

MEETING INSTRUCTIONS FOR
THE UNION COLONY CIVIC CENTER ADVISORY BOARD MEETING
On February 9, 2022 3:45 PM

There will be a short Sub Committee meeting at 3:15 PM of the Ticket Donation Committee preceding the full advisory board meeting.

The physical location for the meeting will be the Greeley Recreation Center Room 103.

- You may attend the meeting in person at the physical location.
- You can provide input/public comment for this meeting by emailing your comments to Jason Evenson (jason.evenson@greeleygov.com), or by leaving a voice message for Jason at (970) 350-9482, to provide your comments. Comments received up to 1 hour before the meeting will be read into the record at the appropriate time.

There are no remote participation options for this meeting.

Agenda

Union Colony Civic Center Advisory Board
February 9, 2022 @ 3:45 PM

1. Determination of quorum and call to order.
2. Approval of January 2022 Minutes (2 Minutes)
3. New Business
 - a. Recommend ticket donations from Sub Committee, if any.
 - b. Hot Chocolate with Colorado Dance Collective update
 - c. Marquee & Other Large Display promotion on site discussion
 - i. Traffic Count
 - ii. Cost Est.
 - iii. Code Compliance
 - iv. Plaza Master Plan
4. Old/Ongoing Business
 - a. Spring 2022 Ticket Sales
 - b. Spring 2022 Survey Review
 - c. Spring & Fall 2022 Programming updates (Brian)
5. Other
 - a. UCCC Backstage Stars Report – (Perry)
 - b. Next meeting will be March 9, 2022

Parking Lot (Items to be discussed at future meetings):

- Rebranding the UCCC (Summer 2023 discussion)
- Portable bars (Summer 2022)
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff/Volunteers
 - Superscript or program notes in 2nd language?
- Commuter bus WiFi advertising when available?

Minutes

Union Colony Civic Center Advisory Board
January 12, 2022 3:45 PM

1. The meeting was called to order by Mark Pugatch at 3:45 PM.
 - a. Board Present: Mark Pugatch, Ken Andrews, Craig Montgomery, Michelle Sauder, Perry Bell, Alison Hamling, Doran Azari
 - b. Absent: Deanna Terry, Cher Heimbegner
 - c. Staff present: Jason Evenson, Jill Droegemueller, Brian Hughes
2. Approval of November Minutes
 - Motion to approve minutes with revision of Alison Hamling from the listing of present at the meeting made by Craig, seconded by Michelle. Motion passed unanimously.
3. New Business
 - a. A recommendation was made by the Sub-committee, to donate two tickets to *An Officer and a Gentleman* to Hensel Phelps, for a United Way Silent Auction. The recommendation was accepted unanimously.
 - b. Spring 2022 ticket sales are going well, with *The Good Morning Guys/Habajeeba Show*, showing the strongest sales. Show has been co-promoted through partner's radio show on KFKA, and on Facebook. Current numbers are based on pre-sales.
4. Old/Ongoing Business
 - a. Final Fall 2021 Ticket Sales Summary
 - i. We reached about 56% of guest counts, 66% of revenue, and saw only a slight increase in no shows at 11% (understandable, due to COVID). The results are comparable to those reported in similar venues throughout the region, overall, a decent return following the last two years.
 - ii. Despite obstacles, formed new tenant relationships to cultivate revenue.
 - iii. Biggest lesson learned, big names sell more tickets at higher prices. The board feels this will be a lucrative strategy for a go forward.
 - b. Spring and Fall 2022 Programming updates
 - i. *Madagascar* will be postponed due to supply issues for the production. New dates will follow same itinerary in the spring of 2023.
 - ii. At this time, a hole remains in the schedule. Brian has been diligently reaching out to management for a variety of artists, including: Leslie Jones, Tig Notaro, Jelly Roll, and Peter White. While the timing is not lining up at this time, all artists are open to the possibility at a later date. Will also be looking into the possibility of hosting Ani DiFranco.
 - iii. For the fall, Brian has been in touch with Rick Springfield. Mark and other members of the board expressed concern about repetition as well as audience diversity.
 - iv. Additional ideas for diversified programming included: the Legendarios, hologram shows, Dr. Who, Stomp, the Blue Man Group, and local acts. Brian remains dedicated to drawing a younger and edgier demographic.

Minutes

Union Colony Civic Center Advisory Board
January 12, 2022 3:45 PM

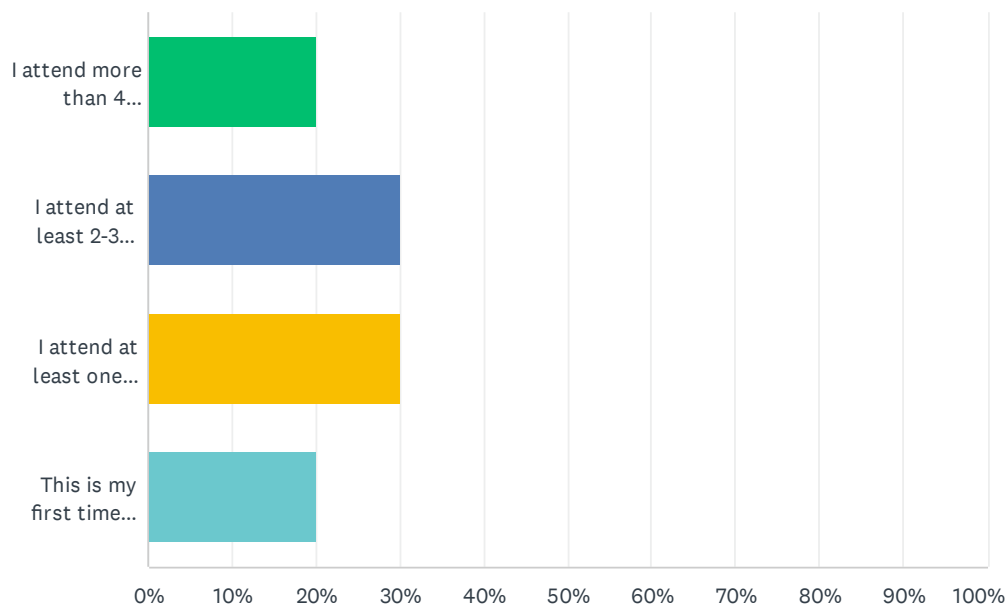
- v. Fall programming includes: Three confirmed titles one of which “Weird Al” Yankovic is already on sale, testing new ground of on sale performances prior to publication of the printed brochure.
5. Other
- a. UCCC Backstage Stars Report – (Perry) the Stars will collaborate with the Moxi to provide concessions sales for the Sprig Semester. Next meeting of the UCCC Backstage Stars will be on January 24th, 2022 to accommodate for Martin Luther King holiday.
 - b. Next meeting of the UCCC Advisory Board will be February 9, 2022

Parking Lot (Items to be discussed at future meetings):

- Rebranding the UCCC/Marquee – Jason has contacted the Communications & Engagement Department to assess marketing needs.
- Portable bars – Perry is looking for a builder.
- Discuss the remodeling of the outside/front of the UCCC – will be assessed with other capital improvement projects
- Tigre Radio co-promote – UCCC working at being more inclusive with Latino community; will revisit in March
 - Spanish Website/Brochure/Ticket office staff
 - Superscript or program notes in 2nd language?
- Commuter bus WiFi advertising when available?

Q1 Which of the following best describes you?

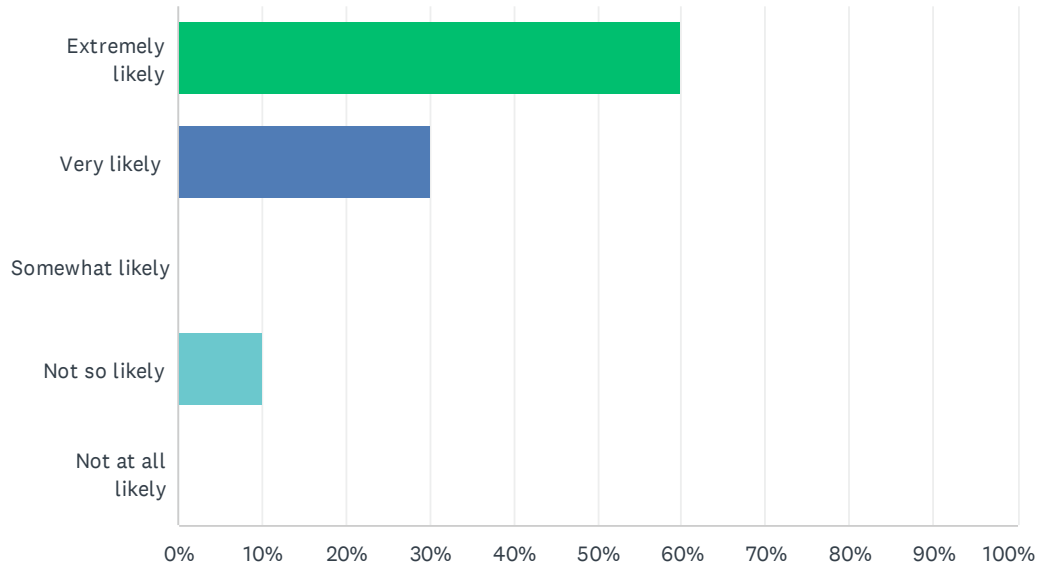
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
I attend more than 4 performances a year at the Union Colony Civic Center	20.00%	2
I attend at least 2-3 performances a year at the Union Colony Civic Center	30.00%	3
I attend at least one performance a year at the Union Colony Civic Center	30.00%	3
This is my first time attending a performance at the Union Colony Civic Center	20.00%	2
TOTAL		10

Q2 How likely is it that you would recommend seeing a show at the Union Colony Civic Center?

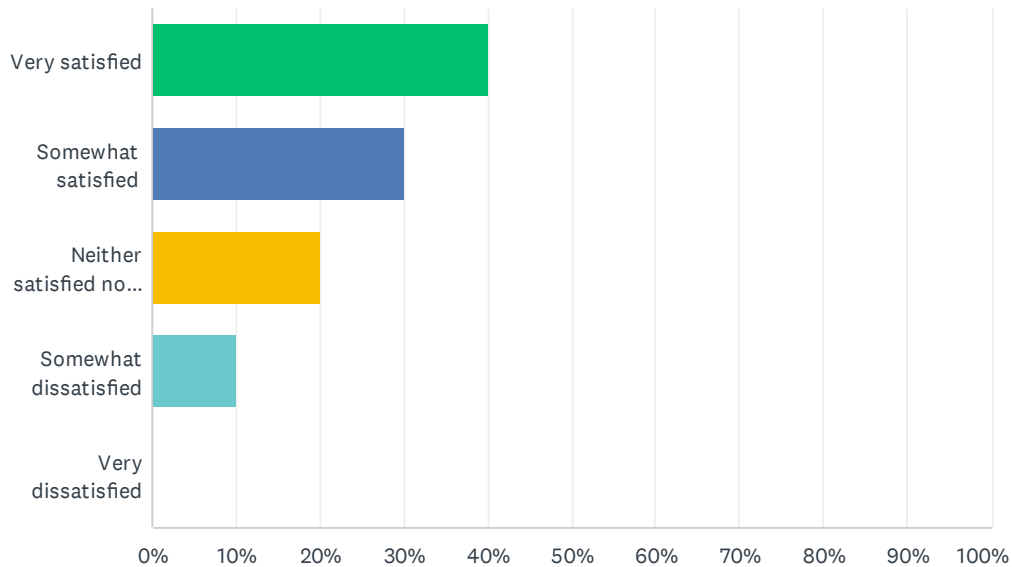
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely likely	60.00%	6
Very likely	30.00%	3
Somewhat likely	0.00%	0
Not so likely	10.00%	1
Not at all likely	0.00%	0
TOTAL		10

Q3 Overall, how satisfied or dissatisfied are you with the range of entertainment options offered at the Union Colony Civic Center?

