

July 22, 2005

TO: Gene Ranieri, City of Minneapolis

FROM: Tony Woodcock, President and CEO, Minnesota Orchestra

RE: Orchestra Hall Redevelopment Project

Orchestra Hall Redevelopment Project
1111 Nicollet Mall, Minneapolis, MN 55403

Total project cost: \$50 million

Request for state funds in 2006: \$1.4 million capital planning funds

Project Description. This request is for \$1.4 million dollars in capital planning funds from the State Legislature to fund the design and planning stage of the Orchestra Hall Redevelopment Project, which will include the costs of an Organizational Needs Assessment, the appointment of a Consultancy Team, architectural selection fees and design engineering fees. The ultimate goal of the Redevelopment Project is to transform Orchestra Hall in downtown Minneapolis into a state-of-the-art, 21st-century hub for statewide music education, outreach and community interactions by recreating Orchestra Hall's spaces, developing interactive technology and enhancing the concert experience itself.

Orchestra Hall was built in 1974 to meet the needs of a world-class symphony orchestra and when the Hall opened in 1974, it was a triumph, recognized throughout the nation as an acoustically superlative space for symphonic performances. The concert auditorium was designed for long-term use and built as a permanent structure. However, performance excellence was emphasized at the cost of public spaces, which were designed for a limited life of fifteen years—and were cramped from the start. Community needs have grown over the ensuing thirty years, making the lobby and other public areas even more inadequate now than in the Hall's early years. As a result, in both obvious and less visible ways, Orchestra Hall currently lacks the capacity to meet demand and expectation, and is holding back the Orchestra from living up to its potential—to welcome, engage and enrich the lives of hundreds of thousands more members of the community each year.

The Orchestra Hall Redevelopment Project would seek to *increase Orchestra Hall's public spaces*, including the creation of a small recital hall with flexible use, dedicated education space, and interactive technology stations, as well as to *wire Orchestra Hall* for Internet2 long-distance learning technology, connecting students across the state with the world's finest musicians, and to *create the technological infrastructure* to develop innovative ways to present music to 21st-century audiences. The Redevelopment would

also encompass *enhancements to the auditorium* itself, addressing Music Director Osmo Vänskä's vision of adding a concert organ and choir seats to the performance space.

Orchestra Hall currently totals 113,050 square feet, including its auditorium, backstage, lobby and office buildings. A critical part of the early planning and assessment process will be to determine the expanded square footage necessary to accommodate redevelopment plans.

Such a redevelopment of Orchestra Hall would significantly impact both local and state-wide audiences. Currently, live concert attendance at Minnesota Orchestra concerts is nearly 400,000 per year, including more than 80,000 from across the state participating in education and outreach programs. A much sought-after destination for far more students and community members than the "traditional" concert audience, Orchestra Hall is home to approximately 450 events annually, including Orchestra performances or rehearsals, educational concerts and community events.

Orchestra Hall is already unquestionably a major music center and the performance venue of choice for a vast range of individuals and organizations. The Minnesota Orchestra's Redevelopment Plans will allow for greater and enhanced local and state-wide access to this top venue by audiences, community groups and students across the state. Only when the Hall is redeveloped to address 21st-century needs will the state-wide community truly share in the benefits of a potent Orchestra Hall environment, compelling and engaging in its public spaces and technology, welcoming and accessible to all.

Peavey Plaza, already a unique downtown space, would be re-envisioned in partnership with the City as part of the redevelopment of Orchestra Hall.

Funding. The Minnesota Orchestra will engage in a capital fundraising campaign to raise the funds for the Redevelopment Project. The Minnesota Orchestra Board has not yet determined if the Orchestra will seek state bonding in either the 2008 or 2010 biennium.

Planning Funding Allocation.

Organizational Needs Assessment	\$300,000
Appointment of a Consultancy Team	\$300,000
Architectural selection fees	\$500,000
Design engineering fees	\$200,000
Acoustician	\$100,000

Project Schedule

Organizational Needs Assessment	Winter 2006
Appointment of Consultancy Team	Winter 2006
Architectural Selection Process	Completed 2007
Architectural Designs Finalized	2008
Building Redevelopment Commences	2008
Building Redevelopment Concludes	2010

For More Information

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