



M&T Bank EXCHANGE



Project:

M&T Bank Exchange Renovation

Applicant:

The Whiting-Turner Contracting Company
300 East Joppa Road, Baltimore, MD 21286
410-821-1100
Daniel.Grady@Whiting-Turner.com

Participating Entities:

- The Hippodrome Foundation, Inc
- The John Gore Organization/Broadway Across America
- The Whiting-Turner Contracting Company
- OTJ Architects
- France-Merrick Foundation

Project Completion Date:

July 2023

Point of Contact:

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Daniel.Grady@Whiting-Turner.com
240.841.4576



Project Overview:

The France-Merrick Performing Arts Center, home of the Hippodrome Theatre, was finalized with the completion of the M&T Bank Exchange. The M&T Bank Exchange consisted of the renovation of the historic Eutaw Savings Bank (1887) into a flexible, state-of-the-art, multi-use event space. The renovation included (2) new balcony levels, (4) new air-handling units, (10) prodigy hoists, a (240) seat telescopic seating unit and a LULA lift elevator. The architect and interior design brought a modern feel to the space while still preserving the historic integrity. The space has the ability to make each event unique by utilizing the most current lighting and audio fixtures, and also boasts an 14ft high x 26ft wide HD video wall. The total project cost is just over \$20 million with \$10 million consisting of private funds and \$11 million attributed to public grants making it an ideal public-private partnership project.

Completeness:

A year-long feasibility study was conducted at the beginning of the project to determine best use and the design was conceived shortly after. The John Gore Organization/Broadway Across America (JGO), who currently operates the France-Merrick Performing Arts Center, home of the Hippodrome Theatre, will also be responsible for the success of the M&T Bank Exchange. The 20-million-dollar renovation to the M&T Bank Exchange is a cost-effective amount due to the existing assets in the France-Merrick Performing Arts Center including facilities, oversized commercial kitchen, lobby space, direct parking garage access, concessions, and general available space; the total renovation cost would have been significantly more if not for the existing amenities. JGO will utilize their expertise in venue management, relationship building, producing and presenting experience, and community outreach to ensure the success of the M&T Bank Exchange.

A Sense of Place and Quality:

The Hippodrome Theatre, a historic theater on the westside of Baltimore City, was renovated and re-opened to much fanfare in 2004. The “Hippodrome Project” involved absorbing three adjacent buildings to form the France-Merrick Performing Arts Center. As described, as part of this project, three of the buildings were renovated. The fourth, The Eutaw Savings Bank (now called The M&T Bank Exchange) was never completed. This fourth building has sat empty and underutilized for 18 years. The completion of the space into a state-of-the art, flexible event space is very important to the community because it represents the completion of the France-Merrick Performing Arts Center and will provide greater access to all.

Even with the building being underutilized, the France-Merrick Performing Arts Center/Hippodrome Theatre have made significant economic and social contributions to both Baltimore City and the State of Maryland. According to economic impact studies commissioned annually by the Maryland Stadium Authority, the Hippodrome Theatre has contributed more than \$400 million to local economies since the building opened in 2004. The Hippodrome Theatre has welcomed more than 3 million people for blockbusters like HAMILTON, THE LION KING, THE PHANTOM OF THE OPERA, WICKED, and more. The Hippodrome Theatre has more than 650 volunteers and serves as the base of operations for the non-profit Hippodrome Foundation which serves more than 5000 students annually with free programs like Camp Hippodrome. The mission of the Hippodrome Foundation (HFI) is to increase access to the arts by providing free education and outreach programs and the Board is committed to more than doubling the existing programs for Baltimore youth. One of the primary reasons to renovate the space in the first

place was to increase existing non-profit programming. The functionality and lower cost operations relative to the Hippodrome Theatre will impact the number of programs HFI can offer.

HFI raised the funding to renovate and open the Hippodrome Theatre and has now raised the funding to open the M&T Bank Exchange, a perfect modern complement to Baltimore's special historic theater. With the success of the Hippodrome Theatre, HFI has proven itself to be an excellent custodian of philanthropic dollars. The M&T Bank Exchange is expected to achieve a high standard of excellence in every category mentioned – design, construction, economics, marketing, and management. In addition, this new space will become a community venue where everyone will feel welcome.

HFI is committed to ensure that other non-profits and cultural organizations utilize this space, and as an organization that has provided free programming for more than 80,000 students since we opened, we have a track record of creating results that benefit the community.

