



## The National Association of Theatre Owners of Wisconsin and Upper Michigan

### Statewide Trade Association Applauds Opening of Wisconsin Drive-in Movie Theatres

Semblance of Normalcy Returns

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The National Association of Theatre Owners of Wisconsin & Upper Michigan (NATO-WI & UP) applauds Governor Evers' decision to allow Wisconsin's Drive-in Movie Theatres to reopen.

*"A semblance of normalcy returns,"* stated George Rouman, President of NATO-WI&UP and owner of Rouman Cinema in Rhinelander, WI. He continues, *"Based on the Drive-in theatre business model this will enable guests to find some enjoyment and normalcy outside of their homes in a safe environment."*

Wisconsin becomes the 23<sup>rd</sup> state to allow Drive-in Movie Theatres to operate.

- Drive-in theatres can operate with people remaining in their own vehicles.
- Drive-in theatres have expansive parking areas for in-vehicle viewing and social distancing.
- Drive-in theatre sound systems broadcast on FM Radio allowing easy in-vehicle listening.
- Drive-in theatre concessions already operate today through pickup and delivery.
- Drive-in theatre restrooms are by design exterior entrances.

#### **Local Indoor Movie Theatres: COVID-19 Crisis Impact will be felt Months**

Mr. Rouman stated, *"It's important to understand that even when the "safer-at-home" order is relaxed, we anticipate that the Movie Theatre industry will need an extended period of recovery over the subsequent weeks and months. The Hollywood production studios are delaying most major new releases to theaters until November/December 2020 or sometime in 2021. As a result, there will be no new movie content available for movie theatres to offer until at least early-mid July." "So please be sure to support your local movie theatre by purchasing curbside pickup of their popcorn and other concessions to enjoy during your home viewing."*

#### **NATO-WI&UP Submits Indoor Movie Theatre Re-Opening Plan**

NATO-WI&UP has submitted to state government officials reopening guidance for indoor theater facilities in the same phase as restaurants when the safer-at-home order is relaxed. We're hopeful that having our businesses open - while taking safety precautions and allowing for social distancing - will enable guests to find some enjoyment and normalcy outside of their homes in a safe environment.

The plan follows guidance published by the CDC (*Opening Up America*) and Johns Hopkins University (*Public Health Principles for Phased Reopening*), which both suggest that movie theater risk and mitigation levels equate to those of dine-in restaurant service.

The National Association of Theatre Owners (NATO) of Wisconsin and Upper Michigan represents nearly 40 Wisconsin companies and approximately 700 screens at 102 locations statewide.