



# *Facility Information*





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## *Important Contact Information*

Mailing and Delivery Address:  
300 A. Philip Randolph Boulevard  
Jacksonville, Florida  
32202  
Main Phone Number: (904) 630-3900  
Fax Number: (904) 630-3913

Assistant General Manager – Robin Timothy rtimothy@smgjax.com	(904) 630-3933
Administrative Assistant	(904) 630-3947
Operations/Production Manager – Lyle Klemmt lklemmt@smgjax.co	(904) 630-3934
Event Manager – Jamie Nice jnice@smgjax.com	(904) 630-3935
Box Office Manager – Sandy Avery savery@smgjax.com	(904) 630-3974
AGM / Marketing Director – Robin Timothy rtimothy@smgjax.com	(904) 630-3933
Production Coordinator – Clint Irvine cirvine@smgjax.com	(904) 630-4072
Assistant Marketing Manager – Christina Castle ssteiner@smgjax.com	(904) 630-4026
Client Services Manager – Karen Klusmeyer karenk@smgjax.com	(904) 630-3953
VIP Services Manager – Angie Green agreen@smgjax.com	(904) 630-3958
Merchandising Contact – Jamie Nice jnice@smgjax.com	(904) 630-3935
Ticket Information – TicketMaster www.ticketmaster.com Box Office hours: Monday through Friday, 10am to 4pm	(800) 745-3000



## *Facility Rental Information*

### **STRAIGHT RENTAL**

- Full House configuration  
Rent-\$12,500 vs. 12% of net ticket receipts, capped at \$20,000  
Plus miscellaneous expenses (below)
- Half House configuration (less than 7500 seats)  
Rent-\$9,500 vs. 12% of net ticket receipts, capped at \$16,500  
Plus miscellaneous expenses (below)
- Set up /tear down/Rehearsal days  
Base Rent-\$1500 per day  
Plus miscellaneous expenses (below)
- Floor Only  
Base Rent-\$3000 per day  
Plus miscellaneous expenses (below)
- Rental-No Admission charge  
Base Rent-\$10,000 per day (lower bowl), \$20,000 (lower bowl and upper bowl)  
Plus miscellaneous expenses (below)

**SHOW/EVENT MISCELLENAOUS EXPENSES**-Patron services (ushers, ticket takers, guest relations), normal security and supervisors, ticket sellers and supervisors, police, medical staff, janitorial, post event clean-up, stage set-up/tear-down and stagehands

7% sales on rent and miscellaneous expenses above



## **ALL-IN RENTAL**

- Rent-\$20,000 vs. 12% of net ticket receipts, capped at \$50,000 plus stagehands  
Based on a 3 hour show, reserved seats only
- Rent includes all normal event staffing, patron services (ushers, ticket takers, guest relations), normal security and supervisors, ticket sellers and supervisors, police, medical staff, janitorial, post event clean-up and set up/tear down.
- General admission and high energy shows may incur additional security staffing and equipment rentals (i.e. metal detectors), at Promoter cost.
- Stagehands, equipment rentals, telephones/internet and Promoter/Artist requests, are NOT included in rent.

7% sales tax on rent above

**BOX OFFICE CHARGES**-7% per ticket tax, \$1.00 facility user fee, \$2.00 service charge for tickets under \$50.00, \$3.00 service charge for tickets over \$50.00. 4% credit card commission on top of ticket price.

**FACILITY EQUIPMENT RENTALS**-spotlights, forklifts, audio/visual equipment, telephones, furniture rental, pipe & drape, table skirting and other equipment owned by the facility, available for rent.

**FACILITY OUT-OF-POCKET EXPENSES**- Promoter/Artist requested expenses-any equipment or supplies purchased or rented by the facility for a specific event, i.e. runners, advertising, towels.

**PROMOTER FEES AND LICENSES**-ASCAP/BMI license fee, pyro/fire watch fees, and occupational license

## *Booking Contact*

Robin Timothy

Assistant General Manager

904-630-3933

[rtimothy@smgjax.com](mailto:rtimothy@smgjax.com)





**RENTAL APPLICATION**

**IMPORTANT: No date will be held until rental application is returned and approved. Evidence or proof of performer(s) must be returned prior to rental contract being issued.**

Lessee:

\_\_\_\_\_  
Name of Company, Corporation, or Individual  
Phone #: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_  
Cell #: ( ) \_\_\_\_\_  
Address: \_\_\_\_\_  
Valid Street Address Must Be Provided  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_ Web site: \_\_\_\_\_  
If Corporation or Partnership, list names, titles, and addresses:  
\_\_\_\_\_  
\_\_\_\_\_

Name and contact info of on-site Production Manager or whomever is responsible for advancing show information:

\_\_\_\_\_  
Name and Title of person(s) who will sign Lease Agreement:

**Bank References**

Bank Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Checking Account #: \_\_\_\_\_  
Savings Account #: \_\_\_\_\_  
Maintained accounts with this institution \_\_\_\_\_ years and \_\_\_\_\_ months.  
Name and location of Auditoriums, Arenas, and/or halls which have been previously leased by applicant, including dates, contacts and phone numbers.  
Venue: \_\_\_\_\_ Event/Date: \_\_\_\_\_  
Contact #: \_\_\_\_\_  
Venue: \_\_\_\_\_ Event/Date: \_\_\_\_\_  
Contact #: \_\_\_\_\_  
Venue: \_\_\_\_\_ Event/Date: \_\_\_\_\_  
Contact #: \_\_\_\_\_  
Venue: \_\_\_\_\_ Event/Date: \_\_\_\_\_  
Contact #: \_\_\_\_\_

If this is a concert, please list ALL names of performers or groups. If this is not a concert, please briefly describe what type of event will be held.

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date





## *Marketing Service*

The SMG Marketing Department is able to act as your advertising agency within the Jacksonville market. To discuss marketing, publicity and group sales campaigns, or any combination thereof, please contact the marketing department at (904) 630-3900.

### **Staff:**

Director of Marketing rtimothy@smgjax.com	Robin Timothy
Assistant Marketing Manager ccastle@smgjax.com	Christina Castle
Client Services Manager karenk@smgjax.com	Karen Klusmeyer
VIP Suite Manager angelag@smgjax.com	Angie Green
Receptionist VIP Services angelaw@smgjax.com	Angela Brown

### **Services Available:**

#### **Group Sales Program:**

A group purchasing contact list has been developed to include: corporate, sports teams, churches, schools, day care, military, social, ethnic and fraternal organizations representing 1,200 institutions. The group sales program may be instituted prior to the general on-sale for best results and should include a price incentive (discount) and or a coordinator incentive. All group sales income shall be commissionable at 10% of net ticket revenue, and all expenses for printing, postage and handling shall be paid at settlement.

#### **In- House Advertising and Public Relations:**

A talented in-house advertising and public relations program is in place at the arena to assist with the placement and coordination of marketing strategies. The arena marketing staff is efficient in working with each promoter to determine budget, cost analysis, placement objectives and to implement creative promotional programs to reach your target demographic. These services are most effective when the marketing staff is engaged prior to the on-sale and is involved throughout the sales process.



**Services include:**

- Print Media Placement at local contract rates
- Complete and up to date local media contacts information for promoter utilization and media placement
- Broadcast media buying and placement – at 15% agency commission
- Promotional development and implementation
- Simple media coordination and local payments for media purchased with payment made to SMG at time of settlement.
- On-Site press relations and show media management
- On-Site Meet n Greet assistance and management
- Pre-event in arena marketing, to include video scoreboard, ribbon panels information and on-site poster placement when appropriate.
- Full Public relations campaign, (some fees may apply) Press releases, media interview coordination, full press relations.
- TicketMaster coordination for e-blasts and ticket purchasers email notifications program
- Pre-sale marketing programs
- Web-site inclusion and on-line promotions – [www. Jaxevents.com](http://www.Jaxevents.com)
- Complete advertising analysis and compilation of print ads, media invoices and settlement materials for review and payment day of show.

**Sponsorship Sales Department**

Full service sponsorship sales department, including venue sponsor tie-ins, third party tie-ins, media tie-ins, local implementation of national show tour sponsorships. Event sponsorship sales.

Services include:

- Local sponsorship sales
- Sponsor proposal development
- Media tie-ins for sponsorships
- Sponsor research and development
- Sales Calls
- Sponsorship fulfillment
- Sponsorship execution and proof of performance

All sponsorship sales subject to 20% commission payable at settlement.





## *Catering/Concessions*

# SAVOR... Jacksonville

**SAVOR... Jacksonville** is an exclusive caterer for the Jacksonville Veterans Memorial Arena. We stand by our commitment to culinary excellence for any occasion. Our informed sales staff and renowned chefs customize individual food and beverage programs that prepare all of the details that ensure that your event is an enjoyable experience.

Here at the Jacksonville Veterans Memorial Arena we provide plenty of space to host backstage catering, a pre and/or post event party, as well suite catering. We have the ability to provide custom box lunches, specialty gourmet lunch and dinners, carving stations, along with plated dining selections. Specialty beverage service is available with any event including cocktails, soft drinks, and coffee. You will find a diverse variety of snack platters and a la cart menu items for those hosting a smaller event. Together, we will determine the right approach for your particular event.

For more information please contact our **Catering Sales Manager, Cortnee Alexander** at (904) 854-0894 or at [calexander@savorjax.com](mailto:calexander@savorjax.com)  
We look forward to being a part of your upcoming special events.





## *Directions*

### **FROM THE NORTH:**

- take I-95 South to Union Street/Riverfront exit
- continue approximately 2 miles to Union Street
- remain in one of the two left lanes
- continue straight onto the Matthews Bridge ramp
- exit to A. Philip Randolph Blvd and turn right
- the arena will be on your right

### **FROM THE SOUTH:**

- take I-95 North to the Main Street exit
- go over the Main Street bridge
- stay in the right lane
- take 1st ramp on right through yield sign onto Water Street
- turn left onto Newnan St.
- turn right at Bay Street
- continue East on Bay Street (approximately 1 mile)
- turn left on A Phillip Randolph Blvd
- the arena will be on your right

