Renovation Revival: Mechanics Hall

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Performance Halls Face Geographic and Economic Changes

1850’s: Performance Halls Emerge in Europe

1870’s: Performance Halls move to the US

1900’s: Cities Became Centers for Performance Halls
   - Industrial Revolution enabling economic and social growth of the cities and performance halls.

1920’s-1950’s: Economic Decline of Industrial Cities
   - Economic Decline led to the decrease in attendance and relevance of halls in society.
Performance Halls Face Geographic and Economic Changes

Socioeconomic Factors

- Elegant and High-Class Attendance
- Considered important for retaining Social Status

Growth of Performance Hall Industry

- Highly Profitable
- Interest from other Social Classes (Lower and Middle Class)
Performance Halls Arrive in the United States (1870's)

United States Adopt Performance Halls (1870s)
- Social Dynamic
- High-Tech Venues
- Culturally Rich

Industrial Revolution (1870-1914)
- Halls become the cornerstone of large industrial cities
- Worcester, Cleveland, Detroit

Expansion of Genres and Audience (1900s - Present)
- Musicals, Swing, Jazz, Rock
- Changes most prevalent through younger crowds
Economic Impact on Venues Post WWII (1950’s-60’s)

Manufacturing Decrease
Industrial Cities no longer generated revenue

Economic Slump
Halls lost attendance, sales and many were forced to close

Jobs, Housing, and Corporations
Decrease in Jobs, people wanting to live in cities, and large Corporations losing business
Diversification of Entertainment Becomes Available for Americans (Early to Mid 1900's)

Movies - Cheap option to bring in other social classes

Major League Sports - Rise of America’s pastimes

Live TV - Challenged all other forms of entertainment
Performance Halls are Losing Attendance

- **9%** Decrease in Attendance of Musicals Nationally from 2008 to 2012
- **12%** Decrease in Attendance of Plays Nationally from 2008 to 2012
- **6%** Increase in Attendance of Movie Theaters Nationally from 2008 to 2012

According to National Endowment for the Arts
Introduction to Mechanics Hall

Opened: March 19th, 1857

- World Renowned Acoustics
- Originally demonstrated advanced technology
Restructuring and Improving Mechanics Hall

1. Determine which Technological/Operational systems and equipment that are inadequate
2. Determine which renovations and updates that will be completed
3. Connect and Attract Youth and Young Adults
Objective 1: Determining Technological Inefficiencies

- Interview and Tour with Sponsor
  - Handwrite notes and Take Photos
  - Formulate Excel Sheet with Systems Schedule
Shadowing Employees for Internal Input of Operations

- Split team into two groups so as to not overwhelm employee
- Have list of questions made before going in to ensure all key points are hit
- Record answers and ask any additional questions
Performing a Cost Benefit Analysis

**Costs:**
- Updating and Installing Equipment
- Upkeep on Equipment
- Licensing Fees
  - Software

**Benefits:**
- Increase in Ticket Sales
- Attracting New Visitors
- Catering to a Larger Demographic
- Savings from Efficiency and Consolidation
Programming Youth Organizations with Mechanics Hall

- Connect Organizations by hosting their performances
- Ideas for New Performances at Mechanics Hall
Conducting Interviews and Surveys for Youth Programming

Interviewing Professionals:
- Pros and Cons of their experiences
- Advice to engage youth with technology and music

Surveying Students:
- Music Involvements Outside of the Classroom
- Preferred Entertainment Sources
- Best ways to enhance their music learning experience
Conducting a Traffic Count

Location 1

Location 2
Havana Cuba All Stars:

- January 31, 2019: 6:30 pm-7:30pm
- Location 1: 412 People
- Location 2: 243 People
Immediate Signage Updates: External
Immediate Signage Updates: Internal
Signage Plan View

Red: 2 Outdoor Monitors
Orange: 2 Monitors - Main St. Lobby
Green: 1 Monitor - Ticket Booth
Blue: 1 Monitor - Waldo St. Entrance

Total Cost: $15,240-$17,390
## Long Term Signage Plans

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Category</th>
<th>Details</th>
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| 3 yrs     | Exit and Supplementary Signage  | - Exit and Bathroom Signs  
- ADA Directions  
- Main Hallway Lighting |
| 5 yrs     | Additional Displays             | - Two Electronic Signs at Waldo Street Entrance  
- Kiosk in front of Washburn Hall |
| 10 yrs    | Display Cases and Outdoor Lighting | - Update all display cases in first floor hallway to be monitors  
- Main Street Kiosk and Lighting |
Timekeeping Needs

- Clocking in and out on a central digital clock
- Differentiate hourly pay rates
- Compatibility with other management systems
TSheets Stands Out

- Kiosk Feature
- Custom Pay Rates
- Simple Interface
TSheets Examples
Donor Management Needs

- Donor Profiles and Information
- Cloud Access
- Donation Reminders and Tracking
- Multiple Users and Working Remotely
- Report Output and Analysis
Moving Forward with Bloomerang

- Cloud network
- “Smart Reports” Feature
- Constituent Timeline
- Easy Data conversion
Youth Engagement Interview Takeaways

- High School Age good target
  - Have more time available
  - Focus on underprivileged
- Low Cost Programs
- Modernize Programs and Events
What genres of music do you prefer to play in class?

- Jazz
- Classical
- Modern

What genre of music do you primarily listen to outside of the classroom?

- Hip Hop and R&B
- Country
- Rock
- Pop
- Classical
- Other
Social Plan for Youth Engagement

- Increase Social Media Presence
- Incorporate Modern Technology
- Reconfigure Event Scheduling
- Partnerships with Local Youth Organizations
- Youth Empowerment
Acknowledgements

- Mechanics Hall & Staff
- Professor Foo
- Bartlett High School
- WCPC Students
References


Thank you!
Questions?