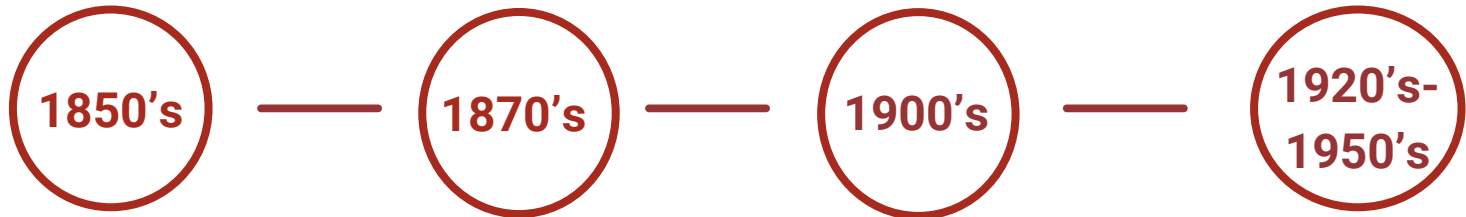


A photograph of the Mechanics Hall building in Worcester, Massachusetts. The building is a grand, multi-story structure with classical architectural features, including a prominent portico with columns and a pediment. The facade is made of light-colored stone or brick. In the foreground, there is a street with a cyclist, a pedestrian, and a bus stop. The sky is clear and blue.

Renovation Revival: Mechanics Hall

Brandon Franks, Christopher Letherbarrow, Zachary Shaffer

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.

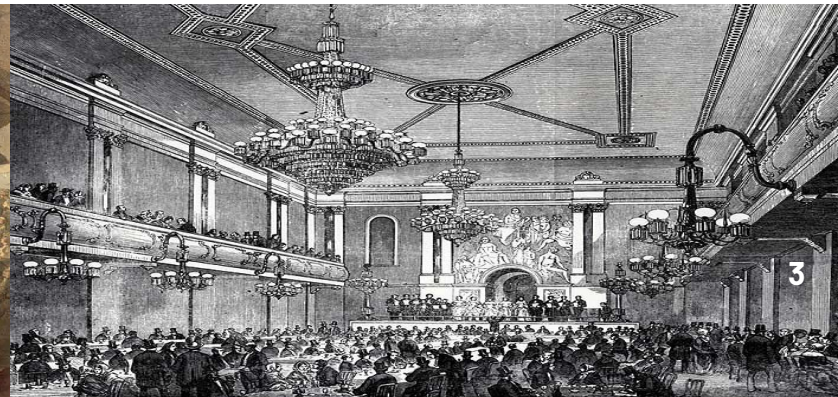
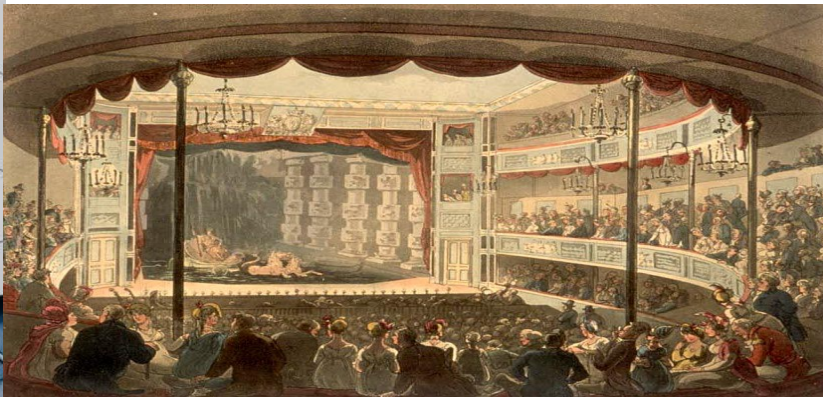
Performance Halls Face Geographic and Economic Changes

Socioeconomic Factors

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

Growth of Performance Hall Industry

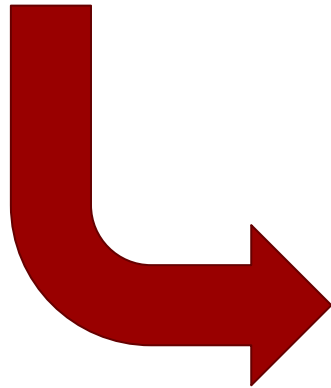
- Highly Profitable
- Interest from other Social Classes (Lower and Middle Class)



