

CIVIC AUDITORIUM COMMITTEE

LONG RANGE PLAN RECOMMENDATIONS

JULY 2017

Committee Members: Arthur Kull, Chair
Carrie Scheid, Vice-Chair
Bonnee Taggart
Anne Voilleque
Deidre Warden

Staff Members: Pam Alexander
Chandra Witt
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EXECUTIVE SUMMARY

Following the adoption of City Ordinance 3064 on April 14, 2016, Mayor Casper appointed five members of the community to the Civic Auditorium Committee. The Committee first met on August 11, 2016.

The Committee's major findings:

1. Through benchmarking with other venues in the Intermountain West, we found that venues most like the Civic Auditorium are financially supported by municipal contributions, sponsorships, or endowment funds.
2. The Civic Auditorium is scheduled for rehearsals and performances 183 days per year, leaving little room for increasing rental income through additional performances.
3. Most of those using the Civic Auditorium are local or regional organizations. And it is critical for these organizations because they depend on it. This includes the Idaho Falls Symphony, the Idaho Falls Opera Theater, etc.
4. At present, it is the only venue in Idaho Falls that can accommodate a Symphony Orchestra, major Broadway touring shows, local groups like the Sounds Choir, as well as shows booked by the Idaho Falls Arts Council.
5. It supports the local economy through ~\$1,000,000 in ticket sales, and by attracting businesses and individuals to our community.
6. It has been a vital community asset since its opening in 1953, and can remain so in the future.

The recommendations presented below are a combination of ideas put forward by the Civic Auditorium Committee, Municipal Services staff, and Brandi Newton, Executive Director of the Idaho Falls Arts Council, or a result of discussions between the members of the above entities. These recommendations were presented to the Idaho Falls City Council at their March 20, 2017 work session.

RECOMMENDATIONS FOR CITY COUNCIL APPROVAL

1. Name Change

Change the name of the venue from "Civic Auditorium" to "Idaho Falls Civic Center for the Performing Arts".

2. Mission statement

Adopt a formal mission statement. The Committee recommends the following:

The mission of the Idaho Falls Civic Center for the Performing Arts is to provide a gathering place where local, regional, national, and international cultural activities illuminate, educate, and entertain. The Idaho Falls Civic Center for the Performing Arts celebrates the diversity of our community by offering a variety of life-long learning opportunities.

The Idaho Falls Civic Center for the Performing Arts will accomplish this by providing a venue for:

- ***The area's performing arts organizations***
- ***Staging great performances from around the world***
- ***Motivating arts education programs for youth***
- ***Community gathering***

3. Operations and Marketing

Continue the agreement with the Idaho Falls Arts Council for three or more years, with annual review of all terms and conditions to fully assess its benefit.

4. Fee Schedule

Approval of the proposed new fee schedule taking effect on October 1, 2017 (see Exhibit A, pages 5 & 6)

5. Facility Renovation

Renovate the venue in three phases, as follows:

- **Phase I: Auditorium** - **\$1,500,000** (see Exhibit B, pages 7 & 8)
 - *New seating - \$392,000; 1,700-1,800 seats*
 - *Paint ceiling & walls - \$224,000*
 - *Replacement of carpeting - \$65,280*
 - *Install an electronic marquee on Holmes Avenue - \$89,600*
 - *Replace Lighting Dimmer System: \$134,400*
 - *Acoustical improvements as recommended by 2006 study: \$314,720*
 - *Replace sound shells and baffles - \$280,000*

- **Phase II: Back of the House** (Planning 1 – 2 years out; many open questions will be addressed once District 91 decides on the future of Idaho Falls High School; bond election planned for November 2017)
 - *Access to dressing rooms through an elevator*
 - *Pop-up dressing rooms next to stage*
 - *Access from Scene Shop to stage*
 - *Full use of Band Room and Art Room for rehearsals*
 - *Additional loading dock(s) and/or storage room*
 - *Acquisition of part of East Wing, now housing classrooms of IFHS and Little Theater for choir rehearsals and music education*

