



F. P. Cinemas, LLC

**HB 997 – Admissions and Amusement Tax – Food and Beverages**

**In the House – Ways and Means Committee**

**February 24, 2025**

**Position: Unfavorable**

Dear Delegate Atterbeary, Delegate Wilkins, and Members of the Committee,

I am writing to oppose HB 997 – Admissions and Amusement Tax – Food and Beverages.

My name is Nicole Baldwin, and I am the CFO of Flagship Premium Cinemas. I am also a long-time resident of Anne Arundel County. We are a small operator/owner with 8 locations in Maryland. Two of these locations are in Baltimore City and Baltimore County, both with an existing Admissions tax rate of 10%.

The movie theater industry has faced an uphill battle in the last five years. The recovery after the pandemic, labor strikes in Hollywood, and increasing minimum wage rates are all factors that have led to an increasingly narrow margin for theaters. We have been forced to choose between raising ticket prices to mitigate or accept even leaner profits. Customers have many other options in the entertainment space, including streaming options, all of which lower their tolerance for price increases. A further increase of 3% in tax will worsen an already challenging situation.

We are concerned that going to a movie will become too expensive for the average American family. This will spell disaster for theaters' future. Going to the movies has long been a driver of the economy, and increased costs and lowered attendance could threaten its survival.

Respectfully,

A handwritten signature in black ink, appearing to read "Nicole Baldwin".

Nicole Baldwin  
CFO