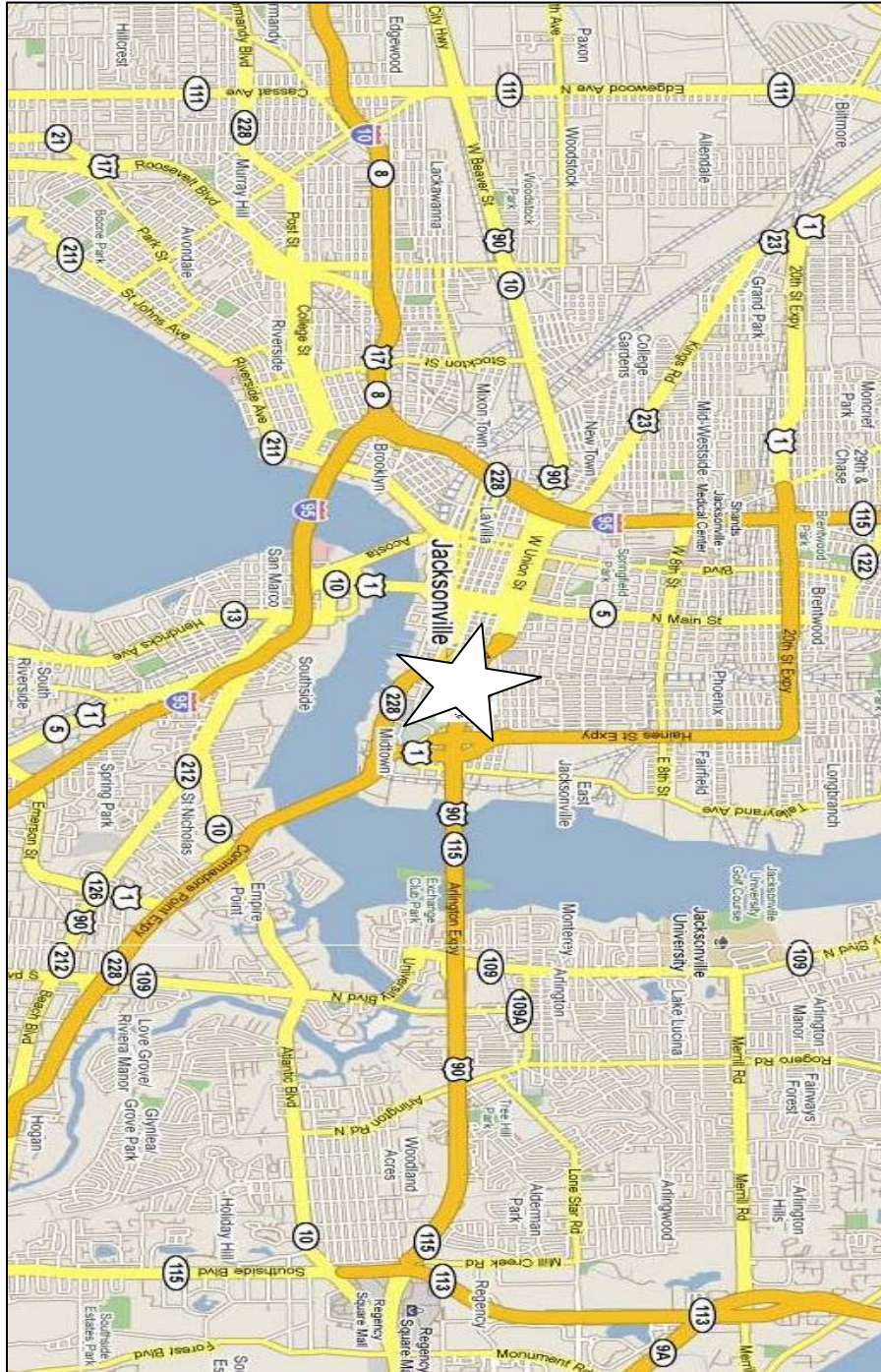
### **FROM THE WEST:**

- take I-10 East to I-95 North
- take I-95 North to Union Street/Riverfront exit
- continue approximately 2 miles to Union Street
- remain in one of the two left lanes
- continue straight onto the Matthews Bridge ramp
- exit to A. Philip Randolph Blvd and turn right
- the arena will be on your right

### **FROM THE EAST:**

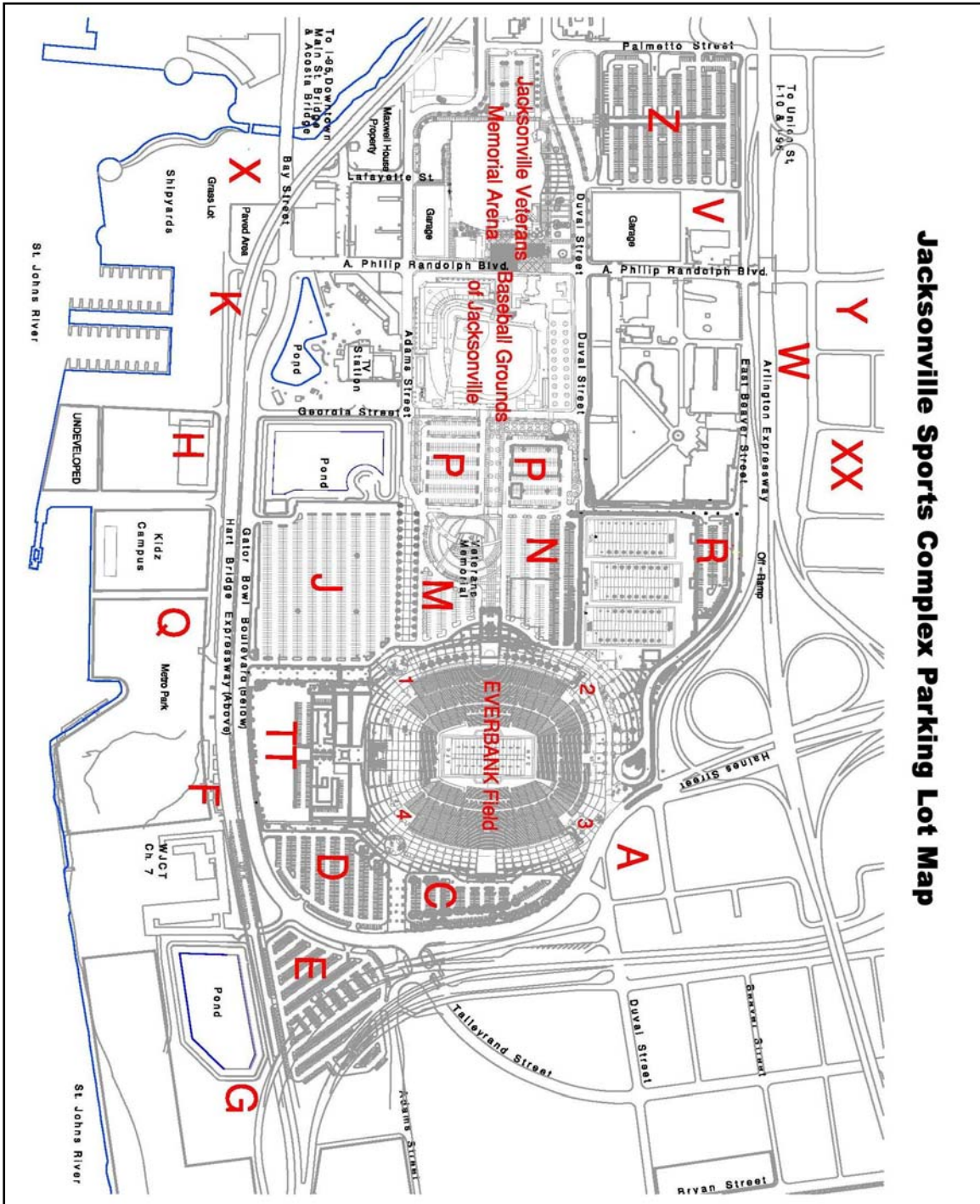
- take Atlantic Blvd West to Arlington Expressway
- continue West on Arlington Expressway over the Matthews Bridge
- exit at A. Philip Randolph Blvd exit and veer right. Turn right at A. Philip Randolph Blvd
- arena will be on your right.

JACKSONVILLE  
VETERANS MEMORIAL  
ARENA  
*Area Map*



  
**JACKSONVILLE  
 VETERANS MEMORIAL  
 ARENA**

# Parking Lot Map





## *Hotel Accommodations*

<u>HOTEL</u>	<u>ROOMS</u>	<u>PHONE</u>	<u>FROM ARENA</u>
Omni Jacksonville Hotel 245 West Water Street Downtown Jacksonville, FL 32202	354	904/355-6664	1 ½ miles
Hyatt Regency Jacksonville 225 E. Coastline Drive Downtown Jacksonville, FL 32202	966	904/588-1234	1 mile
Windham Riverwalk Hotel 1515 Prudential Drive Jacksonville, FL 32207	321	904/396-5100	3 miles South Bank
Hampton Inn Central 1331 Prudential Drive Jacksonville, FL 32207	118	904/396-7770	3 miles Southside
Crowne Plaza Riverfront 1201 Riverplace Blvd Jacksonville, FL 32207	292	904/398-8800	3 miles South Bank

**The accommodations listed above are those in the immediately vicinity of the Jacksonville Veterans Memorial Arena. For a detailed list of hotels and motels in the Jacksonville area please contact the Jacksonville and the Beaches Convention and Visitors Bureau (800)733-2668 or (904)798-9111.**



## Rate Card

### SERVICE CHARGES:

**BOX OFFICE CHARGES**-7% per ticket tax, \$1.00 facility user fee, \$2.00 service charge for tickets under \$50.00, \$3.00 service charge for tickets over \$50.00. 4% credit card commission on top of ticket price.

#### **Labor Services: (hourly)**

CSC Security Staff	\$ 21.75
CSC Security Supervisor	\$ 23.00
CSC Security Manager	\$ 29.75
Guest Services Staff	\$ 18.00
Guest Services Supervisor	\$ 22.00
Guest Services Manager	\$ 27.75
First Aid -- EMT	\$ 25.75
First Aid -- Paramedic	\$ 28.75
First Aid -- Supervisor	\$ 33.00
Police Officer	\$ 40.00 - \$44.00
Police Supervisor	\$ 44.00 - \$53.25
Trades Staff	\$ 31.00
Operations Worker	\$ 17.00
Operations Supervisor	\$ 19.75
Box Office Staff	\$ 14.50
Box Office Supervisor	\$ 23.75
Receptionist	\$ 16.25

**All Event Personnel have a four (4) hour minimum**

#### **Miscellaneous Equipment & Services**

Forklift	\$ 150.00/day
Forklift	\$ 75.00/half day
Forklift Operator	See Stage Labor
Boom Lift	\$ 60.00/hour
Spotlight, 3000K, 2500K	\$ 75.00 each
ADA Ramps for stage (2)	\$ 500.00 each
StageRight Barricade (80')	\$ 500.00

#### **Stage Labor:**

##### **Pre/Post Performance**

Hand/Wardrobe/Loaders	\$ 32.00
Department Head/Forklift	\$ 33.25
Steward	\$ 34.25
Riggers	\$ 40.50
Head Rigger	\$ 42.25

##### **Performance Call (3.5 hour call)**

Hand/Wardrobe/Loaders	\$ 128.00
Department Head/Forklift	\$ 133.00
Steward	\$ 137.00
Riggers/Truss Spot Ops.	\$ 162.00

##### **Pre/Post Special Event**

Hand/Wardrobe/Loaders	\$ 38.75
Department Head/Forklift	\$ 40.50
Steward	\$ 41.50
Riggers	\$ 44.25
Head Rigger	\$ 47.75

##### **Special Event Performance Call (3.5 hour call)**

Hand/Wardrobe/Loaders	\$ 155.00
Department Head/Forklift	\$ 162.00
Steward	\$ 166.00
Riggers	\$ 177.00

Overtime is 1.5 or 2 times the above rates when applicable.

See attached **Stagehand Labor Guidelines** for more information.

