

HOROWITZ RENOVATIONS





ABOUT THE HOROWITZ

- 720-seat theatre
- SUB Theatre part of original building plan
- Fantastic performance history in 70s and 80s
- Renamed the Myer Horowitz Theatre in the early 1990s after Myer Horowitz, University President from 1979 - 1989



NEED

- Last major renovation was in 1983 (33 years ago!)
- Technical upgrade in 1988 (28 years ago)
- Seating is in very poor shape
- Lobby is dated, too small for the seating capacity
- Technology is dated and modern safety systems are not in place

SCHICK STUDY

- We commissioned an independent specialist to review the Theatre and make recommendations.
 - “The theatre is well run, services many groups and events providing high quality entertainment to the patrons” but there are problems...

A few excerpts:

“the box office is far too small for the size”

“the lobby is not large enough for the capacity”

“audience chamber is showing some aging both in the actual materials and dated decor”

“current seats are seriously in need of replacement”

“serious issues with the acoustical reflectors”

“the sound and lighting can really not be called “systems” as they are in reality a collection of original equipment, upgrades and purchases made on an ad hoc basis”

“much of the equipment is dated technologically”

“number of dressing rooms and their seating capacity is not adequate for this large an operation”



“The product which a theatre is selling or providing to the patrons is not just the performance, it is the experience of attending.”

The need to renovate the Theatre is clear.



WHAT LARGER GOALS DOES RENOVATING THE THEATRE SERVE?

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- Bring students back to campus: We envision SUB as a student event centre with full services at a low cost to student groups
- Enhance the SU's long-term viability and develop new revenue non-student revenue sources

ALIGNMENT WITH STRATEGIC PLAN

➤ **Supporting Students**

- Increase student opportunities (paid and volunteer) within the SU.
- Ensure the inclusivity of the Students' Union: Improve the accessibility of facilities and programs and the diversity of students involved.
- Promote better mental health among students.
- Provide for the social needs of students.

➤ **Build Organizational Capacity**

- Develop and expand non-student revenue sources.
- Improve business performance.
- Maintain capital assets.
- Integrate sustainability into operations.

EARLY CONCEPTS FOR THEATRE RENOVATION

- Initial recommendations from the consultant:
 - Refresh the interior design
 - Create a dedicated entrance area
 - Build out the lobby to be two-level space, relocate stairs
 - Add a crush space/multipurpose room
 - New seats, new lighting, new sound
 - Assorted upgrades to dressing rooms, etc.

