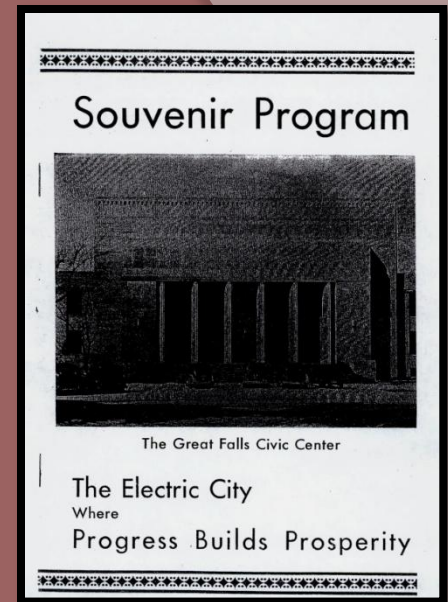


THE Mansfield

Center for the Performing Arts

The Mansfield Theater

- Opened in 1940
- First productions: “Aida,” “Madame Butterfly,” and “Rigoletto” – San Carlo Opera Co.
- Originally seated 1,800
Currently seats 1,782
- Seating restored in 1996



The Mansfield



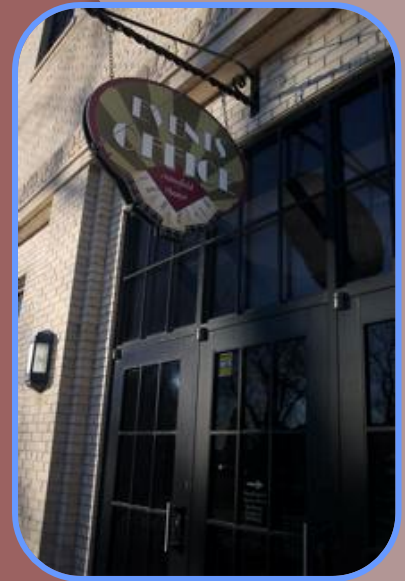
◎ Theater FY 2012

- 48 live performances, film screenings, lectures, conferences, dance competitions, etc.
- Volunteer Usher Program
2,221.75 volunteer hours, \$17,330 value
(minimum wage, no benefits)
- 86% of activities were by non-profits

The Mansfield

◎ Box Office FY 2012

- 29,961 tickets issued
- \$1,180,165 total revenue generated for local producers, local and national promoters
- 35% of ticket buyers from outside Great Falls (10% from out of state)



Great Falls greets you, its visitors, on the occasion of the formal dedicatory events for our new municipal Civic Center building, Montana's finest. It is the fruition of hopes, dreams and inspirations long held by our people.

We now have an auditorium which not only the people of Great Falls, but also the people of the State of Montana may use and enjoy for the furtherance of their cultural pursuits. This arena and stadium will furnish an outlet for recreational enjoyments and meet a long felt need for a large gathering place when events of unusual interest come to Montana.

May your stay in our city be inspirational and pleasurable. Let it be your desire to visit us frequently and enjoy the warm hospitality so characteristic of the people of our beloved city.

Make yourselves at home!

