

Theater Strategic Alternative

Presented for consideration by the SAC Committee





SAC Charter

- The SAC Charter is to Develop and Present Strategic Alternatives to our Members **by our Members** for the currently suspended PIF budgeted project at Mountain View.
- This includes finding suitable space for the Players



Round Table Questions

- How many members believe MV is in acceptable condition?
- How many members have been to a movie or play at MV?
- How many members believe the current MV auditorium is suitable for the SCP?
- How many members believe finding a suitable venue for the SCP is a high priority item?
- How much should RCSC be willing to spend to find such a venue?



Sun City Players (SCP)

- SCP is an icon among clubs.
- SCP has been in existence since the beginning of Sun City.
- SCP has put on over two hundred performances in that time.
- SCP has been advocating for a theater to be built in Sun City since at least 1975.



Competitive Analysis and Trends

- A decline in all live theater attendance
 - NYT reports post Covid audiences still about half of pre-Covid
 - A time of uncertainty
- Only three of the other 144 55+ active communities have stand alone theaters.



Needs Assessment

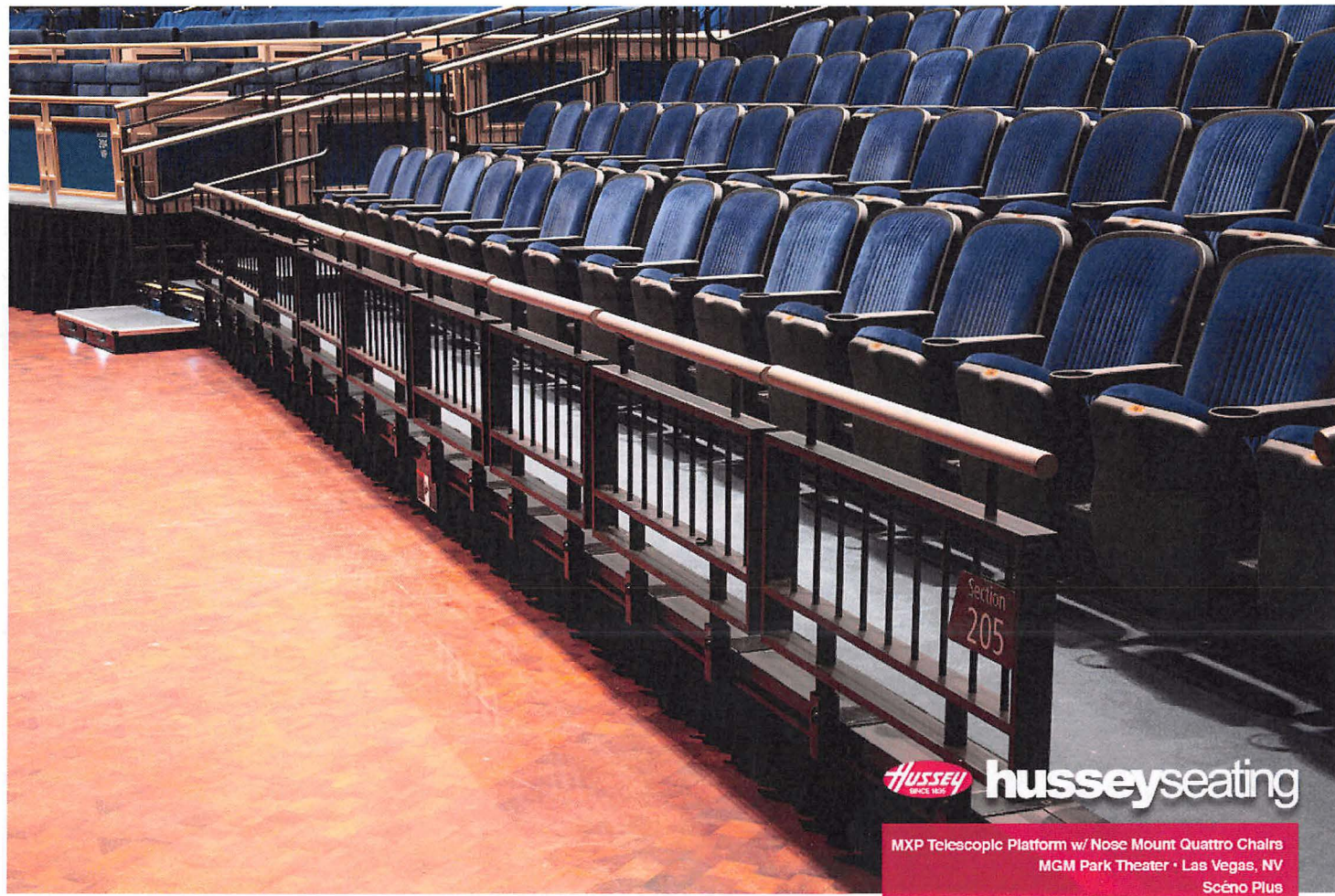
- One view is SCP has two distinct facility needs
 - Meeting, Storage and Rehearsal space - dedicated
 - Theater grade performance space – shared
- This is the view that this alternative is based on