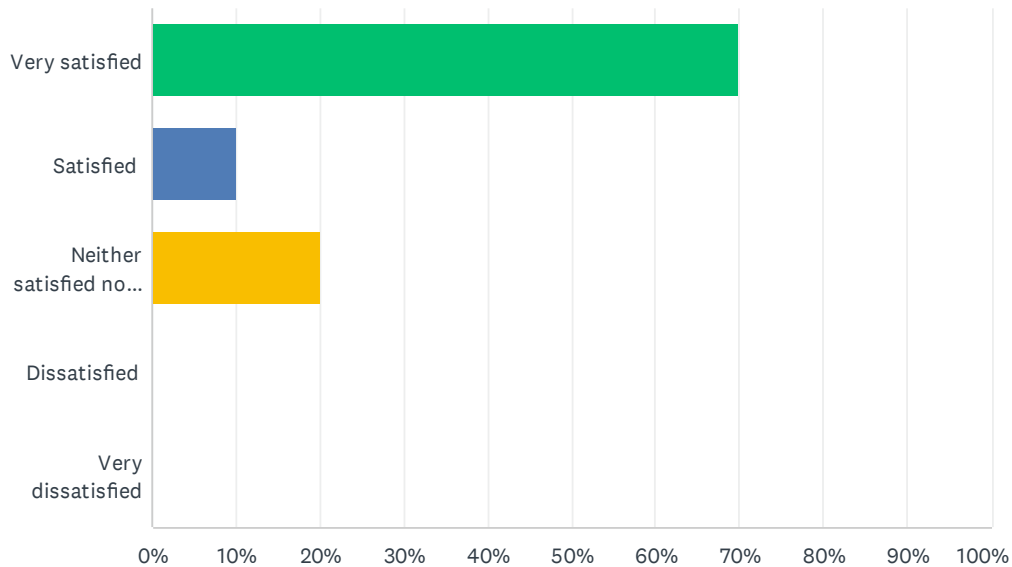
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	40.00%	4
Somewhat satisfied	30.00%	3
Neither satisfied nor dissatisfied	20.00%	2
Somewhat dissatisfied	10.00%	1
Very dissatisfied	0.00%	0
TOTAL		10

Q4 How satisfied were you with the comfort of the theater during your most recent experience at the Union Colony Civic Center?

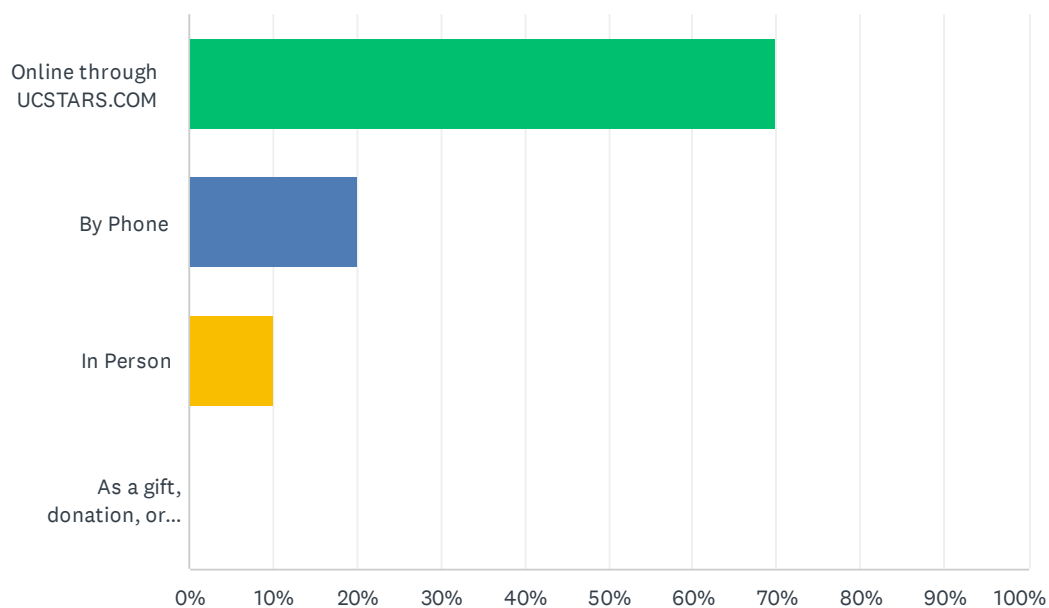
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	70.00%	7
Satisfied	10.00%	1
Neither satisfied nor dissatisfied	20.00%	2
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		10

Q5 How did you purchase your tickets?

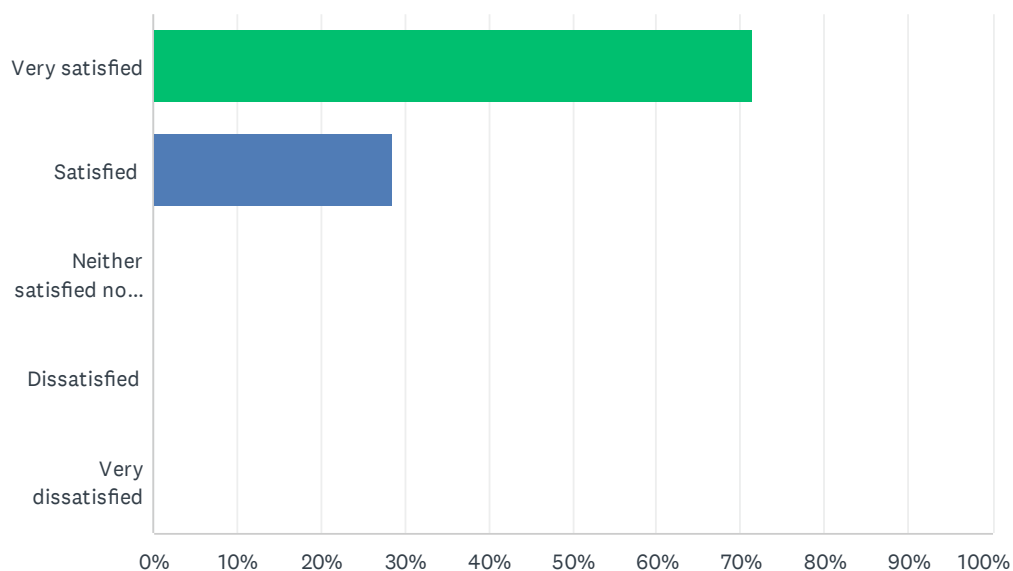
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Online through UCSTARS.COM	70.00%	7
By Phone	20.00%	2
In Person	10.00%	1
As a gift, donation, or other non purchase interaction	0.00%	0
TOTAL		10

Q6 Please rate your online purchasing experience:

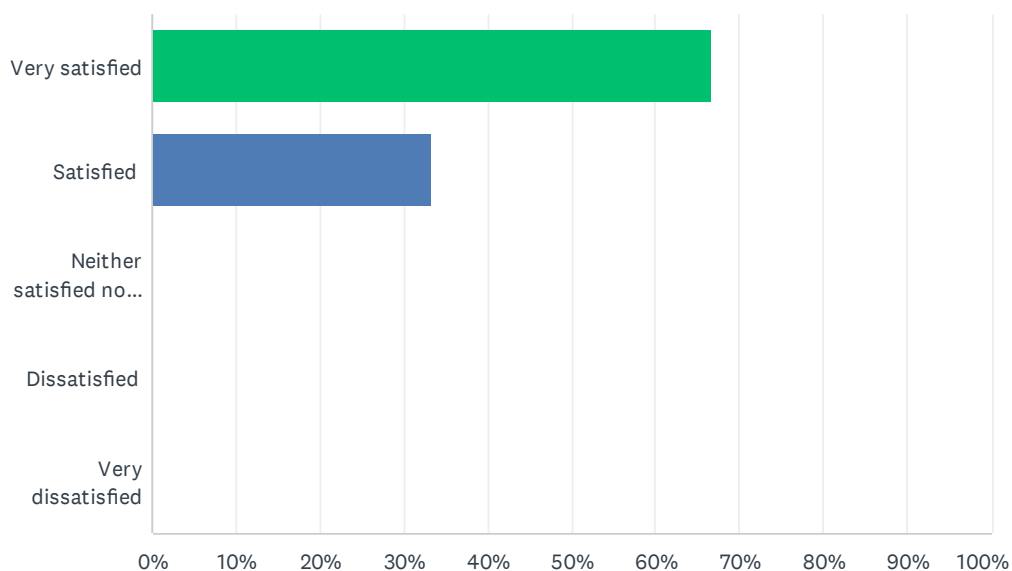
Answered: 7 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very satisfied	71.43%	5
Satisfied	28.57%	2
Neither satisfied nor dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		7

Q7 Please rate your purchasing experience with our staff:

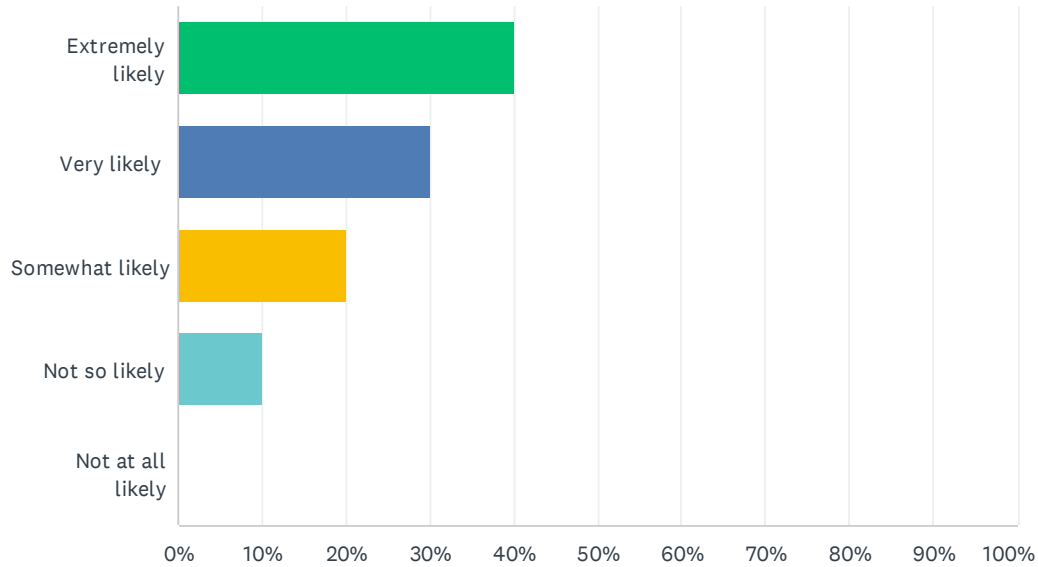
Answered: 3 Skipped: 7



ANSWER CHOICES	RESPONSES	
Very satisfied	66.67%	2
Satisfied	33.33%	1
Neither satisfied nor dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		3

Q8 How likely are you to purchase tickets to a performance at the Union Colony Civic Center again?

