



MEMORIAL HALL PRESERVATION INITIATIVE



AGENDA

Introduction

History to Present Day

Feasibility Study / Rehabilitation / Est. Costs

Importance / Growth



CONSTRUCTION BEGINS IN 1924

DOORS OPEN IN 1926

CONSTRUCTED TO HOST & HONOR VETERANS AND PROVIDE A MEETING SPACE & RECREATIONAL VENUE FOR RESIDENTS

2.496 ACRES OF PRIME DOWNTOWN REAL ESTATE IN PLYMOUTH'S HISTORIC DISTRICT

26,000SQFT OF MULTI-FUNCTIONAL SPACE



RENOVATIONS IN 2001

(EINHORN, YAFFEE, PRESCOTT)

GENERAL BUILDING STABILIZATION
CODE COMPLIANCE AND GENERAL
RESTORATION OF THE HEAD HOUSE
REFINISH & REFURBISHING OF THE WOOD
DOORS AND FLOORS
NEW STAIRS
NEW ELEVATOR
NEW WHEELCHAIR LIFT
NEW TOILET ROOMS IN BASEMENT
NEW ASPHALT SHINGLE ROOF.

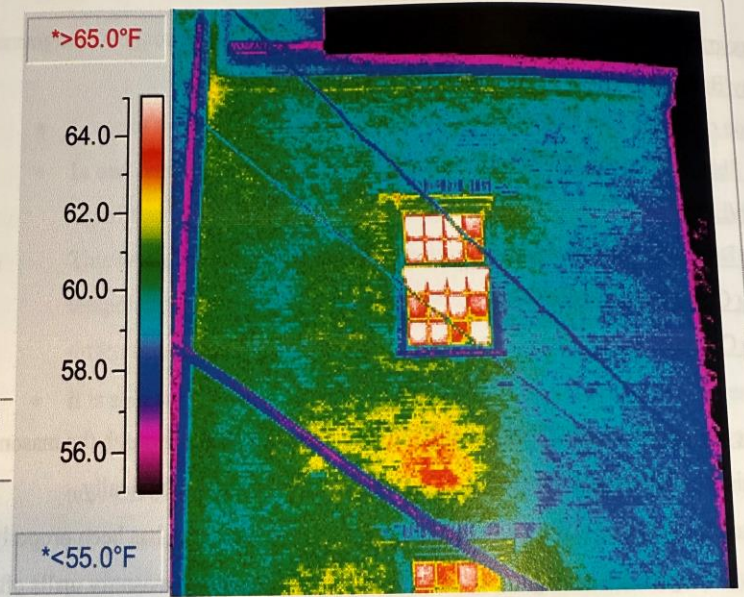


RENOVATIONS IN 2005

(EINHORN, YAFFEE, PRESCOTT)

EXTERIOR WALL REPAIRS
HEADHOUSE ALTERATIONS
STAGEHOUSE ALTERATIONS
ARCHITECTURAL REPAIR
MECHANICAL UPGRADES
ELECTRICAL COMPONENT REPLACEMENTS
STAGE AND SOUND UPGRADES

Thermogram:
Infrared
Image



Control Photo:
Visible Light
Image



Thermogram # 20

WATER INFILTRATION ANALYSIS COMPLETED DECEMBER 2011 – CME ASSOCIATES

(NO PROFESSIONAL REMEDIATION COMPLETED ON
CONCLUSION OF STUDY)



2016 ARTICLE FUNDS

20169A19 – BRICK REPOINTING: \$28,407

20169A20 – REPAIR BRICK VENEER: \$17,910

20169A21 – MASONRY SEALING: \$39,714

\$86,031 ALLOCATED - \$0.00 SPENT TO DATE



PRESENT DAY

08DEC23





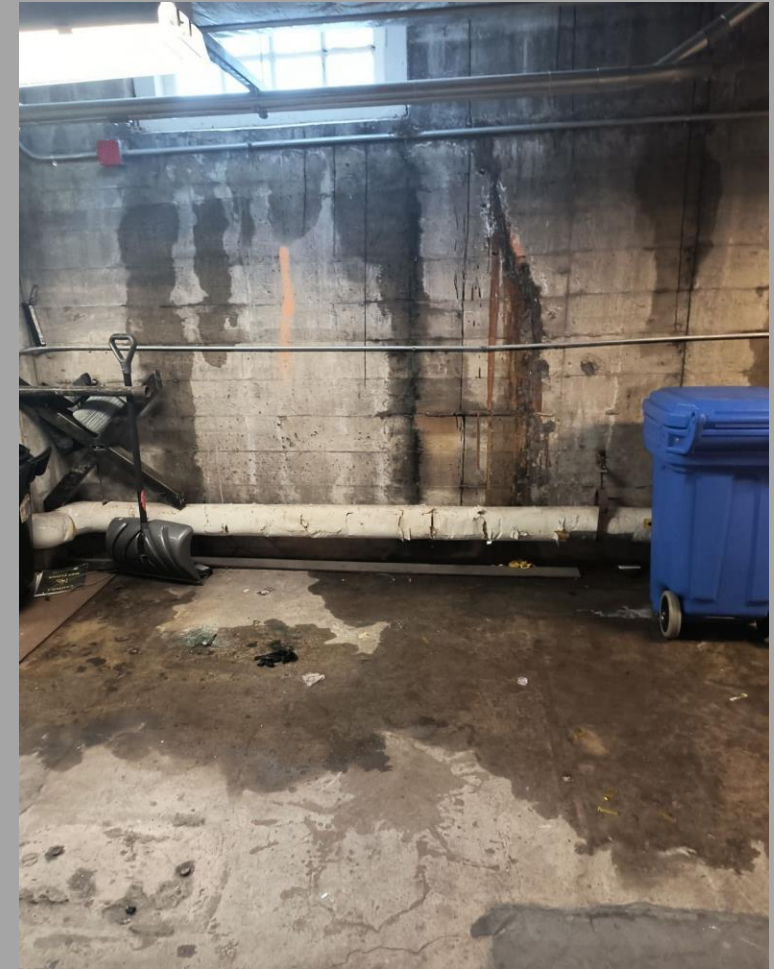
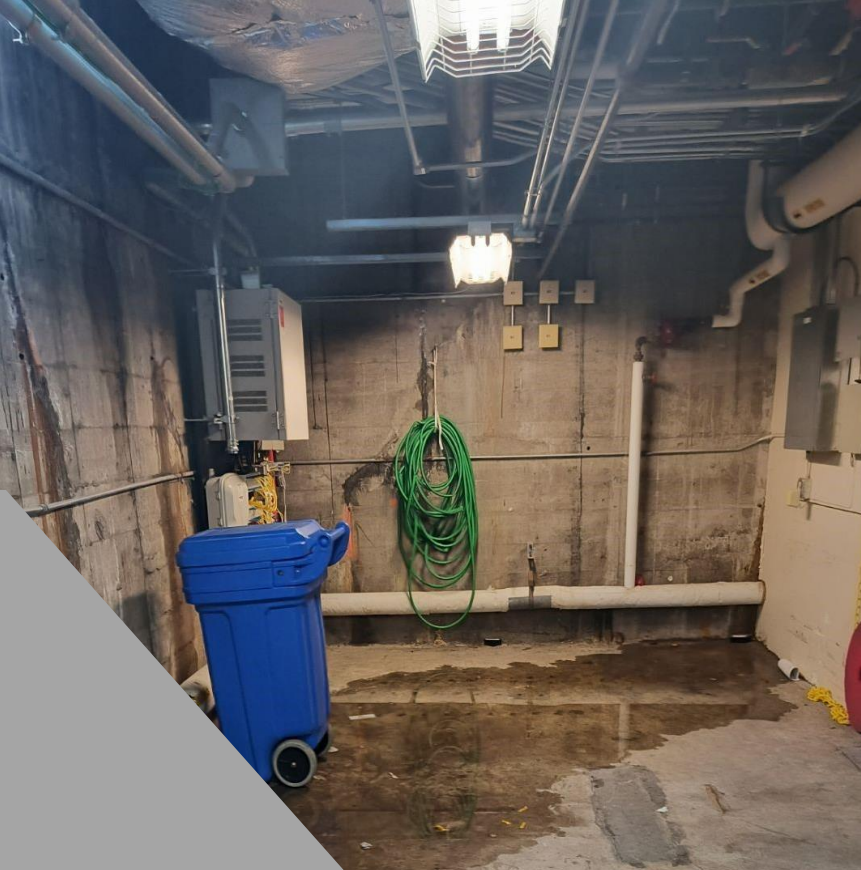
PRESENT DAY

