



KOKA  
BOOTH  
Amphitheatre  
TOWN of CARY

Welcome to Booth Amphitheatre, where enjoyment is as much about atmosphere and the environs as it is about the entertainment. When the Town of Cary decided to undertake this multi-million-dollar project, we were committed to creating a world-class venue consistent with the high quality of life that is our community's hallmark, and we did!

Built in 2001, Booth Amphitheatre is unlike any other venue in the area. Designed by architect William Rawn Associates of Boston the park has been described as truly magnificent. Located among 14 acres of stately hardwoods and pines and beautifully situated next to Symphony Lake, the Amphitheatre blends nicely with its natural setting. With the capacity for 7,000 people, patrons can enjoy a seat on our spacious lawn or specially designed crescent deck.

The Amphitheatre's performance season runs April through October and features an eclectic mix of entertainers which includes live music concerts and festivals, the North Carolina Symphony Summerfest Series and Movies by Moonlight movie nights.

SMG, a private facility management company with headquarters in Philadelphia, manages the Amphitheatre for the Town of Cary's Department of Parks, Recreation and Cultural Resources.

We hope you accept our personal invitation to join the thousands who regularly retreat each April through October to the fabulous entertainment and spectacular surroundings that are the Town of Cary's, Booth Amphitheatre.

*Booth Amphitheatre...Entertainment, Naturally!*



## **BOOTH AMPHITHEATRE RENTAL & BOOKING BROCHURE**

Updated as of 1-25-16

In addition to concerts, festivals and movie nights, Booth Amphitheatre is available for private and public rentals. Looking for a facility that is second to none? Read on to see the many ways Booth Amphitheatre can play host to your next function.

### **The Crescent**

The Crescent Deck at Booth Amphitheatre is available for rent on dates when Booth Amphitheatre does not have a scheduled public performance. The Crescent Deck provides the perfect setting for your special event with a beautiful view of the Amphitheatre's stage and picturesque Symphony Lake. Equipped with covered seating for up to 378 guests, restroom facilities and power supply, the Crescent Deck is the most spacious of the venue's entertaining spaces.

### **Backstage Patio**

The Backstage Patio at Booth Amphitheatre is adjacent to Symphony Lake and is an excellent site for fundraising walks/runs as it intersects with the greenway that surrounds the lake. The Backstage patio is available for functions when Booth Amphitheatre does not have a scheduled public performance. This area comes with one 20 x 60 tent and is equipped with electricity. Restroom facilities are not included in the backstage rental. *Parties interested in using the Symphony Lake Greenway, a rental of the Backstage Patio, at minimum, is required.*

### **The Amphitheatre**

If size and spaciousness is what you need, Booth Amphitheatre provides a unique setting like no other! The entire venue is available for private and public functions on days when the Amphitheatre has not been previously booked by Management. The Amphitheatre includes a covered stage area, a spacious lawn for seating or activities, covered seating on the Crescent, restroom facilities, house sound/light system, box office capabilities, concession support and more! The capacity of the entire Amphitheatre is 7,000.

### **RESERVING DATES:**

Booking priority is given to events presented by Booth Amphitheatre, The Town of Cary and Booth Amphitheatre's preferred promoter, Outback Concerts. Due to the large size of the Amphitheatre space, first year rental events may be encouraged to contact other Town of Cary facilities such as the Bond Park Community Center or the Cary Arts Center for additional rental options.

For all other rental events, a courtesy "hold" can be placed on dates as requested but dates will be confirmed or contracted no sooner than outlined below:

**Private Rentals – No sooner than 45 days in advance of event date**  
**Public Rentals – No sooner than four months in advance of event date**

No date is guaranteed or should be considered firm until a contract is issued along with payment of all applicable deposits.

All quoted fees and charges are subject to change at any time up until time of contract execution.