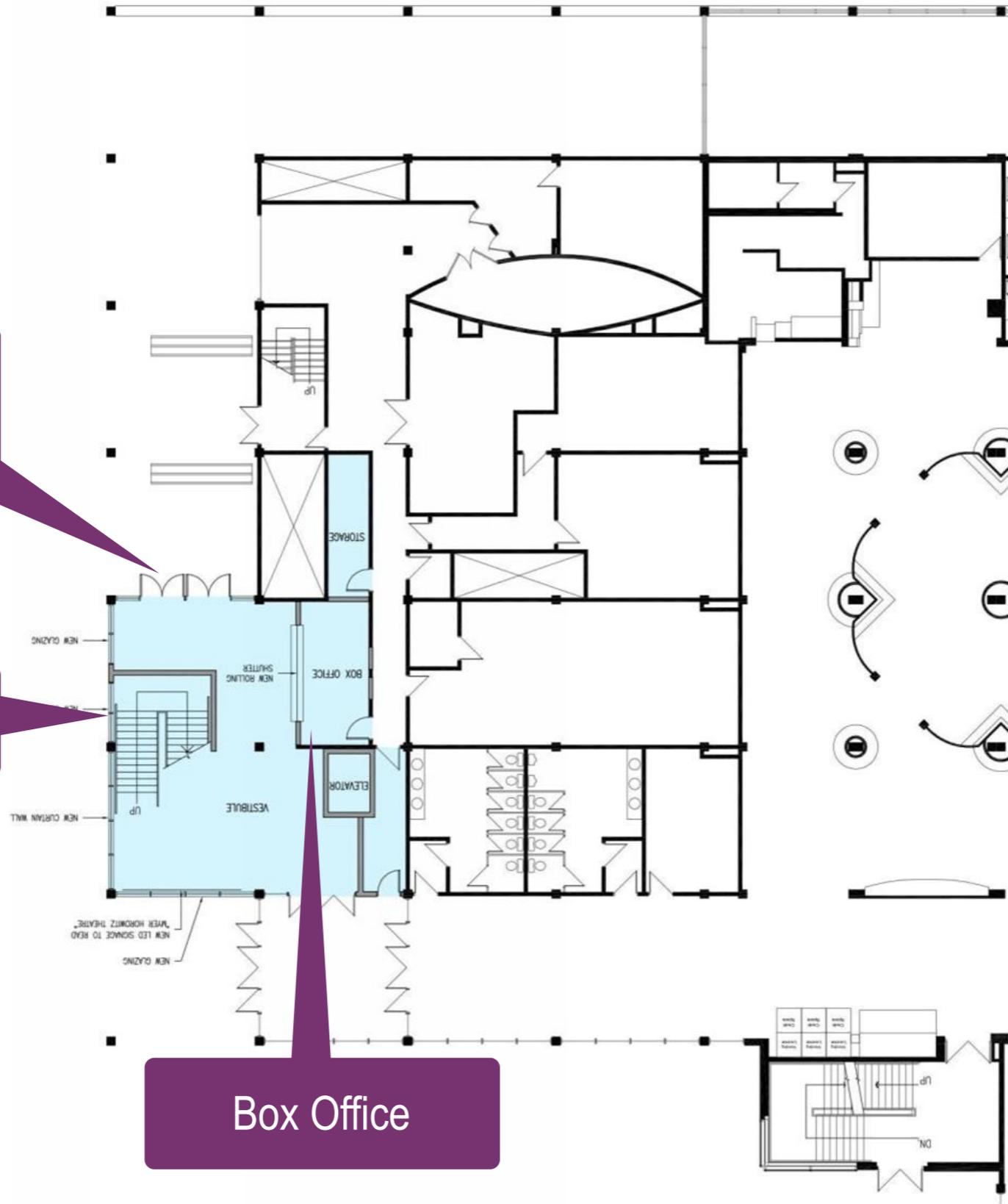
- Let's take a look... Keep in mind, these are **INITIAL CONCEPTS** only!