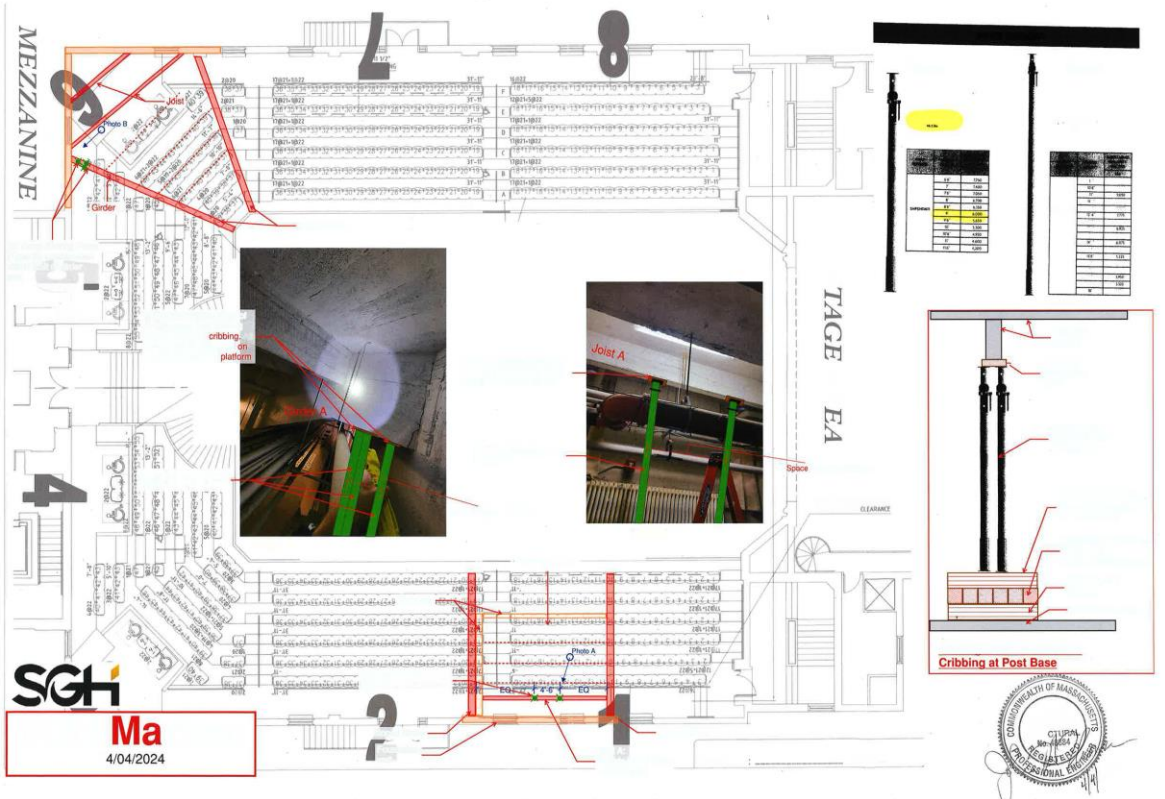
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PRESENT DAY