Sustainability:

Renovating a historic building built in 1887 to meet modern standards came with challenges but also many rewards. A main focus in the re-imagining of the M&T Bank Exchange was to keep as much of the historical integrity as possible while equipping the space with energy saving opportunities. Features such as new HVAC system, all LED lighting fixtures, added foam insulation, and temperature stabilizing storm windows, allowed the M&T Bank Exchange to greatly increase energy efficiency. For end-users, the M&T Bank Exchange is equipped with state-of-the-art technology available to all events, therefore, eliminated the need to incur any additional equipment rental costs.

Visionary and Emulation:

HFI commissioned a feasibility study in 2015, with support from the Abell Foundation, which revealed the need for a state-of-the art flexible event space that could accommodate 600 seated and 1000+ standing. With Center Stage, Everyman and other venues, Baltimore has plenty of locations that can accommodate 100-300 people, but this more sizable number was a void. Stakeholders evaluated the study, realized that two new balconies would be needed to create the targeted capacity and set out to create a design that would fit the need. The feasibility study expressed the importance of technology in the new space, and that became a focal point for the new product. The concept that others will want to emulate is the inclusion of the technology in all rentals of the space. By creating an "all in" room rental, users can pay one rental fee and have access to all the room's amenities including the video wall, special lighting and sound, tables and chairs, and more. These are all items that would cost users thousands of dollars if not available. One of our objectives in creating the space was to make rentals affordable, and the inclusion of all these elements will be important to the success of the space.

There is no space within 100 miles that offers the flexibility and theatrical elements available in the M&T Bank Exchange. Experts in every facet of the business have contributed to making this space perfect with acoustics, sound, light, staging and more.

A Need:

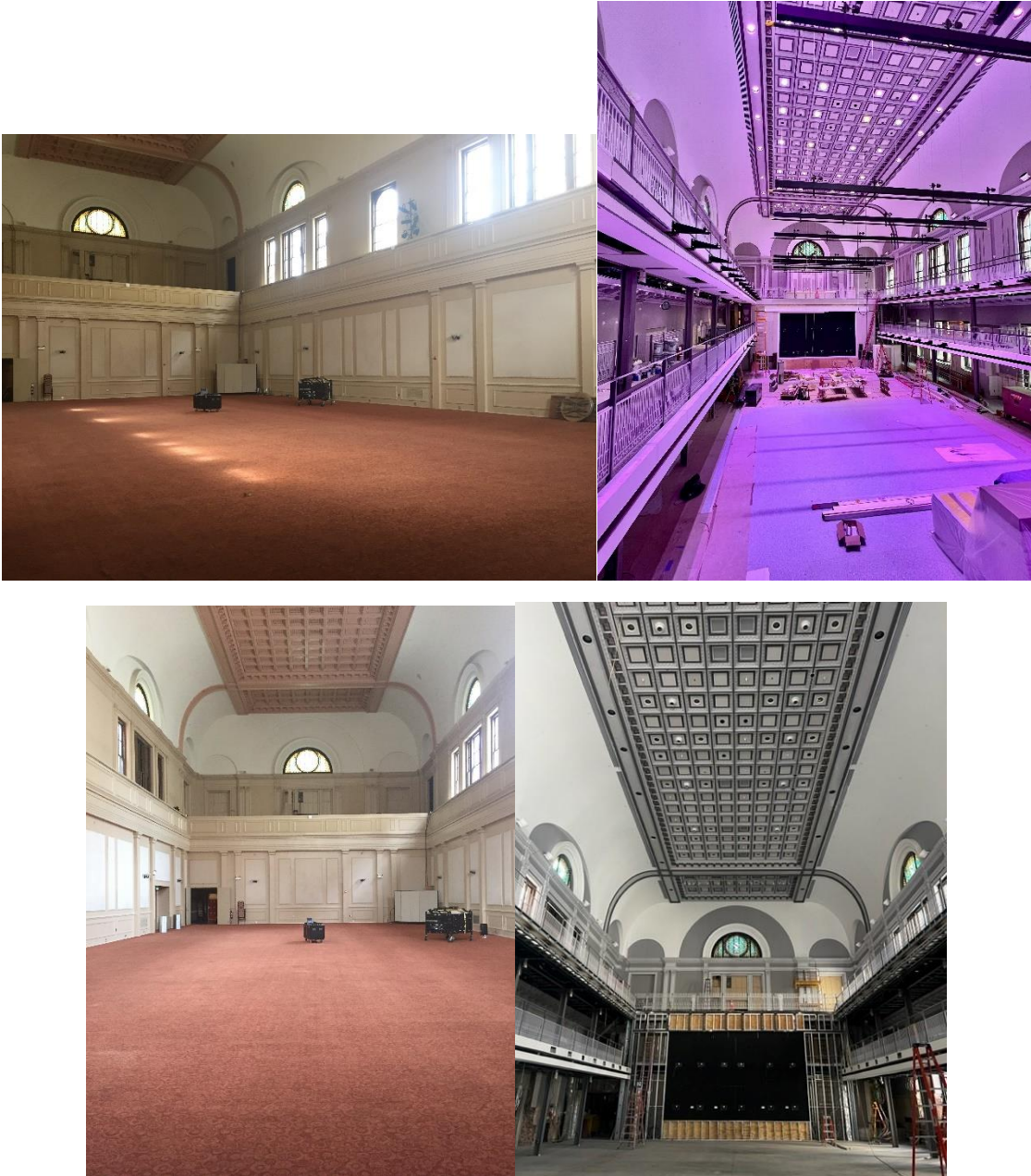
Nationally, performing arts centers not only include a larger Broadway Hall, but also smaller, community driven spaces that serve a broader cross-section of the region. The France-Merrick Performing Arts Center will now have the ability to offer lower priced entertainment as well as free educational