Performance Halls Arrive in the United States (1870's)

United States Adopt Performance Halls (1870s)

- Social Dynamic
- High-Tech Venues
- Culturally Rich

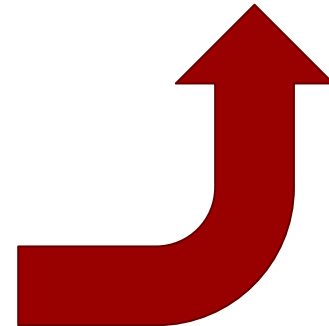


Industrial Revolution (1870-1914)

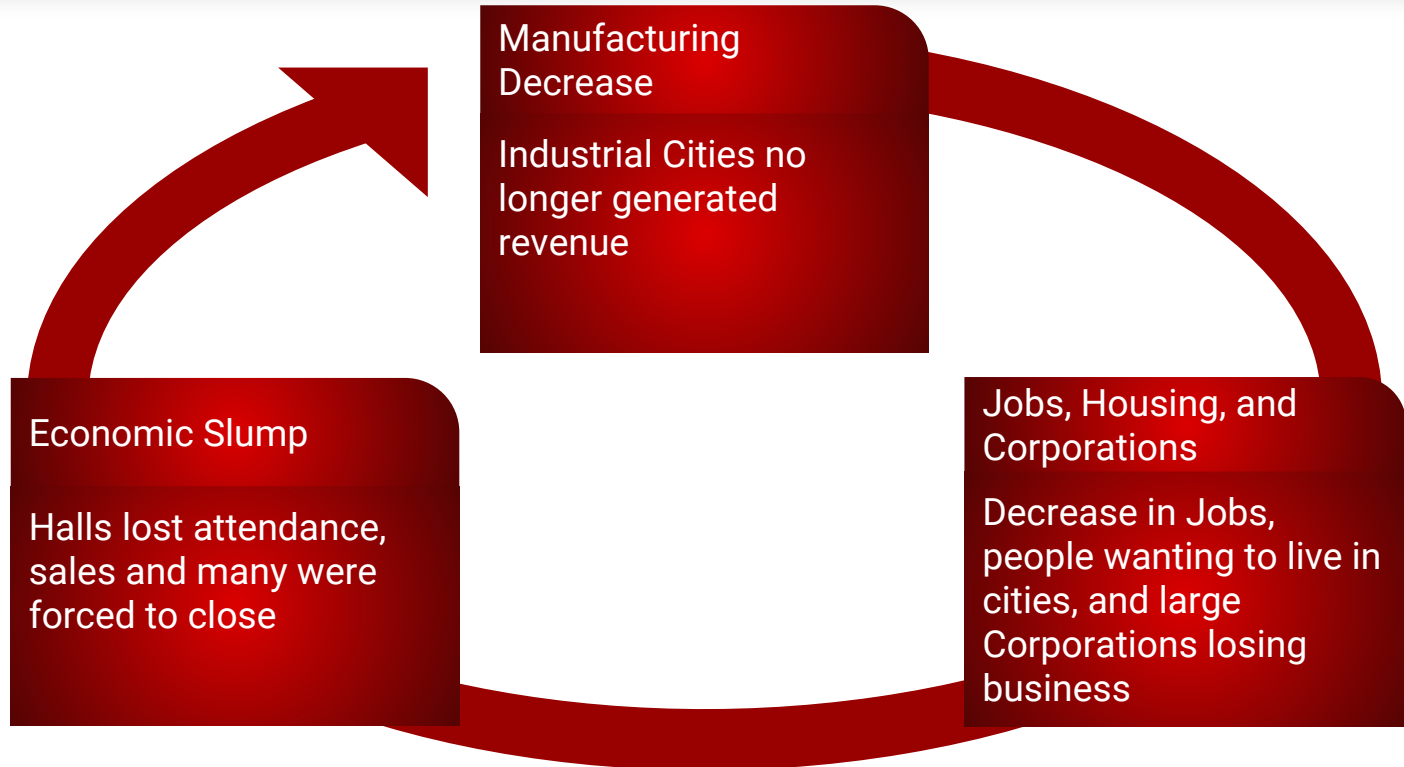
- Halls become the cornerstone of large industrial cities
- Worcester, Cleveland, Detroit

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)