**These rates are current through September 2013.**





## *Deliveries*

### **Deliveries associated with an event:**

All deliveries must be consigned to the show promoter or production staff or delivered directly to these parties during the event. Any shipments expected to arrive in advance of a show should be coordinated with your Arena Event Coordinator to ensure proper handling.

### **Mail:**

Mail received on-site should be addressed to the appropriate show or event. Mail will be held in the Administrative Offices until the first day of the event, at which time it will be delivered to the Lessee/client.

## *Forklifts/Areal Lifts*

Jacksonville Veterans Memorial Arena has three forklifts available for events:

1. Two 6,000 pound capacity
2. One 8,000 pound capacity

Fork extensions are available as well.

Areal Lifts:

1. One 80' A800 JLG Articulating Boom Lift
2. One JLG 36' Two Person Scissor Lift
3. One JLG 30' One Person Lift

## *Freight Elevators*

Two freight elevators accessible to all levels are available for use. The smaller of the two is located in the southwest quadrant of the building near the loading dock. The larger elevator is located in the southeast quadrant. Both can accommodate forklift traffic. Freight or other large loads are not permitted on public elevators.

## *Keys*

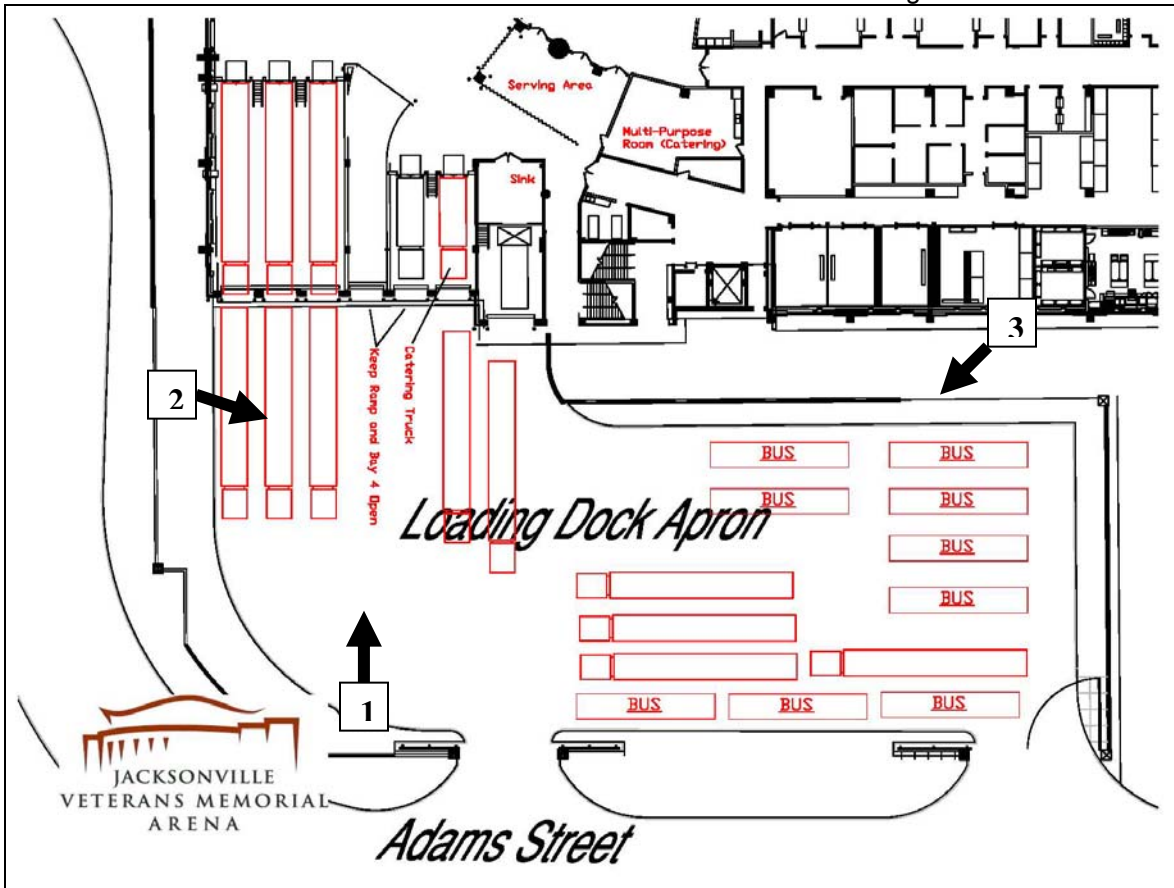
Keys are available, and locks can be changed for some rooms. Requests for keys should be made through your Event Coordinator, and all keys must be returned on the last day of the event. Three keys per room will be issued at no charge. Additional keys will be charged at the prevailing rate. Lock changes and keys not returned will be charged at the prevailing rate.

## Loading Dock

The loading dock is located off Adams Street in the southwest corner of the building. There are three (3) fully enclosed event loading docks and two (2) enclosed delivery docks, all with dock levelers. There is a single-width truck ramp with access directly onto the arena floor. The straight and level push to a typical end stage is approximately 100 feet. Ample space for secure truck and bus parking is also available in the adjacent parking lot. Shore power and water hook-ups are also available.



1. North from Gate 2. East Across Dock 3. Above Facing SW







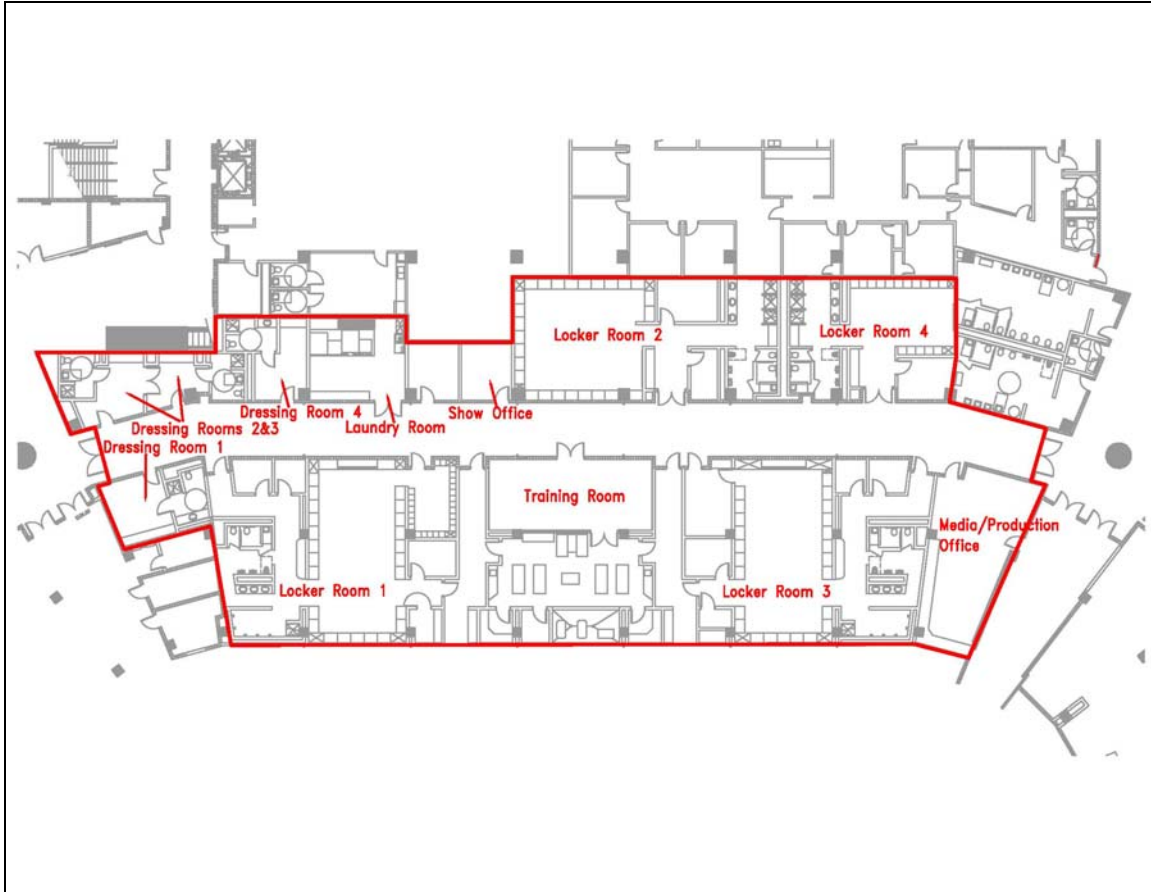
## *Dressing Rooms/ Locker Rooms*

The Jacksonville Veterans Memorial Arena has a total of (4) star/performer dressing rooms, (4) locker rooms, (2) production/promoter offices, and a variety of other spaces for event use. They include:

- **Dressing Rooms (6)**  
Each dressing room has private bathroom and shower facilities. Dressing Rooms #2 and #3 can be combined by opening a double door between the two spaces.
  - Dressing Room #1 – 190 square feet
  - Dressing Room #2 – 175 square feet
  - Dressing Room #3 – 143 square feet
  - Dressing Room #4 – 168 square feet
  - Dressing Room #5 – 144 square feet
  - Dressing Room #6 – 81 square feet
- **Locker Room #1**
  - Main Locker Area – 620 square feet
  - Small Locker Area – 116 square feet
  - Office #1 – 52 square feet
  - Office #2 – 72 square feet
- **Locker Room #2**
  - Main Locker Area – 572 square feet
  - Office – 129 square feet
- **Locker Room #3**
  - Lounge – 153 square feet
  - Main Locker Area – 620 square feet
  - Office #1 – 88 square feet
  - Office #2 – 72 square feet
  - Office #3 – 52 square feet
- **Locker Room #4**
  - Main Locker Area – 299 square feet
  - Office – 99 square feet
- **Media Room** – 779 square feet
- **Multipurpose/Catering Area** – 798 square feet
- **Promoter Office (2)** – 140 square feet each

All of the above spaces have CATV service, high-speed internet access and may be provided with telephone service as needed.

## *Dressing/Locker Room Map*



Locker Room 1



Dressing Room 2-3



Locker Room 2 Shwrs.