**RENTAL RATES FOR BOTH PRIVATE AND PUBLIC EVENTS:**

*Rental Hours include set-up and tear-down time required for event*

<u>RENTAL AREA</u>	<u>CAPACITY</u>	<u>RENTAL RATES (per 6 hours)</u>	<u>NON-PROFIT RENTAL RATES</u>
Backstage Patio	75	\$1,750	\$1500
The Crescent	384	\$4,500	\$3,000
The Amphitheatre	7,000	\$6,500	\$4,500

*\*Each additional hour of rental time required beyond the six hours will incur a fee of \$100 per hour.*

*\*\* there is a 15% increase in rental rates for events scheduled on Federal Government Holidays.*

**Rental fee includes** the use of venue owned items such as six-foot tables, folding white chairs and up to three 10 x 10 tents, an on-site event manager, set-up/-tear down crew and cleaning staff.

Additional services or equipment may be required for your event (stage equipment and labor, event staffing, etc.) and SMG will handle the coordination of rental equipment on an as needed basis. All rental items and costs will be approved by client prior to confirmation.

Rental space hours of operation for both private and public events are listed in the chart below. **Please note that parking spaces are extremely limited for events that may occur during a weekday before 6pm.**

<u>Days of Week</u>	<u>Rental Hours</u>	<u>Stage Sound System Amplification</u>
Sunday - Thursday	8am - 10pm	10am - 10pm
Monday – Thursday	8am – 10:30pm	10am – 10:30pm (during the traditional school calendar summer); 10:00pm during the traditional school year
Friday - Saturday	8am - 11pm	10am - 11pm

Booth Amphitheatre operates with a performance curfew of 10PM on Sunday’s and Monday – Thursdays (during traditional school year calendar); 10:30pm Monday –

Thursday - during traditional school year calendar **summer months**; and 11PM on Fridays and Saturdays. All performances must cease by these set curfew times. No grace period is allotted unless adverse weather conditions cause a delay in the show. If these extenuating circumstances exist, a 30-minute maximum extension may be granted with prior approval of Venue Management.

**Community 5k Run and Walk Events** – in addition to the rental fee options listed above, organizers will need to apply for a Town of Cary Special Use Permit to secure the use of the greenway and any surrounding roadways for community 5k Run and Walk events. The permit application fee is \$50. Based on your event needs you may also be required to pay police and public works support costs. Any group using the greenway and/or surrounding roadways will also be required to notify the Amphitheatre's residential neighbors of event date and times.

The permit application can be found by visiting:

<http://www.townofcary.org/Assets/Planning+Department/Applications/Temp+Use+Permit+Application+Oct+2014.pdf>

The Amphitheatre has three approved routes that may be used for 5k Run/Walk Events. Please note that these routes are not certified by USA Track and Field organization.

<http://www.mapmyrun.com/routes/view/179296978> 5K #1

<http://www.mapmyrun.com/routes/view/179299070> 5K #2

<http://www.mapmyrun.com/routes/view/179301510> Fun Run

### **CATERING & CONCESSIONS:**

All Food and Beverage requests for private and public events must be arranged through Booth Amphitheatre's exclusive Food & Beverage Operator, Classic Sports Catering. All revenues from food and beverage sales will be retained by Booth Amphitheatre. All beverage needs must be purchased through Classic Sports Catering as they hold the exclusive ABC license for the Amphitheatre. Classic Sports Catering must approve any decisions about service of alcohol on the property

**Classic Sports Catering Manager – Buck Maddin 615-473-7983 office;  
buck@classicsportscatering.com**

If your event has a specialty food/beverage focus due to your event programming and you would prefer Classic Sports Catering not open both venue concession buildings, a buyout of \$3500 will be applied to your event. Licensee will then need to apply for a Temporary Food permit for each specialty vendor coming on-site through the Wake County Health Department.

Events that have a non-profit focus (example, 5k walks and runs) that are interested in having a Classic Sports Catering concessions window open, a minimum guarantee of \$500 will be required.