04APR24







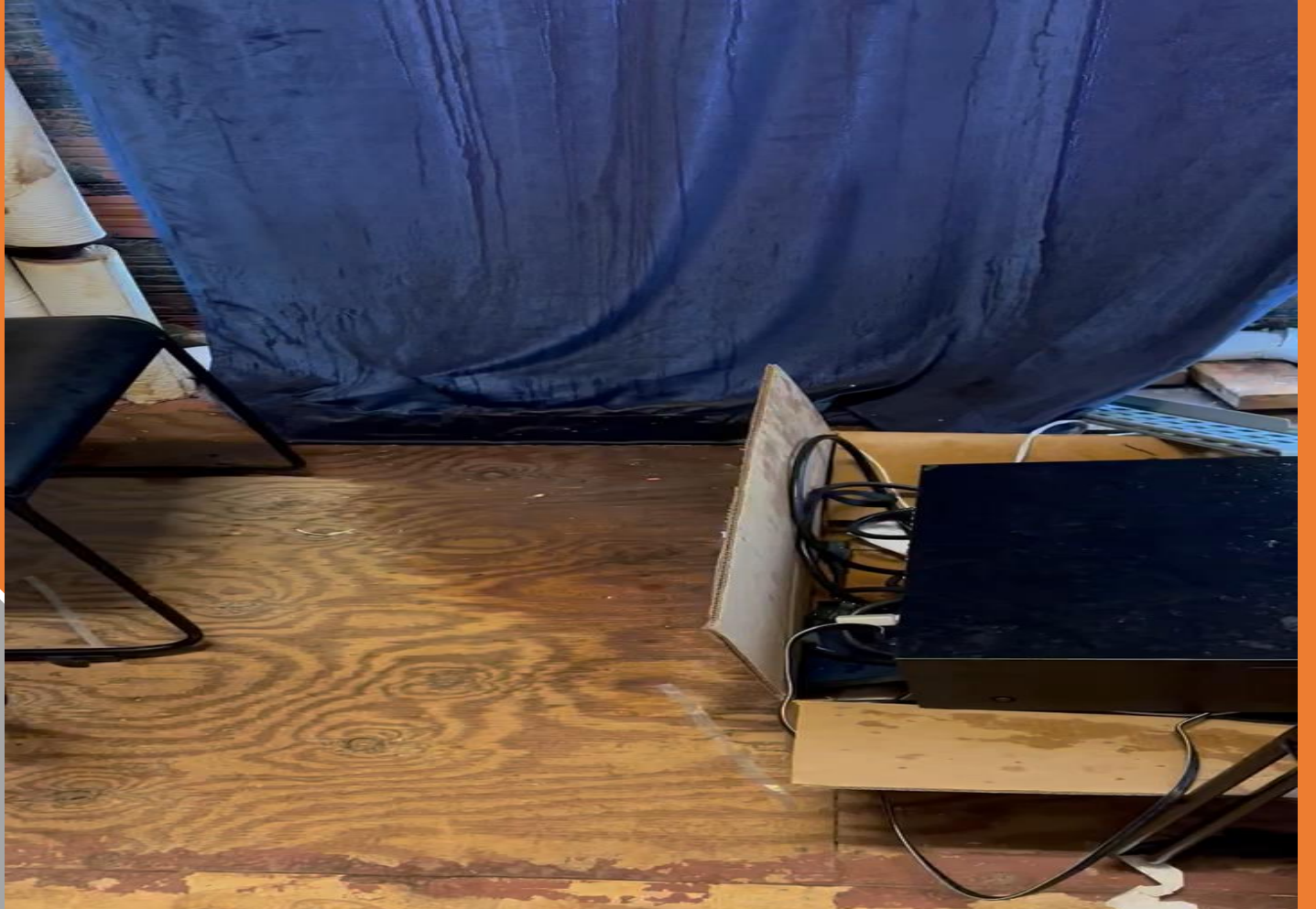
PRESENT DAY

21SEP24



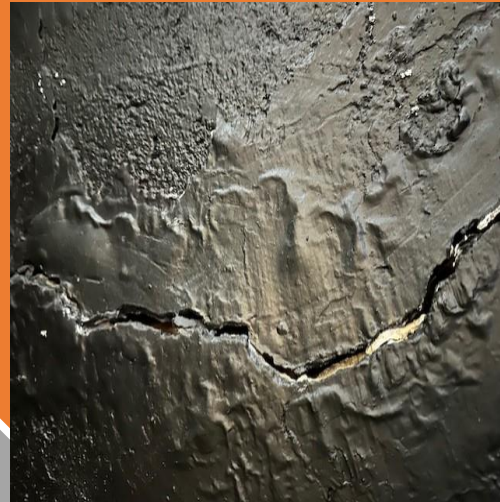
PRESENT DAY

21SEP24



PRESENT DAY

10JUN25





SELECT BOARD GOALS AND PRIORITIES DTD 20AUG24:

CONDUCT A FEASIBILITY
ANALYSIS OF MH WITH
PROPOSED UPGRADES TO
DEVELOP A 21ST CENTURY
ENTERTAINMENT VENUE.

Memorial Hall Feasibility Study

Plymouth, MA



DBVW
ARCHITECTS

The Town Of Plymouth's Vision Is A First-Class Entertainment Venue That Supports:

- Music Performances: Rock, Pop, Philharmonic
- Regional Theater
- Musicals
- Comedy Shows
- Cage Wrestling Matches
- Flexible Events (such as weddings)
- Recreational Programming: Pickle Ball, Yoga, Dance, Pilates
- Museum (for Veterans, adjacent to lobby)

The Building And Program Will Present A Variety Of Project Challenges:

- The historic building presents challenges with the modern infrastructure required for the venue
- The broad range of performance types desired for the venue each bring their own variety of challenges for the space





Artists' Experience

- Dressing rooms are inadequate in size and quantity and offer no privacy.
- Showers are small and offer no privacy.
- Number of bathrooms and bathroom size is inadequate.
- Laundry room with washer and dryer should be provided.
- Larger Green Room with a catering room should be provided. The space should be able to accommodate 20+ people.
- There should be access for tour buses close by for artists to use as overflow space.

Promoters' Experience

- Greater stage depth and wing space would be helpful, but making loading into the space easier should be the top priority.
- The flexibility of the seating on the auditorium floor is a plus, even though more set-up time is required.
- Providing supplemental equipment for shows requires more time and money on the promoter's side, therefore, they are willing to pay higher fees for better on-site equipment.
- There is pushback from users on the current audio system. A more rider-friendly audio system from L-Acoustics or Meyer sound should be considered.
- The owner should work with the Plymouth Fire Department to put in place the means for allowing the use of haze atmospherics in the auditorium.
- Better facilities will attract better talent and more shows.

Patrons' Experience

- The historic nature of the building provides interesting space, but currently many areas within the building do not function well.
- The flow through the main entry lobby and hallway is cramped with metal detectors, ticketing stands, exhibits and concessions.
- Better distribution and access to concessions and bathrooms throughout all levels should be considered.
- Bottlenecking at the lower lobby concessions and bathrooms is an issue.
- Queuing for the second-floor concessions is an issue. It blocks the egress stairwell.
- Heating and cooling, along with temperature control within the venue, is inadequate and takes away from the user experience.