REVISED MAIN FLOOR LAYOUT

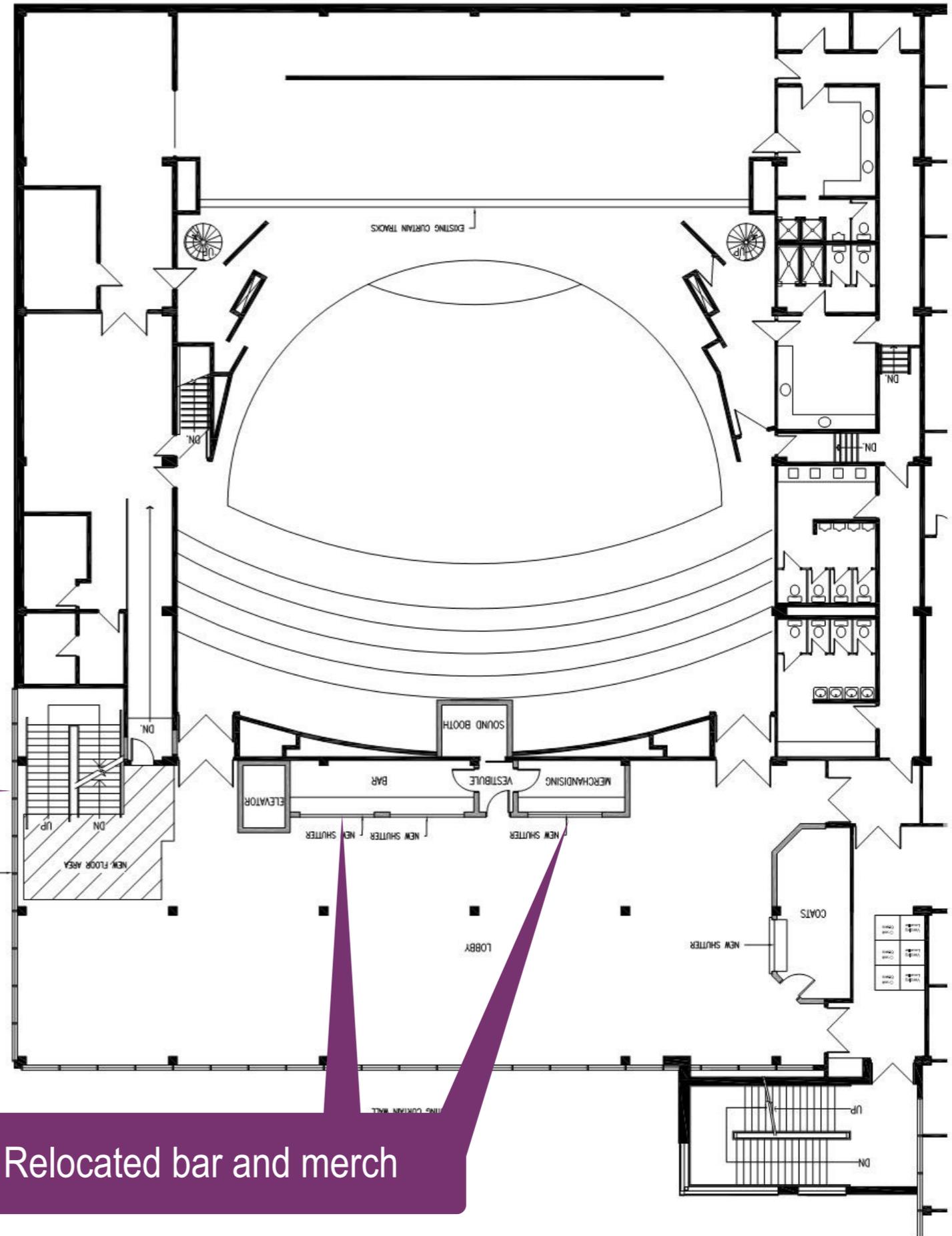
Dedicated Entrance

Stair is rotated 90°

Box Office



SECOND FLOOR LAYOUT



Rotated stair

Relocated bar and merch

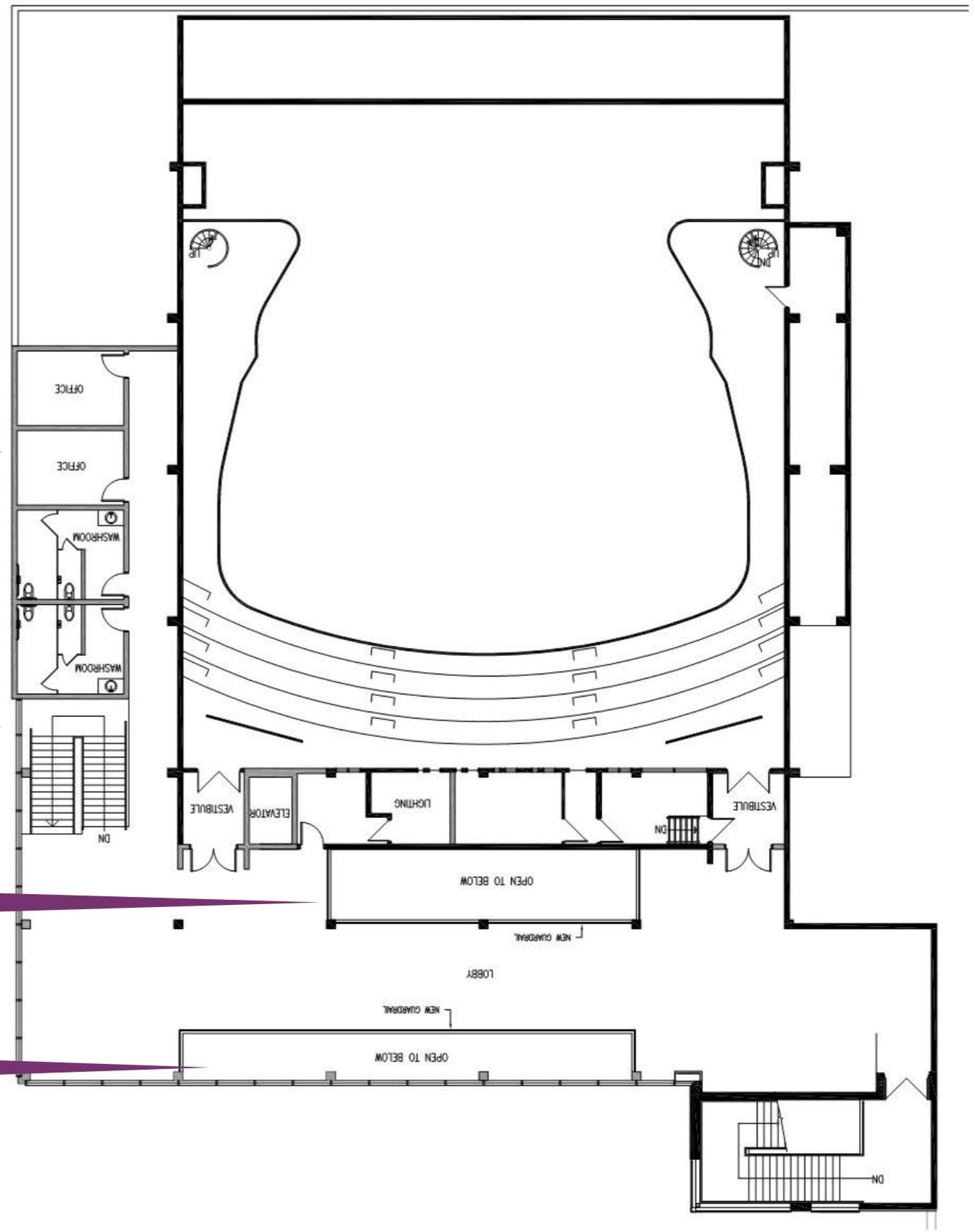
BALCONY FLOOR LAYOUT

Additional washrooms and offices

Rotated and extended stair

Open to below

Open to below



Not shown: New multipurpose space on the west side.

HOW ABOUT SOME PICTURES?

again, these are just conceptual renderings!