- **Phase III: Front of the House** (Planning 2-4 years out; same issue as above with the planning for this renovation being dependent on District 91's plans with the IF High School)
 - *Expand building front toward Holmes Avenue to provide more Lobby and Mezzanine space for needed improvements such as:*
 - *Elevators from lobby to mezzanine*
 - *ADA accessible bathrooms on both levels*
 - *A coat check room*
 - *Concessions*
 - *Space to host weddings/receptions/galas*
 - *Space to avoid congestion*

- **Financing of the Renovation**
 - **Phase I:** *The Committee lined up time-limited matching funds from a private source.*

Cash Flow: \$1,500,000 (see Renovation Plan in Exhibit C, page 9 for the timing of expenses)

 - *2017-2018: City \$400,000; Donation \$400,000*
 - *2018-2019: City \$350,000; Donation \$350,000*
 - **Phases II and III: TBD**

Exhibit A

Proposal presented at City Council Work Session March 20, 2017

PROPOSED 2017-2018 AUDITORIUM RATES (OLD RATES)

Commercial	Touring Performers	Area Performers	Meetings
Main Performance	Gr. of 10% or \$800 (Gr. of 10% or \$750)	Gr. of 10% or \$600 (Gr. Of 10% or \$500)	\$800 (\$750)
Same Day Add'l Perf.	Gr. of 10% or \$400 (Gr. Of 10% or \$300)	Gr. of 10% or \$300 (Gr. of 10% or \$200)	\$400 (\$300)
Non-Profit (*)	Touring Performers	Area Performers	Meetings
Main Performance	\$1,500 (G of 10% or \$750)	\$400 (G of 10% or \$300)	\$300 (\$175)
Same Day Add'l Perf.	\$1,000 (G of 10% or \$200)	\$200 (G of 10% or \$175)	\$200 (\$100)

Additional Rates

- New: A Facility Fee of \$100 per Performance
- New: Band and Art Room **
- Rehearsal and Stage Setting Time
- Booking/Reservation Deposit
- Special Effects Requests

* Non-profit is defined as 501(c)3 and 501(c)6

** Band and Art Room use fee with a performance \$100.00 per day, plus \$25.00 cleaning fee; not with a performance of \$125.00 for first four hours, plus \$25.00 cleaning fee

Exhibit A (continued)

Proposed 2017 – 2018 Fee Schedule for Civic Auditorium

City of Idaho Falls			
New or Increased Fees			
FOR THE YEAR OCTOBER 1, 2017 THRU SEPTEMBER 30, 2018			
Include on this worksheet new fees that will be collected or existing fees that will be an increased over fees collected in the current 2016-2017 year. The new fees or existing fees that are increasing will be compiled and published along with the proposed budget for 2017-2018.			
		Current	Proposed
Type of Fee	Subtype and/or Description	Fee	New Fee
Commercial performance using touring performers with admission	Rental	750 or 10%	800 or 10%
Commercial performance using touring performers with admission (additional)	Rental	300 or 10%	400 or 10%
Commercial performance using area performers with admission	Rental	500 or 10%	600 or 10%
Commercial performance using area performers with admission(additional)	Rental	200 or 10%	300 or 10%
Commercial Meetings Main session	Rental	\$ 750.00	800.00
Commercial meetings additional session or sessions same day	Rental	\$ 300.00	400.00
Non-profit performance using touring performers	Rental	500 or 10%	\$ 1,500.00
Non-profit performance using touring performers (Additional)	Rental	200 or 10%	\$ 1,000.00
Non-profit performance member performers admission	Rental	\$ 300.00	\$ 400.00
Non-profit performance member performers admission (additional)	Rental	\$ 175.00	\$ 200.00
Performance or meeting, no admission, non-profit	Rental	\$ 175.00	\$ 300.00
Performance or meeting, no admission, non-profit (additional)	Rental	\$ 100.00	\$ 200.00
Art or Band room rental at same time as renting main Auditorium	Rental		\$ 100.00
Art or Band room cleaning fee each rental	Cleaning Fee		\$ 25.00
Art or band room rental, 1 to 4 hours, without use of Auditorium	Rental		\$ 125.00
Art and band room (additional hour) without use of Auditorium	Rental		\$ 25.00
Building Facility Fee	Fee		\$ 100.00
Building rental	Rental	\$ 90.00	\$ 200.00
Additional hours	Rental	\$ 15.00	20.00
Head Technicians fee per hour	Wage	\$ 18.00	\$ 25.00
Assistant Technician fee per hour	Wage	\$ 10.00	\$ 20.00
Stage Hand fee per hour	Wage	\$ 10.00	\$ 15.00
Marley Floor use fee per installallation	Rental	\$ 40.00	\$ 60.00
Concession Sales	Fee		
License for Wine and Beer sold or donated for benevolent, charitable or public purposes	Fee	\$ -	\$ 20.00

