Pathways to (Re)Opening Night

Webinar
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Clemens Center  |  Elmira, NY
your presenters

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about **DLR Group**

An integrated, multi-disciplinary design firm with a national practice in planning and design for the Cultural + Performing Arts. We have a special passion for restoring and revitalizing historic theaters and have worked with more than 100 such venues in urban cores and smaller cities across America. Our firm has been actively involved with LHAT since 1999.
post COVID response guide

• observations + recommendations re: reopening places of assembly

• multi-faceted considerations: financial, operational, facilities

• collaborative effort between DLR Group’s in-house specialists and key client partners
discussion **topics**

- alternative **pricing + revenue** streams
- **engaging communities** in new ways
- working with **volunteers**
- maximizing **spaces for revenue generation**
- best practices for **queuing, lobby + back-of house usage**
Which topics are **YOU** most interested in discussing today?
alternative pricing + revenue streams
alternative pricing models revenue streams

Ideas...
- Monetizing digital content
- Dynamic pricing
- Extended operating hours
- Segmented seating / event options
- Programs / partnerships

Models...
- Music Box Theatre
- Indianapolis Zoo / Indianapolis Symphony Orchestra
- Cleveland Museum of Art
- Children’s Museum of New Hampshire
- Plaza Theatre
- Appell Center
- On Site Opera
- Curbside Theater Pickup
engaging communities in new ways
engaging communities

Ideas...
• Focus on the local
• Pick up the phone
• Drop it in the mail
• Make it to go
• Have fun with social media

Models...
• National Arts Drive
• New Orleans Museum of Art
• Frame Dance Productions
• The Shedd Aquarium
• Talking Birds Theatre
• National Cowboy Museum
• The Uffizi
• Quarantine Dance Parties (Instagram)
working with volunteers
working with volunteers

Ideas...
• Maintaining relationships
• Include in future planning
• Work that can be done from home

Model...
• Walters Museum

“What would happen if you lost participation by 10% of your volunteers? 25%? 75%? You may want to create a matrix of your nonprofit’s most critical services and the minimum number of people required to support those services. What activities or services would your organization curtail if volunteer attrition becomes an issue?”

- from Pay Attention to Your Volunteer Workforce, Maryland Nonprofits
maximizing spaces for revenue generation
maximizing space revenue generation

Ideas...
- Simulcasting
- Segmented event options
- Rental stock improvements / inventory assessments
- Cabaret / improv stages
- Utilize the outdoors

Models...
- New World Stages
- Pilobolus 5 Senses Festival
- Dance Linkages / Poetica
- Florida Studio Theatre
- State Theater of Hesse
strategies for queuing, lobby + back of house
strategies

1. PRE-SHOW PLANNING
2. QUEUING
3. ENTRY
4. LOBBY
5. THEATRE + SEATING
6. INTERMISSION
7. EXITING
8. BACK OF HOUSE
strategies pre-show planning

- Purchase tickets online or via app
- Confirm recent clean health screening while purchasing ticket
- Pre-order concessions or show merchandise
- Pre-pay for parking
- Provide day-of-show information such as
  - Parking information
  - Maps
  - Policies and procedures
Queuing under protected outdoor canopy

- Take advantage of outdoor space
- Protect against inclement weather
  - Covered
  - Heaters or fans
- Video panels or signage
- Floor markings to denote “stalls”
- Consider timed-ticketing/access
strategies entry
Multiple control points at building entry

**strategies entry**

- Each door can act as separate entry point with:
  - Automatic temperature scan
  - Touchless ticket scanner
- Reduce touchpoints and minimize staff contact with guests
strategies lobby
strategies **lobby**

- Floor markings/barriers showing path of travel
- Denote path of travel on *stairs*
- Protocols for *elevator* use
strategies restrooms

RESTROOMS

- Maximize number of fixtures and restrooms that are available
- Restrooms with separate entrances and exits eliminate bottlenecks
- Reduce touchpoints, install automatic controls
  - Faucets, soap dispensers, *paper* hand towels, flush valves

Restroom circulation
CONCESSIONS + MERCHANDISE

In lieu of traditional model:

- Consider pre-order and pick-up
- Consider pre-order and pre-set at seat
- Reduce congestion + interaction with concessions staff
strategies auditorium
Multiple entry points to auditorium

- Floor markings/barriers showing path of travel
- Denote path of travel on stairs
- Protocols for elevator use
strategies seating

- Dynamic/flexible seating
- Change/preset layout on show-by-show basis
- Maintain social distancing requirements between seating groups

dynamic seating
strategies seating
strategies seating
strategies intermission
strategies intermission

- Extended intermission time
- Sequenced by seating section
- No intermission
strategies exiting
strategies back of house
strategies back of house

- Health screening and sanitation protocols
- Provide “sanitation station” at entry points
  - Temperature check
  - Handwashing sink or hand sanitizer dispensers
- Separate entry points and areas for cast and crew
strategies back of house

DRESSING ROOMS

- Surfaces should be anti-microbial and easily cleanable, if possible
- Provide plexi-glass partitions between stations
- Provide stations that are 6’-0” apart
- Consider smaller cast sizes
- Consider using other ancillary spaces that can be converted to dressing rooms
- Consider renting trailer(s) to accommodate larger cast + social distancing

Reduce number of stations to allow for distancing
strategies back of house

GREEN ROOM
- Surfaces should be anti-microbial and easily cleanable, if possible
- Reduce the amount of seating to accommodate social distancing measures
- Consider using other ancillary spaces that can be used as alternate green rooms
strategies back of house

ORCHESTRA PIT

- Consider remoting musicians, smaller orchestras with pre-recorded music, or consider no live musicians
- Provide plexi-glass barriers between musicians at 4 ½ feet spacing
- Wind and brass players should have 3 feet clear in front
thank you!

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DLR Group

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Innovative Technology Design
Acoustics
Audiovisual
Digital Media Design
Information Transport
Life Safety + Security
Lighting Design
Room Automation + Show Control
Theater Technical
additional resources

Federal Emergency Management Administration
https://www.fema.gov/coronavirus

Centers for Disease Control and Prevention
https://www.cdc.gov/handwashing/when-how-handwashing.html

U.S. Department of Health & Human Services
https://www.hhs.gov/

Health Insurance Portability and Accountability Act

World Health Organization
www.who.int/covid-19/information
https://www.who.int/gpsc/5may/resources/posters/en/

Coronavirus Resource Center - NAIC
content.naic.org/naic_coronovirus_info.htm

The U.S. Department of Labor
www.dol.gov/coronavirus

Occupational Safety and Health Administration
https://www.osha.gov/SLTC/covid-19/
**additional resources**

**Equal Employment Opportunity Commission/Americans with Disabilities Act**

**Food and Drug Administration**
https://www.fda.gov/media/136533/download

**American Meteorological Society**

**National Restaurant Association**

**National Conference of State Legislatures**

**The Council of State Governments**

**Harvard Business Review**

**WELL Building Standard**