

## MEETING MINUTES

Title	Performing Arts Center Steering Committee-- Draft Unapproved
Location	Zoom Meeting
Date	September 3, 2020

Time Meeting Called To Order	4:08 PM
Members Present	Judy Carlson, Rich Lannan, Brandon Laws, David Tencza and Tim Cummings, Patricia Klee
Guests or Others Participating	Peter Lally – Spectacle Management

### General Meeting Highlights/Notes/Brief Description of Meeting

<p>Presentation by Peter Lally – Spectacle Management on Operators Management (see attached)</p>
--

### Any Final Decisions Made

<p>Tim Cummings will work on a draft of the operators agreement to be reviewed by the operations sub group.</p>
---

Motion To Adjourn By	Judy Carlson
Time	5:07 PM
Next Meeting	



# Spectacle Management & Nashua Performing Arts Center

---



The background of the slide is a stylized illustration of a theater stage. Red curtains are pulled back on both sides, revealing a dark blue stage backdrop. A bright spotlight shines from the top center, creating a beam of light that illuminates the wooden floor of the stage. The foreground shows the tops of rows of red theater seats, receding into the distance.

Spectacle  
Management is a  
full-service  
operator of arts  
& entertainment  
venues

---

Established in 2012



Spectacle  
Management is a  
full-service  
operator of arts  
& entertainment  
venues

---

- Venue & Event Operations
- Booking
- Marketing
- Ticketing
- Technical Production
- Food & Beverage Services
- Consulting

The background of the slide is a stylized illustration of a theater stage. Red curtains are pulled back on both sides, revealing a dark blue stage backdrop. A bright spotlight shines down from above, illuminating a section of the wooden stage floor. In the foreground, the rows of red theater seats are visible, receding into the distance.

Spectacle  
Management is a  
full-service  
operator of arts  
& entertainment  
venues

---

Spectacle specializes in finding unique solutions for municipally-owned venues in the northeast.

The background of the slide is a stylized illustration of a theater stage. It features red curtains on the left and right sides, a dark blue backdrop, and a wooden floor with a spotlight effect. In the foreground, there are rows of red theater seats.

# Spectacle Management is a full-service operator of arts & entertainment venues

---

- Lowell Memorial Auditorium (Lowell MA)
- Cary Memorial Hall (Lexington MA)
- Plymouth Memorial Hall (Plymouth MA)
- Colonial Theatre (Laconia NH)\*

(\*Anticipated 2021)



Spectacle  
Management is a  
full-service  
operator of arts  
& entertainment  
venues

---

- Shalin Liu Performance Center (Rockport MA)
- Jane Pickens Theatre (Newport RI)
- Boarding House Park / Lowell Summer Music (Lowell MA)
- Fitchburg State University Theatre (Fitchburg MA)
- Lexington Symphony (Lexington MA)
- Cape Cod, Connecticut, Maine



# Spectacle Management's Commitment to the Nashua Performing Arts Center

---

- Initial dialog nearly 4 years ago, in October 2016
- Responded to RFP two years ago, in October 2018
- Executed an MOU with the city in May 2019
- Providing consulting services as the operator-to-be at no cost to the project
- Attended numerous fundraising events, at the request of the fundraising committee, to present operating and programming plans



# Why is the Nashua Performing Arts Center Going To Be Exceptional?

---

- Design
  - Brand new
  - Flexibility
  - Exciting design elements
- Management
  - Spectacle's experience
  - Leveraging our network of venues
- Programming
  - Wide variety
  - Flexible set ups
- Area Amenities
  - Parking
  - Restaurants / Retail
  - Transit



# Spectacle Management in 2020

---



The COVID Crisis has seriously  
Impacted the live events business.



# Spectacle Management in 2020

---

Spectacle Management  
Is here to stay

- Reacted quickly to COVID
- Strong 2018 & 2019
- No debt or mortgages
- Strong balance sheet
- Diversified revenue streams
- Experienced



Spectacle Management's  
2020 Endeavors: Preparing for  
2022 and beyond



Spectacle  
Management  
2020

---

- Implementing new enterprise systems
- New web site
- Developing new training programs and HR infrastructure
- Management of rescheduled events
- Preparing for post-COVID best practices



# Spectacle Management in 2020-2021

---

## Venues and Events in the Post-COVID Era

- As large capacity venue managers and promoters this is a long-term game.
- We have primary market producers & venues to use as examples of successes and failures.
- Fortunately, our delayed restart allows for break throughs in medicine, science, societal norms, and technology to better guide conversations.
- We are a unified industry working together to bring live sport and entertainment back under the lights as safely as possible.



# Spectacle Management in 2020-2021

---

## Specifics Steps

- Work with local government and public health officials in each market to develop best reopening practices.
- Identify & develop best practices and new technology with our ticketing partner eTix.
- Rewrite internal operational protocols to include COVID19 measures for sanitization and hygiene.
- Utilize technology for more contactless payments & service at our points of purchase.
- Increase the amount of fresh air exchange.



# Spectacle Management in 2020-2021

---

## Looking to the Future

- Building sustainable venue infrastructure, protocols, and strategies to combat future risks.
- Implementing technology to reduce touchpoints and improve patron experience.
- Turning this novel experience into a net positive for all stakeholders.



# Spectacle Management & The NPAC Next Steps

---

- We remain committed to operational consulting and fundraising efforts
- When construction begins, we will also begin:
  - Industry education
  - Web site & social channel build out
  - Long-term booking
  - Strengthening local partnerships with Residents, non-profits and arts community
- Ready to move forward now with management contract



Spectacle  
Management  
and Nashua  
Performing Arts  
Center

---



Thank you.