



## **Topsfield Outdoor Concert Series Plan of Operation**

We propose to present a series of outdoor concerts at Fair-View Farm during the spring and summer of 2021 using the Drive-in movie plan (Option A) that was modeled on the plan used by the Topsfield Fairgrounds in 2021 for movies. If regulations allow later in the season we propose to convert to an Outdoor concert plan which would include parking cars on the top of the field and using the lower half of the lawn for seating. (Option B).

At a time when indoor performance spaces are closed and large outdoor gatherings are restricted these concerts will provide a safe and socially distant live music experience to North Shore residents. Music venues are economic drivers on local economies, over time creating significant positive growth. They are often the cornerstone of a vibrant local economy.

### **Option A:**

Assuming Government restrictions in place at the time of this application are similar to the restrictions that governed the Topsfield Drive-in in 2020, we propose to present a series of Drive-in concerts at Fair-View Farm during the spring and summer of 2021. Instead of a movie screen we will install a temporary stage on the property that will remain in place throughout the concert season. Concert goers will park in the concert field and have a space that is 18' wide x 20' long to park and enjoy the concert. (See Parking Map.) All rows would be staggered to allow for optimal social distance between other concert goers. Fair-View Farm can accommodate approximately 325 cars parked in this manner. Price per car will be based on 4 persons per vehicle with the option for adding on up to 2 additional passengers. There will be one main concession area, located along the northern perimeter of the property. There will be 10 port-a-potties and 4 hand washing stations for public use in two areas of the venue. An additional port-a-john and hand washing station will be located backstage.

### **Option B:**

If Government restrictions change, we propose to convert to a setup that would involve using the upper half of the field for parking and the lower half of the field for lawn seating on blankets and chairs. This would feel most like a traditional concert experience. Attendees would be directed to park in the upper half of the concert field and assigned areas for seating in the lower half.

### **Genres**

With the approval of this application, we will bring well rounded and diverse mainstream entertainment to the North Shore. Genres of the concerts will include country, classic rock, jam bands, folk, blues, pop and more, all mainstream artists. In addition we may present comedy, children's events and podcasts, when feasible opportunities present themselves. We will not present any heavy metal, electronic dance music, or rap concerts.

### **Dates, Days and Times**

We would host a minimum of two concerts weekly from mid May (May 14th) through mid September (September 19th). Concerts would take place within the window of Thursday through Sunday 7:00-10:00pm, with possible matinees on Saturday and Sunday between 2:00-5:00pm. We will adhere to a firm 10pm sound curfew. The series will likely average 2-3 live events per week during the 18 week season.

**Rain Dates**

Rain dates will be built into the schedule so events can be moved to alternate dates as needed in the event of inclement weather. Tickets will be honored on the new date and refunds will be available.

**Decibel Control/Restrictions**

We will set volume restrictions of 75db average and 83db max peaks at the perimeter of the property (roughly 550 feet) and our "house" sound engineer/production manager will enforce them. For reference, both a diesel truck passing 50' from Rt. 1 and the inside of a restaurant average 85 decibels. This means at Rt. 1, the volume of passing traffic will be the same level as the concert. Bill Winn, our production manager and veteran sound engineer, states that sound will drop an additional 5 decibels every 500', also becoming mostly just low end (bass). Which means at 1000' from the stage it will average 60 decibels, which is the same as ambient background noise such as wind and a car idling. At 1 mile from the venue it will be less than that, which means the sound will be less than that of surrounding ambient noise. Note: Because the stage is at a low point and the land slopes upward it will decrease the impact of sound on the abutters to the north. West of the property the residential neighborhood is separated from the property by Route 1.

**Traffic Control:**

The Topsfield Police will handle traffic control on Route 1 for all events at Fair-View Farm using plans implemented successfully during the Topsfield Fair. One (1) officer will be assigned for an 8 hour detail and three (3) officers for shorter details to control the flow of traffic on route 1 during the entry and exit periods. The officer at the entry will direct cars into the venue. Traffic details will be paid by the concert presenters.

**Security:**

Concert Security will initially be hired through a bonded/licensed/insured firm and will provide concert security in key locations. There will be 12 security guards stationed throughout the venue in the locations below but will be moved to other areas of the venue as needed.

- (1) Guard at the vehicle entrance to ensure traffic follows directional signage.
- (1) Guard at the northwest corner to guide vehicles to the box office area.
- (1) Guard at the box office to control flow of traffic through the ticket gate.
- (2) Guards: In the concession area to ensure proper social distancing throughout the day.
- (5) Guards: Roaming the venue isles to ensure the safety of concert goers and staff. This includes the port-a-potties and backstage. These guards will also act as car parkers as needed during the entrance and exit periods.
- (2) Guards: 1 on each side of the stage

**Parking:**

Parking Staff, supplemented by security, will be hired through the Topsfield Fairgrounds and Cabot staff. There will be flaggers/traffic controllers stationed along the entrance road at peak entrance and exit times. Parking lots and doors will simultaneously open 2 hours before the start of each concert to allow for properly parking cars in the concert venue in a Drive-In style. Audience lot will be staffed with additional attendants during entry and exit periods. Each vehicle will get a double wide space of

approximately 18' wide x 20' long, marked with ropes strung between wooden stakes, as well as parking block/bumpers. While facing the stage, cars will be parked on the right and concert goers will watch the concert from the left side of their vehicles. Cars will exit following the direction of the arrows as shown. Parking attendants will control the flow of outgoing traffic starting with the first row and continuing with each row thereafter to maintain an orderly flow of traffic out of the venue.

#### **Additional site and production staff**

We will have a total of 18 full time, locally hired employees in 2021. The number of local jobs created will increase in successive years.