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

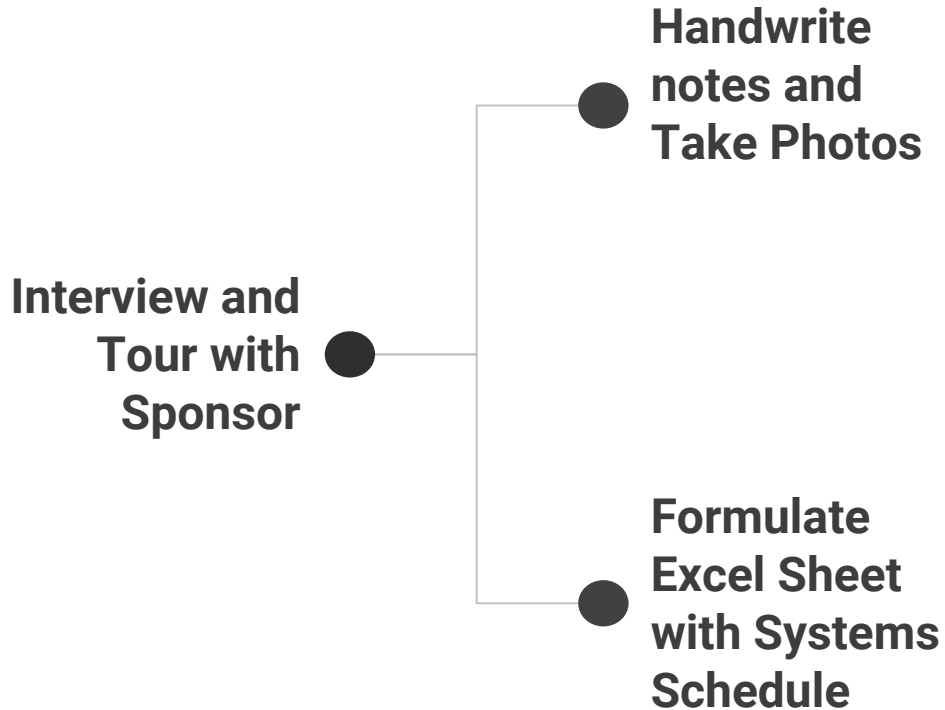
2

Determine which renovations and updates that will be completed

3

Connect and Attract Youth and Young Adults

Objective 1: Determining Technological Inefficiencies



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

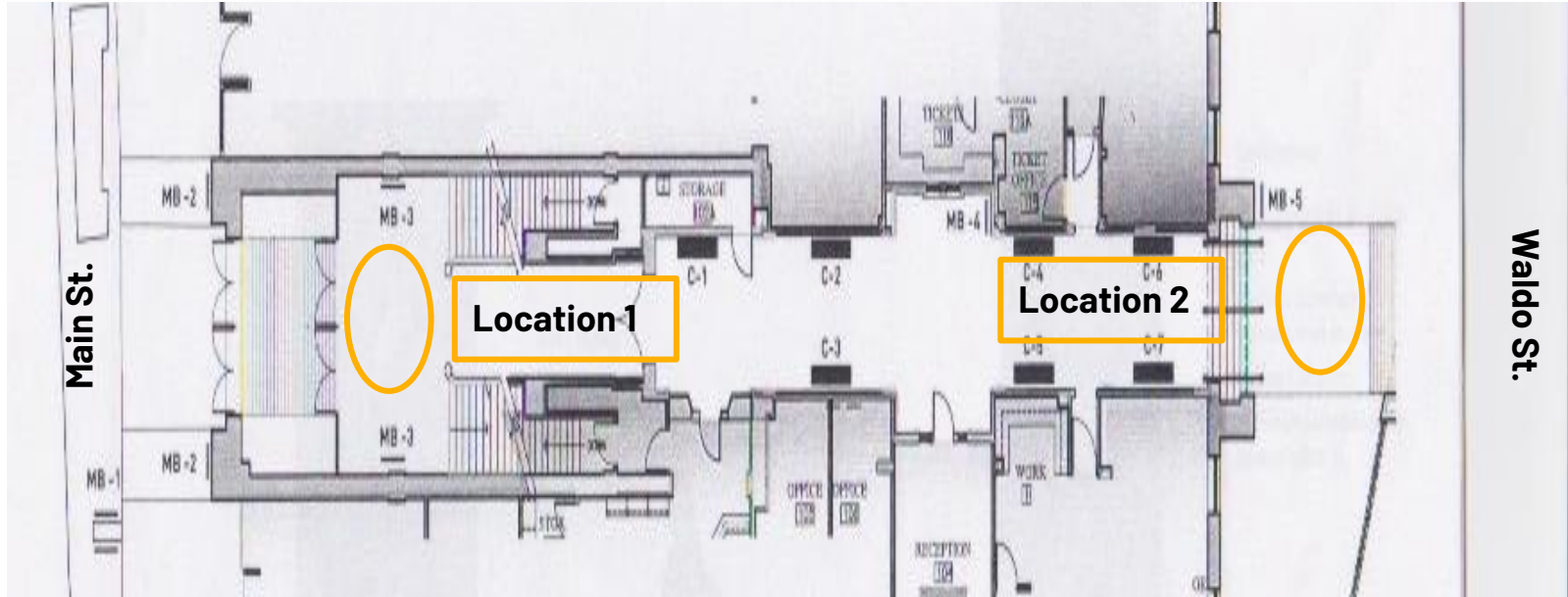
Professionals:

