



# Guest Speaker



**Travis Whitlock**  
General Manager



# STUDEBAKER THEATRE

OCT. 2 - AN EXCITING  
PERMANENT THEATRE  
OPENS IN CHICAGO!

*The Broadway*  
RESTAURANT & LUNcheonette

ONE ADAMS  
BUILDING

415

## History and a Box Office

*The importance of Spektrix to preserve historic stories*





# Welcome and Nice to Meet You....

- Travis Whitlock (he/him), General Manager
- Chicagoan since 2007
  - Chicago Humanities Festival
  - Grant Park Music Association
  - Chicago Sinfonietta
  - Lyric Opera
  - Lollapalooza
- Certified
  - PMP
  - CSSGB
  - CSM
  - CSPO
- Opera, Live Performance, Operations

# The Fine Arts Building

- Building constructed in 1885 as the Studebaker Carriage Company assembly and showroom
- In 1898, the building is renovated into a home for artist and musician studios, and the Fine Arts Building is founded
- Home to the Studebaker Theater and 10 stories of creative studios





# The Studebaker Theater

- **1898:** The Studebakers transformed their showroom into the 1,550-seat Studebaker Theater, which presents classical music, opera, and vaudeville in its early years.
- **1917 - 1950:** The Shubert Organization takes over the lease and the Studebaker receives major reconstruction to host plays and musicals.
- **1950 - 1955:** The Studebaker is used as live television studios for NBC.
- **1957 - 1982:** The Studebaker is operated by the Nederlander organization, hosting touring productions.
- **1982 - 2000:** The Studebaker is converted into a cinema complex showing mostly art and independent films.
- **2000 - 2015:** The Studebaker sits dormant for 15 years.
- **2021:** Renovations to reopen the Studebaker begin.



Then....





Now...





## *Studebaker Theater Renovation: Then...*



*Visit the installation on the 5th floor...*



# Studebaker Theater Renovation: Now...







**Context**

**New Theater Operation**

**New Staff**

**Mixed Audience**

**Outcomes**

**New Box Office**

**New Audience**

**New Data**



Decisions Reports Allow

**SPEKTRIX** 



# Event Sales Report

Helps measure that our fee structure is successful

Helps evaluate 3rd party performance and control accessibility accommodations

(overall summary for 62 instances)

Capacity:		38,064	
Gross Financial Capacity:		\$1,424,490.00	
Capacity: 38,064	# Sold	%age	
Total Sold	15,642	41.1%	
Sold (Direct)		41.1%	
Sold (API)	0	0.0%	
Reserved	75	0.2%	
Average Yield	16,105	42.3%	
Unsold	6,242	16.4%	
Summary Excluding Reserves			
Number Sold		15,642	
As %age of Total		41.1%	
Gross Yield		\$521,561.50	
As %age of Financial Capacity		36.6%	
Average Yield per Ticket		\$33.34	
As %age of Full Price		89.1%	
Summary Including Reserves			
Number Sold/Reserved		15,717	
As %age of Total		41.3%	
Gross Yield		\$524,186.50	
As %age of Financial Capacity		36.8%	
Average Yield per Ticket		\$33.35	
As %age of Full Price		89.1%	
Lock Types			
Type	Total	Sold	Avail.
Goldstar	4,290	598	3692
Client	1,493	434	1059
Marketing	902	294	608
Wheelchair Accessibility	477	26	451
House Seats	414	40	374
Tech	52	2	50
FAB Holds	24	16	8
Third-Party Sales	22	22	0

Sales by Sales Channel				
Sales Channel	#	%	\$	%
Counter	203	1.3%	\$4,595.00	0.9%
Phone	2,117	13.5%	\$32,927.00	6.3%
Web	13,322	85.2%	\$484,039.50	92.3%

Sales by Ticket Type				
Ticket Type	#	%	\$	%
TT-Adult	14,222	90.9%	\$512,121.50	97.7%
TT-Student	653	4.2%	\$9,142.00	1.7%
TT-Exchange	11	0.1%	\$298.00	0.1%
Comp	756	4.8%	\$0.00	0.0%

Sales by Price Band				
Price Band	#	%	\$	%
Price Level 1	728	4.7%	\$61,667.50	11.8%
Price Level 2	9,181	58.7%	\$309,762.00	59.1%
Price Level 3	2,412	15.4%	\$60,520.00	11.5%
Standard	3,321	21.2%	\$89,612.00	17.2%

Sales by Seating Area				
Area	#	%	\$	%
Orchestra	10,236	65.4%	\$348,360.50	66.5%
Balcony	4,825	30.8%	\$138,366.00	26.4%
Box Left 1	151	1.0%	\$12,835.00	2.4%
Box Right 1	150	1.0%	\$12,750.00	2.4%
Box Left 2	146	0.9%	\$4,817.00	0.9%
Box Right 2	134	0.9%	\$4,433.00	0.8%

Comps Breakdown				
Ticket Type	#	%	\$	%
Comp	756	4.8%	na	na



# Event Sales Report\_Instance

Ticket Type	# Sold	Value Sold
Comp	24	\$0.00
TT-Adult	499	\$18,515.00
TT-Student	14	\$196.00

## Sales & Reservations

Instance	# Sold	# Available	Value Sold	Remaining Value Available	Financial Capacity	# Tickets w. Offers	Offer Discount Value	GROSS	Third Party Fees	Transaction Fee	NAGBOR	Studebaker License	NET
	537	32											
TOTALS	537	32	\$18,711.00	\$1,120.00	\$23,475.00	50	\$900.00	\$18,711.00	\$62.50	\$729.73	\$17,918.77	\$2,687.82	\$15,230.96

Payment Type	Price	Payment Type cont.	Price cont.
Account Payment	\$70.00	Google Pay American Express	\$35.00
American Express	\$1,295.00	Google Pay Mastercard	\$140.00
Apple Pay American Express	\$210.00	Google Pay Visa	\$1,001.00
Apple Pay Discover	\$140.00	HotTix	\$850.00
Apple Pay Mastercard	\$834.00	Mastercard	\$3,730.00
Apple Pay Visa	\$1,740.00	No Payment	\$427.00
Discover	\$365.00	Visa	\$7,874.00

# Applied	Discount Value
50	\$900.00

We are able to catalogue historical data about fees and assess the performance of our rental rates.



A wide-angle photograph of a grand, ornate theater interior. The stage is dominated by a large, deep red velvet curtain. Above the stage, a complex metal truss system holds several spotlights. The theater's walls are highly decorative, featuring arched alcoves with classical busts and circular medallions. Two curved balconies with red upholstered seats and ornate railings flank the stage. The foreground shows the tops of rows of dark red seats. The overall atmosphere is one of classic elegance and grandeur.

Enjoy the Building!





# Guest Speaker



**Travis Whitlock**

AI savvy, public speaking GM & project slayer,  
wrangling process with a lasso of customer (a...

