

Dear _____,

I am writing to denounce your recently publicized Assembly Bill No. 2540 that would impose a sales tax on "access to live theater productions through the purchase of a ticket (Chapter 3.8, Article 1, Page 8, Lines 28 & 29).

In this period of rising costs and declining audiences, a 7.5% increase in ticket prices will ultimately harm the business of live theater, upset tourism and result in reduced consumer spending and lost tax revenue.

And, as arts education programs are slashed from public school budgets, it is organizations such as these nonprofit theaters that are stepping up to meet this crucial responsibility.

Live theaters are under enormous pressure to grow (or at least maintain) our audiences and the income we derive from their attendance. Any increase in the cost of tickets to consumers will result in loss sales and smaller audiences as ticket buyers are extremely price sensitive.

The reduction in ticket sales as a result of this ill-advised tax will force our theaters to enact layoffs and cancel several of our vital education and outreach programs.

I encourage you to consider the broader, long-term negative implications that will result from threatening the viability of proven economic engines like live theaters, and to include a clear exemption for nonprofit theatres in the language of the bill.

Sincerely,