Locker Room 2



Locker Room 3



Locker Room 4

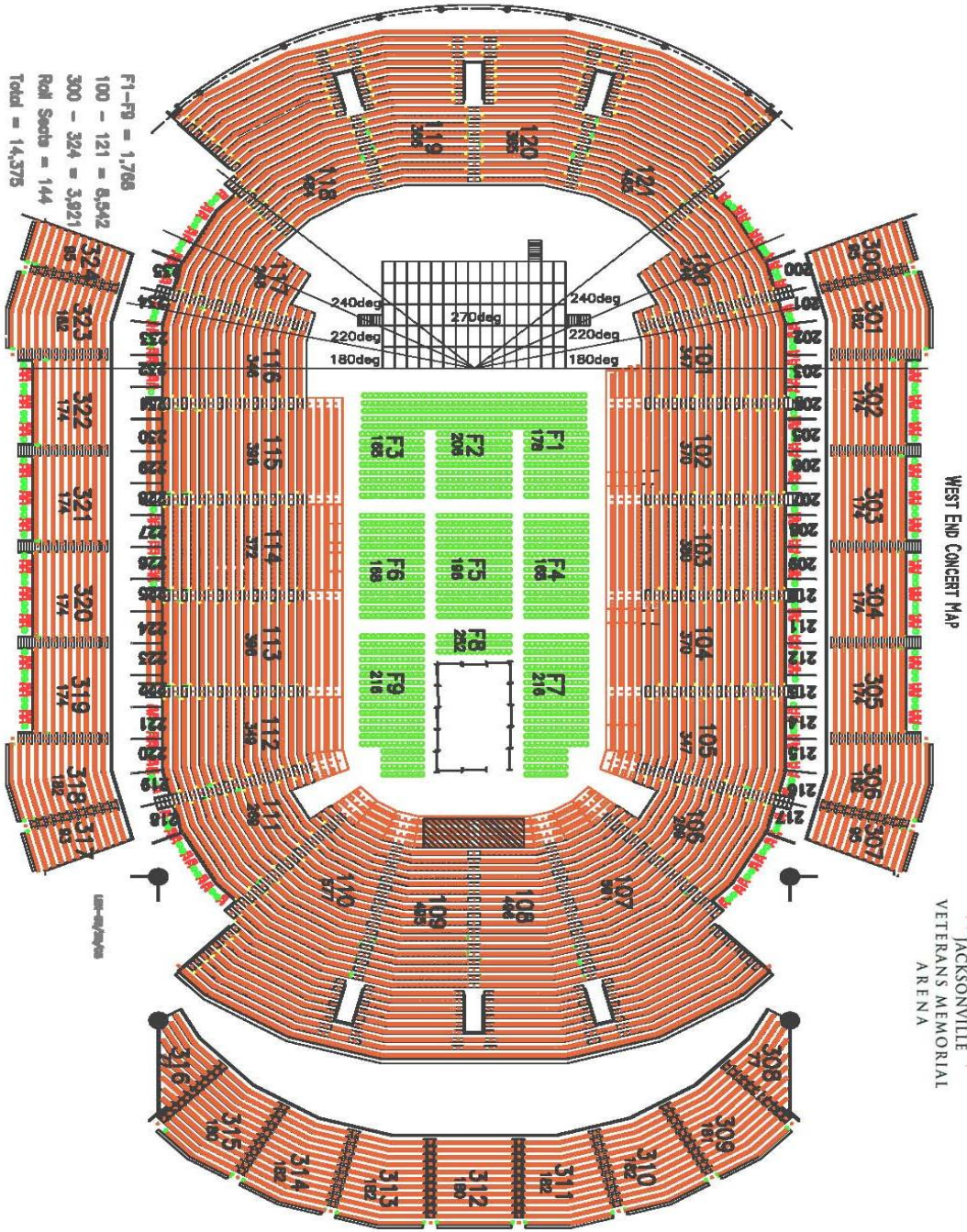


Training Room West

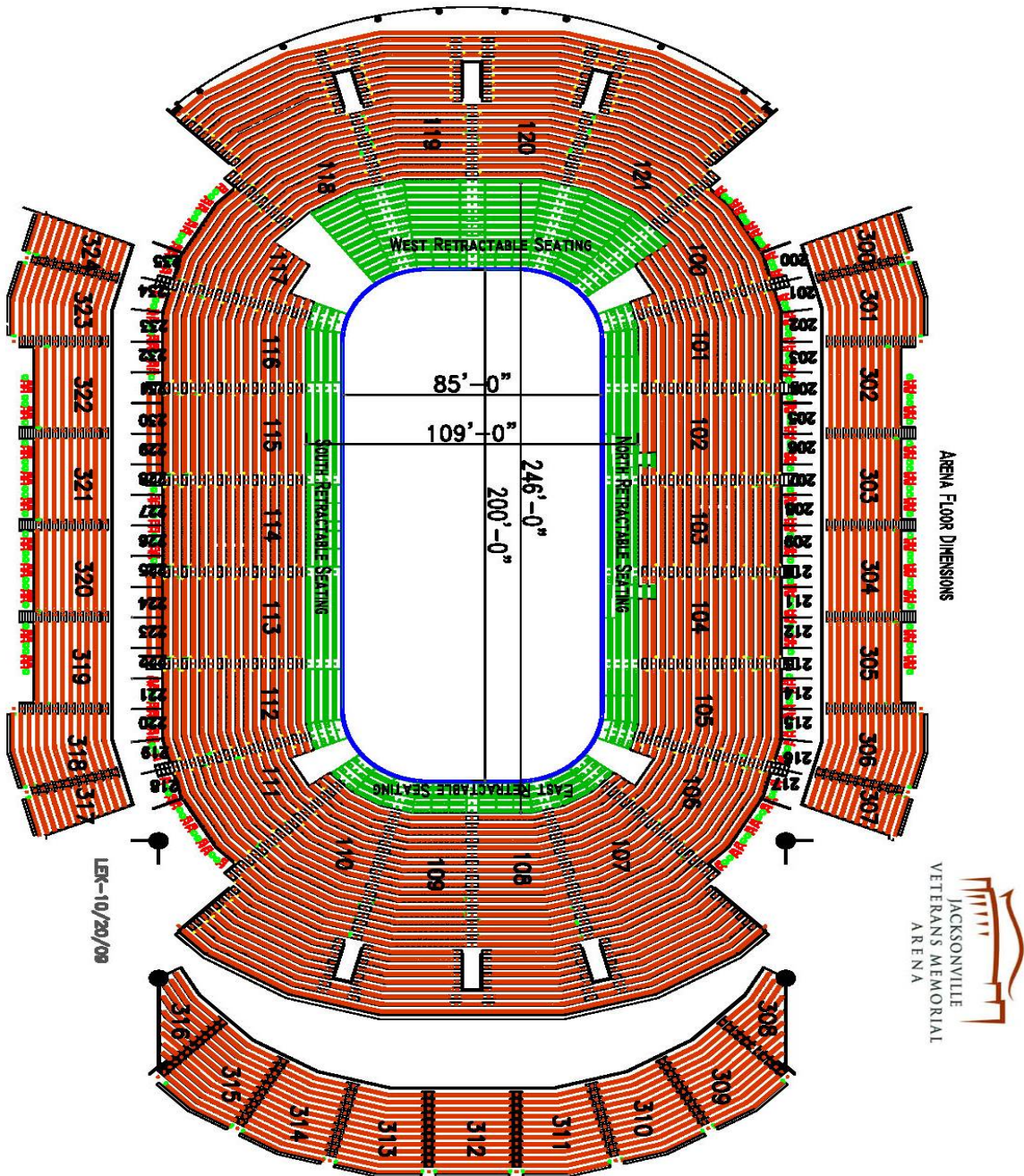


Training Room East

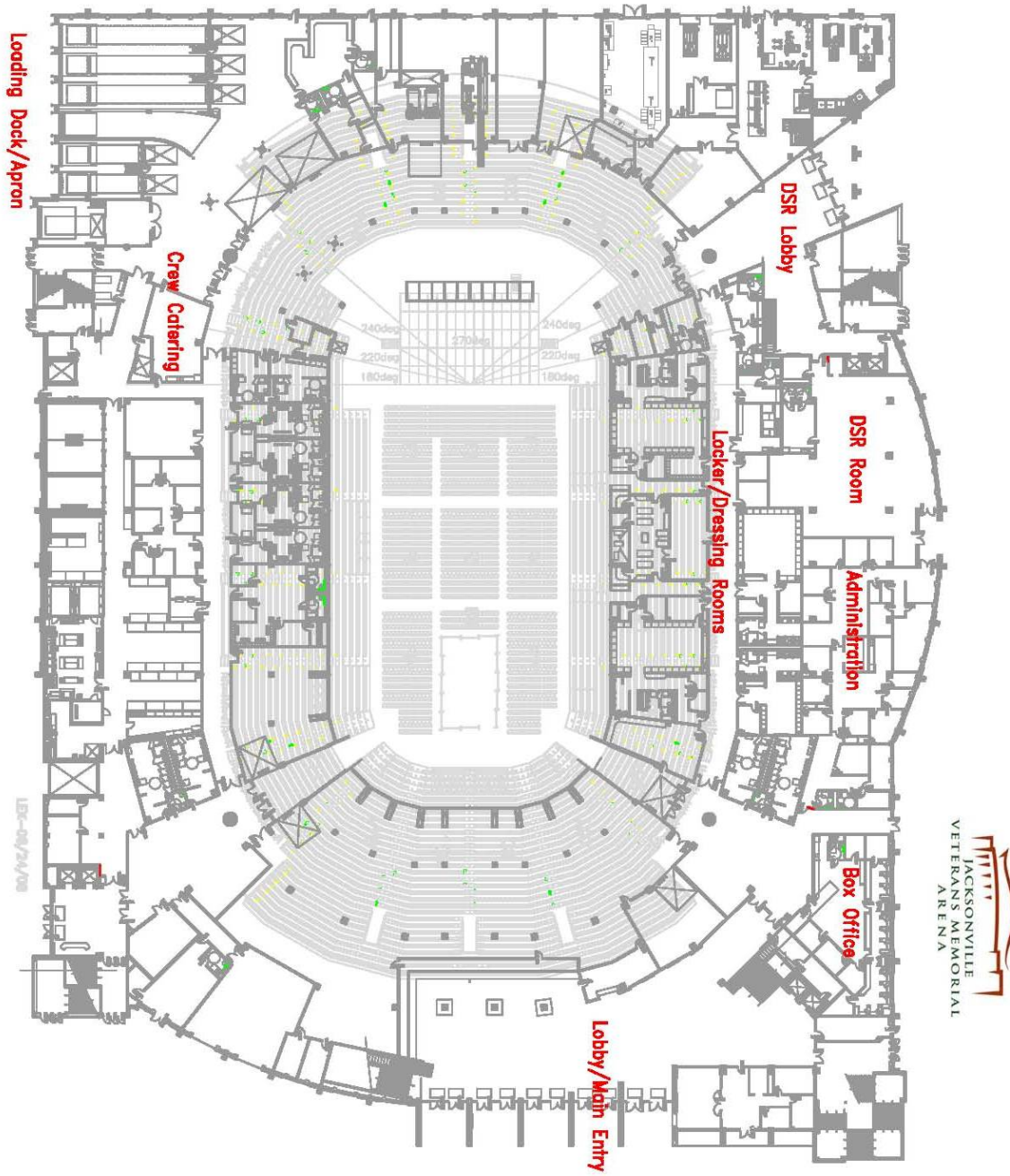
# Concert Seating Map



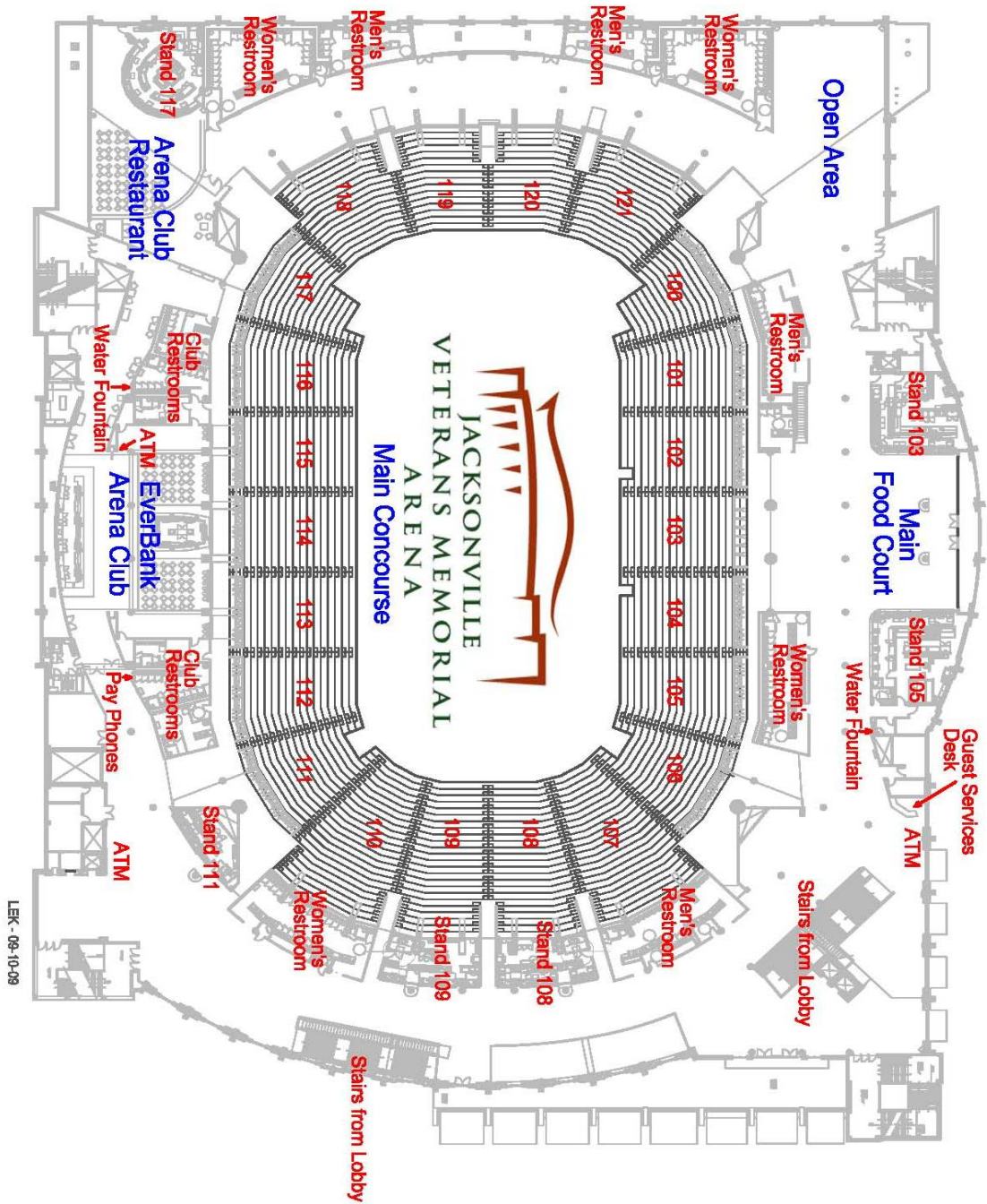
# Floor Dimensions



# Service Level Map

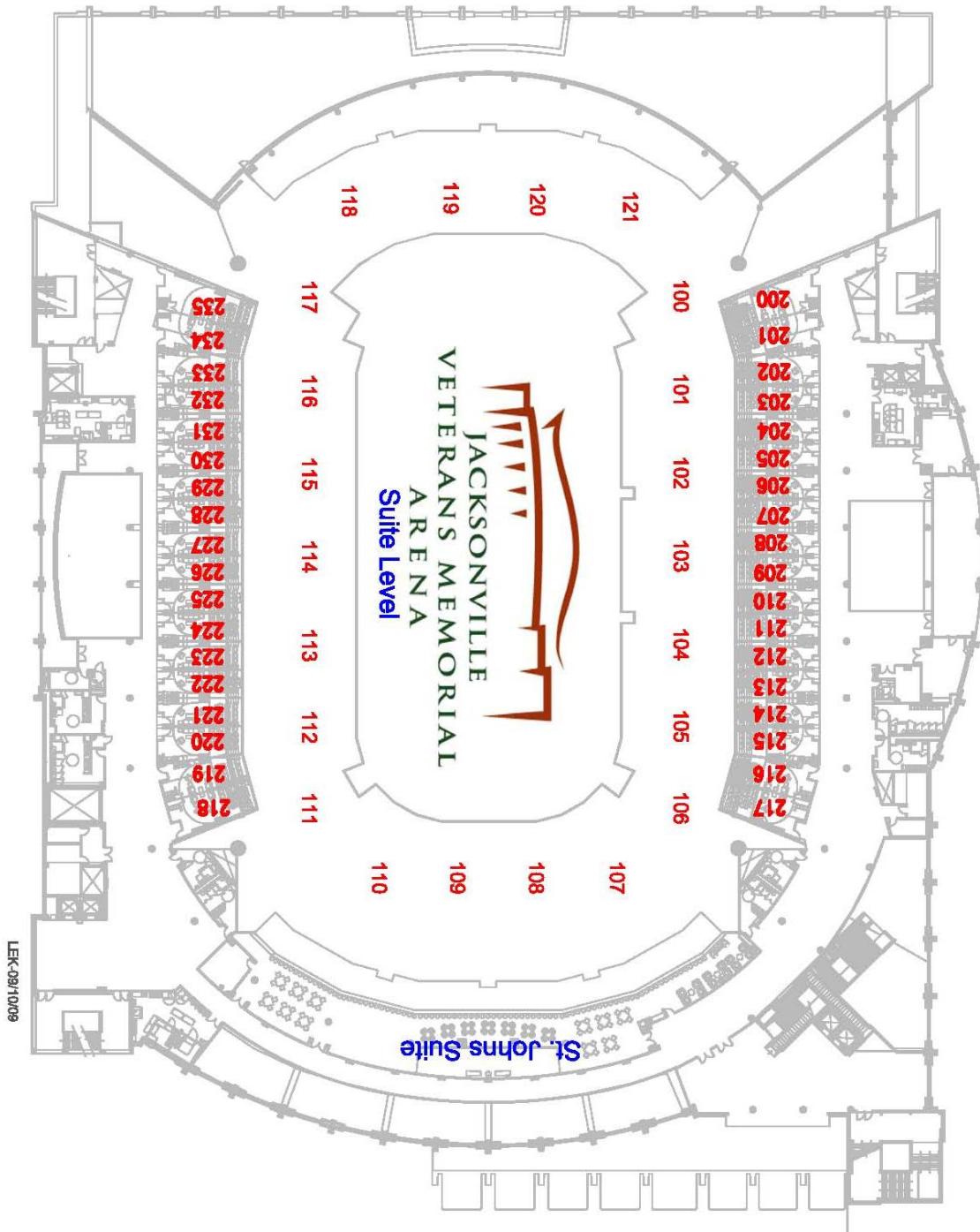


# Main (100) Level Map

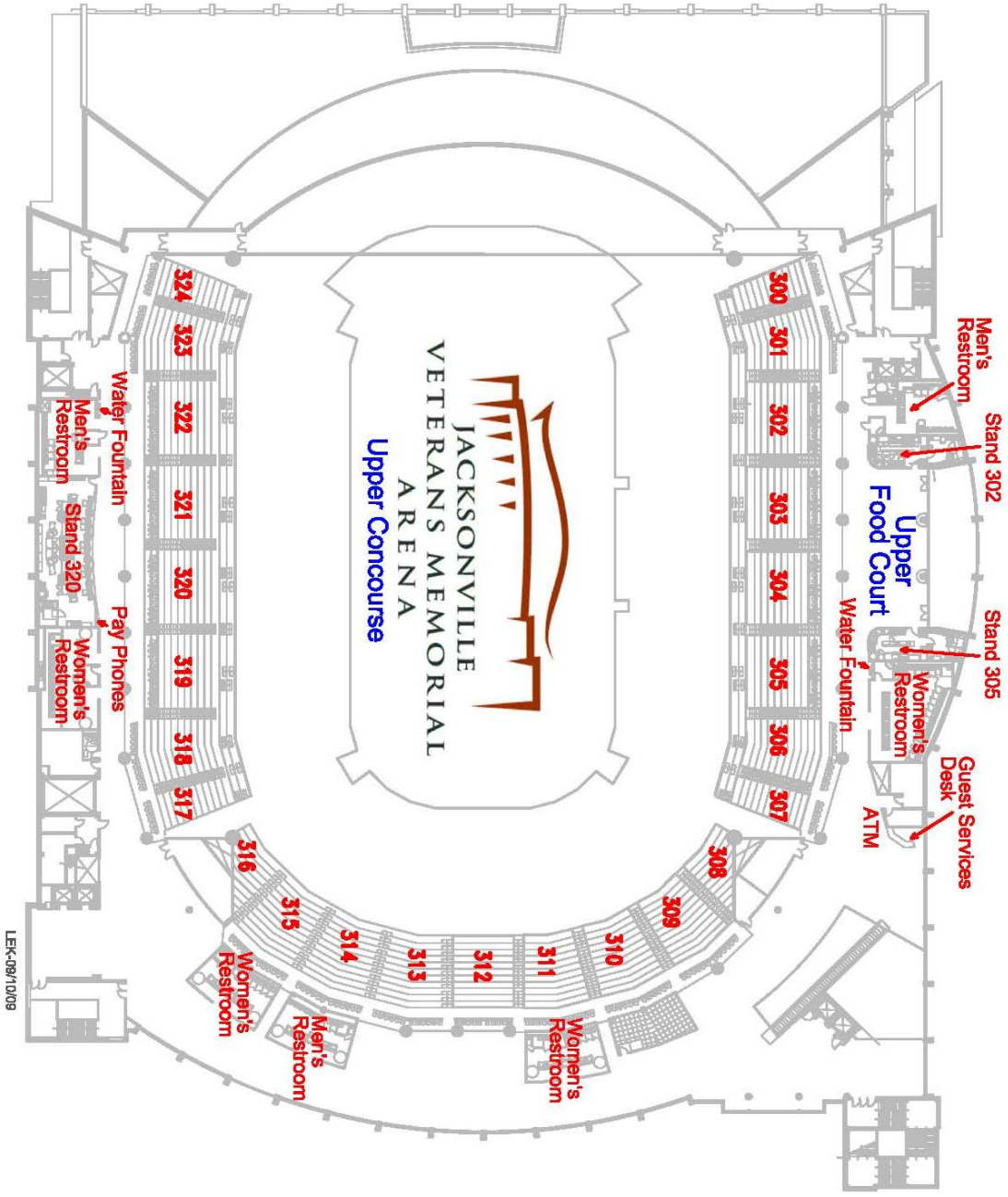




# Suite (200) Level Map

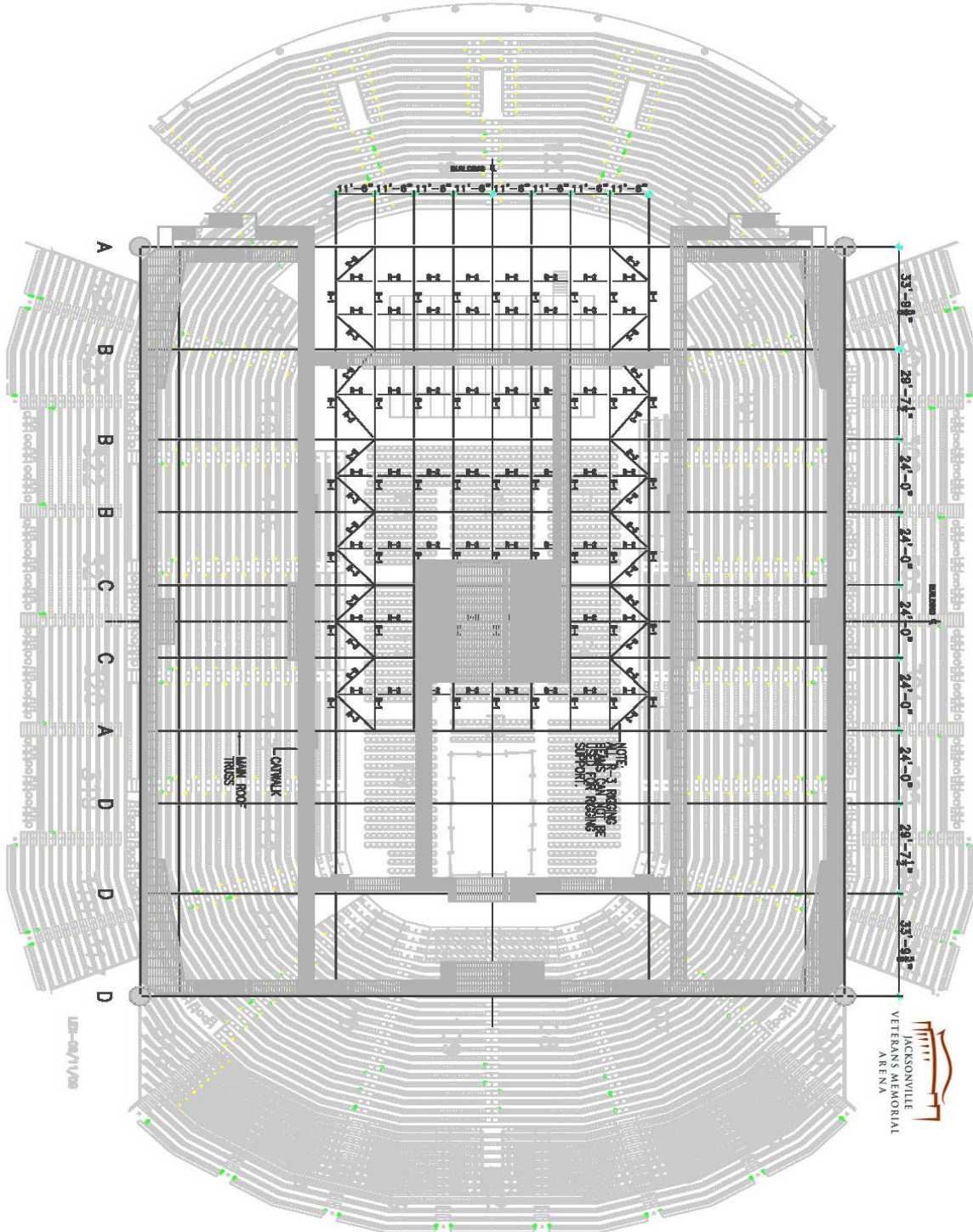


## *Upper (300) Level Map*



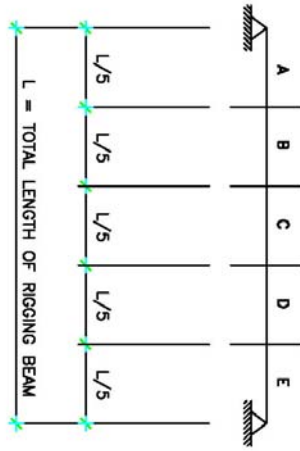


# Rigging Grid Layout



# Rigging Load Options

R-1 RIGGING BEAMS

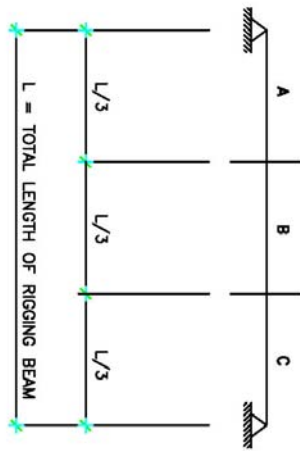


NOTES:

1. LOADS MAY BE APPLIED AS SHOWN ON "RIGGING BEAM LOADING DIAGRAM"
2. CAPACITY SHOWN ARE TOTAL COMBINED LOAD THAT CAN BE APPLIED IN GIVEN REGION FOR GIVEN LAYOUT SHOWN.

	A	B	C	D	E
OPTION 1	10,000 lbs. APPLIED IN ANY ONE REGION				
OPTION 2	0	4,500 lbs.	4,500 lbs.	4,500 lbs.	0
OPTION 3	3,500 lbs.	3,500 lbs.	3,500 lbs.	3,500 lbs.	3,500 lbs.
OPTION 4	0	0	6,500 lbs.	6,500 lbs.	0
OPTION 5	0	6,500 lbs.	6,500 lbs.	0	0