- **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



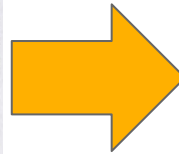
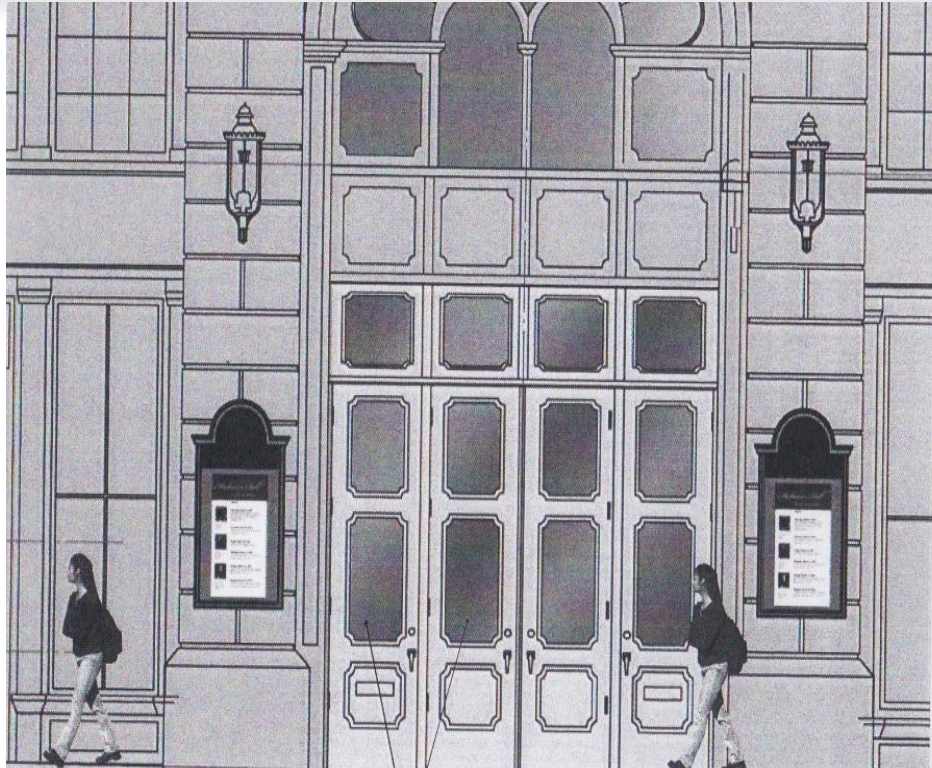
Traffic Count Details and Results

Havana Cuba All Stars:

- **January 31, 2019:
6:30 pm-7:30pm**
- **Location 1: 412
People**
- **Location 2: 243
People**