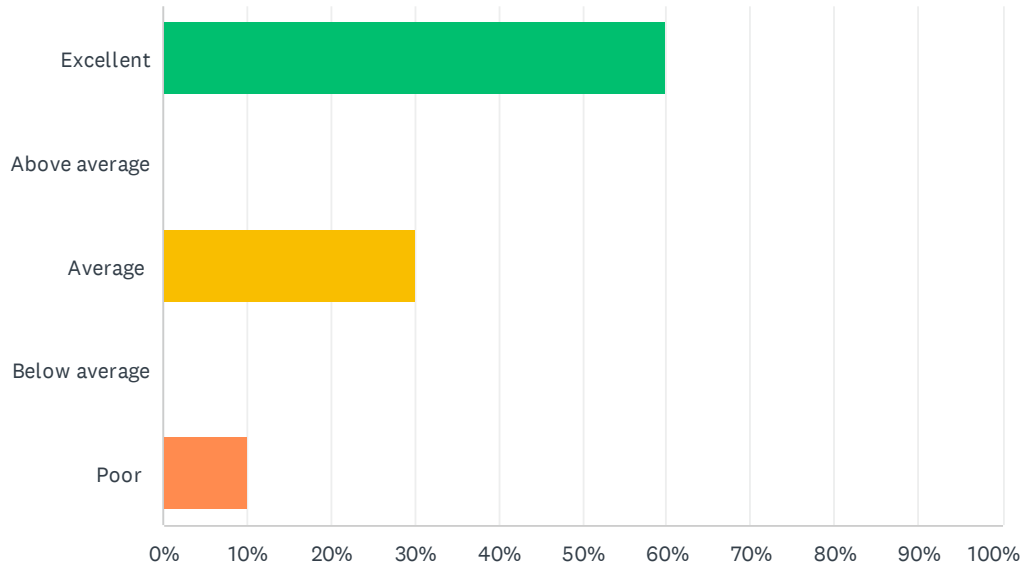
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely likely	40.00%	4
Very likely	30.00%	3
Somewhat likely	20.00%	2
Not so likely	10.00%	1
Not at all likely	0.00%	0
TOTAL		10

Q9 How would you rate the value for money of tickets at the Union Colony Civic Center?

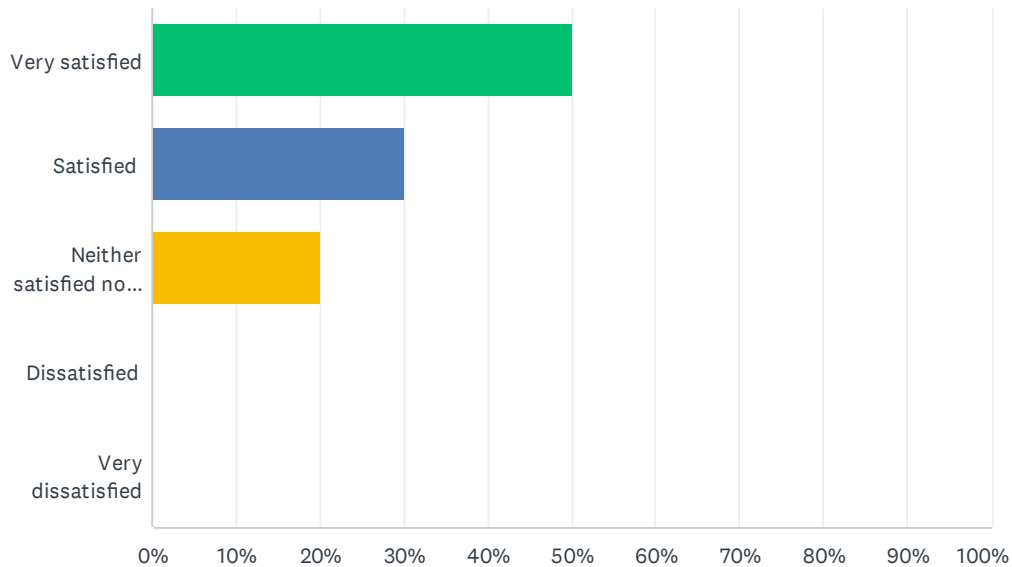
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	60.00%	6
Above average	0.00%	0
Average	30.00%	3
Below average	0.00%	0
Poor	10.00%	1
TOTAL		10

Q10 Please rate your experience with the staff, volunteers, and security during your most recent experience at the Union Colony Civic Center?

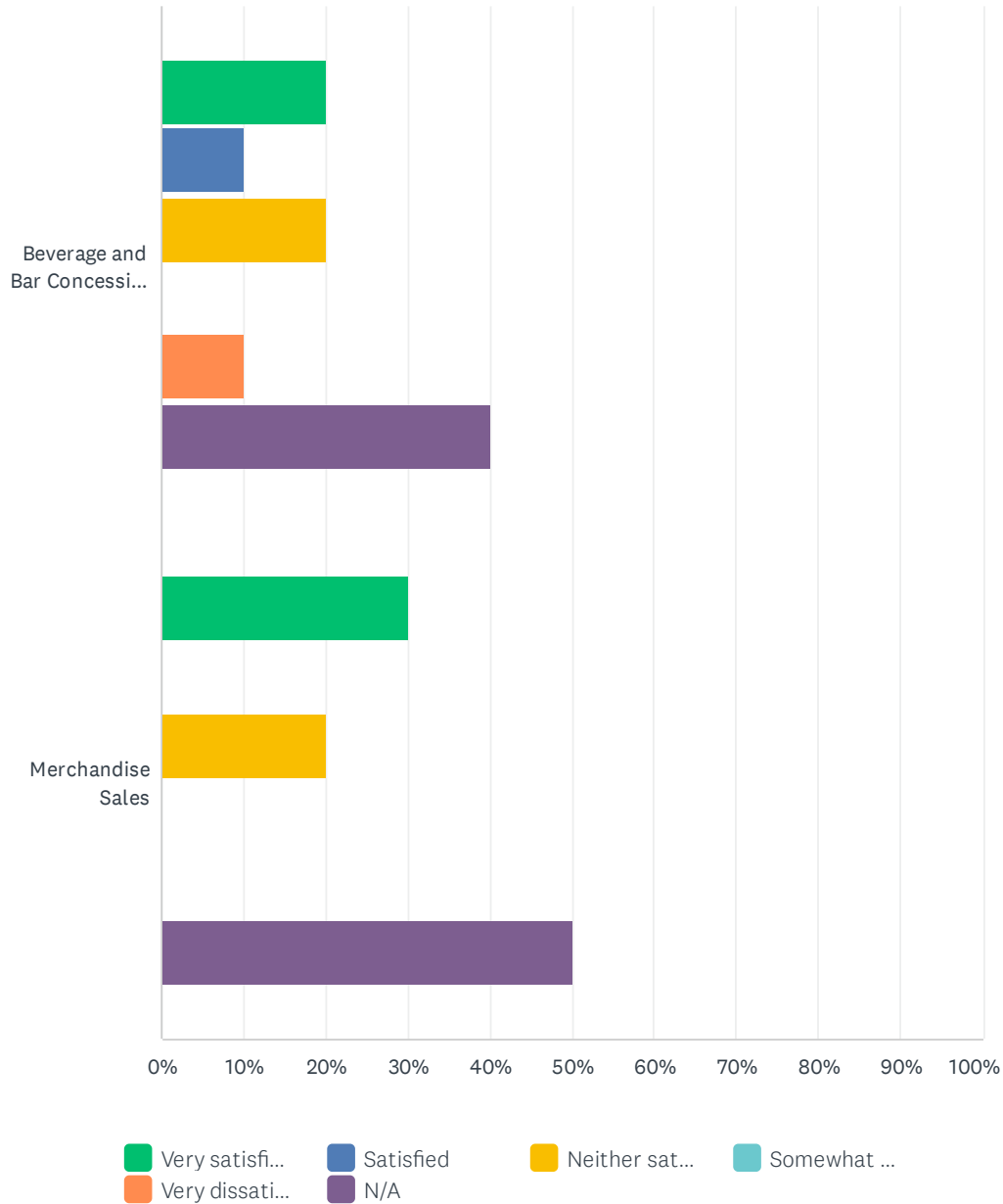
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	50.00%	5
Satisfied	30.00%	3
Neither satisfied nor dissatisfied	20.00%	2
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		10

Q11 The Union Colony Civic Center hires several outside vendors to provide services during performances. Please tell us about your experiences with them:

Answered: 10 Skipped: 0

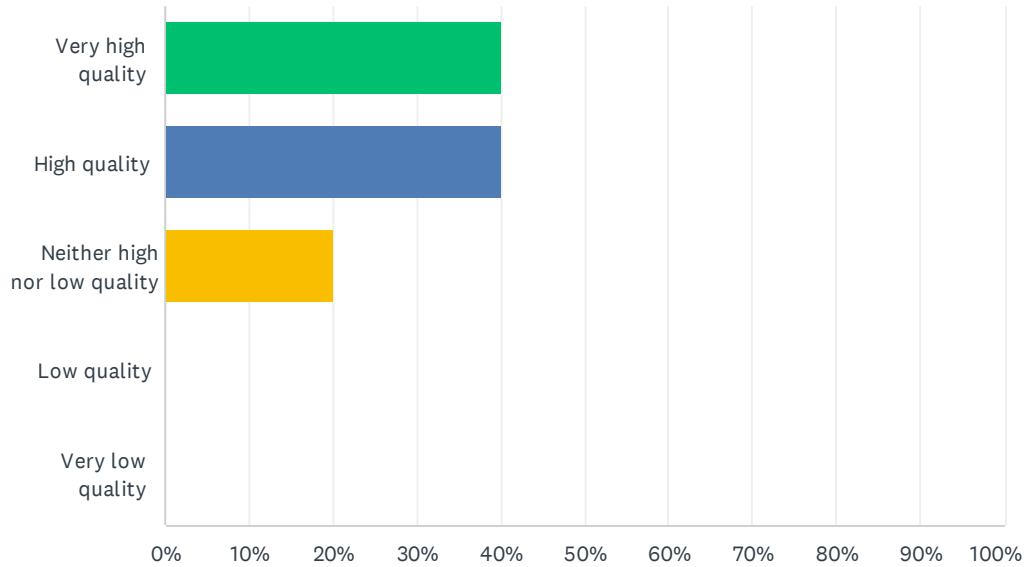


Fall 2021 UCCC Patron Satisfaction Survey

	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Beverage and Bar Concession Service	20.00% 2	10.00% 1	20.00% 2	0.00% 0	10.00% 1	40.00% 4	10	3.50
Merchandise Sales	30.00% 3	0.00% 0	20.00% 2	0.00% 0	0.00% 0	50.00% 5	10	4.20

Q12 How would you rate the quality of the performances at the Union Colony Civic Center?

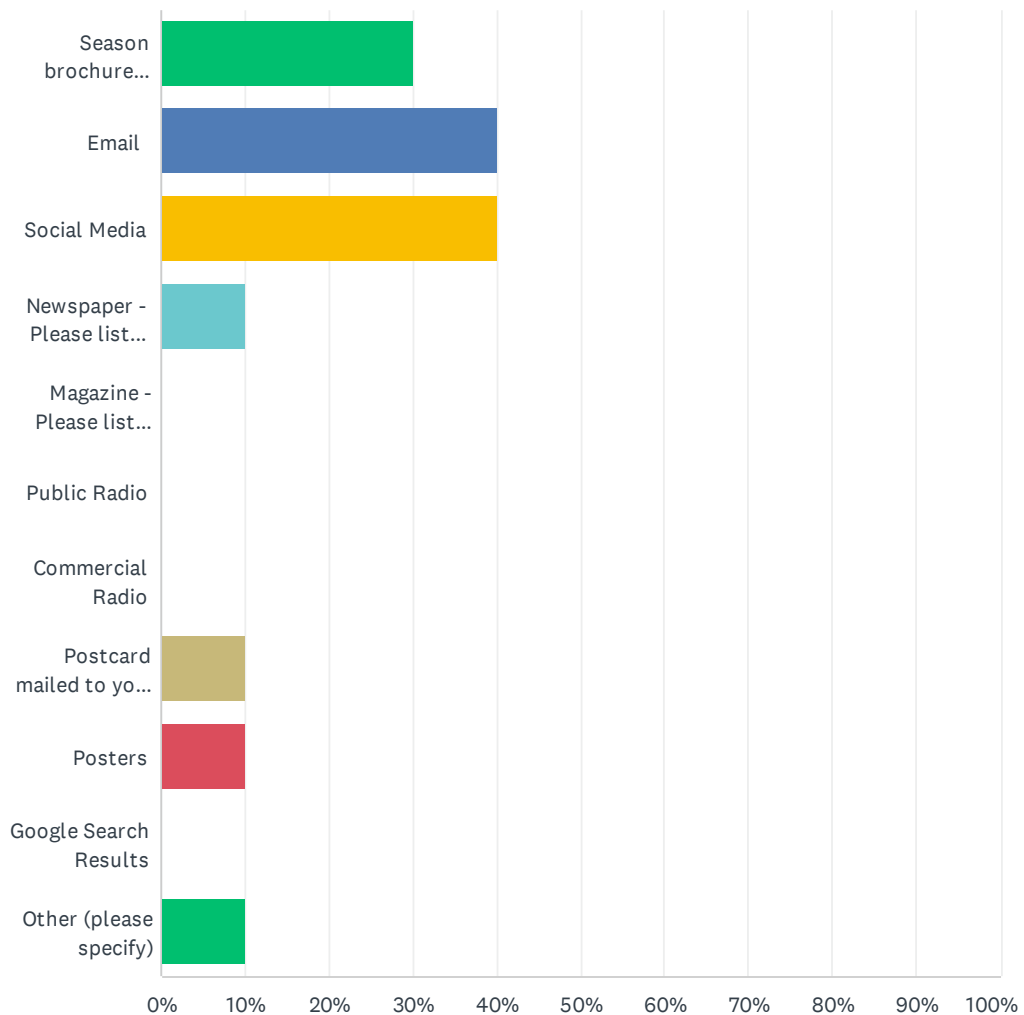
Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very high quality	40.00%	4
High quality	40.00%	4
Neither high nor low quality	20.00%	2
Low quality	0.00%	0
Very low quality	0.00%	0
TOTAL		10

Q13 How do you like to find out about entertainment and events.