opportunities for the residents of Maryland and beyond. The Hippodrome Theatre has been an anchor for West Baltimore since it's renovation in 2004, and now the M&T Bank Exchange will provide further opportunities moving to the future.

West Baltimore is coming alive with the creation of many exceptional projects including Lexington Market, CFG Arena, Prosper, Springhill Suites and more. The completion timing for a building like the M&T Bank Exchange could not be more perfect as we look to attract more patrons, more pre-show diners, more hotel night consumers, etc. The hustle and bustle adds to the economic, cultural and social environment of Baltimore City. Everyone will be welcome in the M&T Bank Exchange and the impact of this new venue in Baltimore City will be substantial.

Pre-renovation vs Current photo:



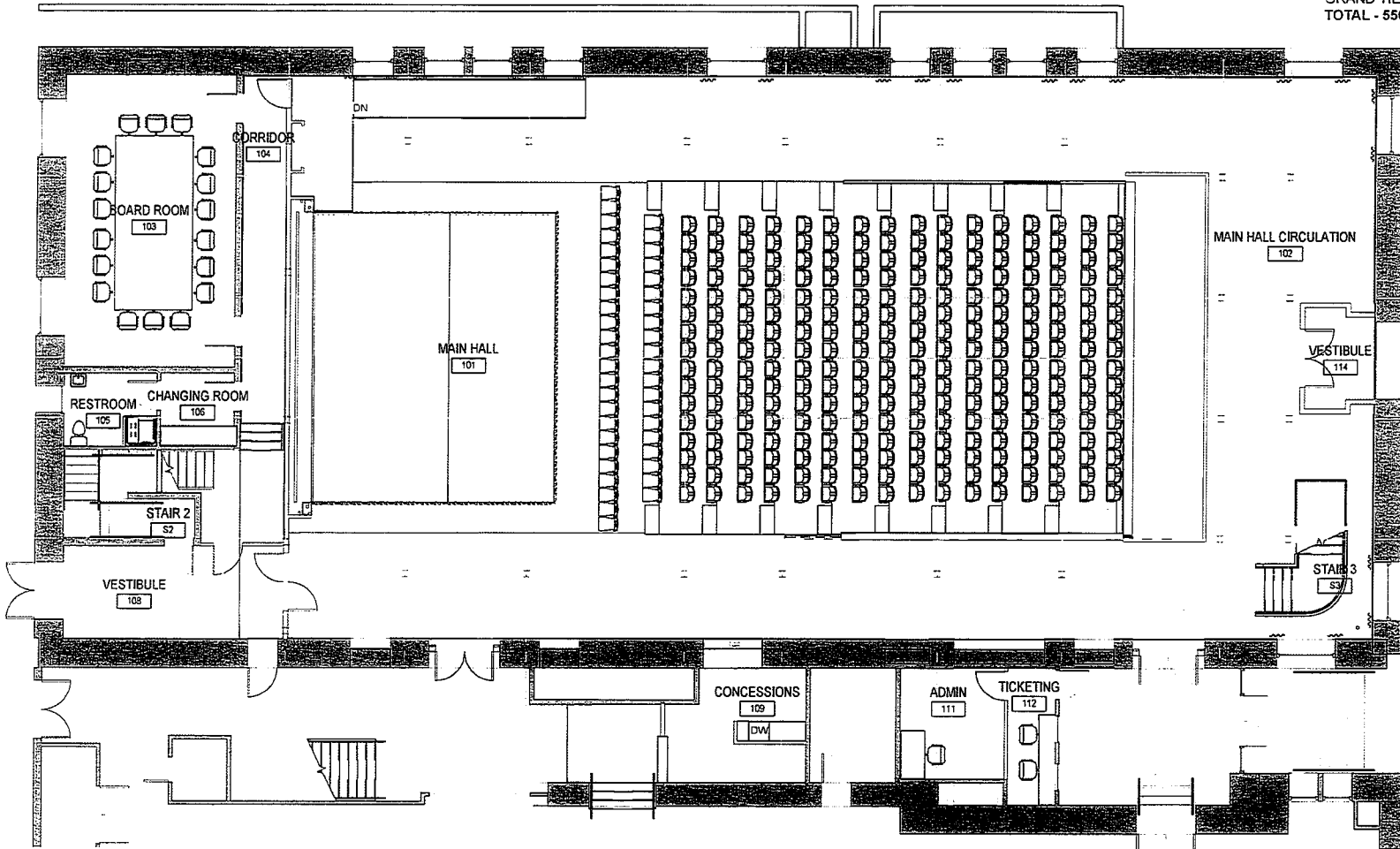






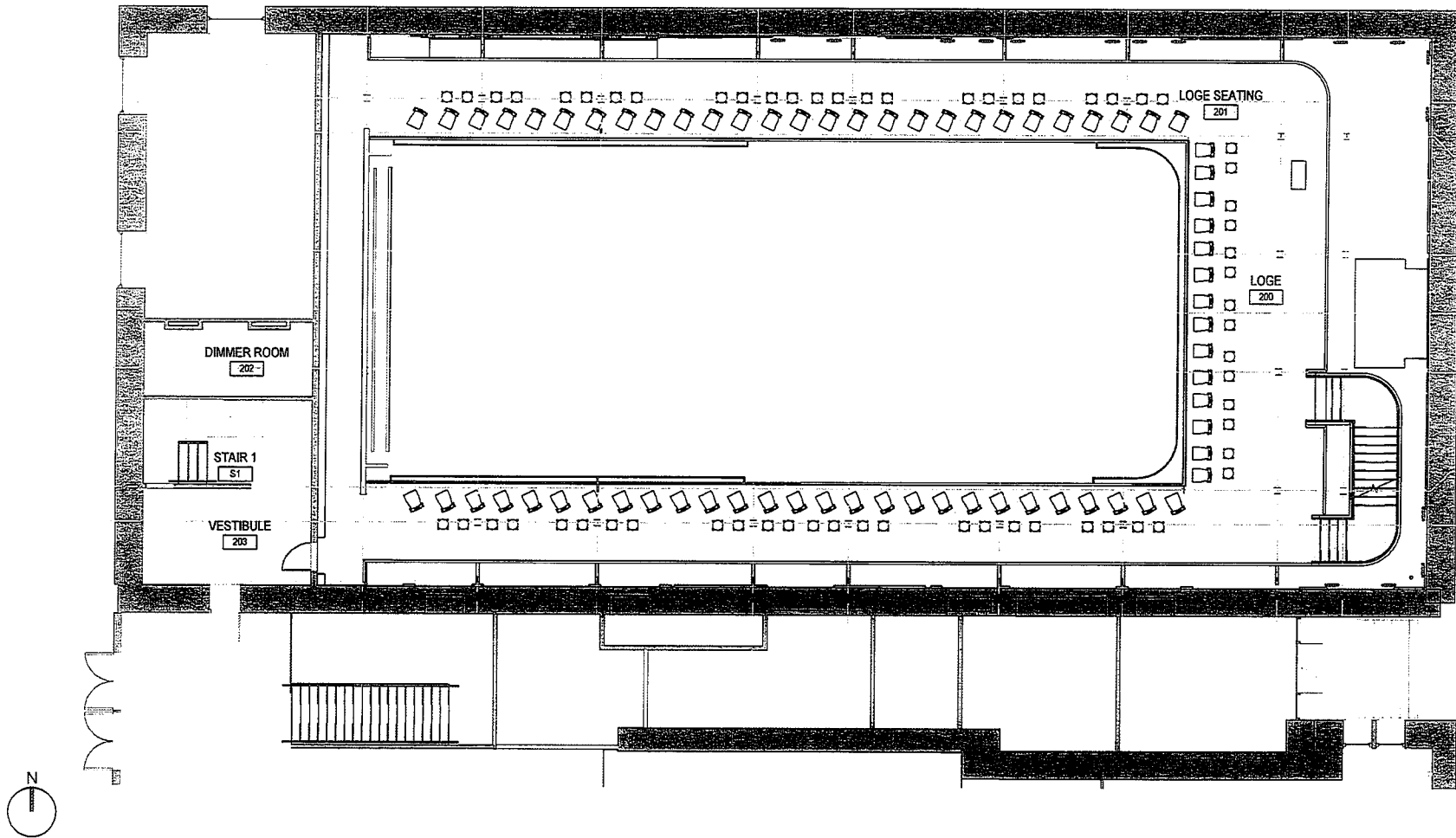
SEATING COUNT-PERFORMANCE

MAIN LEVEL - 300 SEATS
LOGE LEVEL - 130 SEATS
GRAND TIER LEVEL - 120 SEATS
TOTAL - 550 SEATS



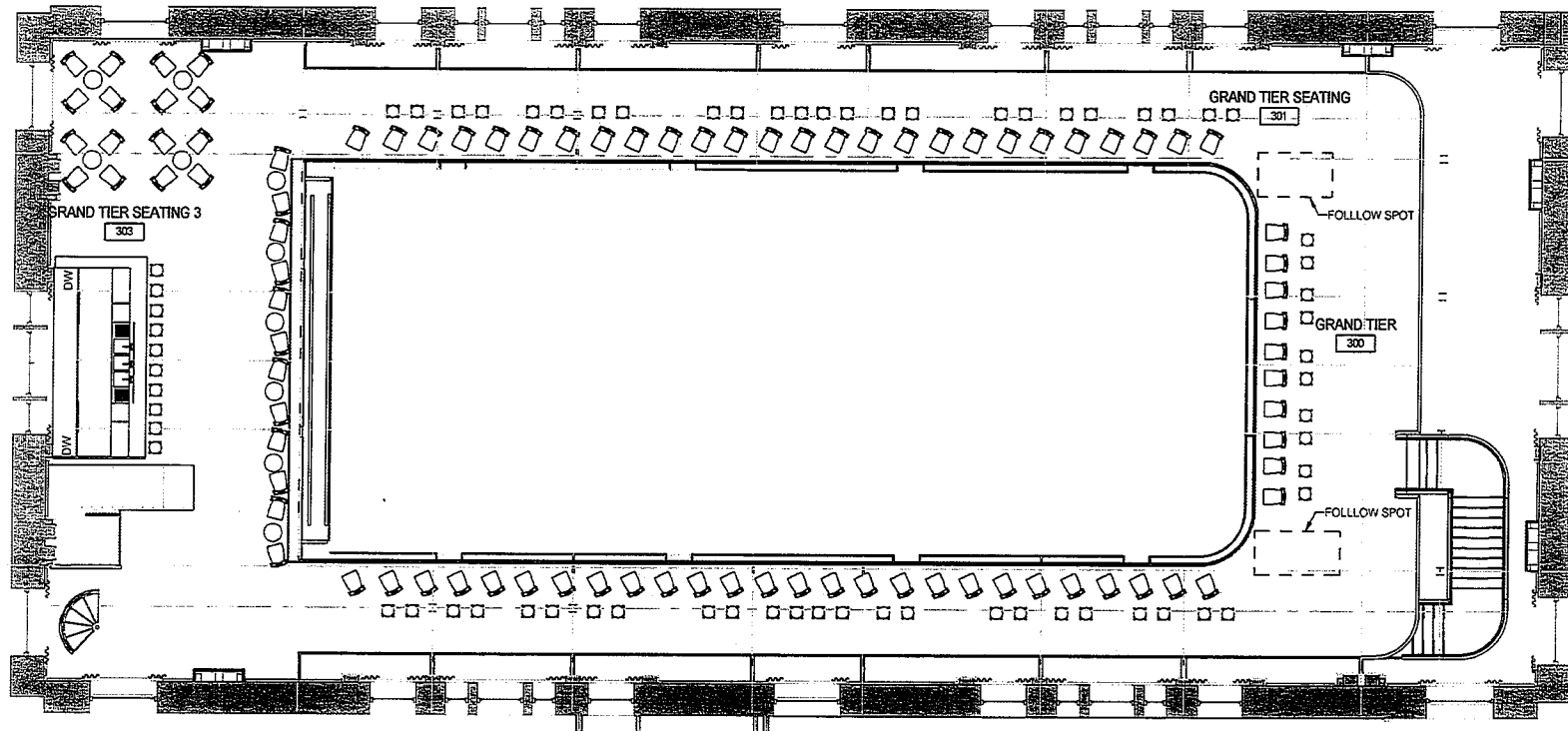