MERCHANDISE



CHANDISE

BAR



ENTRANCE 1

BAR

MERCHANDISE

COAT CHECK



MYER HOROWITZ THEATRE - RENOVATION

BALCONY LOBBY
APRIL 22nd 2016





MYER HOROWITZ THEATRE - RENOVATION

THEATRE INTERIOR #1
APRIL 22nd 2016





MYER HOROWITZ THEATRE - RENOVATION

THEATRE INTERIOR #1
MAY 16th 2016





MYER HOROWITZ THEATRE - RENOVATION

THEATRE INTERIOR #2
MAY 16th 2016

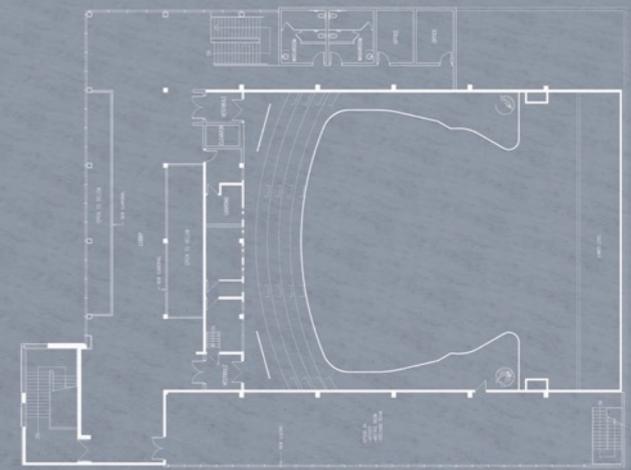
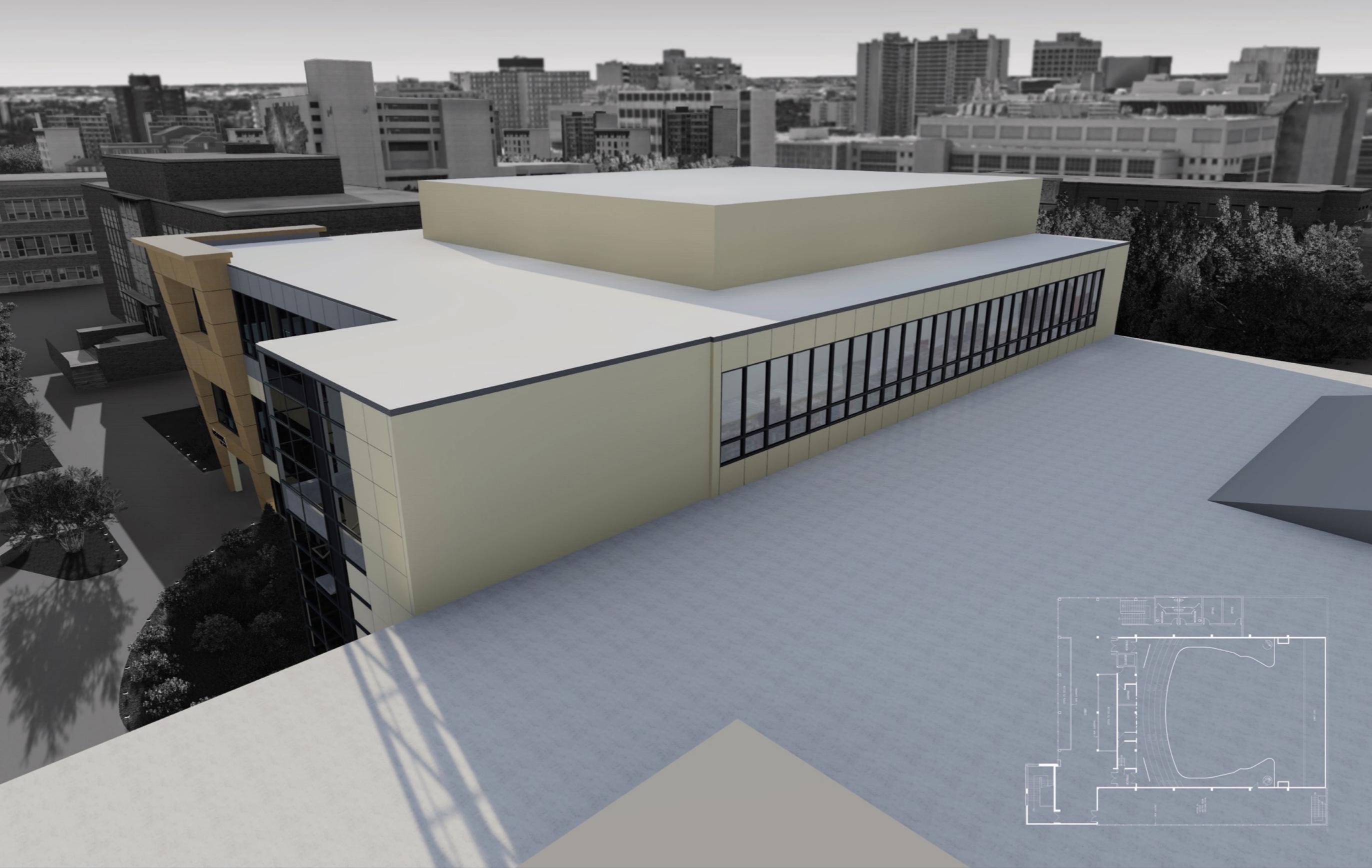




