

# CLOVIS MAIN STREET

Economic Development, Promotion & Historic Preservation

Lyceum Historic Theater Project  
February 19, 2015

# Hotel Clovis is done!! Now What??

The next largest City owned Historic property needing attention that's what...

.....Sounds entertaining...

Old Lyceum Board lost its director and was down to 5 members, after a discussion Clovis MainStreet was asked to take on the project.

# Partnership

Beginning December of 2013

Clovis MainStreet is contracted with the City of Clovis to provide historic renovation, oversight, management, and operations of the theater with goal of being financially sustaining in 3 years.

## Challenges included

Nearing 100 year old building

Many Code Issues

No updates since the 1980

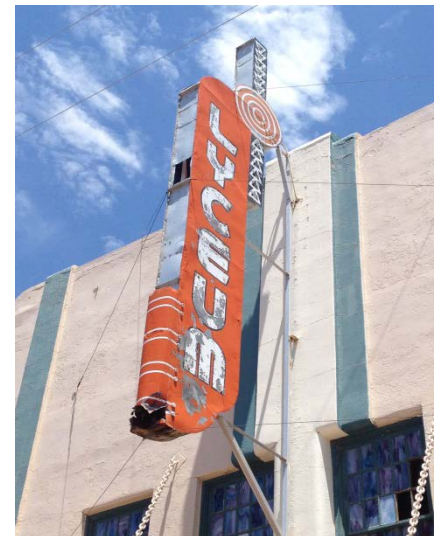
No consistent programming efforts

# Lyceum Theater

- ▶ The historic Lyceum Theater, also known as “The Grand Old Lady”, was built in 1919–1920 by founder Eugene Hardwick at a cost of \$40,000. His vision was to have the best performing stage west of Kansas City. For many years his goal was realized and hosted a large array of celebrities. Designed by the Boller Brothers the Lyceum is now on the historic register. The theater, built as a vaudeville theater and music house and later a motion picture theater, was operated and owned by Mr. Hardwick and his sons for over 50 years before selling the theater.

## Most Notably –

On Nov. 14<sup>th</sup> 1928, Lieutenant Commander John Philip Sousa, Conductor of the United States Marine Band, led his band down Main Street to the theater and performed for the first time ever the New Mexico March.



# Renovation Plan Summary

- November 2013 – Out for contractor bid
- December 2013 –Start work
- January–April 2014 – Construction
  - Repairs and rehab related to Phase One of renovations completed
  - Research and development of operational contracts and processes
  - Research and develop programing and marketing
  - Application for additional rehab funding
- **May 2014 –Grand Re–Opening**
- June–Sept. 2014 –
  - Advertise for part–time manager, sound/lighting tech, and cleaning service
  - Scheduling for 2015
- October–Dec 2014 – Fine–tune operational processes
  - Consistent event and promotion
  - Apply for additional rehab funding
- January–Dec 2015 –
  - Review operational procedures and make adjustments
  - Programing options
  - Are we in the black?
- November 2013 – Working on city contract
- December 2013 –Finalized city contract
- January– 2014 – Went out of bid
- May 2014 –Started construction
  - Research funding options and apply
- January–Dec 2015 –
  - ▶ Still under construction... addressing final safety and fire code issues.
    - Repairs and rehab related to Phase One of renovations completed
    - Research and development of operational contracts and processes
    - Research and develop programing and marketing
    - Application for additional rehab funding
    - Grand Opening this Summer

Original Timeline

Reality

# Primary Issues to Address

- ▶ Project Goal: Electrical updates on stage (\$5,500)
- ▶ Task: Rewire electrical from old knife switch cage and overhead wiring to stage lighting to meet code compliance for safety
- ▶ Task: Widen step by back door to allow for someone to stand and reach the electrical throw switch. Necessary to meet code compliance for safety
- ▶
- ▶ Project Goal: Address lighting/safety issues in basement (\$6,000)
- ▶ Task: Run new electrical to replace current extension cord for lighting in basement
- ▶ Task: Paint edge of stairs yellow for better visibility
- ▶ Task: Replace lighting fixture in staircase for better visibility
- ▶
- ▶ Project Goal: Add safety lighting in Auditorium (\$10,000)
- ▶ Task: Two walls in the rear of the auditorium will have new safety/exit lighting
- ▶ Task: Lighting will be added to walkways in the auditorium
- ▶
- ▶ Project Goal: Repair leaking pipes in basement (\$1,000)
- ▶ Task: Pipes will be replaced and leak fixed to lower monthly water bill
- ▶
- ▶ Project Goal: Updates in stage bathroom (not historic) (\$1,000)
- ▶ Task: Current sink and toilet are not functioning properly. Both will be replaced and bathroom painted to update the room for use by performers.
- ▶
- ▶ Project Goal: Updates in 2nd floor bathroom (not historic) (\$1,500)
- ▶ Task: Current sink and toilet are not functioning properly. Both will be replaced and bathroom painted to update the room for use by dressing rooms located upstairs.
- ▶
- ▶ Project Goal: Update current ADA bathroom (historic) (\$800)
- ▶ Task: Replace leaking toilet
- ▶ Task: Paint walls
- ▶ Task: Move toilet paper dispenser for ADA access
- ▶
- ▶ Project Goal: Update current non-ADA bathrooms (not historic, added in 1983)(\$12,000)
- ▶ Task: Find and repair leak under the floor in the women's room to remove smell
- ▶ Task: Replace linoleum floors in both bathrooms
- ▶ Task: Replace leaking toilets in both bathrooms
- ▶ Task: Replace or cover peeling wallpaper on walls in both bathrooms
- ▶
- ▶ Task: Add mirror to men's bathroom
- ▶ Task: Paint raw wood base under sinks in both bathrooms
- ▶ Task: Add privacy panel between urinals in men's room as required by code
- ▶ Task: Replace hand dryers
- ▶ Task: Remove water fountain
- ▶ Task: Paint hallway by bathrooms white