Answered: 10 Skipped: 0



Fall 2021 UCCC Patron Satisfaction Survey

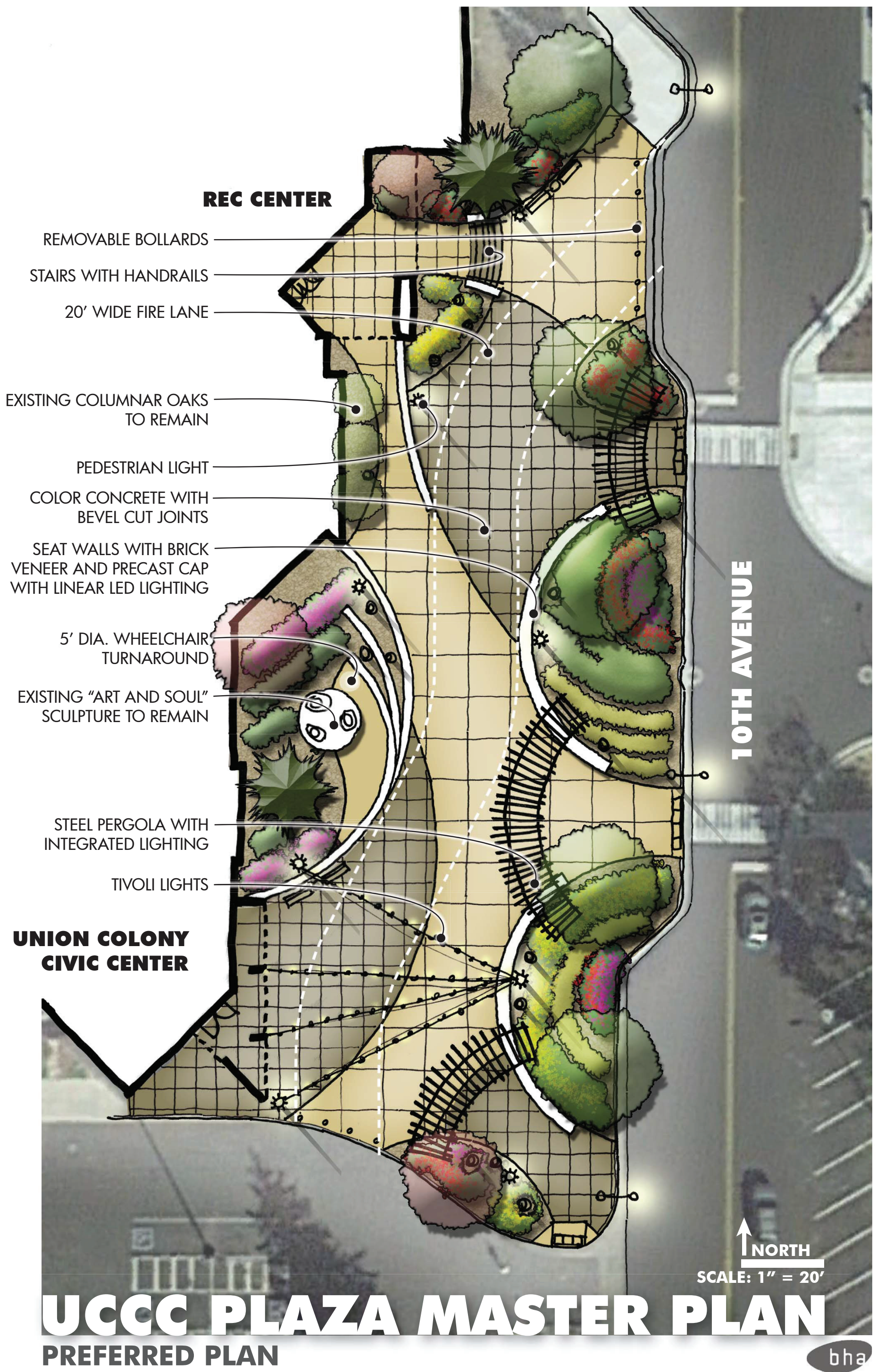
ANSWER CHOICES	RESPONSES	
Season brochure (mailed to your home)	30.00%	3
Email	40.00%	4
Social Media	40.00%	4
Newspaper - Please list below	10.00%	1
Magazine - Please list below	0.00%	0
Public Radio	0.00%	0
Commercial Radio	0.00%	0
Postcard mailed to your home	10.00%	1
Posters	10.00%	1
Google Search Results	0.00%	0
Other (please specify)	10.00%	1
Total Respondents: 10		

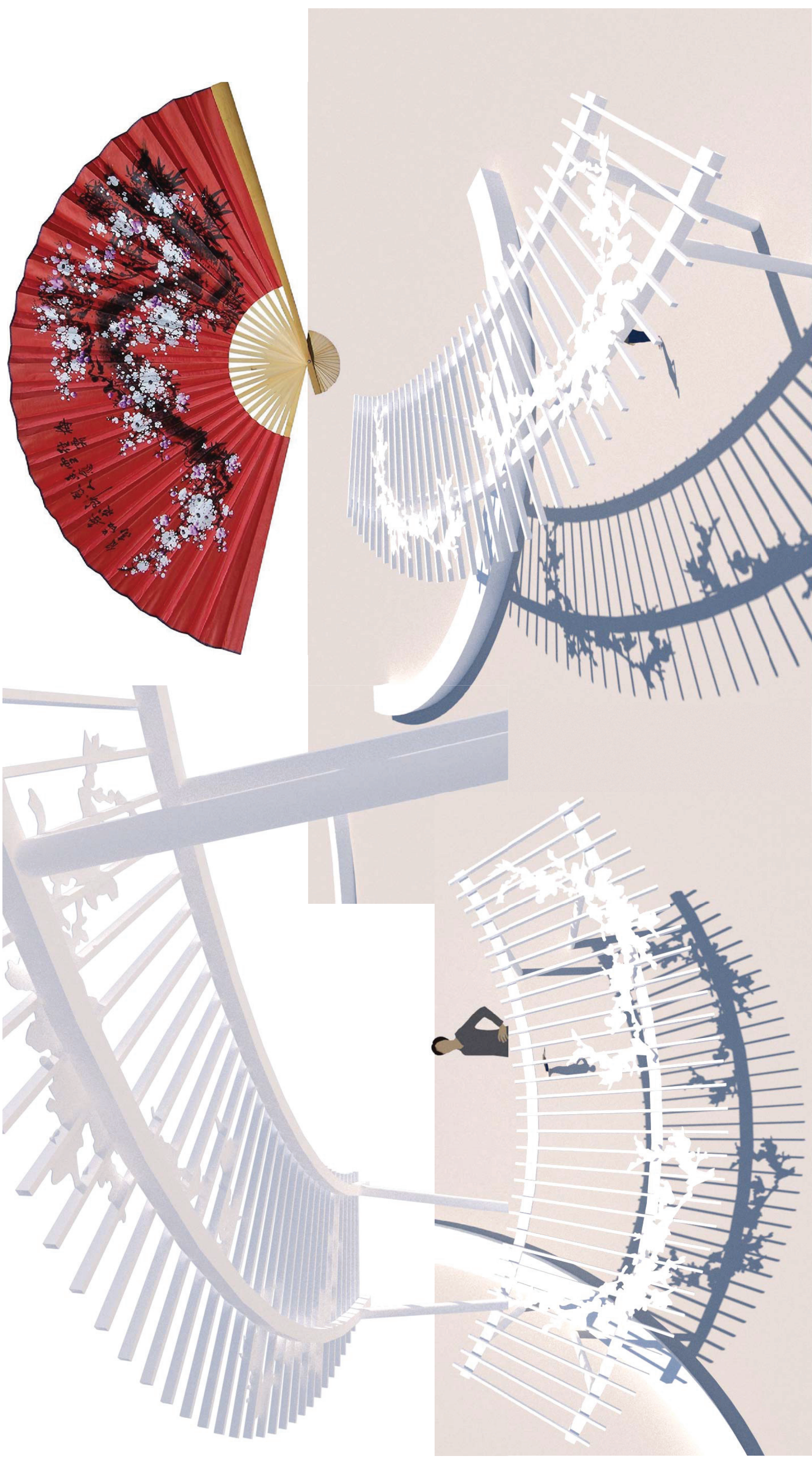
Q14 Do you have any other comments, questions, or concerns?

Answered: 4 Skipped: 6

Q15 To be entered into the drawing for a pair of free tickets to a series package please enter a phone number or email for us to reach you if you're drawn. This information will NOT be added to any mailing or calling lists, and will be separated from the survey results prior to survey evaluation.

Answered: 10 Skipped: 0





UCCCC PLAZA MASTER PLAN

PERGOLA CONCEPT

OPTION 1

FACETED CORTEN STEEL PLINTHS. CAN BE DESIGNED TO READ AS A LARGER SCULPTURAL MONUMENT. DONORS NAMES CAN BE PLAQUES ATTACHED TO STEEL OR INDIVIDUAL STAINLESS STEEL LETTERS.