HOROWITZ
THEATRE

MHT & THE STUDENT EVENT CENTRE CONCEPT

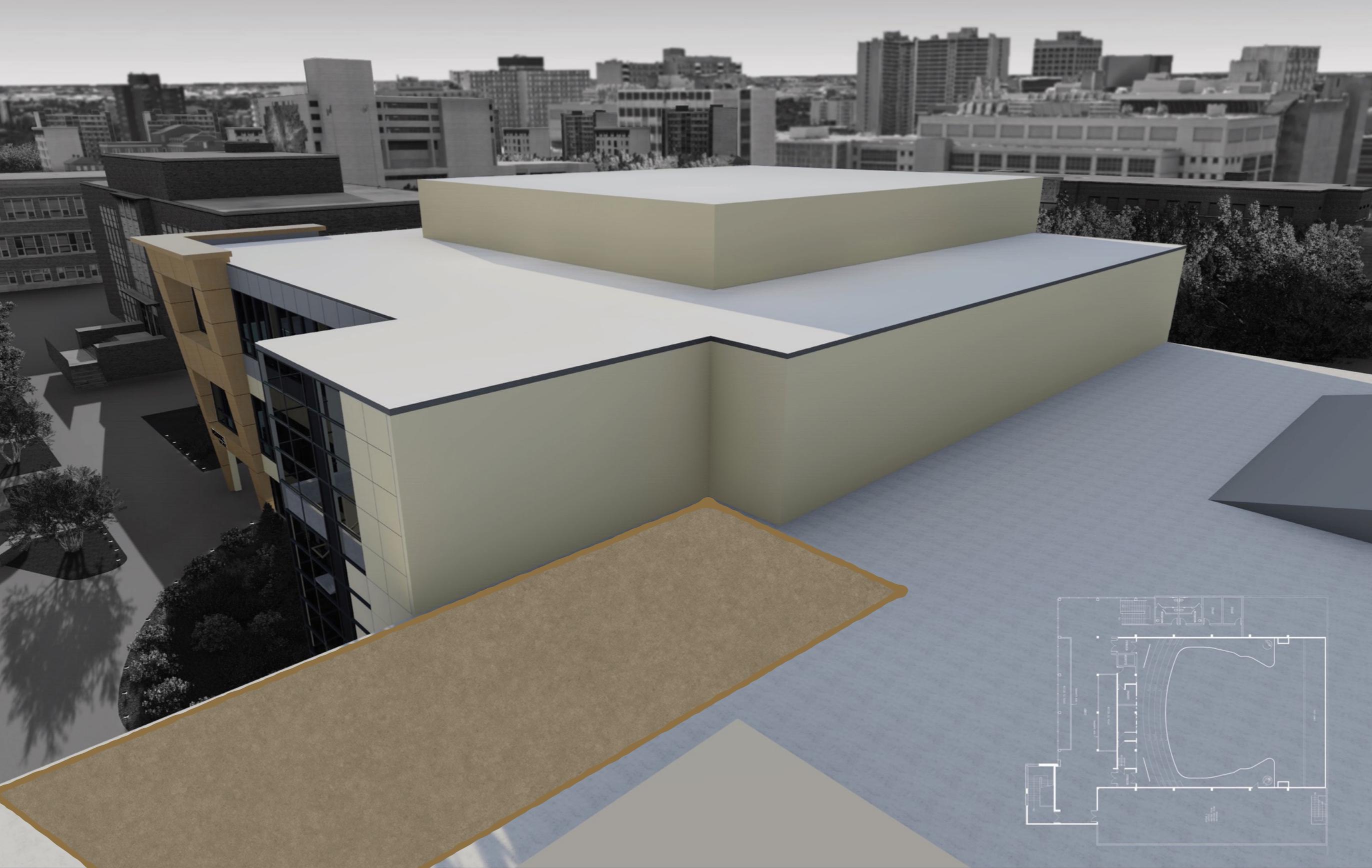
- Event Centres have had a lot of success in other schools (UBC, UofC are the most notable)
- Reconfiguration of entrance will impact L'express
- We need better catering facilities
- To replicate what we've seen work elsewhere, we'll need:
 - Much improved catering facilities
 - 2 more medium-sized (2-3000 sq ft) rooms
 - Appropriate business plan and staff support
- Add a space on the balcony level, a catering kitchen in the lower level, and (ideally) an additional bookable space in the lower level



MYER HOROWITZ THEATRE - RENOVATION

EXTERIOR BALCONY - OPTION
APRIL 22nd 2016





MYER HOROWITZ THEATRE - RENOVATION

EXTERIOR BALCONY - OPTION 2
MAY 16th 2016



COSTS

- Schick estimate, MHT renovation: \$9.5M
 - This is high for a refurb, but it includes a lot of technical equipment.
- Ancillary developments (kitchen, bookable space, storage): \$1.5M (very rough internal estimate)
- Total cost - \$11M
- Costs can be scaled by limiting what we do; however, that would not address any structural shortcomings of the space nor allow us to build a student event centre.

FUNDING

- Pursuing grants, such as CFEP and the Canada 150 grant.
 - Some of these grants require work to be completed by 1st half 2018, driving an aggressive schedule on our part.
- Fundraising from SU alumni and arts patrons.
- Ask if students support the project, if required.

- Current funding plans reflect a desire to minimize risk. Any upside can then go to continuing modernization of SUB and providing better services.
- Short term, there is a funding issue for design work.

PROCESS & WHERE WE ARE NOW

- ✓ Assessment Report (Schick Shiner)
- ✓ Project Manager Selected (Russell Steffes)
- ✓ Initial Meetings with University
- ⦿ Prime consultant (architect) selection (Summer)
- ⦿ Schematic Design and student feedback (Fall Term)
- ⦿ Fundraising (Fall through Summer)
- ⦿ Design Development and Final Approvals: Winter and Spring 2017
- ⦿ Construction Summer/Fall 2017

This timeline is based on a January 2018 completion date. This may be pushed back to 2019.

YOUR ROLE

- Oversight and Approvals
- Feedback! We need to know what you think, what you like and what you're concerned about
- There will be a project steering committee that will require some Council representation
- We are also looking at a SUB Advisory Group that will require Council representation

QUESTIONS?