The Feasibility Study Developed A Four-Tiered Approach To Improving Plymouth Memorial Hall

- Each Tier Builds Successfully Upon The Previous Tier
- Allows For a Phased Approach To Fit The Town's Available Budget

Tier 1A: Exterior Building Restoration
Tier 1B: Interior Upgrades



Tier 2: Back-Of-House Building Addition



Tier 3: East Entry Vestibule & West Terrace w/ Tent



Tier 4: Auditorium & Stage Enhancements



- | | | | |
|--|---|--|--|
| ■ Auditorium | ■ Stage | ■ Offices | ■ Restrooms |
| ■ Concessions | ■ Green Room | ■ Veterans | ■ Storage |
| ■ Blue Room | ■ Dressing Rooms and Private Rooms | ■ Service Utilities | ■ Circulation |
| ■ Lobby | ■ Production Support | | |



Lower Level Floor Plan

Tier 1A Exterior Restoration
Total Cost: \$3,763,520



South Elevation

- Auditorium

Concessions

Blue Room

Lobby
- Stage

Green Room

Dressing Rooms and Private Rooms

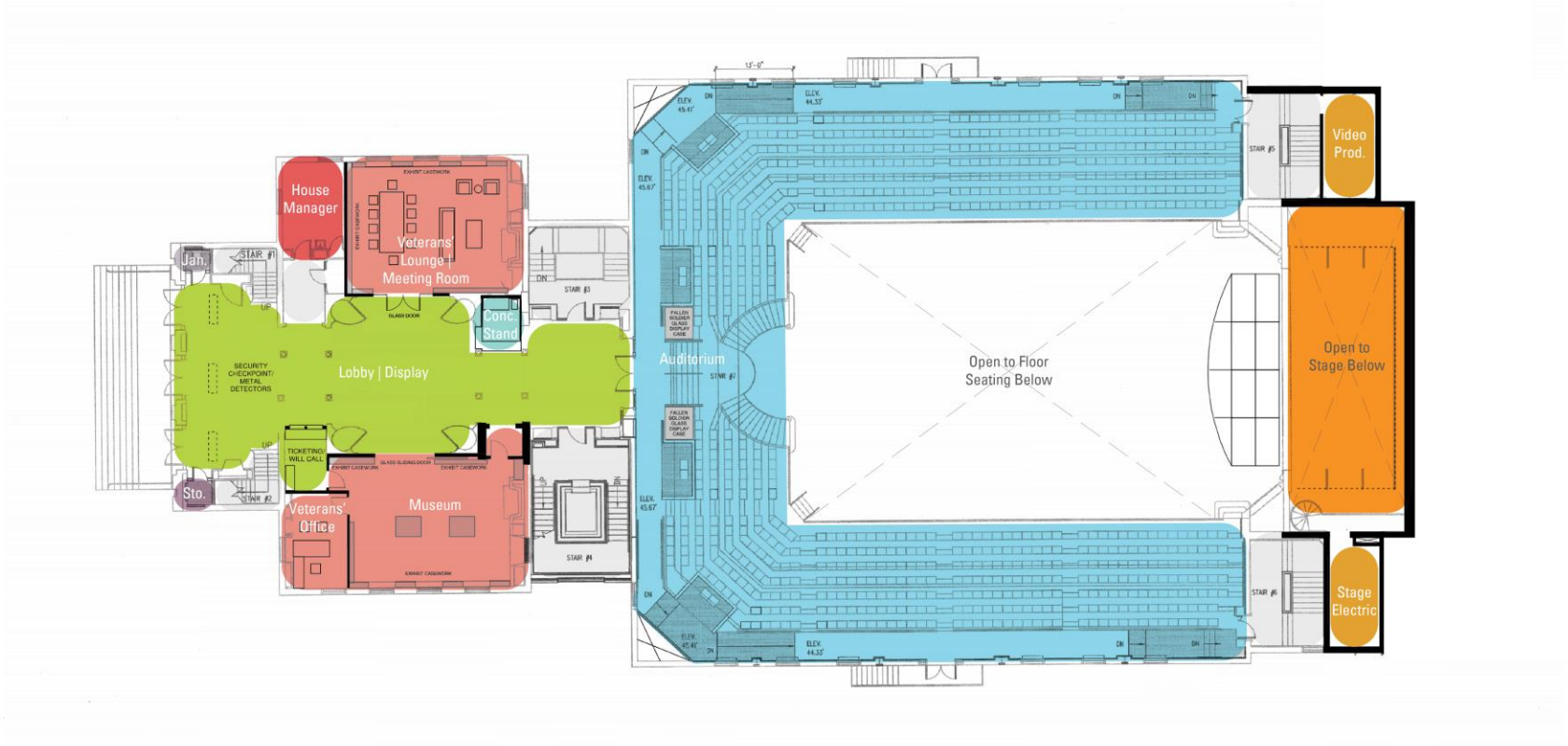
Production Support
- Offices

Veterans
- Restrooms

Storage

Service | Utilities

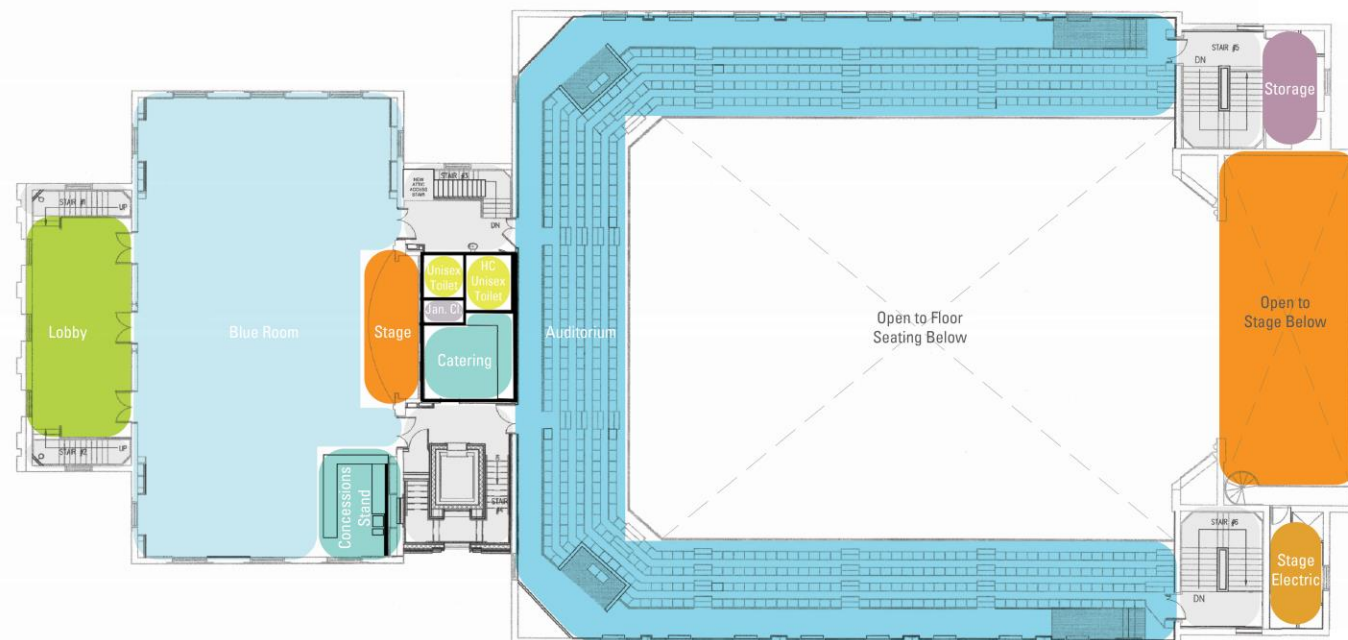
Circulation



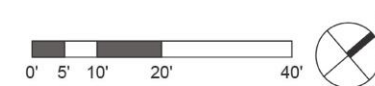
First Floor Plan

Tier 1B Interior Upgrades

Total Cost: \$15,027,393

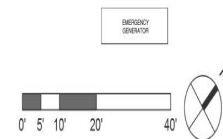
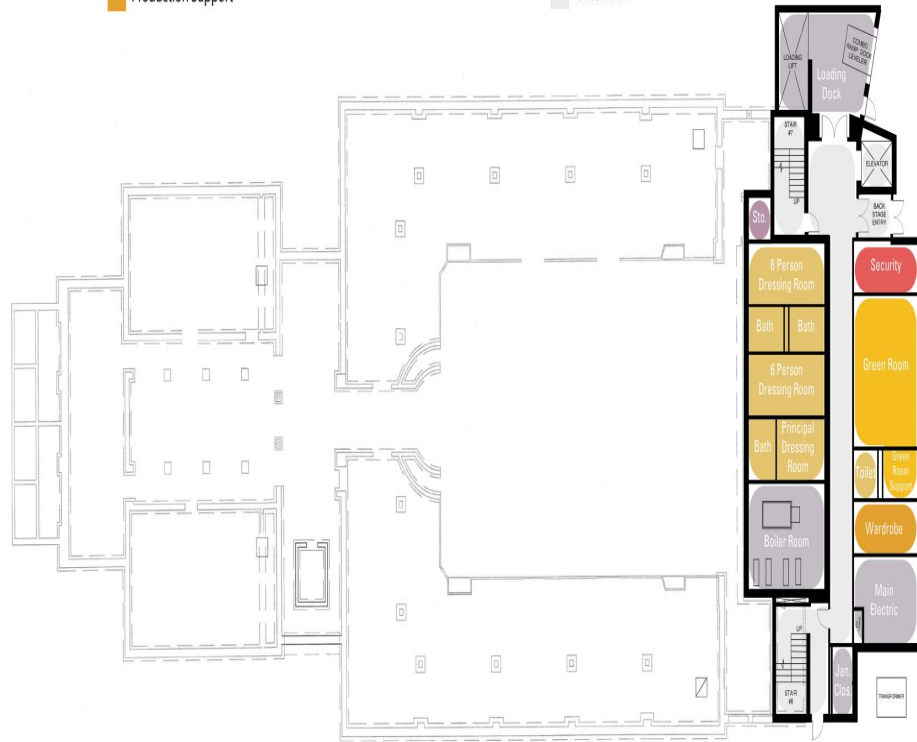


Second Floor Plan



TIER 1B INTERIOR RENOVATION | PROPOSED DESIGN

- | | | | |
|--|---|--|--|
| ■ Auditorium | ■ Stage | ■ Offices | ■ Restrooms |
| ■ Concessions | ■ Green Room | ■ Veterans | ■ Storage |
| ■ Blue Room | ■ Dressing Rooms and Private Rooms | ■ Service Utilities | ■ Circulation |
| ■ Lobby | ■ Production Support | | |

