

San Francisco Symphony Immersive Lobby Experience



SAN FRANCISCO
SYMPHONY
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www.sfsymphony.org

Executive Summary

San Francisco Symphony's Audience Development Initiative (ADI)

- **Objective:** Increase revenue and capacities in the SF Symphony's DSH Classical series.
 - Increase the number of new tickets purchased to DSH concerts by the 19/20 Season (23K–31K tickets). Approximately 200 tickets per concert.
 - Achieve an average capacity in the Hall of 83%-86% by the 19/20 Season.
- Two separate rounds of comprehensive research with existing and potential ticket buyers identified initiatives that would enhance the audience experience and increase frequency of attendance.
 - Funding for these initiatives would come from the SF Symphony's Hall Improvement Fee, which was approved by the War Memorial Board of Trustees in February 2017.
- Today, the SF Symphony is seeking War Memorial BOT approval for one of the most extensive of these initiatives, the *Immersive Lobby Experience*.

Audience Development Initiatives

Through the SF Symphony's research with existing and potential ticket buyers, four main categories of audience experience improvements were identified:



Immersive Lobby Experience – Overview

- Patrons who participated in the research rated various concepts of the Audience Development Initiative. One the most popular and highest rated concepts, across all patron demographics, is the *Immersive Lobby Experience*.
- The *Immersive Lobby Experience* is designed to provide concert-goers with a digital storytelling experience and a deeper sense of engagement, on both an informational and emotional level.
 - This concept will also improve patron traffic flow throughout Davies Symphony Hall by reducing congestion in crowded areas and encouraging exploration across all lobby levels.
 - The proposed plan is designed to integrate with the architecture of Davies Symphony Hall, and respect the overall integrity of the building.

Immersive Lobby Experience – Overview

- Digital screens and interactive kiosks, in select lobby areas, would allow patrons to experience the following types of content prior to a concert, during intermission, and once a concert ends:
 - Learn more about SFS musicians, featured artists/conductors and composers
 - Insights into the repertoire (current and future concerts)
 - Feature themed content surrounding classical music festivals, special events and holidays
 - Educational content for schools and families during “Concerts for Kids” and Music for Families concerts
 - Historical background of San Francisco and the SF Symphony
 - Opportunity to coordinate with City Hall’s lighting
 - “Coming Attractions”
 - Wayfinding
 - Improved lobby experience for late arrivals
 - Potential for outside presenters

Cost and Funding

The *Immersive Lobby Experience* is estimated to cost approximately \$2.1 million in capital expenditures over the course of the next three seasons.

Timeline

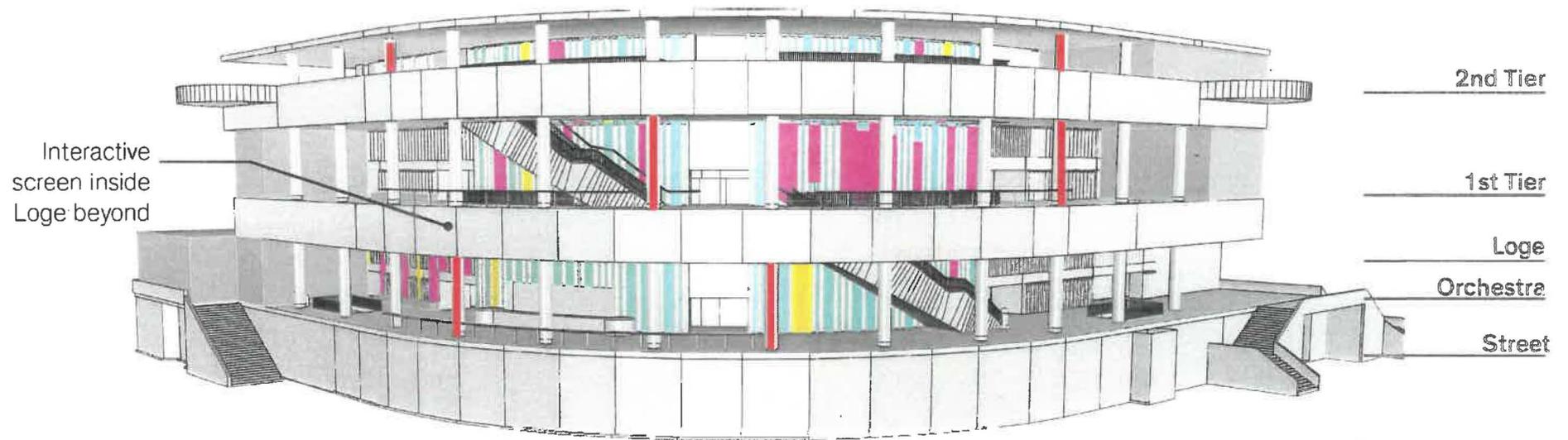
Pending approval from the War Memorial Board of Trustees and SF Symphony Board of Governors, initial construction is expected to begin in Spring 2018.

Key Milestones

- Approval from War Memorial Board of Trustees
- Approval from San Francisco Symphony Board of Governors
- Architectural drawings
- Engage General Contractor
- Procure equipment
- Design content strategy
- Begin construction

San Francisco Symphony

Proposed Immersive Lobby Experience



■ Interactive Content ■ Imagery or Storytelling Content ■ Light Panels ■ Mirror

Orchestra Level - Grand Staircase



Orchestra Level - Interactive Kiosk



Market Café towards Bar



Loge Lounge





Second Tier

