



UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Request for Project Approval Form

1. **Project Number**
2. **Project Name** UH Arts Marquee
3. **Committee Date** April 9, 2010
4. **Requesting Department** The School of Theatre & Dance
5. **Contact Name & Phone Number** Steven Wallace, 713-743-6170
6. **Presenter:** Steven Wallace

7. **Description of Request**

The UH School of Theatre & Dance wishes to install a full-color LED Message Center on the entryway awning of The Cynthia Woods Mitchell Center for the Arts.

Project Overview

Specs:

- 1' -5" tall
- total length - 61' -4"
- 19 MM XVS Color LED
- 16 x 960 Matrix
- Will install in two adjoining section of 47' -8" and 13' -8"
 - Included:
 - 5 year warranty including parts and labor
 - installation of hardware and software
 - 5 years of free software upgrades
 - 5 year technical support on-site and off-site

Background Information:

- establishes the Box Office entrance as the "sales center" for UH Arts
 - aids UH Arts much like the Athletics sign on Cullen
 - is a landmark establishing location for those coming onto campus
 - allows for advertising of events, on-sale dates, etc...
- will aid in marketing's ability to increase revenue through advertising opportunities, while also saving on expenses
 - more visible and user friendly to the community at-large
 - high traffic area with greater reach to students and the wider campus community
 - visible from large parking area and main quad
 - will save money used for alternative advertising, such as vinyl decals, outdoor murals, banners, etc... (approximately \$7,000.00 a year)
- will benefit the CWM Center, Moore's School of Music, Fine Arts and Blaffer Gallery
 - their events can also be advertised on this marquee
- enhances entry of CWM Center
 - helps to solidify the Arts & Architecture Corridor
- can be a source for emergency information to passing students

8. **Cost of Project** \$60,000
UH may opt to enter into a lease/purchase contract for the purchase/maintenance of the sign. The 60 month lease payment is \$1335.00 a month with an initial security deposit and first month payment of \$1870.00.
9. **Source of Funding:**
The cost for the purchase, installation and maintenance of the Marquee will be jointly born by the SOTD, the Mitchell Center, and possibly UH Development.
10. **Proposed Start Date:** Upon approval

Spencer Moore
Executive Director
Facilities Planning & Construction

Date: _____

Attachments



LYNDALL FINLEY WORTHAM THEATRE

DANGEROUS LIAISONS Opens Friday April 16 Performance begins at 8:00 pm Tickets start at \$20 Call the Box Office for more information