

## LANTERN THEATER COMPANY

### Action Plan for Travel and Parking for Patrons of the Lantern Theater in Mt. Airy, including Patron Communication and Guidance about Planning a Visit to the Lantern Theater in Mt. Airy

Hearing the community's concerns about how to accommodate patrons coming to the Lantern's proposed theater at 7111 Germantown Avenue in Mt. Airy in a mutually beneficial manner, we are taking this opportunity to document how we can communicate effectively with our patrons about traveling to the Lantern Theater in Mt. Airy in general and how to guide them in planning their visit to attend a Lantern performance so as to help us be a good neighbor and to interact productively with this neighborhood.

#### **Executive Summary**

As a theater company, we have multiple and frequent points of contact with our patrons, including subscription packages, ticket confirmation emails, pre-show patron reminders, our print-at-home tickets, our website, and our box office.

Every ticket buyer has no less than three communications directly from the Lantern about their scheduled performance, and subscribers have more. In addition, the Lantern staffs our box office during regular business hours and on weekends during performance runs, and patrons frequently call the box office to ask for guidance about planning travel and/or parking for their upcoming performances.

We commit to use all of these opportunities to communicate to our ticket buyers and subscribers that our Mt. Airy Theater at 7111 Germantown Avenue is on the commercial corridor of a well-established residential neighborhood and that in visiting here, they will be called upon to help us be a good neighbor in Mt. Airy.

#### **Parking Options for the Lantern's Theater in Mt. Airy**

We agree fully with the near neighbors of 7111 Germantown Avenue that we have a shared goal to direct patrons traveling to Lantern Theater in Mt. Airy away from parking on residential streets and towards parking on Germantown Avenue as well as municipal and commercial parking lots.

We have already secured the agreement of Acme Markets' Philadelphia regional office to direct Lantern patrons who are also Acme customers to the Acme parking lot at 7010 Germantown Avenue, and we have begun outreach to Univest corporate office to request use of their parking lot during evening performances when the bank's Mt. Airy branch is closed. We also commit to approach other local organizations with private parking lots, including the United Lutheran Seminary about sharing parking capacity at

the three lots on their Philadelphia campus on Germantown Ave between Gowan and Mt. Airy Avenues and InnovAge Pennsylvania LIFE – Germantown (the former Germantown Home) on Germantown Avenue between Sedgewick Street and Carpenter Lane.

We note also that we reviewed the Mount Airy Baseball schedules, including for the AA thru Majors leagues, from early April thru June. As we plan to use the months of April and May to rehearse and present our student matinee program, we see no overlap between our rehearsal and performance schedule (Monday – Friday mornings) and the Little League games on weeknights and weekend days and evenings.

### **Frequency of Communications**

Please find below a summary of our points of contacts with patrons as well as more detailed explanations of how we can use these points of contact to communicate with patrons about preferred parking and travel.

<b>Communications Points of Contact with Patrons</b>	<b>Timing Prior to the Performance</b>
Subscription Packages	Snail-mailed in the summer before the season begins
Ticket Confirmation Email	Varies by ticket purchase date, typically 1 - 4 weeks prior to the performance
Pre-Show Patron Reminder	1 - 5 days prior to the performance
Lantern E-Tickets	Patrons typically print their tickets the day of their performance.
Lantern Box Office	Patrons typically call the day of their performance or a few days prior to plan their visit to the theater. The Lantern box office is open weekdays 10 am - 5 pm and on weekends during performance runs.
Lantern Website	Available always and updated frequently. Patrons typically consult immediately prior to their performance.

We communicate with our patrons weekly via eblast during the theater season, September to June, for about 40 points of contact per season. These eblasts always link to the Lantern website and represent an opportunity for patrons to seek guidance on planning their visit to a Lantern performance.

We communicate to subscribers most frequently, including in their annual subscriber package and then again for each of the performance in their 3 or 4-play subscription at St. Stephen's Theater in Center City. A subscriber, for example, might receive 8 – 10 communications from the Lantern that include information about planning their visit, including preferred parking options. Most of these communications take place in the few days immediately prior to their scheduled performances.

Single ticket buyers receive at least 3 communications from the Lantern linked to their specific ticket purchase, and those communications mainly take place in the weeks and then again in the few days preceding their scheduled performance.

### Subscription Packages

In the print collateral we send to subscribers at the beginning of each season we will introduce them to the Lantern's theater in Mt. Airy, using text and graphics, e.g. a small map, to help orient them to the neighborhood and to point them towards parking on Germantown Avenue, particularly between Mt. Pleasant Avenue and Gorgas Lane and at the Acme.

### Ticket Confirmation Emails

All single ticket purchases – whether on-line or by phone with our box office – are confirmed by email. We will use this point of contact to direct them to our resources about planning their visit, whether to St. Stephen's Theater in Center City or the Lantern Theater in Mt. Airy, including about public transportation and the preferred places to park.