If Licensee would like Classic Sports Catering to serve food & beverages at the event along with specialty food/beverage vendors solicited by Licensee, Licensee will pay a fee of \$500 per specialty vendor to Classic Sports Catering. Licensee is not permitted to bring any specialty vendors on-site to sell products (food/beverages) that conflict with vendors already on-site through Classic Sports Catering. Licensee will also be required to provide a list of specialty vendor items and price points to Classic Sports Catering for approval prior to event. Licensee would still be required to apply for a Temporary Food permit through the Wake County Health Department for each vendor.

Licensee is also responsible for payment of any gray water tanks required by the Health Department for product disposal and any tarp paper required to protect the surface under each food vendor. These items may be secured by the Amphitheatre but billed to Licensee.

### **NON-PROFIT STATUS:**

Eligibility for the non-profit rental rate requires proof of non-profit status, by providing a copy of the organization's IRS Tax exempt, 501(c) (3) status letter and the Federal tax ID number. The event to be booked at Booth Amphitheatre must be directly connected to the nonprofit mission.

### **RENTAL DEPOSITS:**

The deposit for both public and private rentals will be equal to 50% of the base rent. The deposit is due the date the contract is executed and before any promotion or advertising is released for contracted event. The deposit must be in the form of a cashier's check. An event will not be considered confirmed until contract is executed, and deposit has been received by Booth Amphitheatre.

If Licensee elects to cancel the event for any reason, only 50% of deposit will be returned.

### **BOX OFFICE SERVICES:**

#### **Etix**

Booth Amphitheatre has an exclusive contract with Etix for all ticket sales for public events. Online ticketing is provided by Etix. Booth Amphitheatre also sells tickets from the venue box office using the Etix system. There is a service fee attached to tickets sold via etix.com and through their outlets. There are no additional fees attached to tickets sold via the Booth Amphitheatre box office.

### **Set-Up Fees**

The Booth Amphitheatre Box Office manager will arrange ticketing for all events. Ticketing information should be submitted to the Box Office Manager a minimum of 15 days before preferred “on-sale” date. The fee for ticketing set-up and box office personnel is \$500 for each event.

### **Facility Fees**

There is a \$2.50 facility fee and \$2.50 parking fee attached to each ticket price and should be incorporated into your advertised ticket price. These fees cover the cost of building up keep and parking personnel.

### **Complimentary Tickets**

Booth Amphitheatre recognizes that complimentary tickets may be required to assist in the promotion of your event. Booth Amphitheatre can fulfill this ticket request for you however there will be a .15 per ticket fee to cover the cost of the ticket stock.

### **Group Sales**

Booth Amphitheatre can assist in coordinating group sales for you and requires a 72-hour notice of ticket price and group quantity before sales can be made public.

### **Charge Cards**

Booth Amphitheatre accepts all credit and debit cards for ticket purchases. There may be a bankcard fee of 3.5% charged to Licensee for all credit card purchases depending on event set-up.

### **Taxes**

Per the state of North Carolina, there is a 6.75% Sales Tax assessed to the gross ticket sales for each event. Booth Amphitheatre will deduct this tax amount and pay the state of North Carolina on your behalf at the conclusion of your event. Non-profit groups who feel that they are exempt from paying this tax must present a letter from the State of North Carolina Department of Revenue confirming their exemption.

## **PRODUCTION EQUIPMENT/PERSONNEL**

Booth Amphitheatre Production personnel are required for all events where amplified sound is in use. **NO EXCEPTIONS.** Stagehands and crew may also be required depending on the event and entertainer needs. Costs will be discussed with you after Production Manager has received event rider and advanced all production needs with artist management.

<b>POSITION</b>	<b>RATE</b>	<b>MINIMUM HOURS</b>
Production Manager	\$500	per day
Sound Technician	\$150	1- 8 hours
Stagehands	TBA	4 hours
Riggers	TBA	4 hours

Electrician	\$250	Per day
Equipment	TBA	Based on event needs

\*Overtime (time and one-half) is required daily after 11pm.

