



Millennium Youth Entertainment Complex

Movie Theater and East End Arena Equipment Upgrade Project

Update report to the Austin Rosewood Community Development  
Corporation

**10.23.2020**

**Presented by: ASM Global**

**Vanessa Silas, General Manager, MYEC**  
**Brian McCoy, Equipment Upgrade Project Consultant**

**Gwen Miles Special Project Manager**

**David Hansen Operations Manager**

For the purpose of clarity of the history of the Emergency and Capital Expenditure Budgets submitted for the project funding, the facility manager ASM Global is providing this document to the Governing Board of the Millennium Youth Entertainment Project, The Austin Rosewood Community Development Corporation. This report will clearly outline the responsibility of the three parties involved:

- 1) ARCDC – the entity approving the funding for the facility Upgrade Project
- 2) ASM Global, MYEC Facility Manager, responsible for the design of the Movie Theater Upgrade, the East End Arena live music space design, sound, lights equipment selections, consultant/manager of the equipment installation and project completion and employee equipment training
- 3) The Current All Community ARCDC Board, in September 2020 has directed the MYEC to begin the Theater and East End Arena Upgrade Project and has secured release of funding to begin the upgrades.

The MYEC Upgrade Project Team consists of:

Vanessa Silas, General Manager, MYEC.

Bryan McCoy, Project Consultant/Production Manager ASM Global,

David Hansen, MYEC Operations Manager

Gwen Miles, MYEC East End Arena, Theater and Special Projects Manager

George Maldonado, Project Manager, Parks and Recreation Department

## **Keeping the Mission and Goals of the MYEC**

In the 2008 the ARCDC *All City Staff Appointed Board* held a series of Community Focus Group Meetings to determine if the MYEC was “keeping the Mission and Promise to the Community.”

The community expressed they would like to see more live music entertainment at the MYEC. All requests were considered and though no City of Austin (COA) funding was awarded to support the East End Arena upgrade to the live music venue, ASM MYEC facility management did host rental space for live music shows over the years.

The East End Arena, as a live music venue proved to be a realistic goal based on our trials with live music over the past three years.

In 2015, the ARCDC combined City Staff and Community board members were not able to secure funding of the Theater Upgrade or the East End Arena Upgrade equipment costs submitted in the ASM MYEC facility management Emergency and Capital Expenditure Budget requests.

## **MYEC Movie Theater Services suspended due to no funding 2016**

ASM MYEC, in 2016, submitted an Emergency Expenditure budget request to the ARCDC when the Movie Industry converted 35mm film to Digital movies. This means the movie houses, i.e. Sony, Paramount would only distribute digital film and 35mm film distribution was discontinued.

So, the MYEC Theater equipment needed to be upgraded to accommodate digital movies in order to continue to offer Movies. The MYEC requested Emergency Expenditure funding, to the ARCDC for an upgrade to meet and maintain the current Standard Industry Practice of Theaters nationwide.

ASM MYEC Emergency/Capital Expenditure Theater Upgrade Budget per contract 4.5 was submitted and approved by the ARCDC Board. The COA PARD Director served as the ARCDC Board Chairperson.

The request was submitted to the PARD Director to submit to the COA Council for consideration to fund as an “Unmet Need” within the PARD’s Budget system. Unfortunately, the PARD Director did not approve the

Unmet Need MYEC Emergency Expenditure in the PARD FY2015 Budget submission to the City of Austin Council for consideration of funding.

*It should be clearly understood the inability to secure funding to upgrade the equipment in the MYEC Movie Theater led to the “Closure of the Theater and movie services to the East Austin community specifically and to the Austin community overall.” More specifically the closure of the MYEC Theater also led to no revenue, attendance or Movie services for four years.*

The City of Austin Council put together a Commission the African American Resources Advisory Commission who was responsible to:

“Advise the city council on issues relating to the quality of life for the City's African American community and shall recommend programs designed to alleviate any inequities that may confront African Americans in social, economic and vocational pursuits, including; health care; housing, including affordable housing, home ownership and homelessness; **entertainment opportunities for professionals and students**; employment; and **cultural venues**, including museums, **theaters**, art galleries and **music venues**.

In 2016, ASM MYEC petitioned the African American Resources Advisory Commission (AARAC) to acknowledge inequitable funding of the MYEC facility and to consider the MYEC ARCDC Emergency Expenditure Budgets set forth to support the Live Music Equipment upgrades to the East End Arena and the Upgrade of Theater Equipment in the MYEC Movie Theater to the COA Council for consideration to fund.

In 2017 the City of Austin Council, led by District One Council Member Ora Houston approved the \$280,000 Theater and East End Arena Equipment Upgrade Project.

*It is our understanding the MYEC Upgrade Project funding was taken from COA approved Bond packages approved by citizens in Fy2016.*

The Upgrade project enhancement will convert two existing spaces the MYEC Theater and the East End Arena into multi-purpose theater and live music venues.

These upgrades will expand the East End Arena and Theater into turnkey live music and theatrical venues with their own fixed sound and lighting.

