



HB 1363 – Places of Accommodation – Captioning for Motion Picture Houses -
Alterations
House Economic Matters Committee
March 4, 2025

On behalf of Mid-Atlantic NATO, a regional affiliate of the National Association of Theatre Owners (NATO), representing movie theatres throughout Maryland, we respectfully submit these written comments for your consideration on HB 1363.

Open Captioning in Maryland

Currently there are 39 locations with 8 screens or more covered by Maryland’s Existing Open Captioning Law, for a total of 473 screens.

HB 1363 would lower the 8 screens threshold to 4, adding an additional 15 locations in the state, with 84 more screens.

Maryland has only two locations with less than 4 screens. Both are non-profit and they do play open captioned shows voluntarily.

With the passage of HB 1363, we estimate that Maryland’s movie theatres will play almost 50,000 Open Caption Showings annually.

A full listing of Maryland Movie Theatres covered by the current law, and those that will be added by HB 1363 is included with these comments for information only.

Collaboration and Commitment

Maryland’s movie theaters are committed to access for individuals that are deaf or hard of hearing. For over 25 years, the movie theater industry has collaborated with individuals who are deaf or hard of hearing, advocacy groups, film studios, and technology developers to achieve access to all feature films at all times.

Movigoers in Maryland seeking captions have the flexibility to view a movie with captions at any showtime, on any day. In 2016, the Department of Justice issued a final rule requiring digital movie theaters to provide closed movie captioning equipment. The DOJ adopted the majority of recommendations set forth in an agreement between the National Association of Theatre Owners and major advocacy groups, including the Hearing Loss Association of America and the National Association of the Deaf. Through these collaborative efforts, today, digital movie theaters in



Maryland offer closed movie captioning devices (allowing text to be viewable by an individual moviegoer) that can be used at any show time for any movie that comes with closed movie captions.

State of the Industry

Movie theatres were devastated by the pandemic and are still trying to recover. Despite slight gains in attendance numbers from when theatres were shuttered due to the pandemic, 2024 box office admissions in Maryland remained at least 27.4% lower for the year than they were in 2019, and even lower than they were the year before in 2023. It will likely take years for Maryland theatres to recover their pandemic related losses and the Hollywood labor strikes only further compounded the issue by limiting new product in 2024.

In the last twenty-four months two large theatre operators closed five significant Maryland locations and since the pandemic numerous other smaller operators left Maryland including ArcLight Cinemas, Bow Tie Cinemas, CMX/CinéBistro, New Vision Theatres, and Northeast/Hoyts Cinema. Most recently, the Regal Theatre in Germantown and the Next Act Theatre in Pikesville closed permanently in December of 2024. The start of 2025 has already been the worst for Maryland's movie theatres in recent years, and theatre film supply continues to be affected by Hollywood's recent labor strikes. A listing of closed movie theatres in the state follows these comments.

Generally, more regulations and mandates against the industry will continue to affect the viability of the movie theater industry in the state of Maryland.

HB 1363

HB 1363 as amended was a collaboration between the bill's sponsor, a local advocate, and the association.

For further information, please contact Manny Geraldo (202.924.4386, mgeraldo@cgagroup.com) or Christopher Dews (301.412.25399, cdews@cgagroup.com) of Cornerstone Government Affairs, registered lobbyists for Mid-Atlantic NATO, or Doug Murdoch, Executive Director of Mid-Atlantic NATO (443.895.1446, doug@midatlanticnato.com)



