Capital One Hall
Season III
Community Arts
Information Session
Capital One Hall Staff

Stacy Butler, General Manager

Carter Ward, Community Events and Booking Coordinator

IJ Rosenblum, Director of Operations and Production

Cristina Mayer, Director of Marketing

Larry Silver, Director of Finance

Laura Reed-Orr, Senior Director of Food and Beverage

Jacque Holt, Box Office Manager
ArtsFairfax is a 501(c)(3) nonprofit charitable organization, incorporated in 1964 as Fairfax County’s designated local arts agency. ArtsFairfax is funded in part by Fairfax County, as well as corporations, foundations, individuals, the Virginia Commission for the Arts, and the National Endowment for the Arts.

Mission:
ArtsFairfax is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity building services, advocacy, funding, education, and information.
History of the Project

Fairfax County comprehensive plan called for a community center

Capital One and Fairfax County agree on building a performing arts center

$11 million value of the community center applied to public use at the performing arts center

County and charitable, arts, nonprofit, and other civic organizations can apply to use Capital One Center (“Public Facility Users”)

Capital One Hall
Opened October 2021
Allocated Season III Dates

- Main Hall 25 days
- Black Box 57 days
- Classrooms 220 days
Main Theater

• The performance hall has a capacity of 1,600 seats and is designed for Broadway productions as well as concerts and other performances.
The Vault black box theater has a capacity of 225 seats and is designed for intimate performances and plays as well as concerts and other events.
Dual Classrooms

• On the first floor of Capital One Hall are classroom style meeting rooms. These can hold large groups of people for events and meetings.

• Seating Capacity: 50
Technical Capabilities

With IJ Rosenblum
Season III Timeline

1. ArtsFairfax opens online application February 2022
2. Application closes May 1, 2022
3. Eligible applicants referred to Fairfax County for approval June 2022
4. Seasonal List sent to Capital One July 1, 2022
5. Capital One scheduling July–August 2022
6. Capital One provides Season III Schedule to Fairfax County September 2022
User Reservation Process

When Capital One Hall receives the seasonal list, we review and award dates.

All organizations that applied will be contacted by October 1, 2022.

Capital One Hall will create a diverse season.

Once the date(s) have been awarded, Capital One Hall will reach out to each organization to start contracting for the date(s).
Box Office & Marketing

Ticket Build Form

Marketing Collateral
- Layered artwork (.PSD preferred)
- Show description
- Social handles
- Official website URL

10 business days after these materials are submitted, we will announce your show and tickets on sale.
Timeline of Your Event

Arrival/Load in - Organization chooses (As early as 8am)

Box Office - Opens 4 hours prior to showtime

Front doors and Concessions - Opens 1 hour prior to showtime

House doors - Organization chooses (Typical is 30 minutes prior to showtime)

Concessions - Closes after intermission ends
Fairfax County Users Expense Fee

**Main Theater Rent - $1,950**
- Included under Rent:
  - Police – (1) if required.
  - EMT – (1) if required.
  - Event Security
  - Security /Bag Checkers: 4 people for 4 hours each
  - Ushers /Ticket Takers: 6 people for 4 hours each
  - In House Sound & Lights
  - Box Office – 2 people for 4 hours each
  - Production Manager – 1 person for 6 hours
  - Event House Keeping: 1 person for 6 hours
  - Post Show Cleaning: up to $750

**The Vault Rent - $500**
- Included under Rent:
  - Police – (1) if required.
  - EMT – (1) if required.
  - Event Security
  - Ushers /Ticket Takers: 4 people for 3 hours each
  - In House Sound & Lights
  - Box Office – 1 person for 4 hours
  - Production / Event Cleaning – 1 pp for 6 hours
  - Post Show Cleaning: up to $350

**Classrooms - $100 full day; $50 half day slot – 6:00am to Noon or Noon to 6pm. Variant of day slot is full day rate.**

Included under Rent:
- Production / Event Cleaning – 1 pp for 4 hours
- Post Show Cleaning: up to $100
**Concessions**

House selection of beer, wine, and nonalcoholic beverages

Individually packaged snacks and candy

Concession staffing will be determined based on ticket sales

*Note- All menu items are chosen at Capital One Hall’s discretion*

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**Catering Needs**

All food and beverage **must** come through Capital One Hall’s in-house catering

Catering and Sales Manager to be notified of all catering needs

Examples:

- Pre-show dinners, post-show receptions/toasts, backstage catering, water bottle cases
Production and Operations  (Advancing Process)

1 month prior

• Initial email explaining all current information of the event
• Riders and stage plots are greatly appreciated

2 weeks prior

• Logistics of timing and needs with Production Manager
• Operations Checklist Sheet returned
• Food and Beverage needs discussed