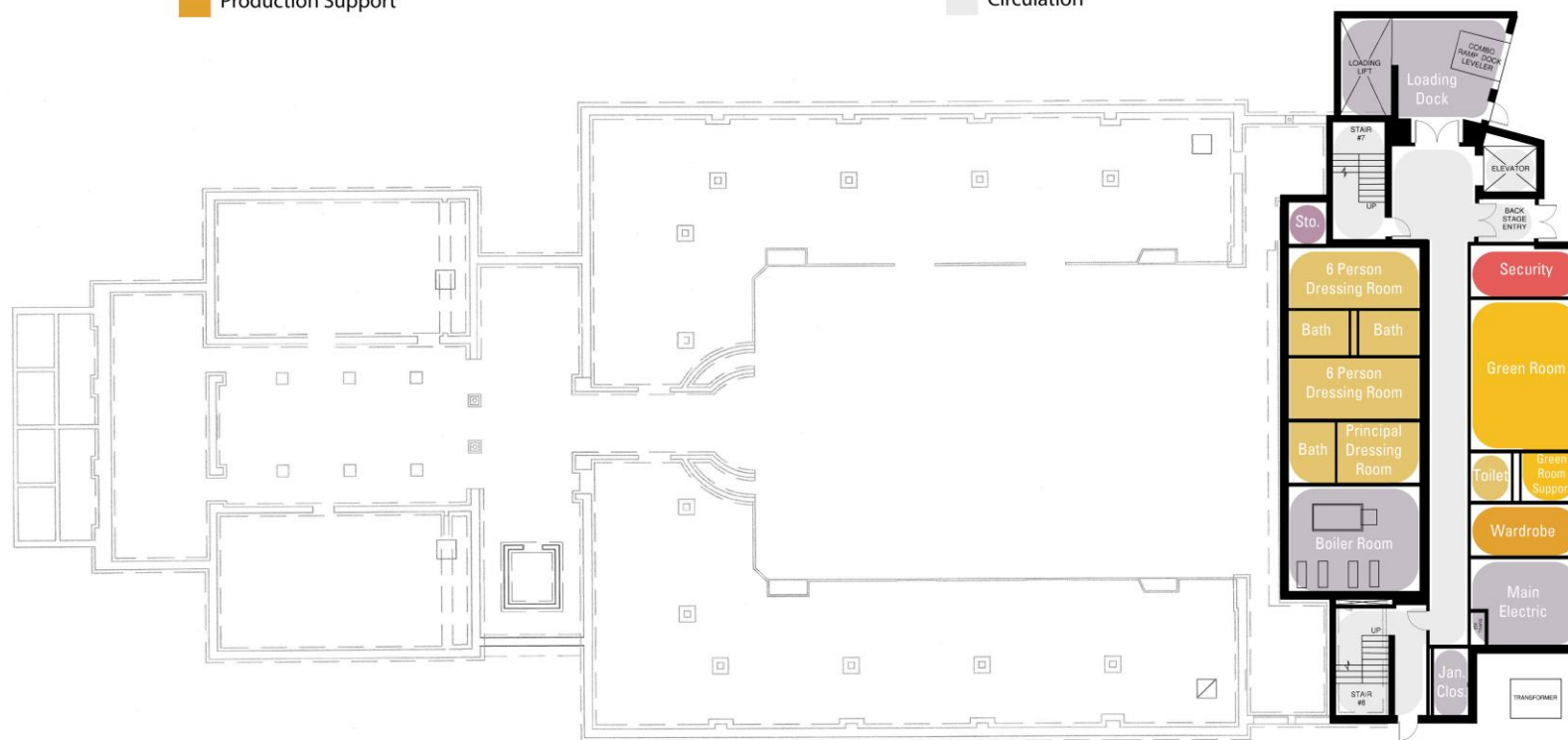


Basement Floor Plan

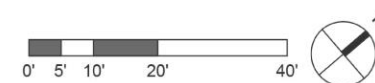


North Elevation

- | | | | |
|--|---|---|--|
| ■ Auditorium | ■ Stage | ■ Offices | ■ Restrooms |
| ■ Concessions | ■ Green Room | ■ Veterans | ■ Storage |
| ■ Blue Room | ■ Dressing Rooms and Private Rooms | | ■ Service Utilities |
| ■ Lobby | ■ Production Support | | ■ Circulation |

