

Notes From Programming Discussion



PROGRAMMING - Aquatics & Fitness

Love It

Shuffleboard

Ping pong

Quality/affordable fitness center

Expand fitness facilities, equipment

New fitness equipment and maintenance plan

Upgrade fitness facility – additional space, new equipment

Maintain pool as affordable facility for community for all ages

Technology enhanced fitness

Add additional sports, i.e. volleyball

Using gym for multiple activities – year-round and seasonal

Social dance

Outdoor yoga in the morning

Indoor playground

After school kids programs, i.e. dodgeball league (supervised)

Learn to swim for kids & family

Balanced aquatic programs for all ages

Maintain all fitness programs including dance (supported)

American Ninja Warrior course training

Coordinated marketing plan to promote all fitness offerings

Sensitivity to needs of seniors in both pool and fitness center with use/equipment

Like It

Teen intro or certificate fitness center

Improved pickleball space

Expand fitness facility

Explore MSU partnership as IM west pool closes – Elkhart Center

Expand adult recreation leagues – soccer, basketball (co-ed/30+)

Improve outdoor basketball area

Game room(s)

PROGRAMMING - Arts & Education

Love It

Partnership with local establishments/organizations to offer classes/programs

Revolving arts classes to 4-6 different arts – e.g. drawing, jewelry, origami

Art incubator (studios for artist to use at lowish cost)

Intergenerational classes (Prime Time)

Library photography – ex: w/seniors & kids (supported)

Intergenerational book/movie club

Teen programs/space (supported twice)

Partnership with Broad Museum using Hannah as exhibit space (supported)

Academic-based programs (like the adult law class)

Benchmarking current offerings with state and national

Film making school for youth – MSU partnership?

Examine pricing between resident and non-resident

Existing and expanding Prime Time programming

Coordinate Hannah and Prime Time programs

Maker fair (to get folks in the center)

Maker space/programming

Identify and address community needs. Keep on top of current trends. Experience new things.

Partnering (not duplicating) offerings with Library. (Makers space at Hannah)

Like It

Partner with school art teachers for student exhibits

Arts and crafts – Etsy – Maker Space – Make & Take night

Hip hop academy

Book binding

Language classes

If kitchen is expanded and modernized – culinary classes

Partnership with MSU for lifelong learning

PROGRAMMING - Theater, Rentals & Banquet

Love It

Comedy Night (open mic)

More concerts (Year-round concert series)

Repurpose/retool kitchen space – rig for prep kitchen as opposed to a kitchen used to cook

Movie night in Hannah theater (equipment needs)

Significant upgrade of meeting rooms and banquet rooms (carpets, technology)

Evaluate opportunity cost of long-tail theater events that span 10 days versus events that take a single day, i.e. a theatrical production spanning 2 weekends precludes HCC from hosting 2 concerts or otherwise having a rentable facility – can do both

Do we rent the art studio?

Artist in the Residence for work in the programs in exchange for space and programming (Arts Council, Broad, MSU)

Film Festivals

Music venue for young artists

Summer theater camp

Partner with Community Music Schools, Guitar Center, Marshall Music (recitals, open mic)

Intergenerational theater

Drop-in dance studio (small charge – rental)

Upgrading and maintaining the facility

Develop a coordinated marking plan for all rental spaces

Storyteller nights

Conduct a review of all rental pricing

Benchmarking area competitive options

Like It

Repurpose kitchen space (supported)

We need to be the best in our price point

Upgrade to commercial kitchen for rentals

Partner with ELPL for items in the theater

Rehearsal space – rentals – 3rd floor?

Rain location for summer movie night