### Pre-Show Patron Reminders

We email Pre-Show Reminders to all ticket buyers a few days prior to their scheduled performance. We will use this point of contact to direct them to our resources about planning their visit, whether to St. Stephen's Theater in Center City or the Lantern Theater in Mt. Airy, including about public transportation and the preferred places to park.

We have attached a sample pre-show patron reminder to this action plan.

Please note that we can enhance and customize the text for the reminders specific to the Mt. Airy Theater. The links in the reminder for "Get Directions" and "Reserve Parking" are live links to the Lantern's website.

### Lantern E-tickets to be Printed At Home

Even before the Covid health crisis, the majority of patrons were selecting the “e-ticket” option to print their tickets at home.

We have attached two sample tickets: one for our current production of *A Man for All Seasons* by Robert Bolt that we are presenting at Plays and Players Theatre, located at 1714 Delancey Street in Philadelphia, and one for our next production, *Fabulation, or the Re-Education of Undine* by Lynn Nottage that we are presenting at St. Stephen’s Theater, located at 923 Ludlow Street in Philadelphia. Because both of these venues are in Center City, we have chosen on these tickets to highlight our new partnership with Spot Hero to help patrons find convenient and affordable parking. For the Lantern Theater in Mt. Airy, we would modify this text – eliminating the reference to SpotHero – and highlighting the appropriate parking options on Germantown Avenue and at the Acme.

### Box Office

Patrons often call our box office to ask our advice about where to eat near our theater, how to travel to our theater, including where to park. Our box officers are trained and are provided with texts to assist and guide patrons to learn about the public transport options, our dining partner restaurants, and parking options at the various venues where we produce.

### Website

The Lantern website is another resource much used by patrons to plan their attendance at their upcoming performance, including about public transport options, our dining partner restaurants, and parking options at the various venues where we produce.

We have created a live webpage for patrons to plan their visit to Lantern Theater Company in Mt. Airy. This webpage is currently private, meaning you cannot navigate to it from the Lantern home page. This page would be made public and navigable from the Lantern home page when our Mt. Airy theater opens.

Please click on this draft webpage to learn more about how we propose to inform and guide our patrons about planning their visit to the Lantern in Mt. Airy:

<https://www.lanterntheater.org/mt-airy-parking/>

In case you do not have an internet-connected device handy, please read pages 5 – 7 of this plan; it contains the same language on the draft webpage.

Live webpage on the Lantern Theater Company website about “Plan Your Visit to the Lantern in Mt. Airy”. (This webpage is currently private, meaning that you can click on the link to see it now. This page would go public during the 2023/24 season)

## **Plan Your Visit to Lantern Theater Company in Mt. Airy**

Mt. Airy is a well-established community in northwest Philadelphia, and Germantown Avenue is the commercial corridor for Mt. Airy, as well as for Chestnut Hill and Germantown. We ask that you help us be good neighbors in this community by reading our guidance below about the best ways to travel to Mt. Airy and where to park should you choose to travel by car. Our guidance reflects our commitment to respect and support Mt. Airy's own commitment to community engagement and sustainable development.

If you have any questions about planning your visit to attend a Lantern performance in Mt. Airy, please contact the Lantern Box Office at [boxoffice@lanterntheater.org](mailto:boxoffice@lanterntheater.org) or 215.829.0395.

You can travel to a Lantern performance in Mt. Airy by public transportation, rideshare service, or by car.

### **Public Transportation**

#### **By Bus**

- The Septa 23 and H bus lines both stop at the intersection of Germantown Avenue and Mt. Pleasant Avenue, where our theater is located.
- The 23 bus runs from Center City (Market Street & 11th Street) to Chestnut Hill and stops at Mt. Pleasant Avenue.
- The H bus runs from Erie Station in North Philadelphia to Ogontz in Cheltenham/Cedarbrook. In Mt. Airy, the H bus runs on Mt. Pleasant Avenue and stops at Germantown Avenue.

#### **By Regional Rail**

- The Chestnut Hill East and Chestnut Hill West regional rail lines serve Mt. Airy and have stations convenient to Lantern Theater Company's Mt. Airy Theater.

- The Allen Lane Station on the Chestnut Hill West line is 0.4 miles or an 8-minute walk from the theater.
- The Sedgwick Station on the Chestnut Hill East line is 0.5 miles or a 10-minute walk from the theater.

For scheduling information, please visit [septa.org](https://www.septa.org).

## **Rideshare Services**

If taking a Lyft or Uber to the Lantern in Mt. Airy, simply use our address, 7111 Germantown Avenue, as your destination. Our theater is located in the former Mt. Airy Presbyterian Church at the NE corner of Germantown Avenue and Mt. Pleasant Avenue.