OPTION 6	8,000 lbs.	0	8,000 lbs.	0	0
OPTION 7	0	0	8,000 lbs.	0	8,000 lbs.
OPTION 8	0	8,000 lbs.	0	8,000 lbs.	0

R-2 RIGGING BEAMS

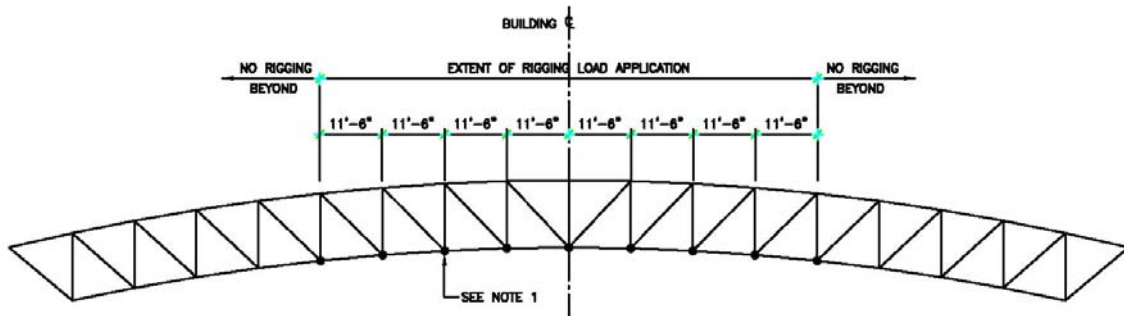


NOTES:

1. LOADS MAY BE APPLIED AS SHOWN ON "RIGGING BEAM LOADING DIAGRAM"
2. CAPACITY SHOWN ARE TOTAL COMBINED LOAD THAT CAN BE APPLIED IN GIVEN REGION FOR GIVEN LAYOUT SHOWN.

	A	B	C
OPTION 1	10,000 lbs. APPLIED IN ANY ONE REGION		
OPTION 2	9,000 lbs.	0	9,000 lbs.
OPTION 3	6,500 lbs.	6,500 lbs.	0
OPTION 4	0	6,500 lbs.	6,500 lbs.

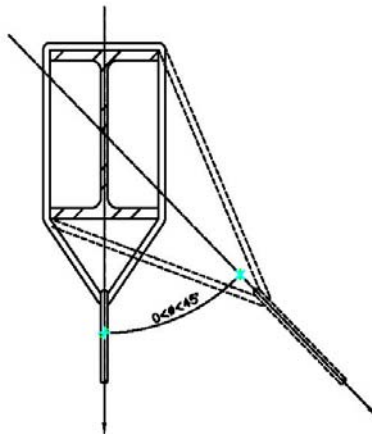
# Main Truss load Capacity Options



**NOTES:**

1. ● - INDICATES PANEL JOINT LOCATIONS. SEE TABLE BELOW FOR ALLOWABLE PANEL JOINT LOADS AND ALLOWABLE CAPACITY OF ALL COMBINED PANEL LOADS FOR A GIVEN TRUSS. NOTE TRUSS LOADS WILL INCLUDE REACTIONS FROM ALL INCOMING RIGGING BEAMS CONNECTED TO GIVEN TRUSS.
2. TOTAL RIGGING LOAD FOR AN END STAGE OR CENTER STAGE SETUP SHALL NOT EXCEED 120,000 lbs. AND SHALL BE APPLIED WITHIN THE GUIDELINES GIVEN BELOW.

	MAXIMUM JOINT LOAD	TOTAL CAPACITY
TRUSS A	20,000 lbs.	60,000 lbs