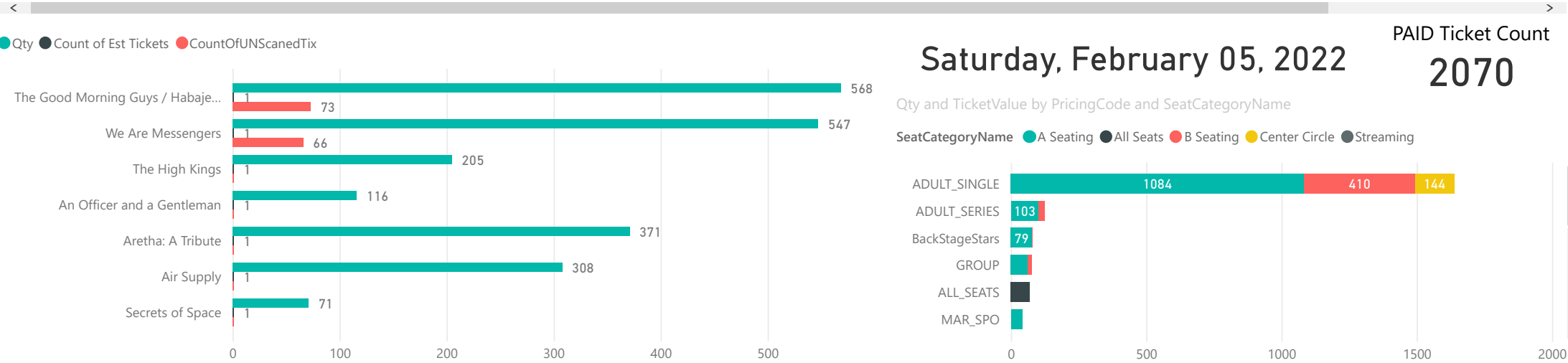
OPTION 2

SAW CUT STANDING BOULDERS, SANDBLASTED AND STAINED WITH DONORS NAMES

UCCC PLAZA MASTER PLAN

STELAS CONCEPT

SHOW DATE	Performance Name	Est Tickets	Qty	Revenue Est	TicketValue	Est Expenses
Friday, January 28, 2022	The Good Morning Guys / Habajeeb...	985	568	\$23,600	\$15,748	\$28,930.444
Friday, February 04, 2022	We Are Messengers	526	547	\$11,281	\$13,074	\$17,953.99
Friday, March 04, 2022	The High Kings	637	205	\$25,092	\$7,579	\$27,356.54
Saturday, March 05, 2022	An Officer and a Gentleman	1067	116	\$41,056	\$4,556	\$58,083.32
Saturday, March 26, 2022	Aretha: A Tribute	985	371	\$26,598	\$10,507	\$39,564.56
Friday, April 01, 2022	Air Supply	991	308	\$52,386	\$17,693	\$82,833.98
Thursday, April 21, 2022	Secrets of Space	306	71	\$1,110	\$355	\$13,164.3
Total			2186	\$181,123	\$69,512	\$267,887.200



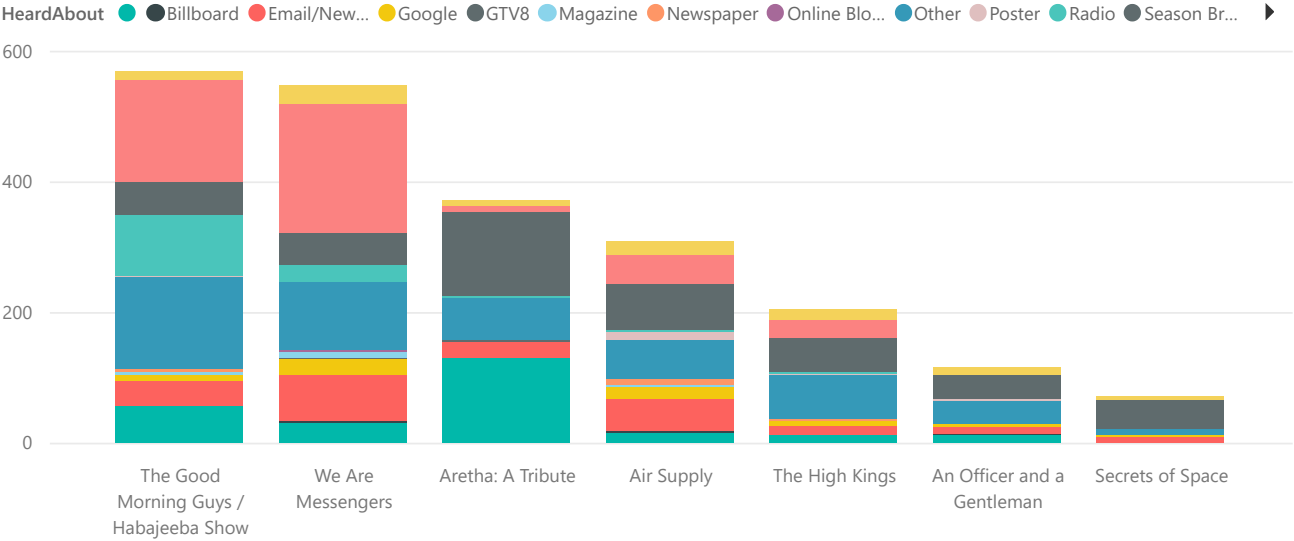
Saturday, February 05, 20...

Latest OrderDate

PAID Ticket Count

2070

Count of HeardAbout by Performance Name and HeardAbout

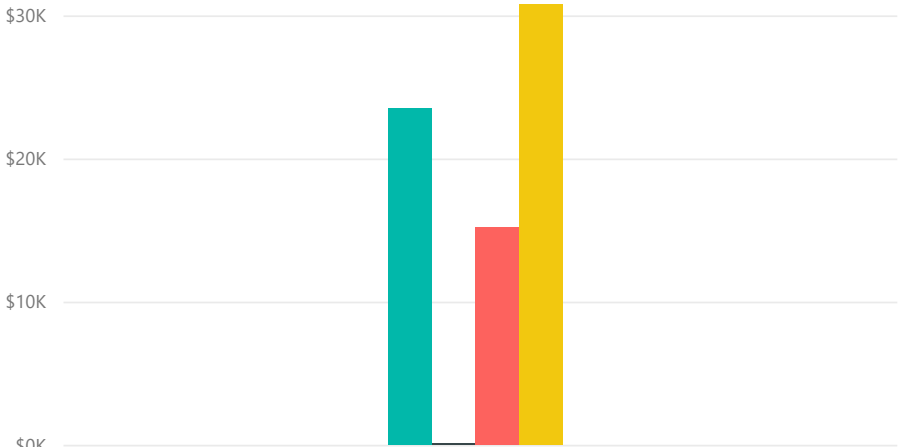


PerformanceName	TicketValue	AvgTicketValue
Air Supply	\$17,693	\$57.44
An Officer and a Gentleman	\$4,556	\$39.28
Aretha: A Tribute	\$10,507	\$28.32
Secrets of Space	\$355	\$5.00
The Good Morning Guys / Habajeeba Show	\$15,748	\$27.73
The High Kings	\$7,579	\$36.97
We Are Messengers	\$13,074	\$23.90
Total	\$69,512	\$31.80

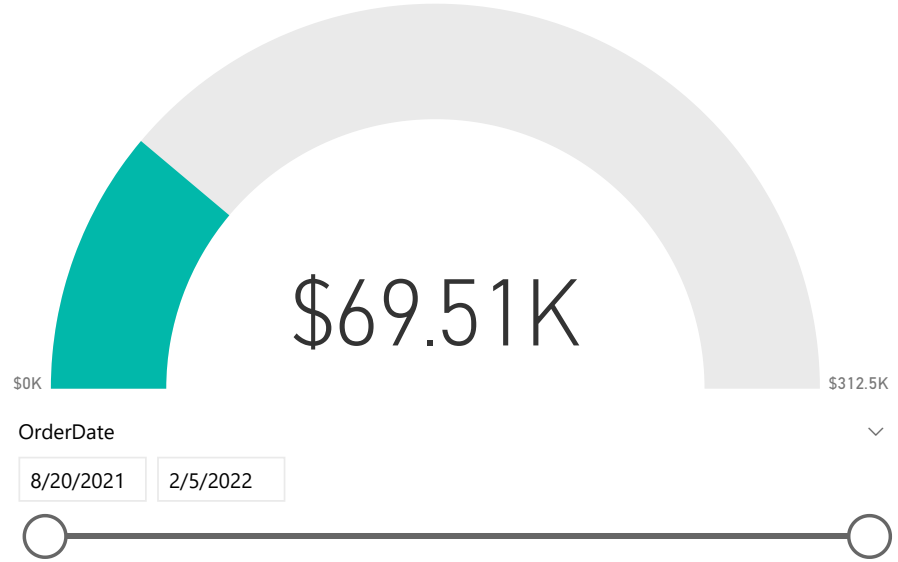
PerformanceCode	NoShowRate	Qty
012820220730MCH	13%	568
020420220730MCH	12%	547
030420220730MCH	0%	205
030520220730MCH	1%	116
032620220730MCH	0%	371
040120220730MCH	0%	308
0421202200630MCH	1%	71
Total	6%	2186

