

## **Boston Calling Music Festival**

**May 26<sup>th</sup>: 27<sup>th</sup>: 28<sup>th</sup> 2017**

**Harvard Athletic Complex: Allston, MA**

### **What Is Boston Calling Festival?**

- Boston Calling is an annual three-day, multi-stage festival featuring performances from some of the greatest performers in music, comedy, film, and art.
- Event previously held on City Hall Plaza from 2013-2016.
- Starting Memorial Day weekend 2017, the festival is planning to relocate to the Harvard Athletic Complex in Allston.

### **Status**

- We will follow all city and state processes and seek all applicable permits starting in early 2017.
- There will be a series of meetings to continue an open dialogue, address any and all questions, and provide as much information as possible.
- We would also propose a meeting once the festival has concluded to solicit and to provide feedback with the community.

### **Why We Are Excited To Join the Allston Community**

- Allston is widely considered a musical and cultural center of Boston, and Boston Calling has historically attracted a large audience from the neighborhood.
- Boston Calling has enjoyed success and growth over the past several years, and as such, has found a need for a new home that can best accommodate the additional programming and audience that wish to attend.
- The Harvard Athletics Complex provides the best and safest solution to the expanded programming.
- The expanded space gives the festival opportunities to grow into new areas of programming, including a special partnership with Academy-Award winning actress Natalie Portman, who will be curating a film festival taking place during the festival.

- The new site allows for expanded programming, including film, interviews, and visual art, which was limited previously due to smaller footprint.

### **Demographics – Hours**

- The average attendee is between 20-40 years old, 60% female/ 40% male.
- A significant portion of each festival's attendees come from Allston/Brighton and Cambridge.
- About 75% of the attendees come for all 3 days.
- The headliner acts will typically perform starting around 9:00pm, and finish no later than 11:00pm.
- The festival gates will open at 2:30pm on Friday afternoon, and 12pm on Saturday and Sunday.

### **Safety**

- Safety is our top priority!
- On City Hall Plaza, the festival worked with Police, Fire, and EMS to operate one of the safest music festivals in the country.
- Consistent presence of EMS, Fire, and Police personnel onsite at all times of festival operation.
- Boston Calling has worked closely with Emergency Management, Fire, ISD and BPD on safety and egress plans, and executed a weather-related evacuation and re-admission in 2014 in a safe manner.
- Boston Calling is working with BPD and Boston Parks Department to ensure safety and non-disruption to Smith Field during the festival.
- All municipal expenses, including police, EMS, etc. are covered 100% by the Festival.

### **Licensing**

The following licenses will be applied for through the City of Boston:

- Entertainment License
- Health permits for all food services
- Building permits for all staging/structures
- Temporary liquor license

- Generator permits
- Capacity stamp
- Inspectional Services layout and emergency egress approval
- Life Safety Report approval

## **Community**

- We intend to reach out to other companies that have hosted large scale events in the area to solicit input and suggestions for best practices.
- Boston Calling works with many non-profit groups to direct funds, experiences, and tickets to groups that can benefit from such distributions.
- Over the coming months, we will work with the Allston/Brighton and Cambridge communities to ensure festival impacts are predictable and mitigated.
- We would like to work with the community to ensure that a useful perennial gift is given by the festival each year that has lasting benefits to the neighborhood.

## **Logistics**

- Load-in and setup begins on the Saturday prior to the event weekend, May 20th.
- The majority of work will occur on weekdays, during daytime hours.
- Breakdown takes about 3 days to complete, and the festival site and surrounding areas will be returned to the condition it was in before the festival.
- The last artist will finish no later than 11:00pm, and all grounds should be cleared of attendees by approximately 11:30pm.
- The festival abides by all city regulations regarding sound levels, and positions speakers such that sound impact outside of the festival grounds are controlled and mitigated.
- The event is rain or shine, however in the event of severe weather before the event starts, opening may be delayed. In the event of severe weather during the event, a full shelter and evacuation plan will be implemented by Police and festival staff.
- Police, along with emergency management staff from the City of Boston, are on hand to determine if emergency evacuations are needed for any reason. An evacuation plan will be prepared and presented/ approved to police, fire, and inspectional services.

- The festival always encourages its attendees to utilize public transportation, and is working with the MBTA to provide enhanced coverage.
- There will only be a very limited amount of VIP and staff parking onsite.
- The festival is working with Uber and other transportation companies to create a safe drop-off/pickup location to safely and easily transport attendees to and from the event.
- The festival is working to create a dedicated bicycle parking area for attendees.
- The festival will work with BTM and BPD to ensure that parking code is strictly enforced in the surrounding neighborhoods to help prevent unauthorized parking.
- There are ample trash and recycling programs on festival grounds, as well as a cleaning crew who will clean inside and around the facilities.

### **Sound Engineering Plan**

Rainbow Production Services and New England Audio Tech have been partners with Boston Calling since 2013, designing all of the audio and lighting systems to suit the needs of the space, the artist and the request of the surrounding community. The Harvard Athletic Complex provides a very similar turf and grass surface to that of most music festivals around the country. This allows us to confidently design our staging audio systems for the attendee to experience a top quality performance while multiple musical stages are active simultaneously. Due to two of the stages facing one another, it is of utmost importance to not have sound bleed past the intended cut off point during the event.

We have worked to create a layout that places the speakers in such a way that the sound remains mostly within the festival footprint, with any sound bleed resulting due to atmospheric conditions on a given day. It is our opinion that adjacent residences and business across North Harvard St or in Cambridge will experience minimal studio impact, if any at all, with our Meyer built audio package in this stage configuration. – Hollis Clark, VP & GM New England Audio Tech, LLC/Rainbow Production Services

### **Questions & Information**

- Leading up to the event, you can reach the festival's production office at 617-371-3955.
- During the week of the show, there will be a dedicated phone line set up for community members to call with any questions or concerns. Alternatively, you can email [community@bostoncalling.com](mailto:community@bostoncalling.com)
- Complete info, logistics and tickets will be released in the beginning of 2017.