TRUSS B	20,000 lbs.	60,000 lbs
TRUSS C	20,000 lbs.	60,000 lbs
TRUSS D	10,000 lbs.	20,000 lbs





## *Event Electrical Power*

**Up-Stage left and right each has the following capacity:**

**Designated Event Lighting Power:**

One (1) – 800 amp / 3 phase / 208 volt

One (1) – 400 amp / 3 phase / 208 volt

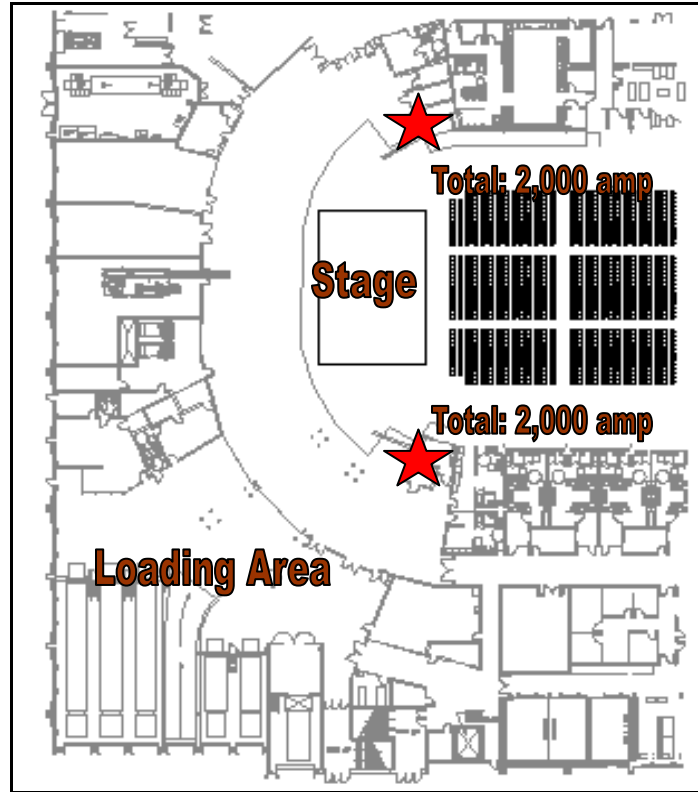
**Designated Event Audio Power:**

One (1) – 400 amp / 3 phase / 208 volt (served from dedicated isolation transformer)

**Designated Event Utility Power:**

Two (2) – 200 amp / 3 phase / 208 volt

**2,000 amps total in each location**





## *Event Lighting*

### **Spotlights**

- Four (4) Gladiator III - 3,000 w, Long Throw Spotlights located at eastern spot platform
- Two (2) Gladiator II – 2,500 w, Long Throw Spotlights, 2 located at North and 2 located at South spot booths

### **Bowl Lighting**

The arena bowl lighting is a fully programmable system controlled by MicroLite. Although there are no effects, such as dimming, the bowl lighting system can be programmed for a wide variety of looks beyond those required for sporting events or concerts.