Exhibit B

Phase I Project Descriptions

New Seating

The current seats are 64 years old and in need of replacement. The project is as follows:

- Tear out the current seats, seal bolt holes, and paint floor.
- The auditorium will be painted before the new seats put in (see below)
- Lay-out of new seats will be changed to:
 - Provide more leg room between rows in the main section (downstairs)
 - Seats will be staggered to provide better view of the stage
 - Provide additional spaces for wheel chairs

The auditorium currently has 1,886 seats. Due to the additional spacing, the total seating will be reduced to 1,700-1,800 seats (exact number TBD).

Estimated cost: \$392,000

Paint Ceiling and Walls

The walls and ceiling will be repainted from the current green to a more neutral color.

Estimated cost: \$224,000

Replace Carpeting

Once the new chairs are installed, the carpeting will be replaced.

Estimated cost: \$65,280

Replace Lighting Dimmer System

Remove and replace existing dimmers with newer and efficient technology for seamless performance lighting.

Estimated cost: \$134,400

Install New Electronic Marquee on Holmes Avenue

The current marquee needs manual inserting of text. An electronic marquee with color displays will attract more patrons to the events held at the Civic.

Estimated cost: \$89,600

Acoustical improvements as recommended by 2006 study by Jaffe Holden Acoustics, Inc.
Upgrade acoustical environment by adding equipment to improve and enhance sound and quality of productions: estimate \$314,720. Improvements also include the replacement of the sound shells and baffles at a cost estimate of \$280,000.

Estimated total cost: \$594,720 (to include equipment and installation)

Exhibit C

Civic Auditorium Renovation Plan														
Phase I Renovations (Auditorium)														
Fiscal Year 2017/18														
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Total	Phase I	Cost Estimate
		175,000	-	-	-	-	-	-	75,583	70,583	70,834	\$ 392,000	Replace House Seating	\$ 392,000
-	-	-	-	-	-	-	-	-	224,000	-	-	224,000	Paint Auditorium	224,000
-	-	-	-	-	-	-	-	-	-	-	65,280	65,280	Replace Carpeting	65,280
-	-	-	-	-	-	89,600	-	-	-	-	-	89,600	Replace Marquee	89,600
-	-	-	-	-	-	-	-	-	-	-	-	-	Replace Lighting Dimmer System	134,400
													Acoustical Improvements	314,720
													Replace Sound Shells and Baffles	280,000
\$ -	\$ -	\$ 175,000	\$ -	\$ -	\$ -	\$ 89,600	\$ -	\$ -	\$ 299,583	\$ 70,583	\$ 136,114	\$ 770,880	Total	\$ 1,500,000
													Funding	Budget
													City Recommended Budget	\$ 750,000
													Donation	750,000
													Total	\$ 1,500,000
Phase I Renovations (Continued)														
Fiscal Year 2018/19														
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Total		
\$ 134,400	-	-	-	-	-	-	-	-	-	-	-	\$ 134,400	Replace Lighting Dimmer System	
314,720	-	-	-	-	-	-	-	-	-	-	-	314,720	Acoustical Improvements	
280,000	-	-	-	-	-	-	-	-	-	-	-	280,000	Replace Sound Shells and Baffles	
-	-	-	-	-	-	-	-	-	-	-	-	-		
-	-	-	-	-	-	-	-	-	-	-	-	-		
-	-	-	-	-	-	-	-	-	-	-	-	-		
\$ 729,120	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 729,120		
												\$ 1,500,000		