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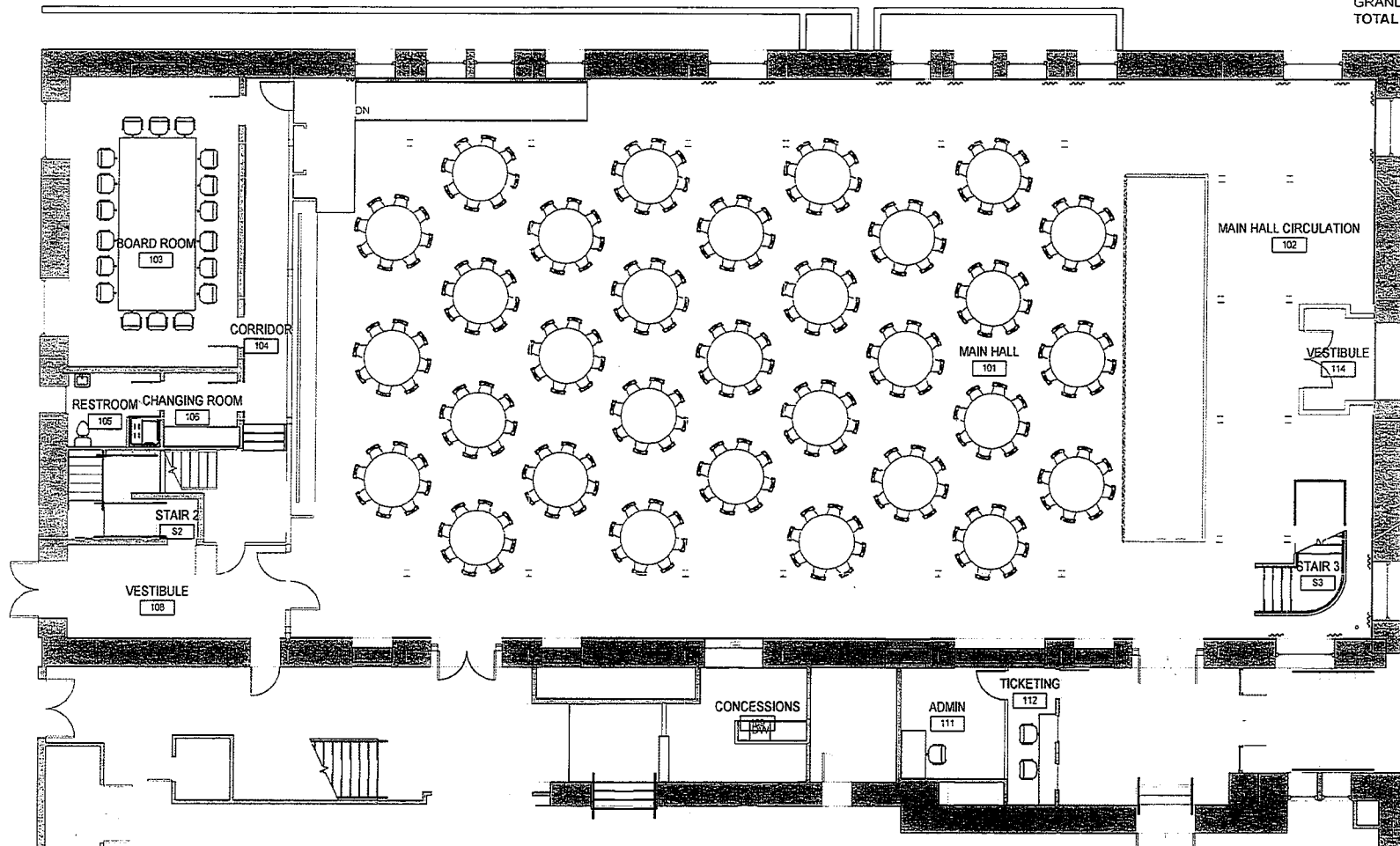
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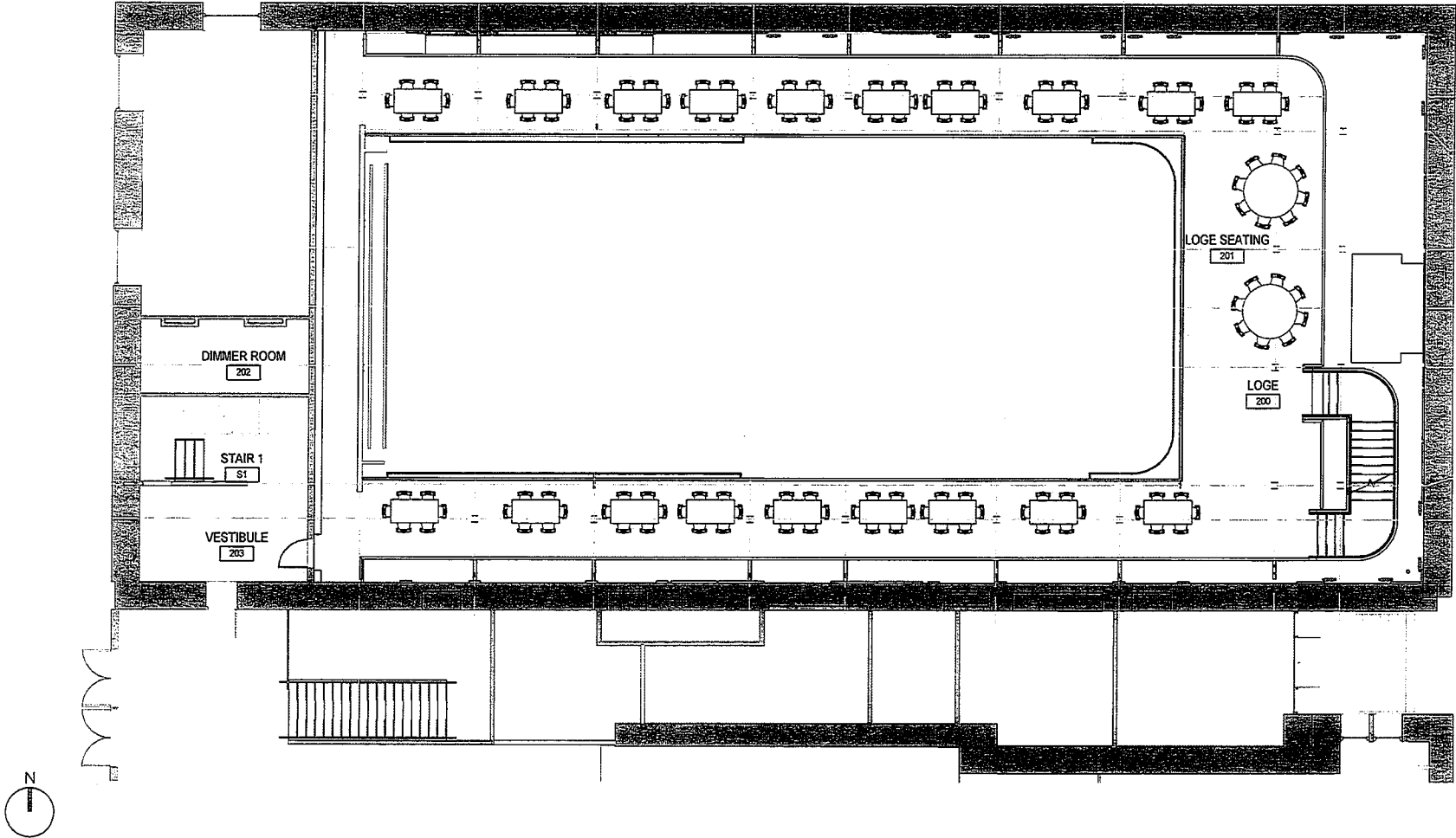
SEATING COUNT-BANQUET

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