## *Sound System*

### **Main Arena Speaker System**

Eight - zone programmable ceiling clusters (EAW)

Mid / Hi Speakers:

EAW MQ 1366

EAW MQ 1394

EAW MQ 1364

Low Frequency:

EAW MQ 1312

### **Scoreboard Speakers:**

EAW MK5294

EAW MK5264

### **Sound Mixing Console:**

40 / 8 Crest Century

Mixing console and effects will have portable capability. Mix positions can be left, right or center arena or in eastern control booth.

Monitor capability of up to eight mixes with two wedges on site (EAW SM 122H)

### **Microphones:**

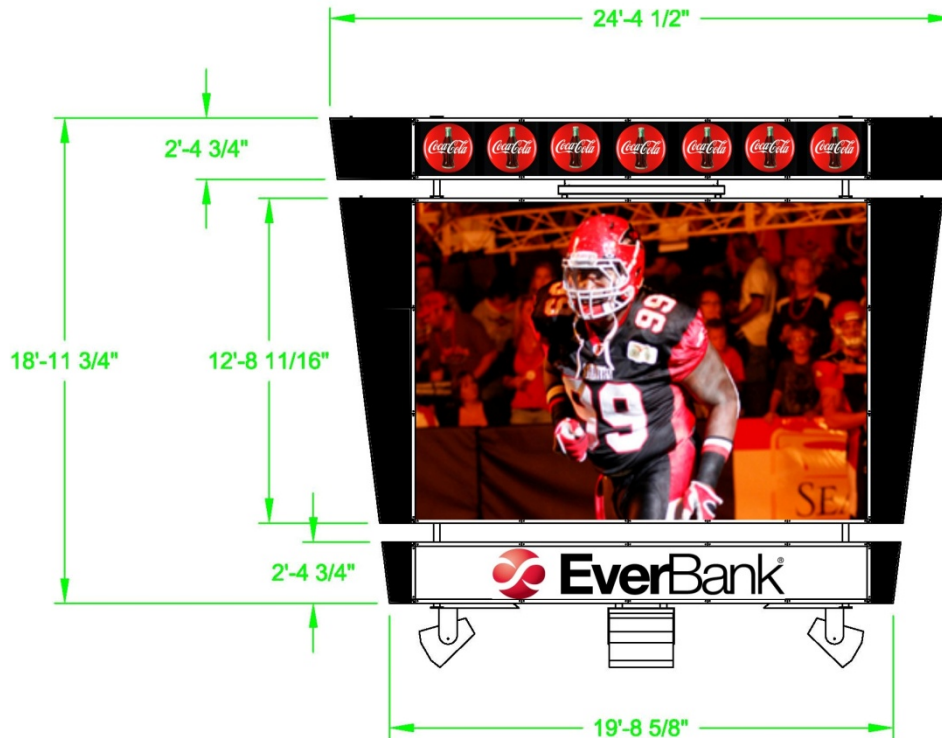
Two – Wireless AKG SR 300 with 3800 hand held transmitters.

Six – AKG D3800

Six – Beyer TG-X 80



## *Video / Scoreboard*



### **TV / AV General Capability:**

- **Center Hung Scoreboard General Specifications**

There are three Daktronics LED displays on each of the four sides of the scoreboard:

- Top and Bottom Displays on each side are 15 mm and each measure 2' high X 18' wide
- The Central Video Display on each side is 10 mm / High Definition and measures 12'9"h X 18'wide. The viewable area of the Central Video Display totals over 240 square feet.
- The scoreboard overall measurements are 19' high X 24'6" (at its' widest) and can be lowered to within several feet of the floor or raised to any height up to 65' by remote control.



- **Fascia Ribbon LED Display General Specifications**

There are two Daktronics 20 mm LED ribbon displays. Each measure 2' high X 160' wide and run most of the length of the North and South Suite Level fascia.

- **Concourse TV Monitor Display General Specifications**

There are two types of Concourse displays:

- Concession Stand Menu Display Boards

There are forty five 37" diagonal TV monitors at our concession stands that display customizable menus and advertising.

- Video Display System

There are ninety six 42" diagonal TV monitors distributed throughout all the public areas, including the EverBank Club and each of our thirty six Suites that display event programming, cable programming, advertising and informational messages.

- **Display General Specifications**

All TV Monitors, Scoreboard and Fascia LED displays are designed to be used as an open format through Scala software. Simply put, Scala is a network of customizable digital displays that can be controlled electronically using a computer, allowing change of content remotely for the most efficient, effective, targeted messaging possible. This allows tremendous flexibility of use.

## *Communications*

- **Telephone Service**

All telephone services can be handled in-house. Please contact us directly for rate information.

- **Intranet**

Full access, high speed intranet services are provided in-house. Our facility has both wireless and direct hook-up capabilities. Please contact us directly for rate information.

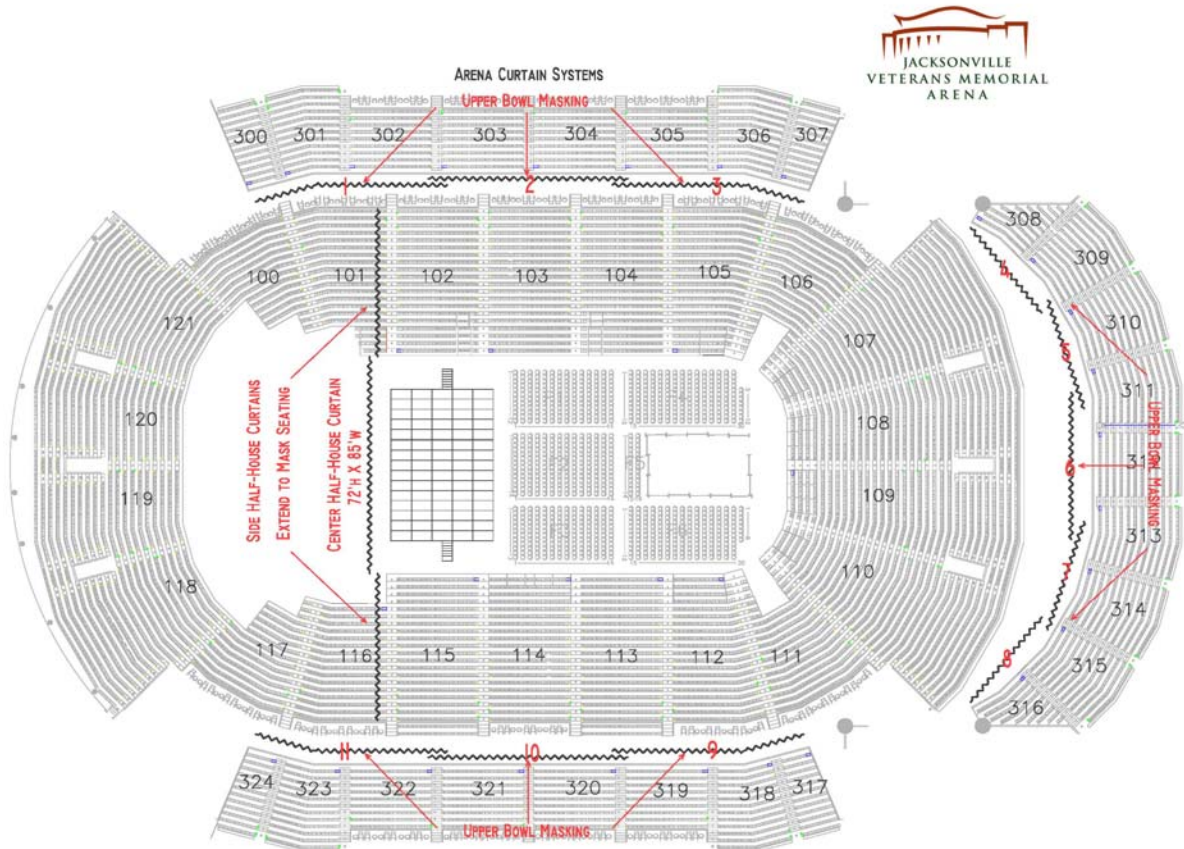
- **Cable Television**

Cable TV can be provided to any location inside the arena. In addition to providing local cable, we can also provide in-house feeds (where applicable) of your event.

- **Clear-Com**

A 4-channel Clear-Com system is hardwired throughout the arena at spotlight locations and in the arena control booth.

## *Half-House Curtains and Upper Bowl Masking*



- **Half-House Curtains**

The Half-House curtain system is designed to be used as a backdrop for events not utilizing all the seating available in the arena bowl. The system has three (3) opaque, black velour curtains (one center and two sides) that can be used in conjunction or separately. The center curtain is 72' high at full height and 85' wide. These curtains are designed to move forward or back to accommodate events from 8,000 seats to 3,000 seats, providing a more intimate feel.