## **Driving Directions**

From I-76 traveling east from the Main Line or west from Center City or west/south Philadelphia: Take the City Avenue exit to Lincoln Drive. Follow Lincoln Drive to Mt. Pleasant Avenue and make a right. You will see our theater at the intersection of Mt. Pleasant and Germantown Avenues. Please turn right and look for street parking on Germantown Avenue near the Mt. Airy Playground, the Lovett Branch of the Free Library, the Acme grocery store, or the senior center (InnovAge LIFE “ Germantown).

From points north: Take Route 309 South, then take the Paper Mill Road exit. Turn right at the bottom of the ramp. Take Paper Mill Road to Stenton Avenue and turn left. Take Stenton Avenue to Mt. Pleasant Avenue and turn right. After about one mile, you will see our theater on the NE corner of Mt. Pleasant and Germantown Avenues. Please turn left and look for street parking on Germantown Avenue near the Mt. Airy Playground, the Lovett Branch of the Free Library, the Acme grocery store, or the senior center (InnovAge LIFE - Germantown).



## **Parking Options for Lantern Theater Company Mainstage Performances in Mt. Airy**

Because Mt. Airy is a well-established residential neighborhood, we ask that you help us be good neighbors by parking on Germantown Avenue between Carpenter Lane and Mt. Pleasant Avenue and that you not look for parking on nearby residential streets, including

DRAFT as of 2022.03.12

Durham Street, Chew Avenue, and Mt. Pleasant Avenue.

In addition to street parking, the Philadelphia Parking Authority offers complimentary parking at the Durham Street & Germantown Avenue Lot, located at 7142 Germantown Avenue, next to FitLife Fitness.

If you are a customer of Acme Markets – in Mt. Airy or in your home community – you may park in the lot of the Acme grocery store located at 7010 Germantown Avenue. Please park in spaces closest to Germantown Avenue and away from the store entrance. There is a short staircase to the sidewalk from those spaces which will lead you onto Germantown Avenue. The Acme store and its parking lot close at 11 pm daily.

Important note: There is no parking available in the small parking lot immediately adjacent to our theater. It is a private lot for use of the residents of the condominiums also located at 7111 Germantown Avenue.

**If you have any questions about parking**, please contact the Lantern Box Office at [boxoffice@lanterntheater.org](mailto:boxoffice@lanterntheater.org) or 215.829.0395.

Reminder: You have tickets to A Man for All Seasons tomorrow!

Lantern Theater Company Box Office <boxoffice@lanterntheater.org>

Thu 3/10/2022 2:10 PM

To: Stacy Maria Dutton <sdutton@lanterntheater.org>



Welcome back, Stacy!

This is a friendly reminder that you are scheduled to attend [\*A Man for All Seasons\*](#) on Thursday, March 10, 2022 - 7PM (Preview).

**Venue:**

Plays & Players Theatre  
1714 Delancey Place  
Philadelphia, PA 19103  
*Our on-site box office opens one hour before showtime*

**Run Time:**

2 hours and 50 minutes, including one 10-minute intermission

**Your Tickets:**

If you are a 2021/22 season subscriber, your tickets are being held at Will Call or have been mailed as you requested. If you ordered individual tickets to *A Man for All Seasons*, please check your original email confirmation for your attached e-tickets. Need help? No problem! Please reply to this email so we can assist you during regular Box Office hours: Monday through Friday, 10AM to 5PM. You can also reach us at 215.829.0395 up to 30 minutes before showtime.

*Please be sure to forward this email to all members of your party, especially if you are traveling to the theater separately.*

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## HEALTH & SAFETY POLICY

To ensure the continued safety of our artists, staff, and patrons, all audience members will be required to present proof of full Covid-19 vaccination and a corresponding photo ID before entering the theater. Everyone other than the actors on stage will also be required to wear properly fitted masks at all times while inside the theater building. Food and drink are not permitted in the theater and concessions will not be sold at this performance.

[VIEW HEALTH & SAFETY FAQ](#)

## KNOW BEFORE YOU GO

Delve into the world of *A Man for All Seasons* on our Lantern Searchlight blog! Join us as we explore the history of Sir Thomas More, Henry VIII and the English Reformation, the Tudors, and modern prisoners of conscience, plus behind the scenes interviews with the artists.

[READ THE ARTICLES](#)

## DIRECTIONS TO PLAYS & PLAYERS THEATRE

*A Man for All Seasons* will be performed at Plays & Players Theatre, located at 1714 Delancey Place in Center City Philadelphia.

[GET DIRECTIONS](#)

## PARKING AT PLAYS & PLAYERS THEATRE

We have launched a new partnership with SpotHero to help you find convenient and affordable parking when you're attending Lantern performances. We recommend you sign up in advance to reserve a guaranteed spot.

[RESERVE PARKING](#)

Thanks again for joining us. We can't wait to see you at theater!