CIVIC CENTER COMMITTEE

Will Steege
Harold DePue

Howard Stanley
Ted Hodges

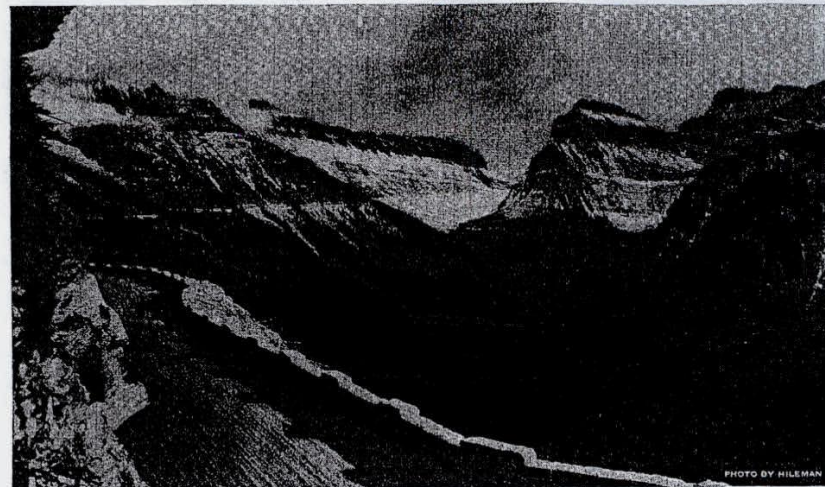
L. W. Upshaw
Julius Wuerthner

Compliments of

B. F. SHEARER COMPANY

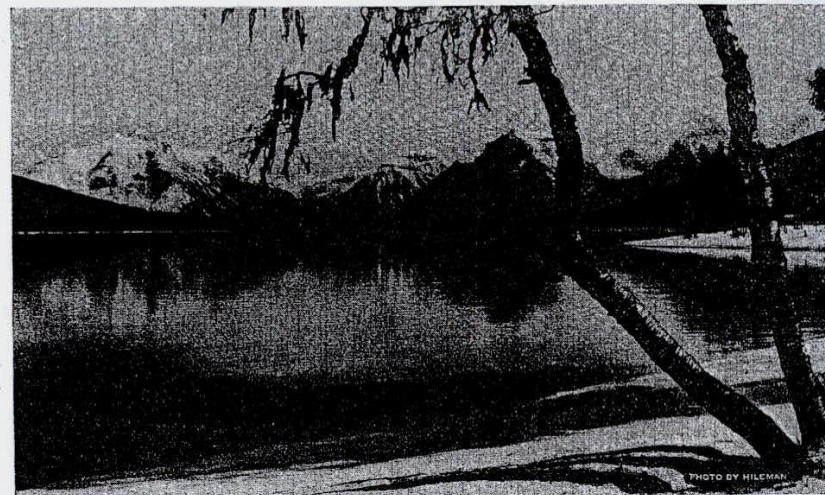
Seattle, Washington

COMPLETE THEATRE EQUIPMENT



GOING-TO-THE-SUN HIGHWAY, GLACIER NATIONAL PARK

COURTESY GT. N. RY



LAKE McDONALD, GLACIER NATIONAL PARK

COURTESY GT. N. RY

Compliments of

ANACONDA WIRE AND CABLE COMPANY

and

ANACONDA COPPER MINING COMPANY

The Mansfield Advisory Board

- ◎ Mary Sheehy Moe, Chair
- ◎ Sue Ferrin, Vice-Chair
- ◎ Carl Donovan
- ◎ Joe Fontana
- ◎ Larry Gomoll
- ◎ Keern Haslem
- ◎ Kim Thiel-Schaaf

“Advising the City Commission and
City Manager on matters related to the
successful operation of the Mansfield Center
for the Performing Arts”

Theater Investments, 2002 - 2013

- ⦿ Added theater load-in doors
- ⦿ Remodeled lobby bathrooms
- ⦿ Upgraded theater lighting
- ⦿ Added wireless Internet access
- ⦿ Remodeled dressing rooms and green room
- ⦿ Installed climate control in theater
- ⦿ Renovated theater sound system
 - Installed speakers, amplifiers
 - Added Assistive Listening System
- ⦿ Purchased long-throw LCD projector for showing movies and power point shows on the large screen
- ⦿ 2 new pianos valued at \$190,000 (donated)

The Mansfield – The Future

- ◎ Upgrade electronic message board
- ◎ Upgrade scheduling software
- ◎ Implement newly developed marketing plan
- ◎ Advisory Board and staff to continue to advocate for:
 - Maintaining and preserving the historic Civic Center
 - Addressing parking shortage for the public using the Civic Center
 - Air-conditioning for the Convention Center
 - Update/renovation of the Convention Center
 - Replacing theater seating

The Seating Issue

- ◎ Worn and mechanically fatigued
- ◎ Uncomfortable
- ◎ Seats too narrow for today's population
- ◎ Space between rows too narrow
- ◎ Not ergonomic
- ◎ Worn floor coverings
- ◎ Need better aisle lighting
- ◎ Remodel/rehab expected life 12 years
 - Now in the 17th year

ADA Concerns

- ◎ Looking to the future – increase use of wheelchairs
- ◎ 48% of the seats are in the loge & balcony and accessible by stairs only
- ◎ Theater currently has 6 wheelchair positions. 15 are required by the Americans with Disabilities Act

Possible Solution #1: Continental Configuration

◎ Pros:

- Wider rows
- Allows for larger, more comfortable seats
- Easier to navigate
- Improved central viewing



◎ Cons

- Loss of seating
- Adjusting to change – of reserved seat, aisle availability

Possible Solution #2: Same Layout, but Spread It Out

◎ Pros

- Wider rows and seats
- Preserve availability of aisle seating
- Wouldn't lose as many seats as Solution 1

◎ Cons

- Rows not as wide as Solution 1
- Still lose seating over current layout

Loge and Balcony Seating Issue

- ◎ Construction is of concrete tiers
- ◎ Explore options to improve leg space by creating longer tread
- ◎ Will lose seats



Raising \$800,000

◎ Private options

- Buy a sponsor seat
- Naming opportunities for major donor(s)
- Remain Seated II campaign w/plaque in lobby
- Private grants
- People's Park & Rec Foundation Partnership

◎ Public options

- Bond issue – all inclusive for Civic Center
- General tax subsidy
- Governmental grants

*Looking for direction from
Commission*