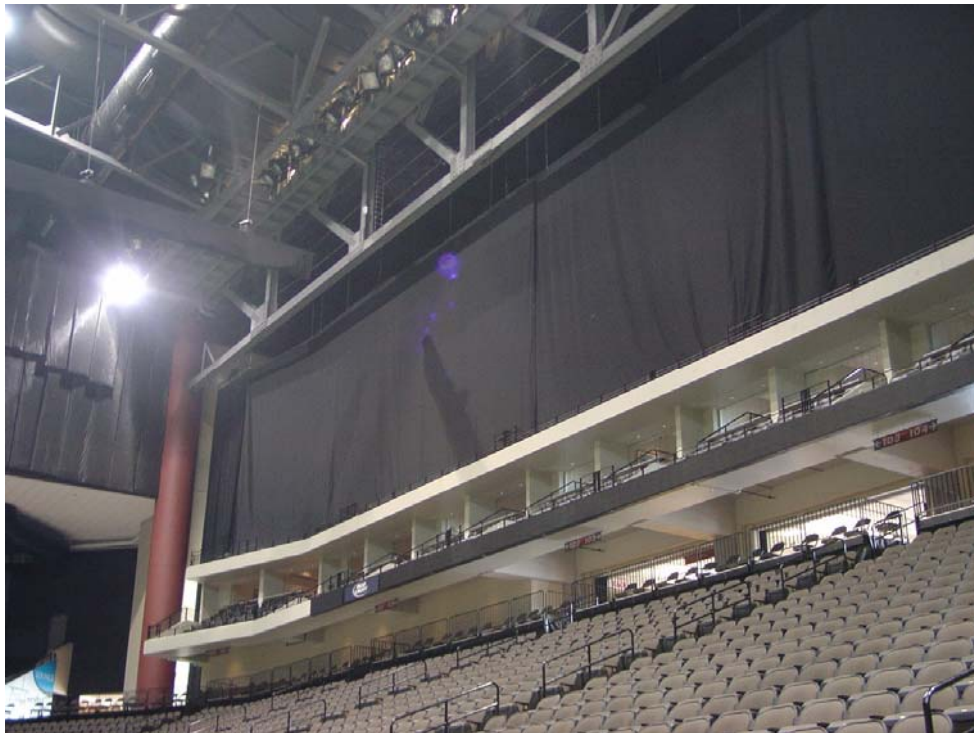


- **Upper Bowl Masking**

The Upper Bowl masking system is made up of eleven (11) separate curtains; 1-3 covers sections 300 to 307, 4-8 covers sections 308 to 316 and 9-11 covers sections 317 to 324 (please see above diagram).

Each of the eleven sections can operate independently and are designed so that the top of each curtain can be “trimmed” any height from 4’ to 32’ to accommodate the sightlines of spotlights or cameras.

Each curtain can be un-reefed for use in a few minutes but requires at least 10 minutes each to remove.





## *Fire Watch*

If determined necessary by the Jacksonville Fire & Rescue Department and the Jacksonville Veterans Memorial Arena Safety Manager, a standby Fire Marshall(s) will be staffed during the event. Any costs for this additional requirement will be the responsibility of the Lessee/promoter.

## *Open Flame Devices*

Open flame devices are not permitted on Arena property unless specifically approved by the Jacksonville Fire & Rescue Department and with the full knowledge of the building Safety Manager.

## *Pyrotechnics*

Pyrotechnics can be done in the Jacksonville Veterans Memorial Arena, however, the following conditions apply:

- A permit is required for all pyrotechnics.
- Permit requests must be initiated at least 4 (four) weeks prior to the event date. The Arena has a "pyro runner" available who will obtain the required signatures to complete the application. Please contact your Event Coordinator for details.
- A pyrotechnics demo must be performed for all pyrotechnic shows.
- Any and all materials that may be used during a pyrotechnics show must have a flame retardant certificate. A copy must be furnished to your Event Coordinator.



## *Entrances / Exits*

In compliance with N.F.P.A. Life Safety Code 101, the Licensee must not:

- obstruct any entrances or exits in the arena
- obstruct any stairways, hallways, or access within the arena
- obstruct any sidewalks or roadways outside the arena
- block, prop open, or alter any doors in any way

The public entrances of the arena must not be used for loading or unloading purposes.

## *Vehicles within the Facility*

When vehicles are displayed in the facility the following conditions must be met:

- Fuel tanks shall be drained to less than  $\frac{1}{4}$  of tank capacity.
- Fuel caps shall be taped shut or fitted with a locking cap.
- Hot lead of the battery shall be disconnected.
- Fire watch person shall have control of vehicle keys.
- Vehicle engine is not to run inside the building.
- Refueling is not allowed inside the building.
- Drip pan must be placed under vehicle.



## *Production Labor Guidelines*

### **Minimum Crews\***

SMG or the designated representative of SMG will determine the minimum crew required for any event.

### **Duration of Labor Calls and Rates of Pay\***

- The minimum duration of any work call is 4 hours.
- All work calls or hours starting or continuing between 12am and 8am will be billed at 1 and 1/2 times the base rate.
- All hours of a work call lasting more than 8 hours in a day (excluding hours billed as a performance) will be billed at 1 and 1/2 times the base rate.
- There will be a 2 hour minimum for crews required to return from meal breaks.
- A performance call consists of 3 and 1/2 hours, beginning 1/2 hour before the advertised curtain time.
- Performances running more than 3 hours from advertised curtain time will revert to the proper hourly rate of pay.
- All work performed during the third performance in a work day will be billed at 1 and 1/2 times the base rate.
- Any work call starting the next day for the same event may be billed at 1 and 1/2 times the base rate if the time next day for the work call starts less than 8 hours from the end of the last work call.
- All work performed as a "Continuity Call" (call to clean up or adjust before or after a performance that is not associated with an IN) over 1 and 1/2 hours will be paid as 4 hours.
- All work performed on "Major" holidays will be billed at 2 times the base rate.\*
- All work performed on "Minor" holidays will be billed at 1 and 1/2 times the base rate.\*

### **Meals and Breaks\***

- There must be a 10 min. break at some time (mid-way) within any 5-hour period of work.
- There must be a meal break prior to the end of the 5th hour of any work call and by the end of each subsequent 5-hour period. This break can consist in length of either 1 hour (not paid) or 1/2 hour (paid) with a hot meal provided by the event. If a meal break is not allowed, hourly rates will be billed at 1 and 1/2 times the existing rate of pay.
- There must be a 90-minute break between performances.

### **Stewards, Department Heads and Rates of Pay\***

- A non-working steward will be placed on any call numbering 15 persons or over.



- If department heads are not required by an event, SMG may appoint them if determined necessary.
- Only the steward or Stage Manager may reassign any persons to a department from another department.
- Truss spotlight operators will be paid at rigging rate.
- Forklift operators will be paid at department head rate.
- **A house sound engineer must be added to all performances.**

#### **Filmed and Special Events\***

- Unless otherwise arranged, all hours worked of an event that is recorded by film or video and is not simply “archival” in nature will be billed at a Filming Rate.
- All work associated with major sporting events will be billed at Filming Rate.
- Some “Grip” work is covered by our labor, such as cable paging.
- Work rules for a filmed event are generally the same as non-filmed events.
- All work performed on Sundays that is determined to be solely Filming work will be billed at 1 and 1/2 times the base rate.

#### **Commercial / Industrial Events\***

(Product oriented event presented as demonstration, sales promotion, direct sales or introduction of a product)

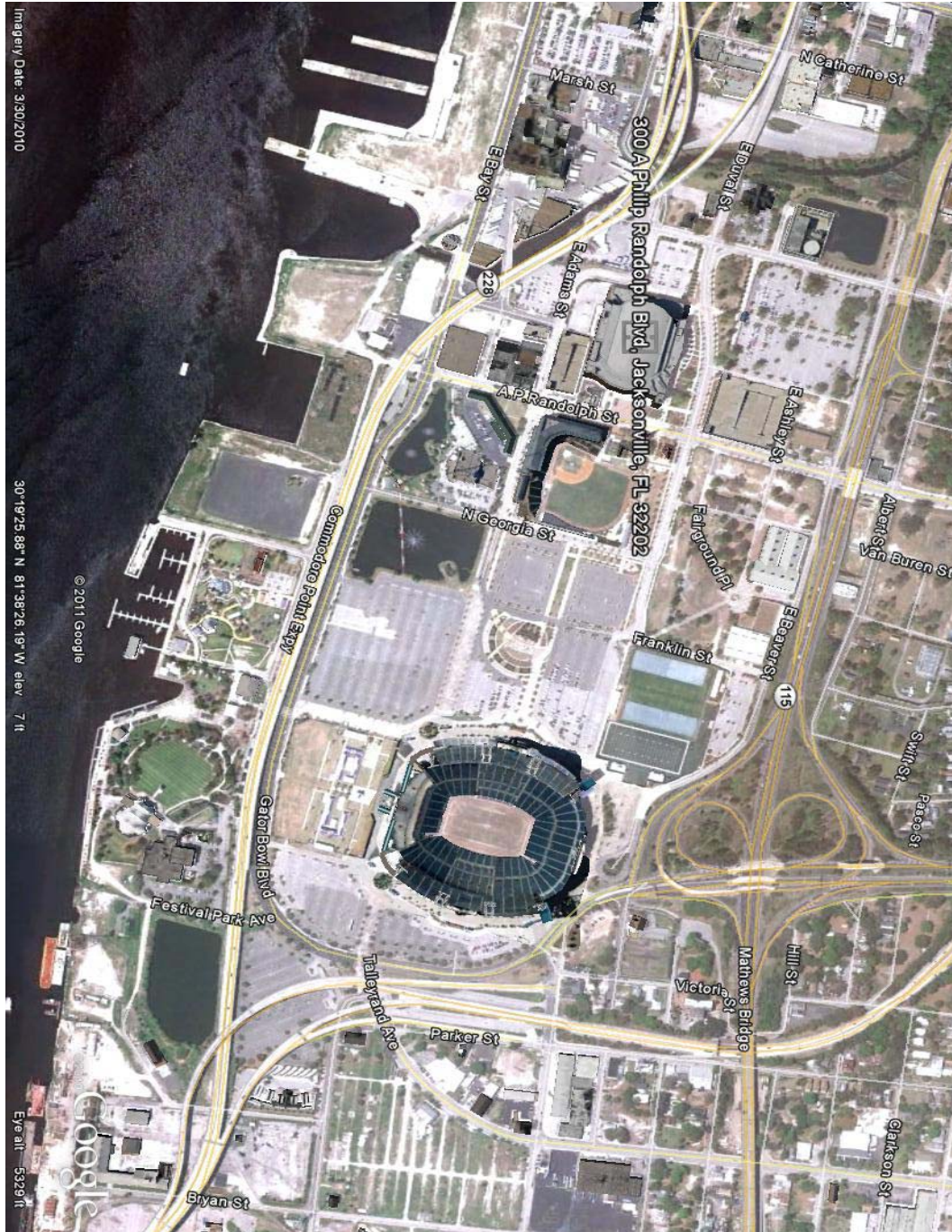
- All work calls, other than Performances and Outs shall be billed at a minimum of 8 hours.
- All Outs will be billed at a 6-hour minimum.
- All hours worked over 8 hours in a day, over 40 hours in a week (Monday through Saturday), after Saturday 5pm or Sunday until 5pm will be billed at 1 and 1/2 times the base rate.
- All hours between 12am and 8am will be billed at double the base rate.
- All hours worked after Sunday 5pm until Monday e billed at double the base rate.
- All calls beginning before 6am will be billed at double the base rate until a break of 8 hours is called.
- A Performance (not a rehearsal) consists of a 3-hour period. All hours over performance will be billed at the applicable hourly rate.
- Meal breaks must be scheduled between the 3rd and 5th hour of work. If not, meal penalty will be billed at the base hourly rate plus the prevailing hourly rate. (conditions regarding meals and breaks are the same as above).
- All work performed after a 1-hour break will be billed at a minimum of 3 hours.

#### **Holidays\***

\* Please contact SMG Operations/Production Manager for more information. (904) 630-3934 [lklemmt@smgjax.com](mailto:lklemmt@smgjax.com)



JACKSONVILLE  
VETERANS MEMORIAL  
ARENA



*Google Site Photo*