TicketValue by SalesChannel

SalesChannel ● Mobile ● Offline Anonymous ● Offline Patron ● Online

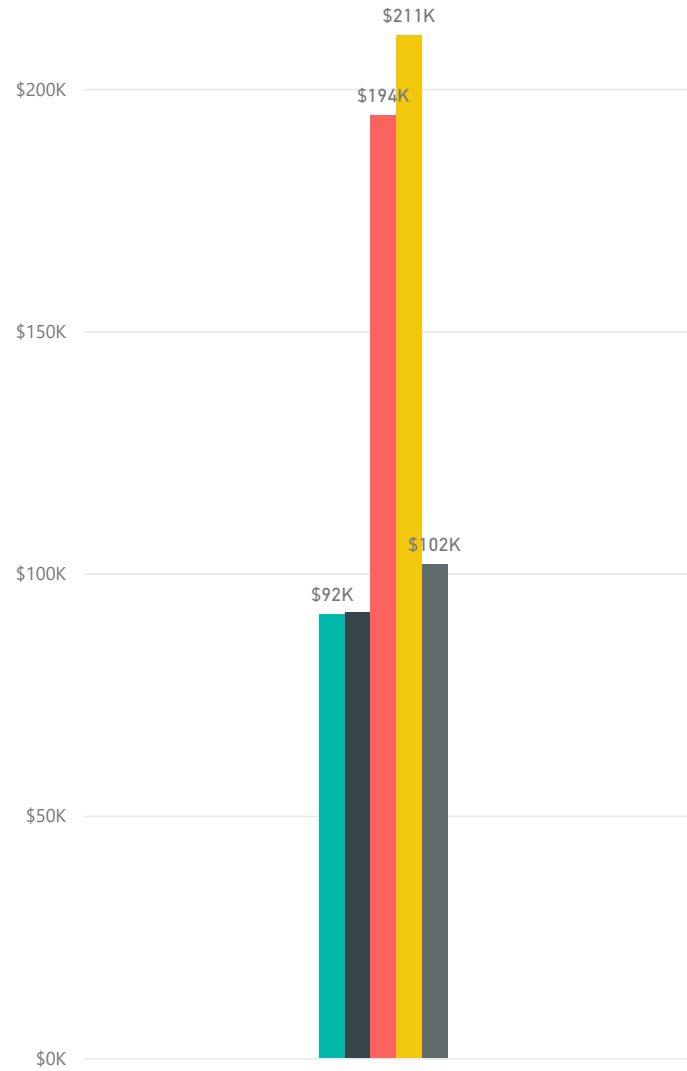


TicketValue and EstRevenue



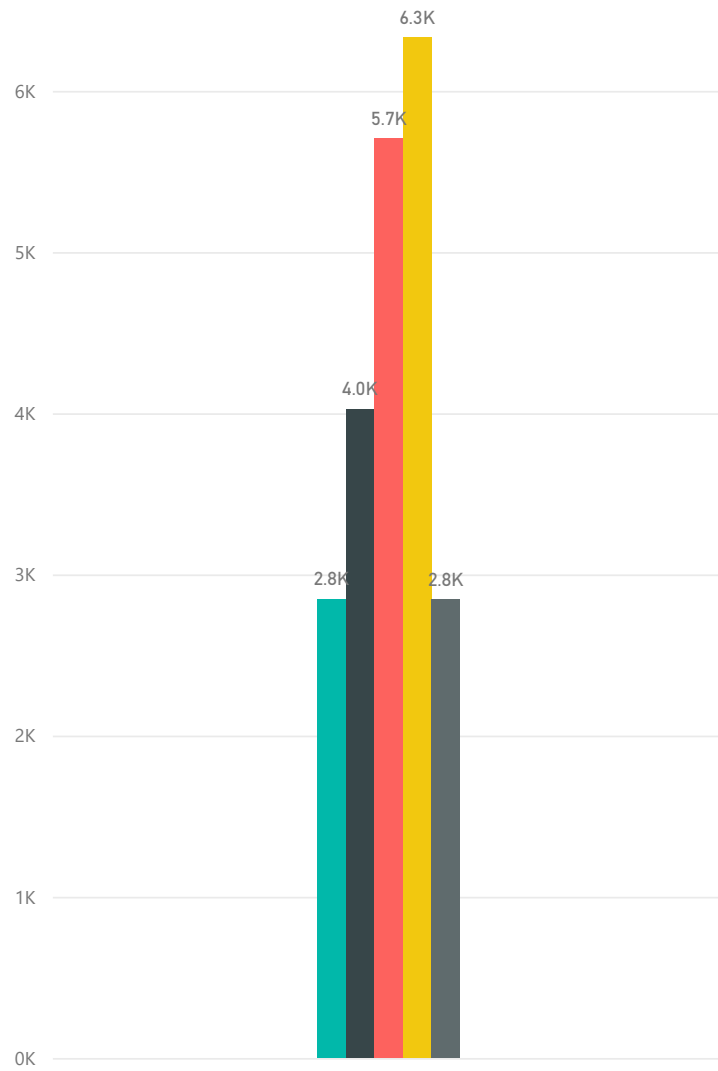
Spring Value

Price1617 Price1718 Price19Spring PriceSpring2020 PriceSpring22



Spring Quantities

2016-2017 Qty 2017 -2018 Qty Spring 19 Qty QtySpring2020 QtySpring22



Days on Sale

-35

74



Saturday,
February
05, 2022

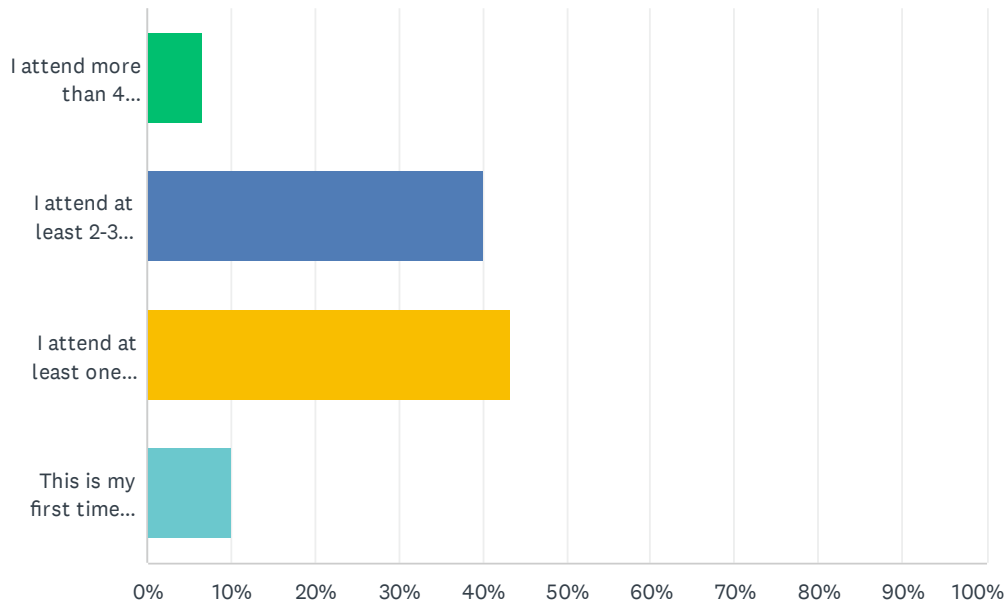
Latest OrderDate

74

Max of Days on sale

Q1 Which of the following best describes you?

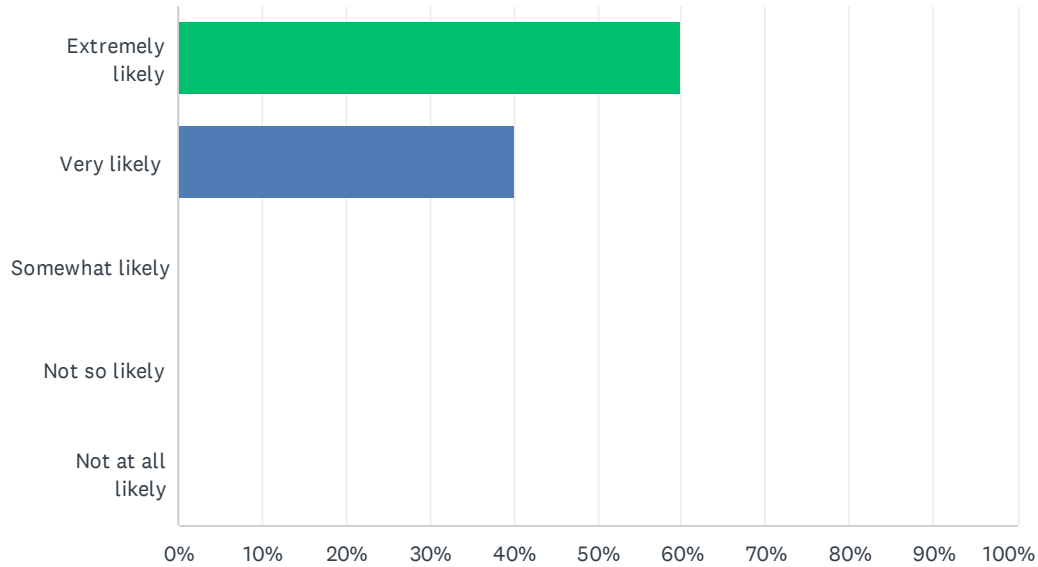
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
I attend more than 4 performances a year at the Union Colony Civic Center	6.67%	2
I attend at least 2-3 performances a year at the Union Colony Civic Center	40.00%	12
I attend at least one performance a year at the Union Colony Civic Center	43.33%	13
This is my first time attending a performance at the Union Colony Civic Center	10.00%	3
TOTAL		30

Q2 How likely is it that you would recommend seeing a show at the Union Colony Civic Center?

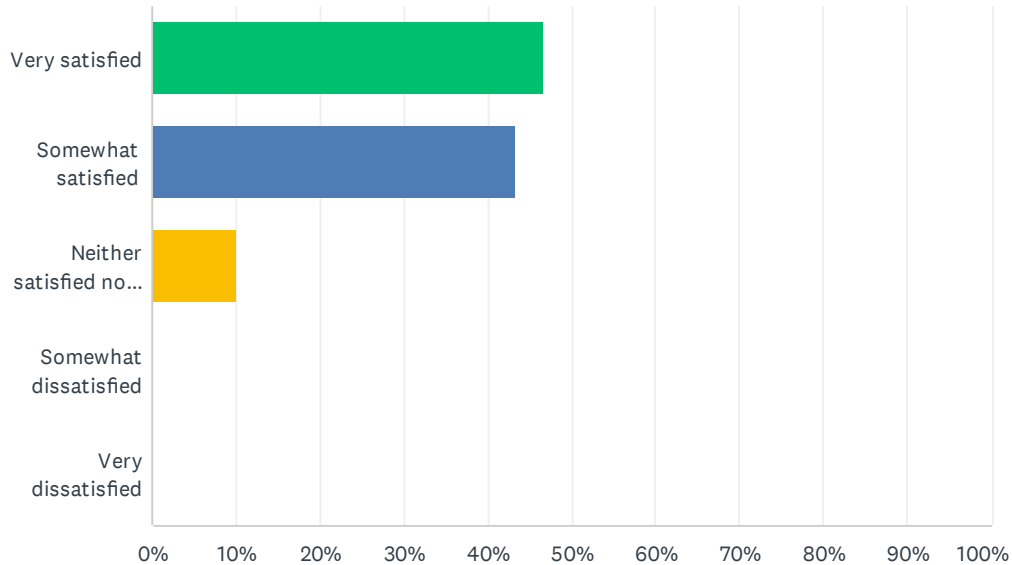
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely likely	60.00%	18
Very likely	40.00%	12
Somewhat likely	0.00%	0
Not so likely	0.00%	0
Not at all likely	0.00%	0
TOTAL		30

Q3 Overall, how satisfied or dissatisfied are you with the range of entertainment options offered at the Union Colony Civic Center?

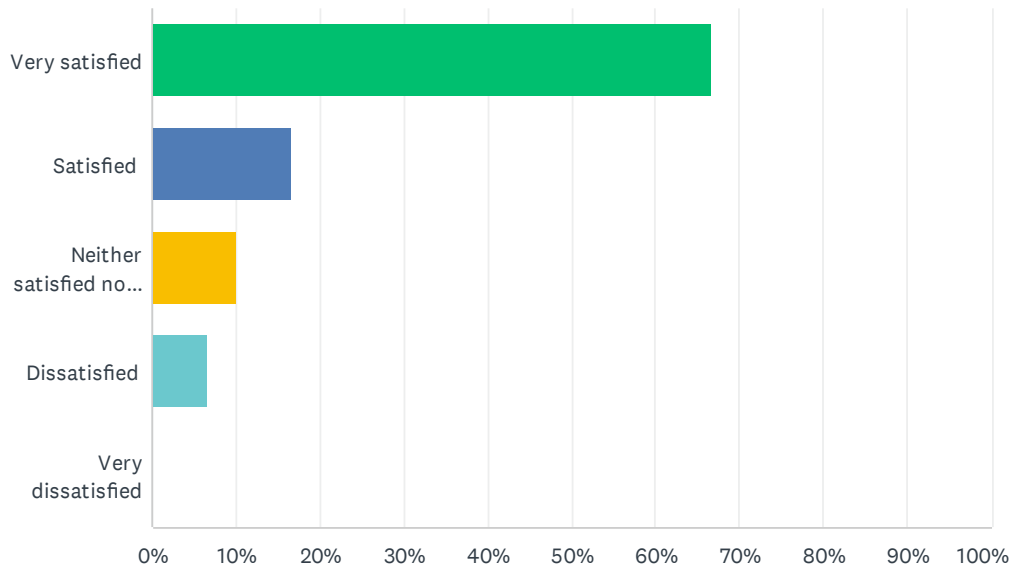
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	46.67%	14
Somewhat satisfied	43.33%	13
Neither satisfied nor dissatisfied	10.00%	3
Somewhat dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		30

Q4 How satisfied were you with the comfort of the theater during your most recent experience at the Union Colony Civic Center?

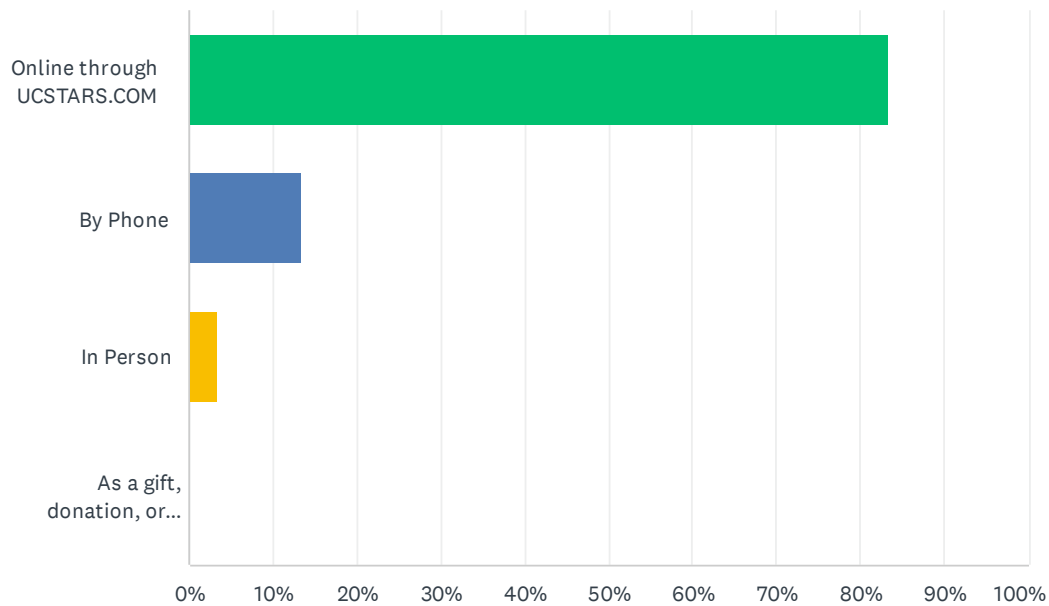
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	66.67%	20
Satisfied	16.67%	5
Neither satisfied nor dissatisfied	10.00%	3
Dissatisfied	6.67%	2
Very dissatisfied	0.00%	0
TOTAL		30

Q5 How did you purchase your tickets?

