



B&B Theatres

Bringing Hollywood to  
Your Hometown Since 1924

BBTHEATRES.COM

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Chair, Vice Chair, Esteemed Senators and Committee Members:

My name is Bobbie Bagby Ford. I am, along with my two younger siblings, a fourth-generation owner of B&B Theatres. My father is our President and CEO and he currently oversees the operations of our family-owned movie theater circuit...the same company that my great-grandfather started in 1924. We are the largest privately-held theater company in the United States and operate locations all across the country, many of them right here in the Sunflower State. We are committed to our core values of family, fun, innovation, joy, and integrity and proud of the growth and reputation we have achieved through our adherence to those guiding principles.

The worldwide pandemic has impacted families, communities, and businesses in all kinds of different ways, but it is difficult to identify an industry as hard-hit as theatrical exhibition. Speaking only to our own struggles, we are presently operating at an 80% loss of 2019 revenue. To say that the past twelve to fourteen months have been emotionally and financially challenging would be an understatement. It has been a categorically devastating year.

We believe, however, in the magic of the movies and are bullish for an exceptionally strong return later this year. Internet pundits and media dramatists would have you believe that streaming services are signaling in a changing of the guard. The fact of the matter, to the contrary, is that only 22% of slated theatrical releases have moved to streaming services to-date, meaning that nearly 80% of created content is being held for big screens, where studios, exhibitors, and the general public prefer it be showcased. This claim is supported by statistics from Warner Brothers' **Wonder Woman 1984**, which released to theaters and HBOMAX same day. Viewers that consumed the content at home gave the film an average score of three stars, whereas viewers that saw the film in-theater averaged 4.7 of five stars. Clearly, the theatrical experience is special, unique, and valuable, and there is room for streaming and theatrical to co-exist. Our industry has survived wars, recessions, depressions, and more technological advances and updates than we can possibly count...and we always emerge stronger and more resilient on the other side.

But we do need help.

This pandemic has presented us and other exhibitors with new challenges and has presented civil servants and elected officials with opportunities to develop and implement industry-saving solutions. There have been many proposed and employed....grant relief has been helpful to those that qualified, but it is insufficient. The tax relief provided through SB228 would enable my family-owned company to continue to serve communities across the state and country, employ diverse teams, innovate and energize economies, and operate safe and comfortable venues where families can gather and be entertained.

We respectfully encourage support of SB228. B&B Theatres has been in business for nearly a century. We employ thousands, pride ourselves on being active and responsible corporate citizens, and genuinely love what we do and who we do it for. Together and with your support, we can continue that tradition for years to come.

Thank you for the time and consideration.

Bobbie Bagby Ford  
Executive Vice President, B&B Theatres