## **MYEC, ASM Project Consultant/Production Manager**

**Bryan L. McCoy**

904-566-4847

[BMcCoy@ASMJax.com](mailto:BMcCoy@ASMJax.com)

### Education:

North Carolina School of the Arts M.F.A. May 1994

Jacksonville University B.F.A. May 1989

### Experience:

ASM 2006-present

Sample of Venue Consulting: Venue/ASM production representative

Atria Theatre, Richmond, Va. Complete back of house rebuild & Show installation negotiations

Buddy Holly Hall, Lubbock, Tx. Design to completion

Miller Theatre, Augusta, Ga. Design to completion of Restoration

Lake Charles Civic Center, Lake Charles, La. (cleaning up after the storm)

Shreveport Municipal Auditorium, Shreveport, La. Show installation negotiations

Raising Cane's River Center Theatre, Baton Rouge, La. Show installation negotiations

Orpheum Theatre, Wichita, Kansas Show installation negotiations

### Production Manager:

Jacksonville Veterans Memorial Arena, EverBank Field (NFL), Times Union Center for the Performing Arts, The Ritz Theatre and Museum, The Jacksonville Baseball Grounds and The Prime Osborn Convention Center

Pre-Pandemic produced and managed more than 1000 events a year with all types of organizations, large and small. Highlights: Broadway play series, The Rolling Stones (stadium) 2 Florida Country Music Fests (Stadium), Rhianna (Tech & 1st tour stop), Carrie Underwood (Tech & 1st tour stop), The Who, Jack White, Garth Brooks, Kevin Hart, Paul McCartney, Ringo Starr & His All Starr Band, Mavis Staples. Responsible for all departments' coordination as they pertain to production, permitting, safety compliance, stagehand contract negotiation, and payroll and budget management.

### Production Stage Manager:

Nathan H. Wilson Center for the Arts

Florida Community College Jacksonville 1996-2006

### Professor:

Florida State College Jacksonville 1996-Present

Facility Management, Lighting, Properties, Stage Management, Stage Craft,  
Introduction to Theatre Technology and Welding

Manager:

Magnolia Music and Events 1998-Present

MME presents two, three-day Bluegrass Festivals at Suwannee Music Park with 50 acts  
on 5 stages.

Production Stage Manager/Lighting Designer/Technical Director/Professor of  
Technical Theatre:

Elon University Fine Arts Center 1994-1996

International Alliance of Theatrical Stagehand Employee

Member 1996 - present

Skills:

Venue consultant, Tour/Venue Management, Professor of Technical Theatre,  
Scheduling, Bookkeeping, Budgeting, Union Contract negotiation, Microsoft Office,  
OSHA 30, Facility up keep and Maintenance, Security, Fork Lift (Certified), Rigging  
(Arena and Theatrical), Proficient with all Theatrical Equipment (operation and safety),  
Video Projection and Welding.

## **Overview of Upgrade Project Design - Theater (Brian McCoy, Production Manager, ASM Global)**

- The theatre will have a sound system with 2 column array side speakers and 4 stage monitors. The Basic microphone package will have headset and hand held wireless microphones with wired mics for stationary uses. All microphones cables and small parts will be in a lockable rolling road case. The sound board will be a digital console with memory to allow for quick presets, easy use and great features.
- The Midas Live sound console will run all speakers and microphones from either the booth or the house according to show need. It too has a case. This system needs no amplifiers, Equalizers or out board equipment other than a nice multi-media player.
- The lighting system is a fully LED Wireless other than power system. It will hang on 2 Trusses that have a series of wash lights that can change color. On the front truss will be moving lights that can pick up special areas like a podium or an actor center stage. All of the lights are to be pre-programed and focused on a small digital light board. This will make day to day operation easier and time in tech rehearsals less.
- The stage is a portable system from stage right that will sit centered under the screen. The edge will come out to the front row and the stage left side will go to the raised entrance.
- The projection system will utilize a digital projector and a media server to show movies on the current screen. It will utilize the new and old sound system and operate as need for showing movies or presentations.

### **Theater - Multi-Purpose Venue**

Live theatrical performances, small concerts, visual arts studio, gallery space, comedy shows, rehearsal space for small theater companies, bands, performance artist, classroom, and much more.

## Overview of Upgrade Project Design East End Arena (Brian McCoy)

- **The arena** will have a sound and lighting system that will full fill the needs of most national acts. The sound will be a line array system with 6-8 speakers hung per side of stage operated by the same digital system as the theatre. The Monitor system will also be run digitally with 6-8 monitors for the band.
- The lighting is a system of wash lights and moving lights that will look interesting during a show. This system will be able to use the skate rink lights for audience lighting also.
- **The skate rink** will have up dated versions of the same lights we remember as kids in a skating rink. However we just remember spinning lights and such. These spin, change color, shoot lasers have fog and are spread evenly around the rink.
- **The DJ booth** will be upgraded with new sound and microphones. The DJ will have control of all the lights, sound and smoke from the Booth.

### East End Arena - Multi-Purpose Venue

More competitive venue to attract: Regional acts, SXSW, local bands and concerts, conventions, exhibits, and much more



4.5 Capital Expenditure Budget. Not later than February 1 of each year during the term of this Agreement, the Manager shall submit to Corporation for review and approval a proposed Capital Expenditures Budget for the following Fiscal Year. This budget shall be subject to the procedures customarily employed in connection with the development, approval, and implementation of capital budgets for Corporation.

6.3 Capital Improvements. Except for the Capital Expenditures set forth in the Capital Expenditure Budget and Emergency Expenditures, Manager shall have no authority to make any material alterations or any capital improvements to the Facility without prior written consent of the Corporation.