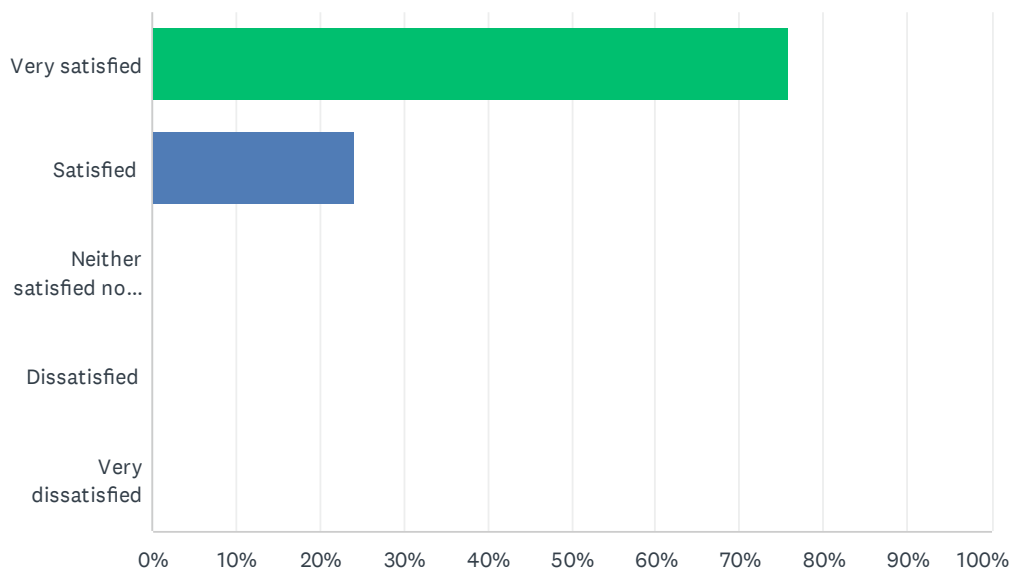
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Online through UCSTARS.COM	83.33%	25
By Phone	13.33%	4
In Person	3.33%	1
As a gift, donation, or other non purchase interaction	0.00%	0
TOTAL		30

Q6 Please rate your online purchasing experience:

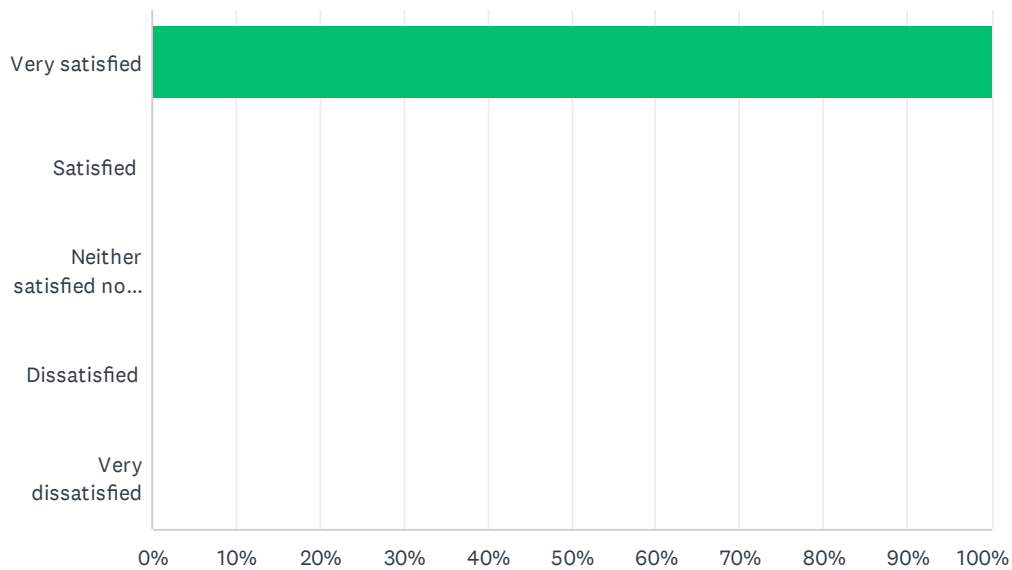
Answered: 25 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very satisfied	76.00%	19
Satisfied	24.00%	6
Neither satisfied nor dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		25

Q7 Please rate your purchasing experience with our staff:

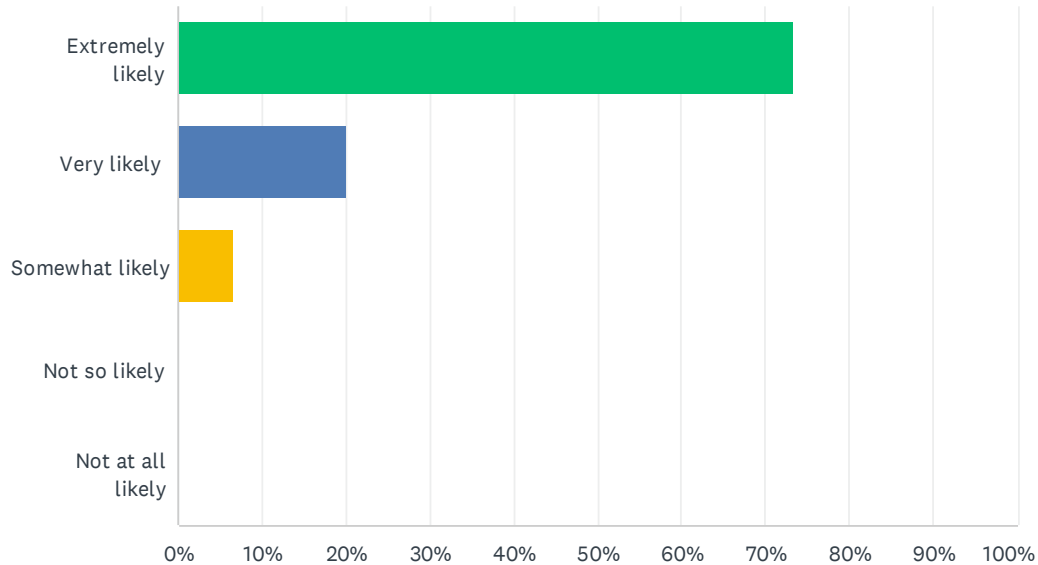
Answered: 5 Skipped: 25



ANSWER CHOICES	RESPONSES	
Very satisfied	100.00%	5
Satisfied	0.00%	0
Neither satisfied nor dissatisfied	0.00%	0
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		5

Q8 How likely are you to purchase tickets to a performance at the Union Colony Civic Center again?

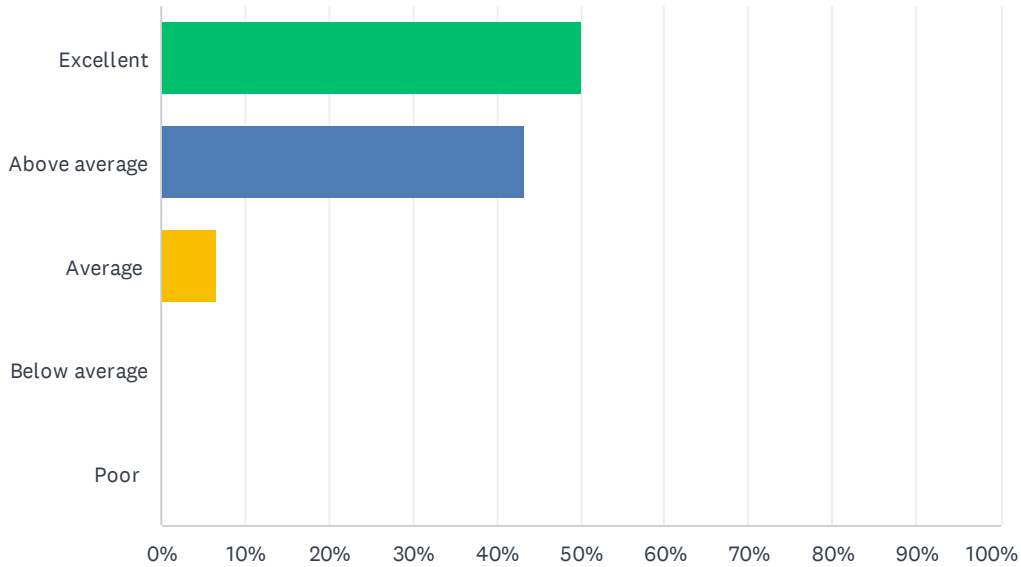
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely likely	73.33%	22
Very likely	20.00%	6
Somewhat likely	6.67%	2
Not so likely	0.00%	0
Not at all likely	0.00%	0
TOTAL		30

Q9 How would you rate the value for money of tickets at the Union Colony Civic Center?

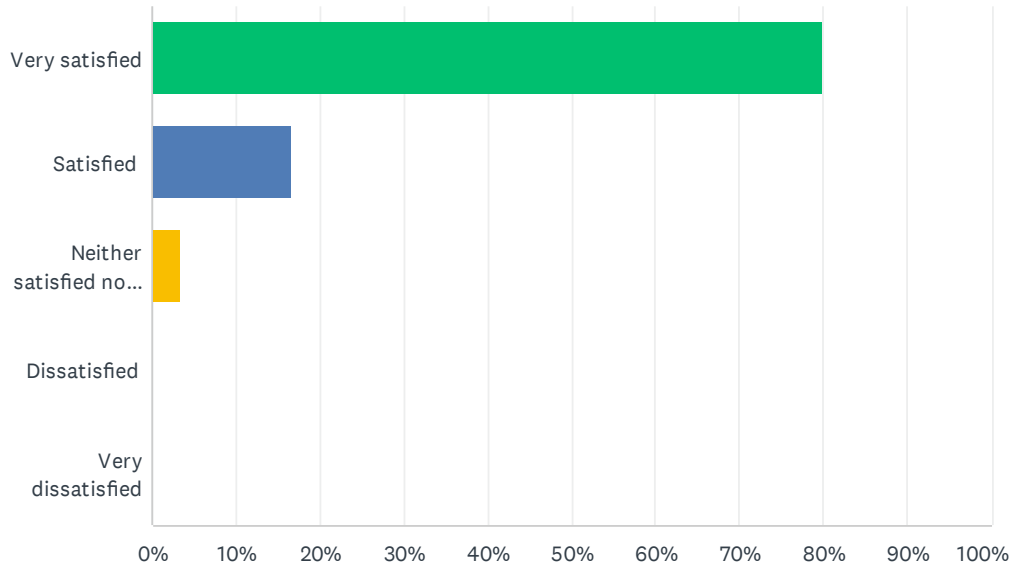
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	50.00%	15
Above average	43.33%	13
Average	6.67%	2
Below average	0.00%	0
Poor	0.00%	0
TOTAL		30

Q10 Please rate your experience with the staff, volunteers, and security during your most recent experience at the Union Colony Civic Center?