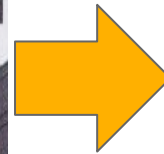
Immediate Signage Updates: External



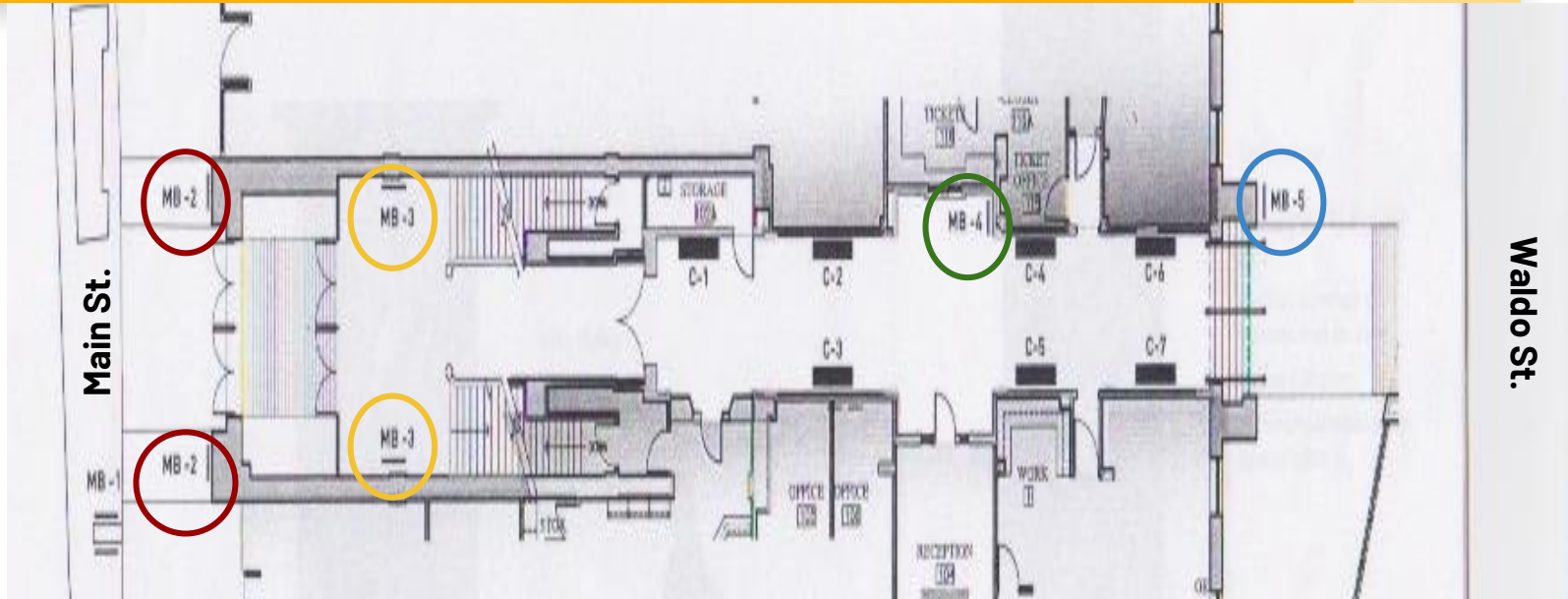
Reuse existing message structure, 46"



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

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

April 10, 2017 3:52 pm



Jess Ford

DAY TOTAL	WEEK TOTAL	PAY PERIOD TOTAL
6h 02m	33h 57m	33h 57m

Clock In to Serving

Select Job >

Take Break >

Sign Out

Calendar

Actions ▾ JOB CODES all job codes EMPLOYEES all employees

Print Settings

Add Shift
Load Week Template...
Save Week as Template...
Subscribe to Calendar

Mon, November 30, 2015

My Full Day Week Month Published

	6am	7am	8am	9am	10am	11am	12pm
			8:00a-5:00p Busser at Mel's				
H Hulk				9:00a-5:00p Anger Management			
CA Captain America		7:00a-4:00p Landscaping Nick Fury's Home					
DD Donald Duck			8:00a-2:00p Fowl pants shopping				
IM Iron Man			8:00a-5:00p Weld Iron to Iron				
JJ Jessica Jones	4hrs PTO Personal Day						10:00a-4:00p Help Captain America with landscaping
UT Bruce Wayne		7:00a-9:00a Upper-body strength training					11:00a-4:00p Upper-body strength training