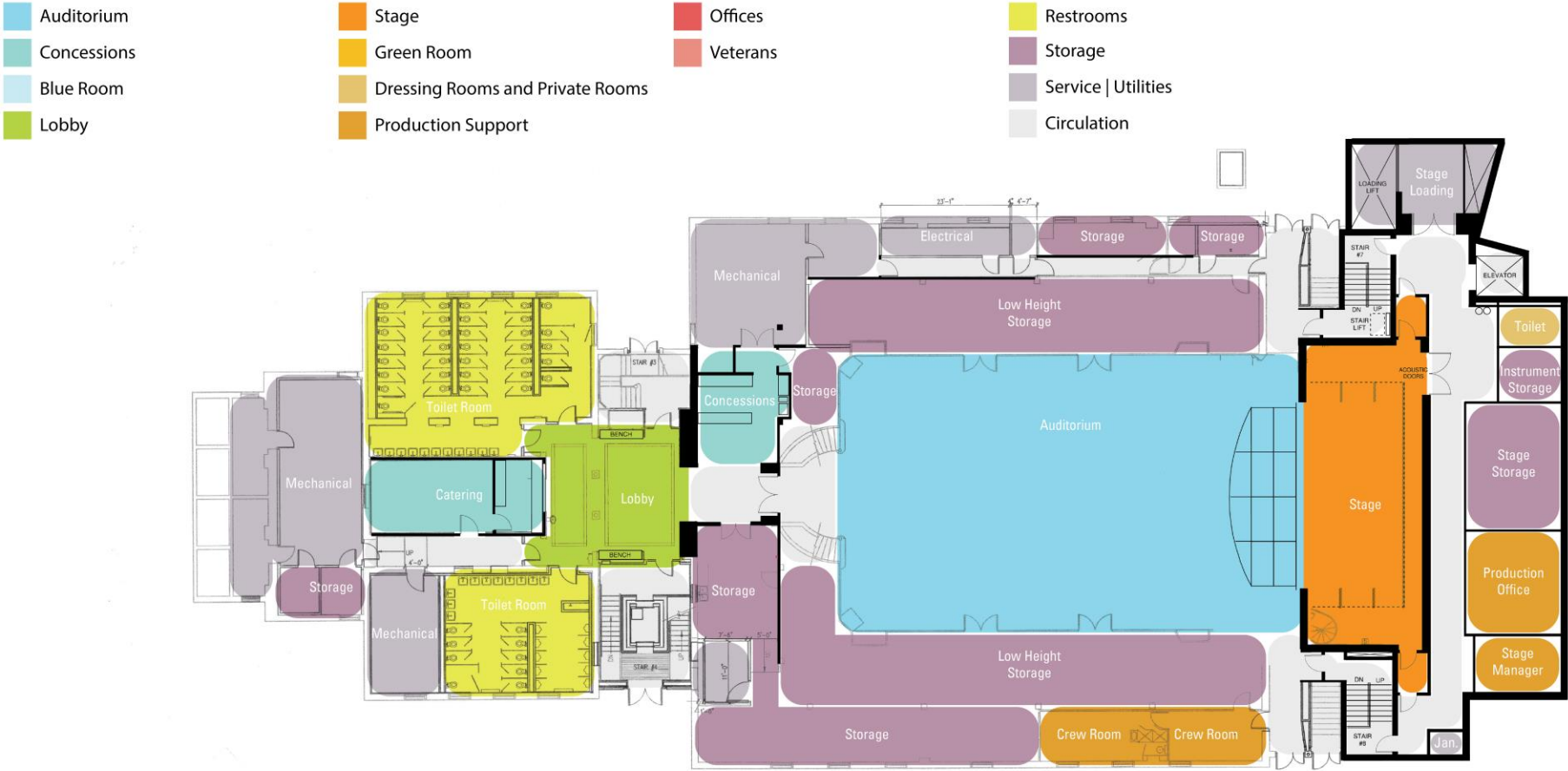


EMERGENCY
GENERATOR



Basement Floor Plan

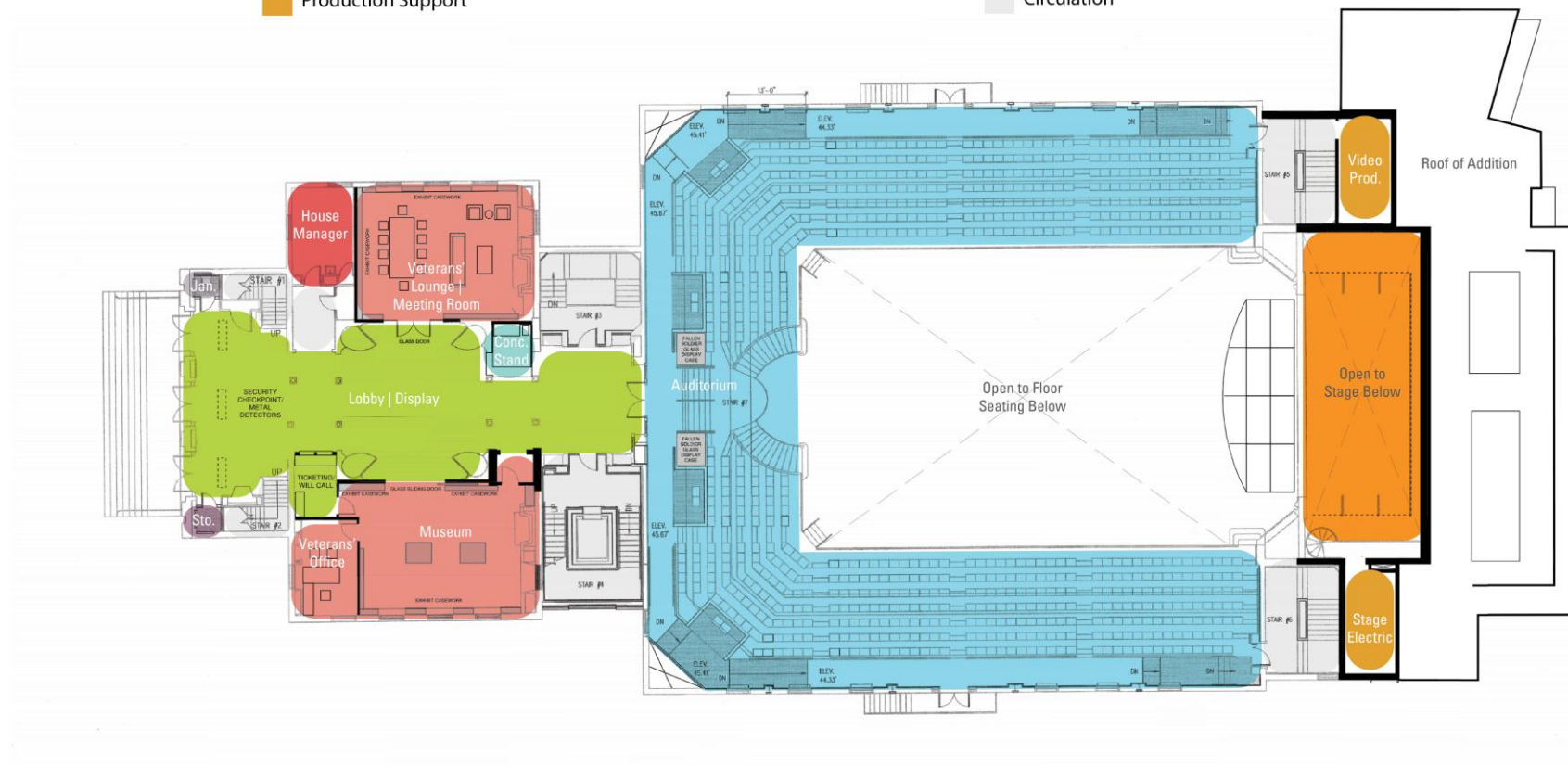
TIER 2 BACK-OF-HOUSE | PROPOSED ADDITION



Lower Level Floor Plan

- | | | | |
|--|---|--|--|
| ■ Auditorium | ■ Stage | ■ Offices | ■ Restrooms |
| ■ Concessions | ■ Green Room | ■ Veterans | ■ Storage |
| ■ Blue Room | ■ Dressing Rooms and Private Rooms | ■ Service Utilities | ■ Circulation |
