am writing in support of including the provisions of HB 3376, relating to the movie theatre grant program, in SB 5555. Cinemas have been one of the hardest hit industries in the state with a total shutdown for nearly a year. Even when allowed to reopen in early 2021, theatres could not serve concessions, and, like many others, the Hollywood realized that reopening was not financially feasible given the restrictions. Not only do we have to wait for patrons to feel safe being in large crowds again, but the studios aren't releasing many films so we don't have much to show. Theatres face a long road to recovery without new film product and capacity restrictions. Even with greater capacity allowances (50% and above), theatres will still be limited to roughly 25% capacity due to 6' social distancing requirements. Funds are needed to help address fixed costs incurred while theatres were required to be closed and capital expenses related to re-opening.

Portland is a special place for movie lovers. Our city has more independent cinemas than any city in the country and we were all doing fairly well before the pandemic hit. MovieMaker Magazine rates Portland as one of the best places in the country for filmmakers to live and the main reason for that is the plethora of neighborhood cinemas. We really need this support to get back on our feet and get back to making Portland one of the best film cities in the country.

Thanks for your consideration.

Doug Whyte  
Executive Director  
Hollywood Theatre