

Arts at the Armory is Seeking Programming in the Armory's Outdoor Seating Area

Exciting news! With recently expanded reopening guidelines and an entertainment license in place, The Center for Arts at the Armory is seeking event organizers to use our outdoor seating area for arts and cultural programming.

What Kinds of Events Are Possible?

- Live performances of music, dance, theatre, circus, poetry, literary readings, comedy, and more, including "entertainment by devices," meaning recorded music and projections are allowed

COVID Regulations

- Performers are not required to wear masks but guests are required to wear masks when not eating / drinking

Money Matters

- Event organizers will be responsible for collecting ticket proceeds, and for meeting all event costs and making any artist payments
- If tickets are free, Arts at the Armory will provide the outdoor seating area to the event organizer at no charge
- For tickets that are not free, the Armory will take in 20% of sales with a cap of \$100. In other words, if an event makes \$500 or more, the Armory receives \$100 and nothing more

Scheduling Events, Tech and Setup

- Events can be scheduled Tuesday - Saturday between 11am - 7:30pm (with rain date included), and the space must be vacated by no later than 8pm. (We are looking at opening Sundays - please stay tuned).
- We have the capacity to put down large boards for a flexible staging area, and can offer a portable PA system and/or a bluetooth speaker, and a projector.
- Armory Cafe staff will be available for basic setup questions. If an Event Manager and/or A/V Technician is required, there will be a fee to cover their services.
- While we have permission to amplify sound, consideration of neighbors must be kept in mind

Ticketing and Managing Guests

- Our outdoor space has a max capacity of 52 people, and we can provide chairs for everyone, 10 tables for guests, and a few sun umbrellas. There is parking in the back, but biking / public transportation is encouraged.
- The bathroom in the Cafe will be available during events
- All events must be ticketed for capacity purposes, even if tickets are free. We suggest using Eventbrite's free account for ticketing.
- Event organizers must check guests in and monitor seating

- Parking and transportation information is available here:
<https://artsatthearmory.org/about/getting-here/>

Food / Beverage Consumption During Events

- Note that while guests can purchase food and drink from the Cafe (and will be encouraged to do so--see next bullet), we unfortunately **cannot have alcohol** outside.
- Ticket confirmation email must have the following text: "We ask for ticket holders to please make a \$5 minimum purchase at ROOTED Cafe and Farmstand before or during the show. We appreciate your patronage, as Cafe purchases are what makes it possible for the Armory to have free and affordable shows. We have food / beverage items that can be consumed outdoors during the performance, as well as grocery or takeout items to be consumed later (note that we unfortunately are not licensed to have alcohol outdoors, so any purchased alcohol will have to be enjoyed at home)."
- Please note that there is no table service available at ROOTED. Guests will need to place their orders online or in-person, collect items, bring them to the outdoor seating area, and also bus their tables at our outdoor bussing station. There are also a limited amount of tables set up inside the Cafe that can be used for indoor dining.

Marketing

- As before, organizers will hold primary responsibility for marketing events, but the Armory will amplify marketing efforts by posting event info on our website and social media, as well as via our e-newsletter. Organizers are also welcome to post marketing materials in the Armory lobby area.

Next Steps

After thorough consideration of the above, please contact Chloe Cunha, Events Manager, at events@artsatthearmory.org with your proposed events.