| ■ Lobby | ■ Production Support | | |

Tier 2 Building Addition
Total Cost: \$8,042,800

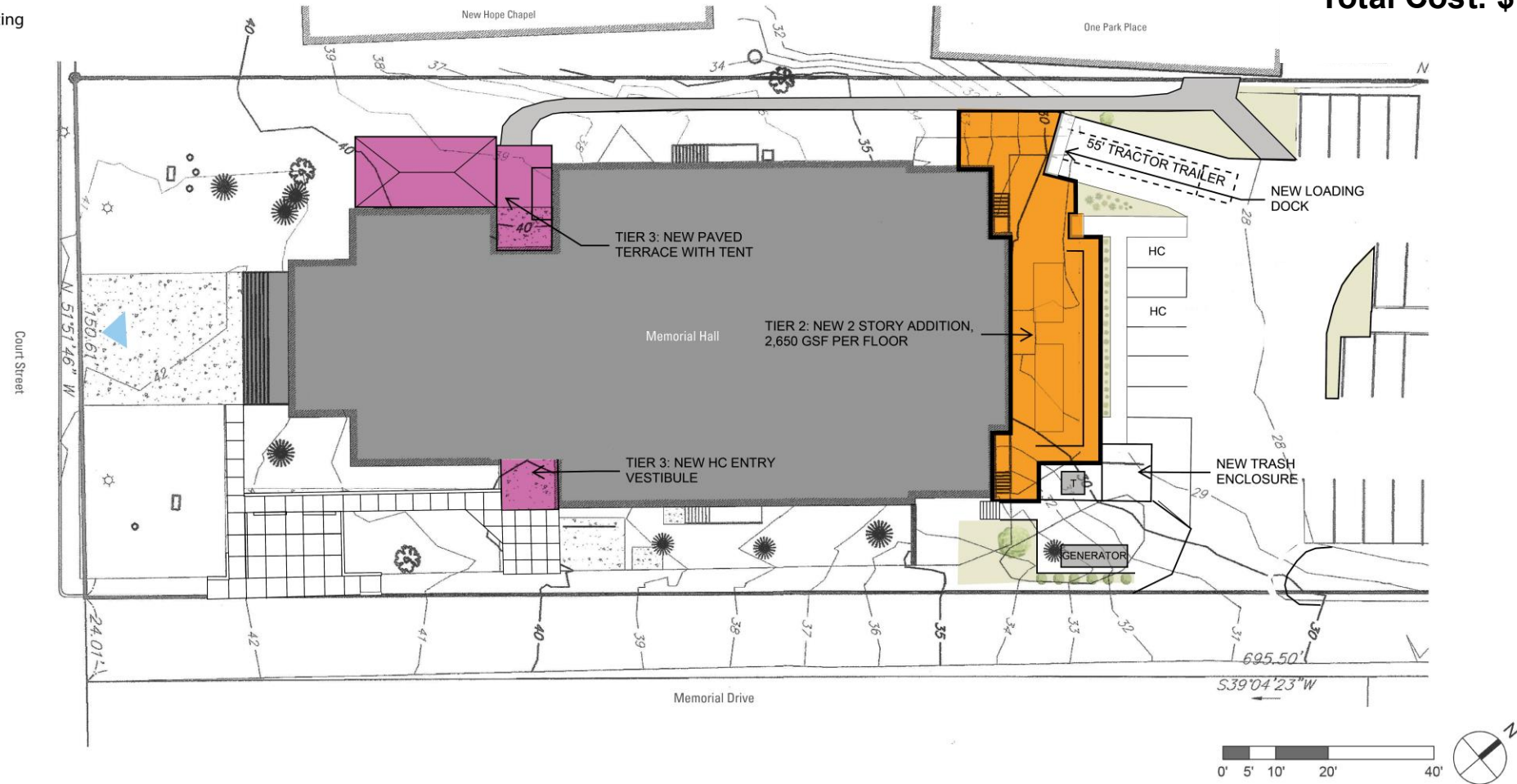


First Floor Plan

TIER 2 BACK-OF-HOUSE | PROPOSED ADDITION

**Tier 3 East Entry Vestibule
and West Terrace w/ Tent**
Total Cost: \$566,148

- Proposed Work - Tier 1
- Proposed Work - Tier 2
- Proposed Work - Tier 3
- Existing