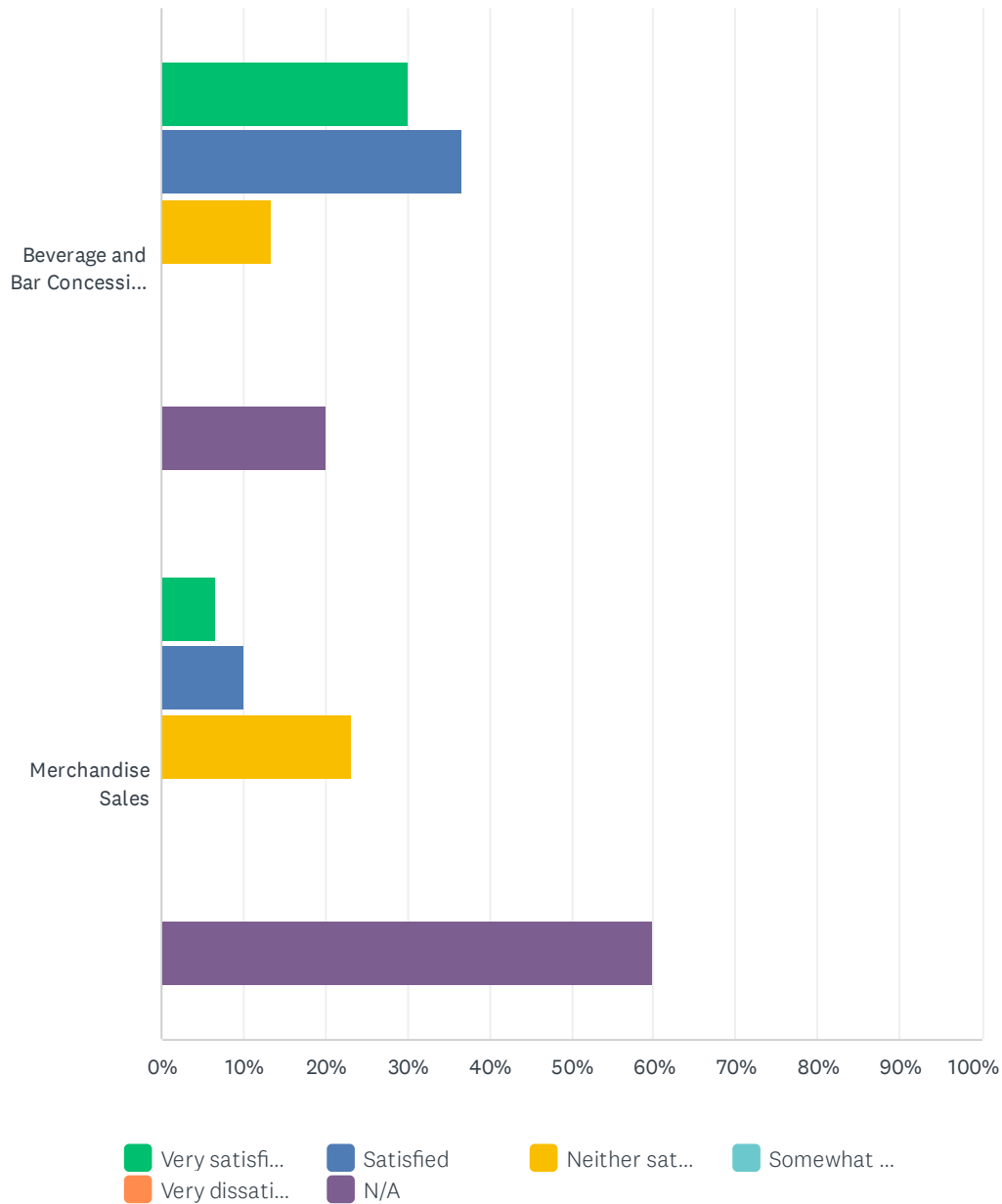
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	80.00%	24
Satisfied	16.67%	5
Neither satisfied nor dissatisfied	3.33%	1
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		30

Q11 The Union Colony Civic Center hires several outside vendors to provide services during performances. Please tell us about your experiences with them:

Answered: 30 Skipped: 0

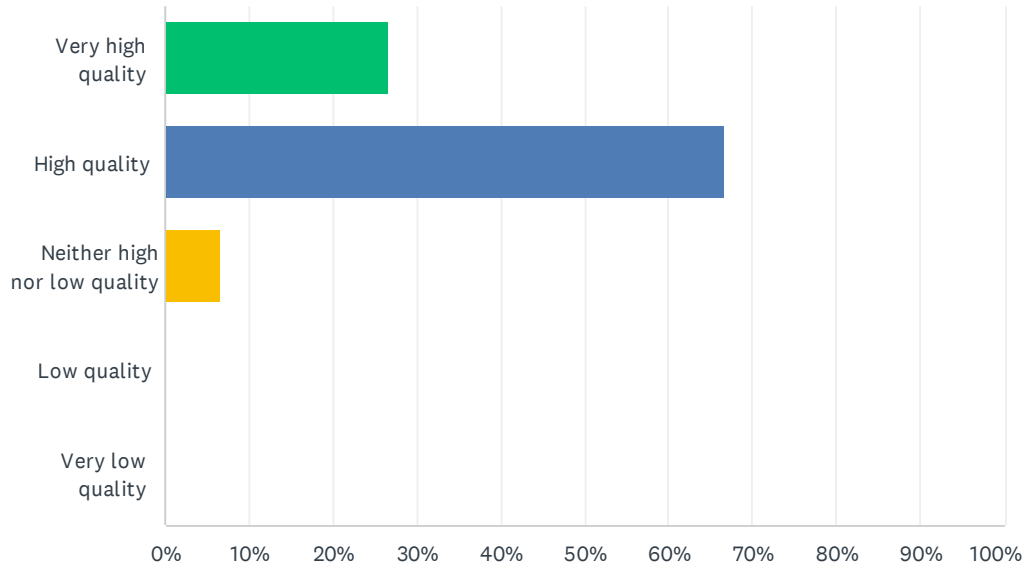


Spring 2022 UCCC Patron Satisfaction Survey

	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Beverage and Bar Concession Service	30.00% 9	36.67% 11	13.33% 4	0.00% 0	0.00% 0	20.00% 6	30	4.21
Merchandise Sales	6.67% 2	10.00% 3	23.33% 7	0.00% 0	0.00% 0	60.00% 18	30	3.58

Q12 How would you rate the quality of the performances at the Union Colony Civic Center?

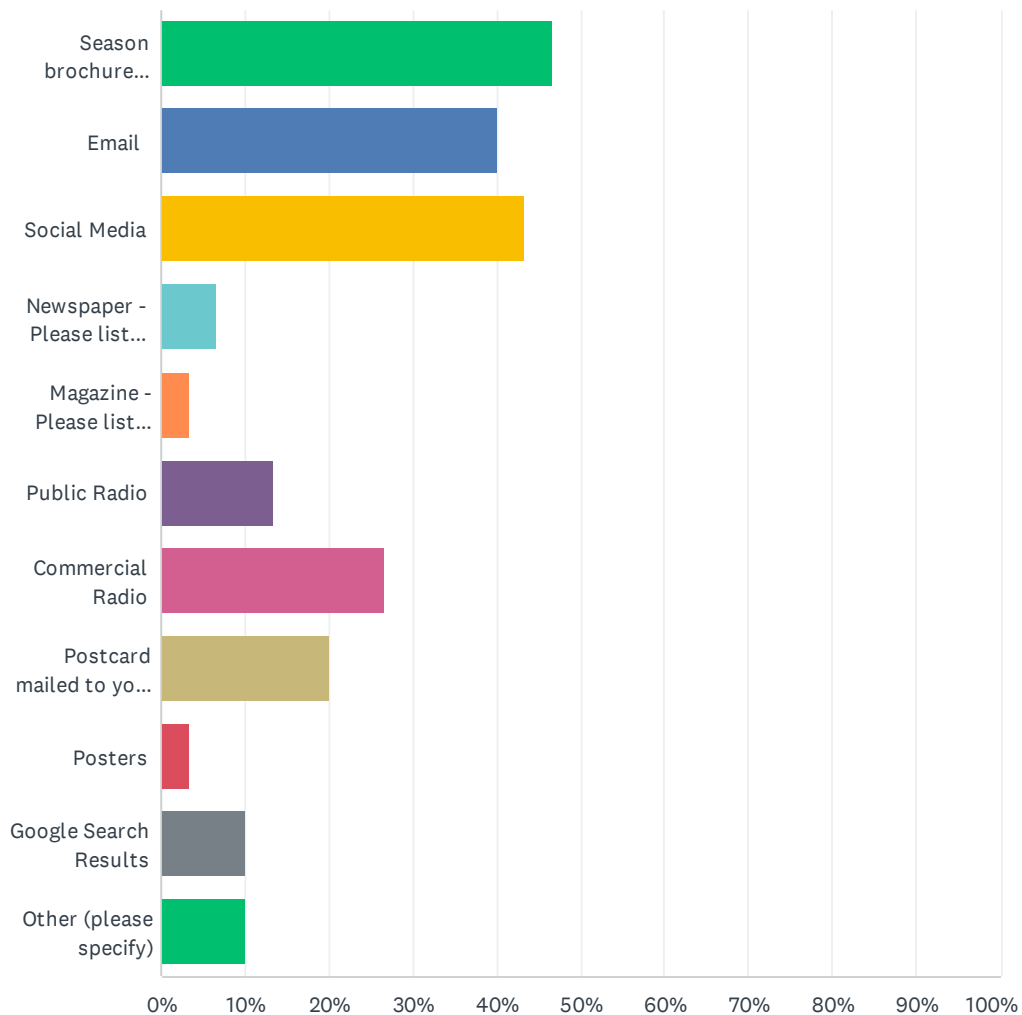
Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very high quality	26.67%	8
High quality	66.67%	20
Neither high nor low quality	6.67%	2
Low quality	0.00%	0
Very low quality	0.00%	0
TOTAL		30

Q13 How do you like to find out about entertainment and events.

Answered: 30 Skipped: 0



Spring 2022 UCCC Patron Satisfaction Survey

ANSWER CHOICES	RESPONSES	
Season brochure (mailed to your home)	46.67%	14
Email	40.00%	12
Social Media	43.33%	13
Newspaper - Please list below	6.67%	2
Magazine - Please list below	3.33%	1
Public Radio	13.33%	4
Commercial Radio	26.67%	8
Postcard mailed to your home	20.00%	6
Posters	3.33%	1
Google Search Results	10.00%	3
Other (please specify)	10.00%	3
Total Respondents: 30		

Q14 Do you have any other comments, questions, or concerns?

Answered: 8 Skipped: 22

Q15 To be entered into the drawing for a pair of free tickets to a series package please enter a phone number or email for us to reach you if you're drawn. This information will NOT be added to any mailing or calling lists, and will be separated from the survey results prior to survey evaluation.

Answered: 27 Skipped: 3

What would you like to see at the UCCC in the future?	What Affected your experience at the performance?	Specific details on Online Ordering	Secific details on In person ordering	Specific details about Staff	Specific Details about Bars and Merch	Other Feedback
love live music and the habajeeba type show, with humor and music						keep up the good work, arts and entertainment are the life blood of communities
More comedy and music together	Seating is small				It was fine but a little confusing where the line was	
More Country music acts						
More country music performers	It is always a great place to see different shows. Very comfortable and inviting.			Everyone is always very friendly and helpful.		We always enjoy the shows at the UCCC. I think some of it is that it draws an older crowd that is more friendly and shows manners and respect.
Prefer more country music concerts	Seats are just too crammed in, need some more comfortable seats				Really expensive to buy drinks from these vendors	Seats are smashed together - need bigger ones to accommodate some folks. Need more Country Music Concerts
Straight No Chaser, FACE Vocal Band, Wendy Woo, Blues Dogs						We really enjoyed George Birge - but the balance was so off that it was difficult to hear the lyrics. The instruments needed to be turned down and the vocals up.
We LOVE good music and comedy as well (8's Rock & Country)		It did take some time to find 4 seats together and a little confused as to where and why the tickets prices were.		Very friendly and helpful.	The gals at the UCCC were AMAZING! It was so refreshing to have a friendly face and personality.	This actually was not our first time at UCCC we have been at a couple other shows as well and have had a great experience. Keep up the good job!
			The woman I talked to was very helpful finding a seat that worked well for my wheelchair.			