\*All stagehand billing is in half-hour increments after the 4-hour minimum.

\*Holiday Pay may be required for events scheduled on government recognized holidays.

### **POLICE & MEDICAL SERVICES**

Booth Amphitheatre requires Police and Medical personnel to be on-site for all events with an expected attendance of 1,000 or more.

<b>POSITION</b>	<b>FEE</b>
Police	\$30 per hour and a minimum of 2 officers are required
Medical	\$135 per hour to include an RN and EMT personnel

### **EVENT STAFF SERVICES**

Booth Amphitheatre Management will determine the number of Event Staff (ticket takers, ticket sellers, ushers, parking, housekeeping, security and supervisors) required for each event. This staffing number will be based on the expected attendance and specific areas of coverage required by the event. The estimates for these costs will be reviewed with you at least one week before your event.

<b>POSITION</b>	<b>FEE (all positions require a 4-hour minimum)</b>
Ticket Seller	\$10 - \$13 per hour
Ticket Taker	\$13-\$15 per hour
Usher	\$13 - \$15 per hour
Security	\$16 - \$18 per hour
Overnight Security	\$20 - \$22 per hour
Parking	\$1000+ depending on event length and attendance estimates
Housekeeping	\$16 - \$18 per hour
Supervisors	\$17 - \$25 per hour

### **INSURANCE**

All events must provide a Certificate of Insurance to Booth Amphitheatre management 5 days before event date. The Certificate of Insurance must list event date (including any load-in and post event dates) along with the additional insured entities: Town of Cary, Booth Amphitheatre and SMG. Insurance Certificate must include no less than \$1,000,000 in comprehensive general liability, bodily injury and property damage coverage.

## **MERCHANDISE**

If your event includes artist's wishing to sell their products (cd's, t-shirts, etc.), Booth Amphitheatre will advance these needs with artist directly. Our standard policy is:

- Venue sells items and provides all staff while absorbing labor costs: 75/25 split on merchandise, 90/10 on CDs
- NC State Sales Tax is retained and remitted by Booth Amphitheatre
- Credit card fee is 4% of credit card sales

## **ADVERTISING**

Booth Amphitheatre approved logo MUST be in all event advertising produced by Licensee. A fine of \$200 per ad will be assessed if logo is not included. As part of your rental fee, Booth Amphitheatre will support your event by including it on our website ([www.boothamphitheatre.com](http://www.boothamphitheatre.com)) and in our weekly eblast newsletter.

## **VENUE SIGNAGE**

Per the Town of Cary, no corporate logos are permitted in the viewing area of the stage or from road ways/parking lots. This includes all entrance gates, the sound mix position and the stage. Nor can the trees at Booth Amphitheatre serve as "signage" placement. This policy assists in maintaining the natural setting of the venue that both patrons and artists treasure. Booth Amphitheatre management can work with you on finding adequate signage displays for your event.

## **VENUE SOUND POLICY**

Booth Amphitheatre restricts audio levels at all events to 95dBA SPL (measured 80' from the stage). Audio levels are measured & monitored in real-time using a Grozier Sound Monitoring Device. Audio levels are monitored throughout the day by the venue staff sound technician, venue production manager and Town of Cary officials and are strictly enforced. Audio levels are measured in 5-minute averages and are monitored at the mix position in real time.

If the five-minute average exceeds the 95 dBA more than three times, a fine of \$1,000 will be imposed on the Licensee. For every additional infraction of the five-minute average exceeding the limit the fine will double. (For example: 1<sup>st</sup> fine after three periods over limit is \$1000, 2<sup>nd</sup> time an additional period is exceeded is an additional \$2000, 3<sup>rd</sup> time an additional period is exceeded is an additional \$4000, and so on.)

## **CONTACT INFORMATION**

Booth Amphitheatre will work with you in executing a first-class event! For a rental application please contact Taylor Traversari at [taylor@rprk.com](mailto:taylor@rprk.com) Please allow 72 hours for your rental application to be processed.