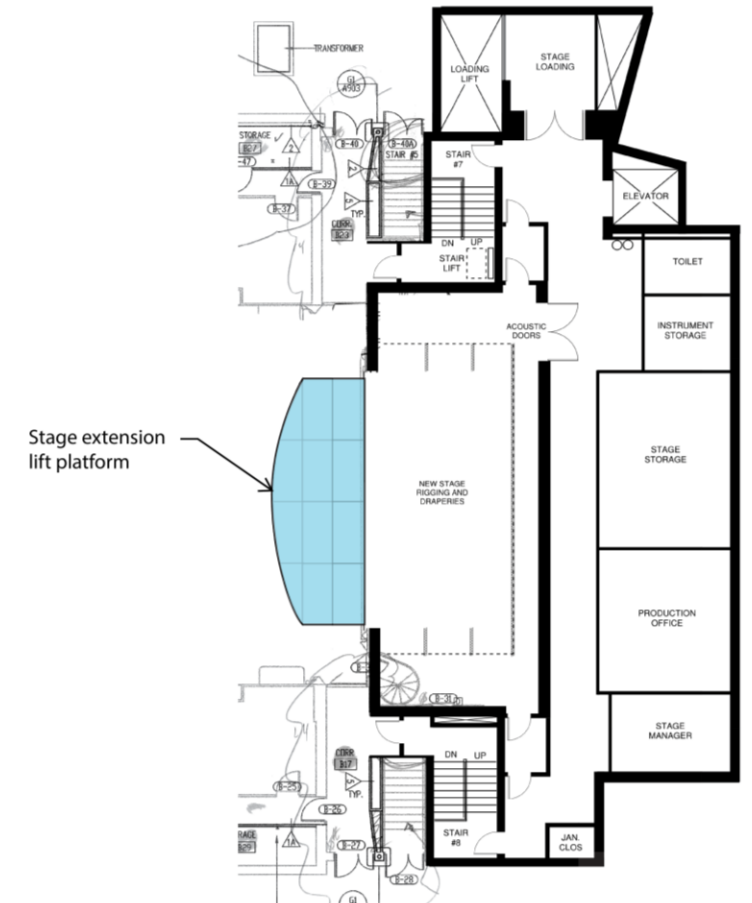


Site Plan

TIER 3 RENOVATION | PROPOSED DESIGN



Total Cost: \$1,326,836



Audio/Visual Equipment Alternates

Audiovisual Alternates

TOTAL INCLUDING MARKUPS

1. Hall video projection	ADD	\$540,240
2. Hall foh/boh video/audio overflow & digital signage	ADD	\$311,758
3. Hall ptz cameras & video production	ADD	\$209,402
4. Hall portable led video wall	ADD	\$555,763
5. Hall proscenium side displays	ADD	\$75,029
6. Hall installed sound system for ufc events	ADD	\$622,383
7. Hall installed sound system for the philharmonic	ADD	\$278,933
8. Outdoor digital marquee	ADD	\$346,847
9. New rider friendly sound system	ADD	\$1,426,356
TOTAL OF ALL AUDIOVIAUAL ALTERNATES (1-9)	ADD	\$4,366,711

Tiered Construction Cost Summary

Tier 1A Exterior Restoration

Total Cost: \$3,763,520

Tier 1B Interior Upgrades

Total Cost: \$15,027,393

Tier 2 Building Addition

Total Cost: \$8,042,800

Tier 3 East Entry Vestibule & West Terrace w/ Tent

Total Cost: \$566,148

Tier 4 Auditorium & Stage Improvements

Total Cost: \$1,326,836

Tiers 1-4 Total Cost: \$28,726,697

Plymouth Memorial Hall

Revenue Growth Track

2021-2025

Pre — Post Covid Growth

2025

- **Events**

- 2021 39 Event (coming out of COVID)
- 2022 67 Event (First full year after COVID)
- 2023 76 Events
- 2024 103 Events
- 2025 120 projected events

- **Attendance** (Averaged over the year)

- 2021 750+ per event in attendance (coming out of COVID)
- 2022 800 per event in attendance (First full year after COVID)
- 2023 900+ per event in attendance
- 2024 1000+ per event in attendance
- 2025 1100-1200 potential growth in attendance

2021

Rental Rates

Memorial Hall Growth

2025

Rental Rates

Previous rates created in 2008

- Non-profit Main Hall Rental \$1,200
- For-profit Main Hall Rental \$1,500
- Non-profit Main Hall Rental \$500
- For-profit Main Hall Rental \$750

New Rental Rates were implemented in 2024

- For-profit Main Hall Rental \$3,500
- Non-profit Main Hall Rental \$3,000
- For-profit Blue Room Rental \$1,200
- Non-profit Blue Room Rental \$900

Restoration Ticket Fee Policy

July 1, 2025 a \$1.00 per-ticket restoration fee

This fee will go directly into a Memorial Hall revolving account

It is designated for hall maintenance to lessen the impact of the town taxbase.

2021

New Business Growth Opportunities

New Business Growth

Event services

• Planning

- Planning out event rider needs for our clients

• Rental

- Offering equipment rentals services to our clients

• Production

- Sound and Lighting Engineers, Stagehands, Event Operations, Setup and breakdown
- Complete event service

• Concessions

- Adding proper concession locations

- Increased concession sales

- Creation concession policies for promoters to follow

- Consistent concession products & pricing

- Set price points for patrons

- No reentry policy has increased sales and decreased liability

Town Growth

- Average weekly attendance
 - 2.11 Event rental days per week on average
 - Event attendance 2,538 per week on average
 - Our event day rentals are Wednesday – Sunday
- Areas of increased revenue for the town
 - Hotel rentals
 - Restaurants
 - Convenient stores
 - Parking
 - Gas Stations
 - Increase tourism and nightly stays