- (1) box office manager, (3) box office staff, (1) artist hospitality manager, (1) merchandise seller, (7) sound/light/video/stage techs, (1) production manager who oversees all technical aspects, (3) managers who oversee various operational details, and (1) Operations Director who oversees it all.

#### **EMT and fire presence**

We will work with the town and follow their lead to provide adequate safety personnel coverage in these areas.

#### **Lighting**

We will bring in 3 generator powered light towers to provide venue lighting for concession and restroom areas and to provide exit lighting.

- (1) at the vehicle entrance/exit.
- (1) in the northwest corner
- (1) in the northeast corner

#### **Sanitation Plan**

There will be a total of 11 port a potties and 5 handwashing stations throughout the grounds, details below. These port-a-potties will be sanitized during each event, and serviced after each event. Lines will be managed by site staff and with directional signage to maintain social distancing.

- (4) port-a-potties and (2) hand washing stations in the northwest corner of the concert field
- (6) port-a-potties and (3) hand washing stations along the eastern side of the concert field
- (1) port-a-potty and (1) hand washing station behind the stage for staff and crew

#### **Temporary Structures**

Stage - 32'x24' structurally engineered stage will be installed on the south side of the entrance road next to the existing shed. This stage will be assembled by a team of certified stage builders and will go through a full safety inspection every week. A building permit will be obtained from local authorities as required.

Artist Trailer - 30'x8' office trailer. This trailer will be located behind the stage and will be connected to the fairgrounds water and power supply. It will also have a temporary septic tank connected for toilet use.

#### **Concessions**

Food and Beverages will be provided for sale by local vendors through the Topsfield Fairgrounds. Vendors will be invited to apply and will be required to meet requirements established by the Fair, the board of health and other local authorities.

**Public health and safety:** The operation of the concert venue will adhere strictly to safety protocols both within the venue and audience, utilizing adequate EMT/Police(if necessary)/Fire/Parking Directors/Security, and outside the venue to safely control traffic ingress and egress, utilizing Security/Police(if necessary)/Parking Directors/Security/Box Office personnel. We will adhere to all CDC, state and location guidelines specific to drive-ins and outdoor performance spaces. Masks will be required and 6' social distancing will be maintained throughout the venue. We will establish and enforce two-way traffic patterns in all congested areas. All staff will be trained in sanitation and safety protocols and will follow safe workplace guidelines. Regarding noise, we will impose decibel restrictions on the sound engineers controlling the concerts.

Hours of Operation:

-Thursday through Sunday

-10pm sound curfew

-Bulk of concerts would operate within a 6pm-10pm window. Occasional matinee shows on Saturday or Sunday would operate in the 2pm to 5pm window.

Typical run of show

5pm: gates open

7pm-10pm: Typical Concert Window

10pm-10:30: audience egress

## **Topsfield Outdoor Concert Series Management Team**

### **The Cabot Performing Arts Center**

The Cabot is a 100 year old historic theater that is now a thriving non-profit performing arts organization located in downtown Beverly. Throughout its storied history as the Ware Theater, the Cabot Cinema and home to Le Grand David and the Magic Company, it has been the center of community life for downtown Beverly. Rescued by a group of businessmen in 2014, a board of directors was formed and in 2015 J. Casey Soward was hired as Executive Director. The Cabot also has a successful track record for producing shows at off site venues including concerts at the Berklee Performance Center and the Boch Center and a sold out series of socially distanced outdoor concerts at Hale Farm in 2020.

J. Casey Soward: Prior to joining The Cabot, Casey worked in leadership positions for a variety of performing arts organizations, educational institutions, and theaters, beginning his career working on the stage crew at the historic Orpheum Theatre and in Boston when he was a student at Berklee College of Music. In the five years of his tenure the Cabot has grown from a struggling non-profit to thriving performing arts presenting organization that continues to be the cultural center of life in Beverly.

Bill Winn: Bill Winn owns Bill Winn Audio, a touring production management and live sound and live sound engineering company. Bill has extensive experience in sound and production management and is the Production Manager and Technical Director at the Cabot.

Jill Davidson: Prior to joining The Cabot as Director of Concert and Event Operations in 2019, Jill spent 25 years as the Director of the Newport Folk & Jazz Festivals. She brings decades of experience in operations, outdoor concert production, box office services and in working with multiple organizations and state and local authorities to integrate large events into a community.

### **M.E. Productions Corporation**

M.E. Productions has over 25 years of concert promoting, festival organizing and event planning experience in North East with a specialty in rural New England markets. We are the current national talent buyers and marketing/production/operations consultants for The Cabot (Beverly, MA), Flying Monkey Performance Center (Plymouth, NH) and Newton Theatre (Newton, NJ). Along with their venue partners, we have presented hundreds of concerts over the last 14 years at the venues listed below. In 2020, M.E. Productions developed and launched a successful series of drive-in concerts called Drive-in Live at the Cheshire Fairgrounds in Swansea, NH.

- Colonial Theatre - Keene, NH
- Lebanon Opera House - Lebanon, NH
- Rochester Opera House - Rochester, NH
- Music Hall - Portsmouth, NH
- Franklin Opera House - Franklin, NH

- Uplift Music Festival - Greenfield, NH
- Berklee Performance Center - Boston MA
- House of Blues - Boston, MA
- Lynne Auditorium - Lynne, MA
- Shalin Liu - Rockport, MA
- Mechanics Hall - Worcester, MA
- Groton Blues Fest - Groton, MA
- Latchis Theatre - Brattleboro, VT
- Spruce Peak PAC - Stowe, VT
- Merrill Auditorium - Portland, ME