Electrical Repairs

Plumbing Repairs

# Lyceum Theater Proposed Phase Details

- ▶ Scope of work to include labor, purchase and installation of the following;
- ▶ Update and repair all code issues including plumbing and electrical needs
- ▶ Interior painting of the auditorium and the foyer
- ▶ Upgrade and repair public restrooms to include; paint, fixtures and flooring as well as meet ADA compliances.
- ▶ Add safety lighting in the auditorium
- ▶ Reinforce staging for safety
- ▶ Update performance/stage sound and lighting systems
- ▶ Replace stage curtain system
- ▶ Miscellaneous/Overages

**Estimated Phase 1 total**  
**\$164,400**

- ▶ Scope of work to include labor, purchase and installation of the following;
- ▶ Interior flooring for first and second floors
- ▶ ADA Seating on main floor
- ▶ Replace ceiling to duplicate original tin ceiling
- ▶ Acoustical panels
- ▶ Interior lighting to include; replacing or repairing neon or led lighting, auditorium fixtures and entry and common area fixtures
- ▶ Interior fan fixtures
- ▶ Balcony guardrails replaced to code compliance
- ▶ Curtains for the following areas; balcony, stairways, entry/exit area
- ▶ Doors or gates to stairways to balcony
- ▶ Digital projection system
- ▶ Security system
- ▶ Office air conditioning
- ▶ Miscellaneous/Overages

**Estimated Phase 2 total**  
**\$229,400**

Phase 1 – in process

Phase 2

# Total Lyceum Theater project renovation

- ▶ Scope of work to include labor, purchase and installation of the following;
- ▶ Exterior Marque repair/replacement
- ▶ Improve/Repair/Remodel basement to include storage area and greenroom
- ▶ Improve basement stairs
- ▶ Repaint auditorium seats
- ▶ Improve/Repair/Remodel upstairs to reception area and office, work to include;
  - repair damaged walls
  - remove drop ceiling
  - plaster and paint ceilings and walls
  - restore damaged crown molding
  - improve/repair doors and walkways
  - install flooring in all upstairs areas
  - remodel upstairs public restroom, including wall repair, paint, fixtures and flooring
  - install upstairs kitchen/bar service area to include; cabinets, counters, power, plumbing, sink, ice maker, dishwasher, ovens and fride
  - Purchase barware and furniture for upstairs reception area
- ▶ Miscellaneous/Overages

**Estimated Phase 3 total \$ 196,800**

**Phase 3**

- ▶ Scope of work to include labor, purchase and installation of the following;
- ▶ Obtain neighboring building for theater addition, repairs and remodel to include;
  - Roof repair/replacement
  - Plumbing and electrical upgrades
  - Building code improvements
  - Wall repair, paint, fixtures and flooring
  - Concession and dining facilities added including all FF&E (furniture, fixtures and equipment) items
  - Locking gates and curtains from theater
  - Additional public restroom facilities and all FF&E items
  - Main level dressing rooms and green rooms addition
  - Basement remodel
  - Additional rooms for practice and training sessions, prop area design and storage, meeting and conference room, reception area, offices, storage, gift shop and history displays.
- ▶ Miscellaneous/Overages

**Estimated Phase 4 total \$ 600,000**

**Phase 4**



# Total project estimated at \$1,185,600.00

- NMMS Grant of \$137,500 - Phase one almost complete city match of 20%
- NM DOT grant for sidewalk repair and streetscape in front of theater \$250,000 beginning April 2015
- Last year capital outlay of \$150,000 for 4<sup>th</sup> block including Levine's remediation and Lyceum
- ▶ Capital outlay request this year \$400,000
- ▶ Private funding options from local investors (naming rights)
- ▶ Historic Theater Initiative \$100,000 LEDA
- ▶ Expansion in neighboring building for additional services and rents