Sundial Performance Center

- Use retractable seating to convert Sun Dial to theater/concert venue when needed.
- Retractable theater seats are NOT BLEACHERS!
 - In use as luxury seating in sports and theater venues around the world.
 - 5200 seat MGM Park Theater
 - Chicago Bulls and Phoenix Suns arenas

Retractable Seats MGM Park Theater





Cost and construction summary

- \$312,000 for 448 seats upholstered seats (installed)
 - Retracted profile - 5 feet from wall.
- Very little construction work required and would be coordinated by Hussey.
- Quick to install, test, train and operate.
- If this is a viable option my personal preference is to budget more for
 - High end seats
 - Courtyard conversion to attractive lobby

SAC SCORE CARD

Rank - Your opinion of how well the proposed alternative satisfies the measurement

High - Equals or exceeds the measurement

Medium - Meets measurement or is just slightly below measurement

Low - Falls below measurement

1. Does the plan help fulfill LRPC proposed Mission, Vision, Value Statement? Rank

Comments	

2. Is there a good probability the planned amenities will be highly utilized by the community?

Comments	

3. Will the capital costs deliver a commensurate value to the community?

Comments	

4. Will the estimated operating costs be covered by current fees?

Comments	

SAC SCORE CARD (CONTINUED)

5. Do the described amenities add significantly to the quality of life of the members?

Comments

6. Will the described amenities attract existing and prospective members to the participate?

Comments

7. Are the same or similar amenities available close by?

Comments

8. How disruptive is the plan for construction of the amenities?

Comments



AROUND THE TABLE COMMENTS

- PLEASE REMAIN QUIET AS EACH COMMITTEE MEMBER EXPRESSES THEIR VIEW, IF THEY HAVE ONE.
- EACH COMMITTEE MEMBER WILL BE GIVEN AMPLE TIME TO COMMENT.
 - The chairs have already done more than enough talking
- NO CHAIR WILL COMMENT ON OR ARGUE WITH ANY MEMBERS COMMENTS
- FOLLOWING COMMITTEE MEMBER PROVIDING THEIR INPUT WE WILL ALLOW A DISCUSSION BETWEEN ALL MEMBERS OF THE COMMITTEE.



Pros and Cons

Pros

- Much lower cost
- Much greater planning flexibility
 - Could be transition solution for players
- Better concert and theater experiences
- Increases Sun Dial utilization
- Increases other flat floor utilization
- Adds inexpensive wow factor to Sun Dial

Cons

- Not a “pure” theater
- Need to find suitable dedicated preproduction space for Players Club
- Scheduling for Sundial would have to be carefully managed to assure equitable usage.
- What to do with MY auditorium