



DOUBLE VISION

How an investment in premium seating nearly doubled revenue and attendance

The Bank of New Hampshire Pavilion at Meadowbrook is a small outdoor entertainment venue in northern New England, well off the beaten path of major metropolitan areas.. Though it has competed successfully with the region's urban and beach venues despite a soft economy, the Meadowbrook wanted more – bigger gates and higher profits.

Attracting bigger acts was key to the Meadowbrook's vision of growth. But they couldn't get there without expanding capacity, re-aligning some seating, and delivering a great sightline from every seat.

Read on to see how Hussey Seating was able to help the Meadowbrook realize that vision and successfully reap a major payoff before the first season was even over.

“Our paid attendance went from 77,000 last year to over 130,000, so that’s nearly double – out of a 2,000 seat increase.”

-R.J. Harding, President



“Meadowbrook’s place in the market is changing dramatically due to the expansion project and the new fixed seating.”

-R.J. Harding, President

OBSTACLES & OPPORTUNITIES

The Bank of New Hampshire Pavilion at Meadowbrook is an independent entertainment venue on the banks of Lake Winnepesaukee in Gilford, New Hampshire. Starting from a temporary stage in the middle of a field, the facility’s growth over the last 17 years brought them to serving 6,400 patrons per show in a mix of covered pavilion, club and general lawn seats.

With winning 5 nominations for Best Music Venue Nationwide and 2 for the prestigious Red Rock Award under their belt, they knew they were on the right path. But in president R.J. Harding’s words, *“If you’re not growing in business, you’re dying.”* Taking a long look at the economics, they thought with more capacity and the right mix of seating they would attract bigger entertainers and ultimately sell more tickets.

So an expansion was planned between the 2012 & 2013 seasons. Total capacity would increase by 28%, and some lawn seating would be realigned – together creating a new mid-priced covered seating section of 2,300 seats, which they thought would be in high demand.

But there were two major obstacles to face. First was Meadowbrook’s promise to all patrons that there is never a bad seat in the house. Each one of the new 2,300 fixed seats needed a great sightline to the stage. Besides their pledge to patrons, *“laying that out, figuring out our sight lines – that’s where all of the return revenue was coming from,”* says Harding.

The second obstacle was timing. Construction was slated to start in December, and the first show was May 17th. Only 5 months were available– 3 1/2 of them winter in northern New England. Besides carving a new bowl out of the lawn and pouring concrete, the overhead canopy had to be extended too before a single seat could even be installed.

► ***The race against the clock was on – who was up to the challenge?***

SOLUTIONS

With literally hundreds of design options, sightline studies, and revisions, it was clear that Meadowbrook wanted to live up to their patron promise. Pushing the project back to the seating suppliers again and again showed only one company was willing to service them every step of the way – Hussey Seating, and their dealer the Robert H. Lord Company.

In choosing the seating, Meadowbrook looked at space, comfort, reliability, maintenance, which companies they might want to use, and if the timeline could be met. *“All of those things were considered, but the choice was made really on customer service alone,”* says Harding.

“Hussey was right there with every step, making those changes and seeming happy to do it. All the other companies fell off in their service to us.”

Once the bid was awarded, the customer service from Hussey and their dealer didn’t stop either. *“The people, the sales reps, the factory even as we were going through the process, keeping us apprised of how the fabrication was coming, and then the installation – all of that was just impeccable,”* says Harding.

Fabrication was completed on time, though construction was a month behind with weather delays when Meadowbrook asked Hussey and Robert H. Lord to step up to the plate again. The installers were there on time, and *“I think they worked around the clock and they finished it in half the time, which was very important for us,”* says Harding. *“The seats are sturdy, strong, installed correctly – I have not found one loose bolt or arm or seat number, it’s been perfect.”* Best of all, the project met its deadline for opening night.

THE PAYOFF

How did Meadowbrook’s plan measure up in the end? Harding says, *“We are realizing the benefit in year one, way beyond what we expected to. It immediately got us bigger shows, bigger acts, bigger tickets.”* The patrons love the new seats, and clearly it is the right mix of types – even the lawn sells out quicker than it used to. Repeat performers also like the expansion, saying it feels more like a stadium show to them now even though total capacity is only 8,300.

“Revenues have skyrocketed,” says Harding. *“We’ve never had a season with this many sellouts, so we are reaching beyond our expectations.”* And what about projections for the season? *“Our paid attendance went from 77,000 last year to over 130,000, so that’s nearly double – out of a 2,000 seat increase.”*

Meadowbrook also used our Clarin® folding chairs for their club section. *“The fans really love the special club seating area with tables and cocktail waitresses, and the Clarin chairs with the padded seats serve that purpose perfectly.”*

When asked if he would choose Hussey again, Harding said, *“I would certainly choose Hussey again, and I’d also recommend them to anyone. This experience with Hussey is such a satisfying experience, and the service unsurpassed.”*



Clarin® Portables in the Club Section



Not a bad seat in the house



Fusion™ seats - perfect for outdoor use



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CASE STUDY

BANK of NH PAVILION at MEADOWBROOK

Gilford, NH



FACILITY PROFILE

Bank of New Hampshire Pavilion at Meadowbrook

Gilford, NH

Facility Age:

Opened in 1996, expansion completed in May 2013

Serves:

New England

Facility Mission:

To provide a summer concert venue with exemplary hospitality for artists and patrons alike

Events Hosted:

Big name artists: Country, rock & roll, alternative, as well as comedy acts and music festivals

Keys to the Venue's Success:

Experience provided to guests, keeping ticket prices reasonable & the unique New Hampshire "summer camp" experience provided to performers

PROJECT PROFILE

Application:

Covered outdoor spectator seating

Product Utilized:

Fusion™ Fixed Seats

Clarin® by Hussey Seating Portable chairs

Project Scope:

2,336 Fusion fixed seats

360 Clarin Portable chairs

Project Completion Date:

April 2013



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