Current funding sources

Targeted funding sources

# Auditorium Painting in Progress



# Electrical Upgrades

Old Knife Switch  
Electrical Panel



New Modern  
Electrical Panel



New Sound  
Component

# Paint

# Lobby



Before



After

# Paint

# Auditorium



Before



After

# Paint

# Stage Trim

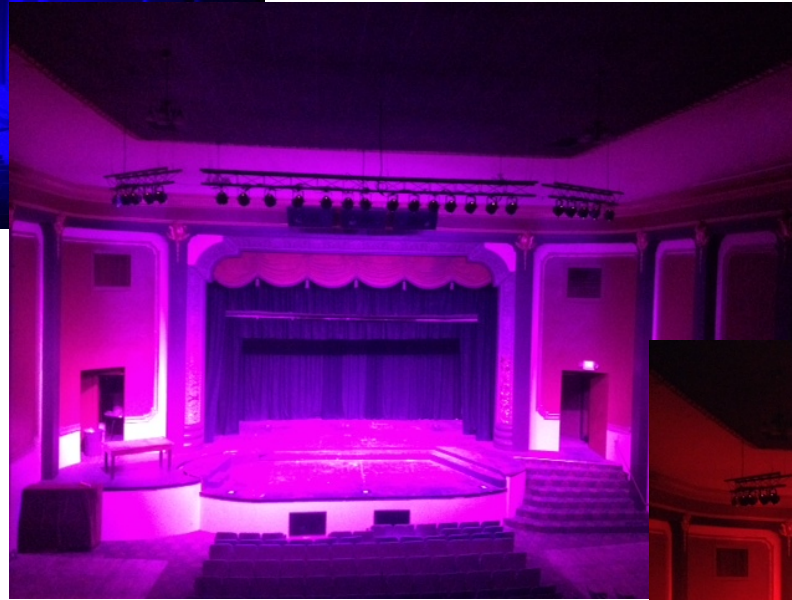


Before



After

# State of the Art Sound and Lighting



# FACADE SQUADE

- ▶ Faith Christian Family Church included Clovis MainStreet in their Love Week community outreach event and generously supplied the volunteers and painted the lower exterior of the Lyceum Theater





# STREETSCAPE



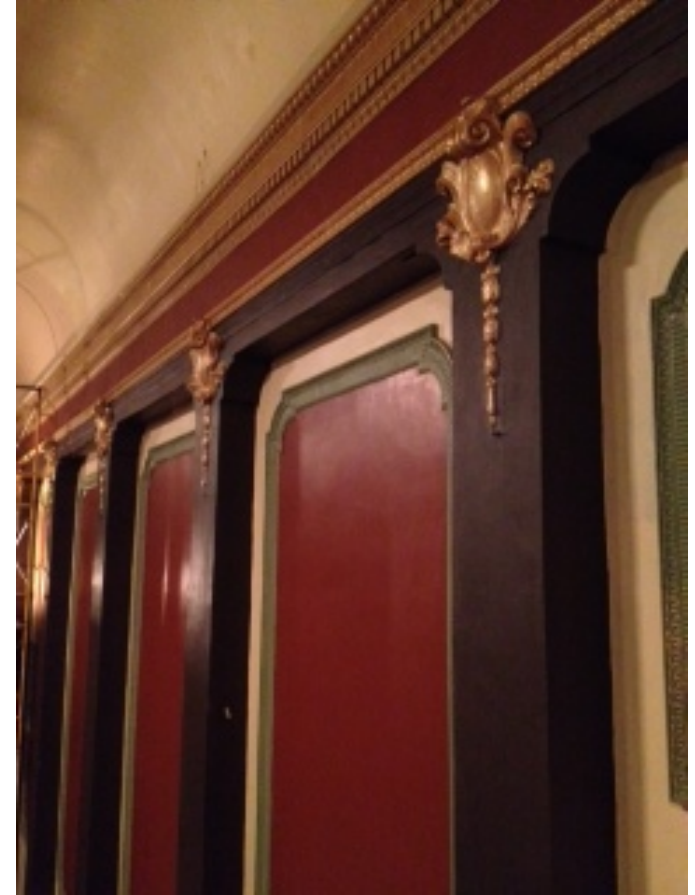
Partnering with the City of Clovis, we were able to capture the NM DOT grant of \$250,000 for the sidewalk streetscape which will be another contribution to the exterior façade of the theater.

# In One Years Time

During



After



# Tools

- ▶ Early contact and tour for HPD
- ▶ City partnership –
- ▶ ED Theater initiative
- ▶ City, county, state elected officials tours
- ▶ Project on work–plan and ICIP
- ▶ Right time right opportunity
- ▶ NMMS grant was catalyst AGAIN
- ▶ Capital outlay request 2014–15
- ▶ Capital out lay request 2015–16
- ▶ Private investors project for long term planned giving

Thank you for your  
community involvement  
and interest in Clovis  
MainStreet!

THANK YOU!

**C**LOVIS **M**AIN **S**TREET

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