

## A MUSICAL REVIVAL DURING THE PANDEMIC

### A Tinc Productions Case Study



### THE RESULTS

- Redesigned prop management system to allow for sanitization and safety
- Sold out performances for first three months after reopening
- Managed over 100 employees, crew members and outside vendors
- Performed on The Tonight Show Starring Jimmy Fallon and ABC's The View
- Press coverage from Playbill, NBC, The New York Times and more

“*I've never felt this confident that production management has my team's back on a job. And it really makes a world of difference.*”

*-Mike, Wardrobe Supervisor*



### INTRODUCTION TO PROJECT

For over 500 days, the lights of Broadway were dim. Streets in the Theatre District were sparsely populated, and the production of Little Shop of Horrors at The Westside Theatre sat as though frozen in time. As Covid raged through the densely populated city, we knew that despite the protracted wait, the industry would eventually be back, but it would look quite different than before.

When NYC announced that The Great White Way could turn the lights back on, albeit with strict guidelines, we jumped into action to re-open a show that had sat silent and untouched for months. We would have to adapt to a new way of working in the still uncertain times, so that's what we did.

### THE ASK

Tinc Productions was asked to successfully re-open the award-winning show after an unexpected and lengthy hiatus, while ensuring the safety of the cast and crew in an ongoing pandemic.

### OUR UNIQUE SOLUTION

Due to the extended hiatus, re-opening the production took the same resources it would normally take to load-in a brand-new show. Tinc Productions dealt with all the technical elements of the re-opening, including coordinating labor, building schedules, and communicating with vendors, designers, management and technicians. Given the mass exodus of industry professionals from the city in 2020, Tinc worked to expertly fill production roles with up-and-coming technicians.

There was also an added layer of production management to help implement Covid-19 safety protocols. A strict process had to be put in place to ensure the daily safety of the cast and crew— from technical rehearsals to opening night and all subsequent performances. Tinc Productions was at the forefront of these conversations and worked with the producers to secure a Covid Safety Manager to oversee all safety initiatives. This included implementing a twice-weekly testing protocol, masking in the space, a new and innovative way of sanitizing theatre surfaces and spaces, as well as rotation of props and costumes.

In preparation for work calls to gear up for re-opening, we had onsite calls with skeleton crews (under ten) to allow for social distancing in the space. Many parts of the set and scenery needed to be re-vamped, including a prominent plexiglass window, the dentist chair, and various stages of the plant puppet Audrey II. Tinc Productions managed the schedule for all teams, so they could safely assess their departments and do their work with ease and efficiency.