MARYLAND MOVIE THEATRES - Open Captioning

| | Name | Location | Screens |
|---------------------------------------|--|----------------------|------------|
| 1 | Cinemark Egyptian 24 and XD | Hanover | 24 |
| 2 | Regal Majestic 20 | Silver Spring | 20 |
| 3 | AMC Dine-In Rio Cinemas 18 | Gaithersburg | 18 |
| 4 | AMC Owings Mills 17 | Owings Mills | 17 |
| 5 | AMC Loews White Marsh 16 | Baltimore | 16 |
| 6 | AMC Montgomery 16 | Bethesda | 16 |
| 7 | Regal Salisbury Stadium 16 and RPX | Salisbury | 16 |
| 8 | Regal Valley Mall Movies 16 | Hagerstown | 16 |
| 9 | Regal Westview Stadium 16 and IMAX | Frederick | 16 |
| 10 | Cinemark Towson and XD | Towson | 15 |
| 11 | AMC Columbia 14 | Columbia | 14 |
| 12 | Cinemark Snowden River | Columbia | 14 |
| 13 | Regal Hyattsville Royale 14 | Hyattsville | 14 |
| 14 | Xscape Theaters 14 | Brandywine | 14 |
| 15 | Regal Rockville Center Stadium 13 | Rockville | 13 |
| 16 | AMC Magic Johnson Capital Centre 12 and IMAX | Largo | 12 |
| 17 | AMC Rivertowne 12 | Oxon Hill | 12 |
| 18 | R/C Lexington Exchange Movies 12 | California | 12 |
| 19 | Regal Hunt Valley Stadium 12 | Hunt Valley | 12 |
| 20 | Regal Laurel Towne Centre 12 | Laurel | 12 |
| 21 | Regal Waugh Chapel Stadium 12 & IMAX | Gambrills | 12 |
| 22 | AMC Annapolis Mall 11 | Annapolis | 11 |
| 23 | Flagship East Point 10 Cinemas | Baltimore | 10 |
| 24 | Warehouse Cinemas Frederick | Frederick | 10 |
| 25 | Warehouse Cinemas Leitersburg | Hagerstown | 10 |
| 26 | AMC St. Charles Town Center 9 | Waldorf | 9 |
| 27 | AMC Wheaton Mall 9 | Wheaton | 9 |
| 28 | Cinopolis Gaithersburg 9 | Gaithersburg | 9 |
| 29 | Landmark Annapolis Harbour 9 | Annapolis | 9 |
| 30 | R/C Westminster 9 | Westminster | 9 |
| 31 | AMC Academy 8 | Greenbelt | 8 |
| 32 | AMC Loews Centerpark 8 | Beltsville | 8 |
| 33 | AMC Security Square 8 | Baltimore | 8 |
| 34 | Garrett 8 Cinemas | Oakland | 8 |
| 35 | Golden Star Country Club Cinemas | La Vale | 8 |
| 36 | Horizon Aberdeen | Aberdeen | 8 |
| 37 | Horizon Marley Station Movies | Glen Burnie | 8 |
| 38 | IPic Bethesda Pike & Rose | Bethesda | 8 |
| 39 | Landmark Bethesda Row Cinema | Bethesda | 8 |
| 39 Locations Currently Covered | | Total Screens | 473 |



MARYLAND MOVIE THEATRES - Open Captioning to be added by HB 1363

| | | | |
|--|-----------------------------------|-------------------------|-----------|
| 40 | Flagship Churchville 7 | Churchville | 7 |
| 41 | Flagship Harbor East Cinema | Baltimore | 7 |
| 42 | Flagship Ocean City | Ocean City | 7 |
| 43 | Horizon Fallston | Fallston | 7 |
| 44 | Warehouse Cinemas Rotunda | Baltimore | 7 |
| 45 | AMC Loews Lexington Park 6 | Lexington Park | 6 |
| 46 | Phoenix Big Cinemas Marlow 6 | Temple Hills | 6 |
| 47 | Triton Easton Premier Cinemas | Easton | 6 |
| 48 | Flagship Calvert Village Movies | Prince Frederick | 5 |
| 49 | Flagship Chester 5 Cinemas | Chestertown | 5 |
| 50 | The Charles Theatre | Baltimore | 5 |
| 51 | Gold Coast Theatre | Ocean City | 4 |
| 52 | R/C Hollywood Cinema 4 | Arbutus | 4 |
| 53 | The Senator Theatre | Baltimore | 4 |
| 54 | Triton Cambridge Premier Cinema 4 | Cambridge | 4 |
| 15 Locations to be added by HB 1363 | | Total Additional | 84 |

| CLOSED | | | | |
|--------|----------------------------------|-----------------------|----|--------------------------|
| 1 | Fox Theatres Sun & Surf 8 | Ocean City, MD | 8 | Closed September 5, 2022 |
| 2 | Hoyts West Nursery Cinemas 14 | Linthicum Heights, MD | 14 | Closed January 2023 |
| 3 | Parkway Theatre | Baltimore | 3 | Closed early 2023 |
| 4 | Horizon Cinemas Beltway Movies 8 | Fullerton, MD | 8 | Closed February 2023 |
| 5 | Regal Cinemas Bowie 14 | Bowie, MD | 14 | Closed April 2023 |
| 6 | Regal Cinemas Bel Air Stadium 14 | Bel Air, MD | 14 | Closed July 2023 |
| 7 | Horizon Cinemas Sun Valley 6 | Glen Burnie, MD | 6 | Closed September 2024 |
| 8 | Regal Cinemas Germantown 14 | Germantown, MD | 14 | Closed December 2024 |
| 9 | Next Act Cinemas | Pikesville, MD | 2 | Closed December 2024 |