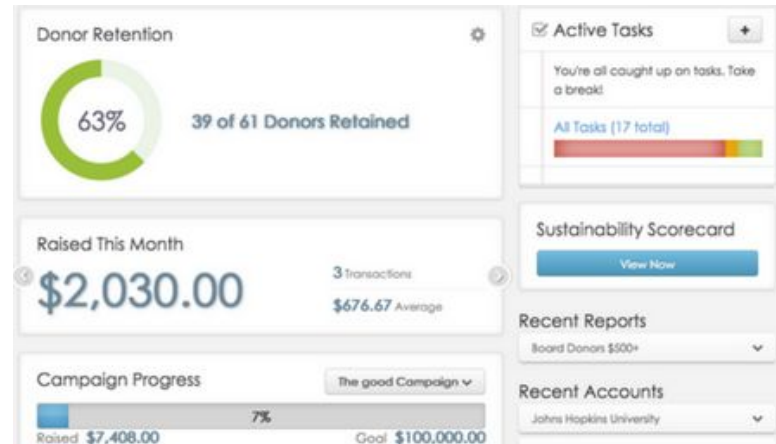
Donor Management Needs

- **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**



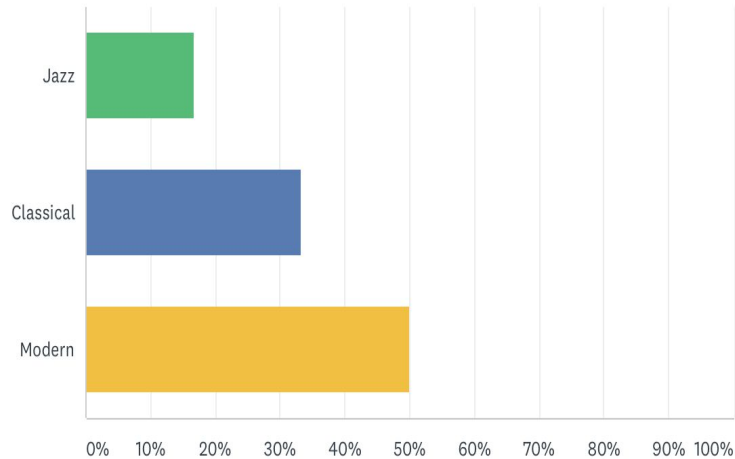
Youth Engagement Interview Takeaways

- **High School Age good target**
 - **Have more time available**
 - **Focus on underprivileged**
- **Low Cost Programs**
- **Modernize Programs and Events**

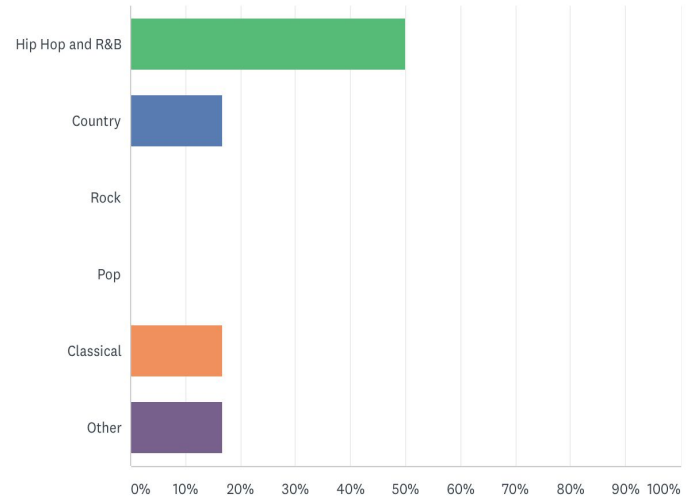


Survey Results and Conclusions

What genres of music do you prefer to play in class?

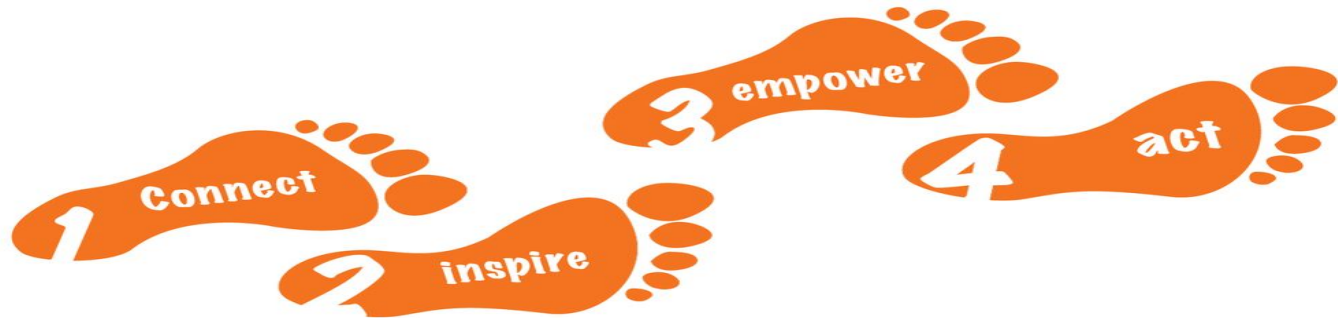


What genre of music do you primarily listen to outside of the classroom?



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

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Thank you!
Questions?