



September 21, 2020

Board of Supervisors of Nevada County
950 Maidu Avenue
Nevada City, CA 95959

Honorable Board Members,

On behalf of Sierra Cinemas, Inc. (Sierra Theaters), our family, staff and the movie-going community of Western Nevada County, we respectfully request you approve the resolution approving the award in “Economic & Community Resiliency Grants” funded by the Coronavirus Relief Fund (Res. 20-348), and authorizing the Chair of the Board of Supervisors to execute grant agreements with Sierra Cinemas, Inc.

As the sole business recommended by the Evaluation Panel to receive this grant we are extremely honored and grateful. This CRF financial support is critical for our survival. Though we have been in business for over 40 years the threat we face now is larger than our capacity to face alone. The community has spoken and has supported us financially, we have taken out government loans to stay afloat, and yet, as one of the hardest hit industries in our country, the road to recovery has only just begun.

Historically, our business has had revenues of over three million dollars a year but a profit margin of only one percent or less. We run this business to serve this community and to provide low cost, high quality entertainment every day of the year. Our business income year-to-date is down 73% compared to last year. That represents over 1.6 million dollars in lost revenue that cannot be recovered. A grant of \$150,000 is significant, and though it doesn't solve all our financial problems, it gives us a fighting chance to make it through this disrupted year.

Movie theaters are a vital part of small-town cultural life. Our operation not only provides jobs and pays back into the local economy, it is a source of joy and happy memories for everyone. The Panel has acknowledged our vital role in the health of this county's economic and cultural life. We are truly grateful for their hard work and serious assessments. We encourage you to affirm their decision that Sierra Cinemas, Inc. deserves support at this pivotal moment.

Sincerely,

Michael and Azriel LaMarca
Mike and Barbara Getz