Sincerely,  
The Lantern Patron Services Team  
*Mary Beth, Ileana, Polly, Jenn, and Emily*



**LANTERN THEATER COMPANY**  
215.829.0395 | [www.lanterntheater.org](http://www.lanterntheater.org)

This is your ticket. Print this entire page and bring it with you to the event.

ITEM-000458898

## A MAN FOR ALL SEASONS

Thursday, March 10, 2022 - 7PM

(Preview)

Section: Orchestra

Row: O

Seat: 1

Price: \$0.00

Stacy Dutton



Venue: Plays & Players Theatre  
Address: 1714 Delancey Place  
Philadelphia, PA  
19103

### Covid-19 Health and Safety Information

- All Lantern staff and audience members must remain masked at all times while in our venues.
- All Lantern staff and artists are fully vaccinated and all patrons will be required to show valid ID and proof of vaccination upon arrival at our venues.
- All tickets will be emailed to the email address on your ticket order. Please bring a printed or digital copy of your ticket(s) with you to your performance.
- If you are unable to attend your scheduled performance, we will offer free exchanges during the 2021/22 season – no questions asked. Please contact the Box Office at [boxoffice@lanterntheater.org](mailto:boxoffice@lanterntheater.org) or 215.829.0395 to exchange your tickets. We must hear from you BEFORE the performance date and time listed on your ticket.
- More information: [lanterntheater.org/health-and-safety/](https://lanterntheater.org/health-and-safety/)

### Welcome back and thank you for your ticket purchase!

The house will open approximately 30 minutes before showtime. To ensure everyone's safety, please comply with all instructions provided by house management.

### Late Seating

Latecomers will be seated at the discretion of house management, as space permits. Late seating is extremely limited, so please make every effort to arrive early to allow time for parking, vaccination verifications, and to be comfortably seated. Late seating is never guaranteed and refunds are not available for latecomers.

### Legal Notice

The use of cameras or recording devices, or the possession of such recording equipment, is strictly prohibited by law. Equipment will be confiscated by house management and violators are subject to immediate ejection with no refunds.

ITEM-000458898

A MAN FOR ALL SEASONS

Thursday, March 10, 2022 - 7PM (Preview)

Orchestra

O

1

\$0.00

Stacy Dutton



Plays & Players Theatre is located at 1714 Delancey Place, Philadelphia, PA 19103. [Get door directions via Google Maps»](#)

### Parking

We have launched a new partnership with [SpotHero](#) to help you find convenient and affordable parking when you're attending Lantern performances. We recommend you sign up in advance to reserve a guaranteed spot. [Reserve parking near Plays & Players Theatre»](#)

### Accessibility

Seating at Plays & Players Theatre is fully accessible. However, accessing the restrooms requires navigating a flight of stairs and is therefore not accessible to patrons using a wheelchair. No elevator service is available.

*All ticket sales are final. No refunds or cancellations.*



[www.lanterntheater.org](http://www.lanterntheater.org) • 215.829.0395

This is your ticket. Print this entire page and bring it with you to the event.

ITEM-000458899

## FABULATION

Thursday, May 26, 2022 - 7PM

(Preview)

Section: A

Row: F

Seat: 1

Price: \$0.00

Stacy Dutton



Venue: St. Stephen's Theater  
Address: 923 Ludlow Street  
Center City  
Philadelphia

### Covid-19 Health and Safety Information

- All Lantern staff and audience members must remain masked at all times while in our venues.
- All Lantern staff and artists are fully vaccinated and all patrons will be required to show valid ID and proof of vaccination upon arrival at our venues.
- All tickets will be emailed to the email address on your ticket order. Please bring a printed or digital copy of your ticket(s) with you to your performance.
- If you are unable to attend your scheduled performance, we will offer free exchanges during the 2021/22 season – no questions asked. Please contact the Box Office at [boxoffice@lanterntheater.org](mailto:boxoffice@lanterntheater.org) or 215.829.0395 to exchange your tickets. We must hear from you BEFORE the performance date and time listed on your ticket.
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### Legal Notice

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ITEM-000458899

FABULATION

Thursday, May 26, 2022 - 7PM (Preview)

A

F

1

\$0.00

Stacy Dutton



St. Stephen's Theater is conveniently located at 923 Ludlow Street, Philadelphia, PA 19107. [Get door directions via Google Maps»](#)

### Parking

We have launched a new partnership with [SpotHero](#) to help you find convenient and affordable parking when you're attending Lantern performances. We recommend you sign up in advance to reserve a guaranteed spot. [Reserve parking near St. Stephen's Theater»](#)

### Venue Accessibility

We regret that our resident venue at St. Stephen's Theater requires navigating a flight of stairs and is therefore not accessible to patrons using a wheelchair. No elevator service is available.

*All ticket sales are final. No refunds or cancellations.*



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