

Capital One Hall

COMMUNITY ARTS PARTNERSHIP INFORMATION SESSION

Season IV | September 2024 - June 2025





ARTSFAIRFAX

ArtsFairfax is the nonprofit designated as Fairfax County's local arts agency. Dedicated to the belief that **arts are essential to a thriving community**, the ArtsFairfax mission is to expand support for and access to arts and culture opportunities for Fairfax County's more than 1.2 million residents. By offering informational, financial, and programmatic services, ArtsFairfax **promotes the role of arts and culture to deepen social engagement**, create a sense of place, and fuel economic growth. Incorporated as a 501(c)(3) since 1964, ArtsFairfax provides these services to all who contribute to and experience arts in Fairfax County, and is funded in part by the County, Virginia Commission for the Arts, and the National Endowment for the Arts, as well as corporations, foundations, and individuals.



COMMUNITY ARTS PROGRAM

Examples from Season One and Two

Available Venues

Application Process

Anticipated Costs By Show Type

Transportation / Parking

Start to Finish Timeline

PROGRAM HIGHLIGHTS



RAVEL DANCE SELLS 1,560 TICKETS



RESTON COMMUNITY PLAYERS PACKS THE VAULT



RESTON CHORALE ROCKS THE STAGE WITH THE PSO ROCK BAND

GET TO KNOW OUR SPACES



MAIN THEATER

Available Dates: 25
Total Capacity: 1561
Orchestra
Balcony One
Balcony Two
Rent: \$1,950/day



VAULT THEATER

Available Dates: 57
Seated Capacity: 204
Standing Capacity: 275
Rent: \$500/day



CLASSROOMS

Available Dates: 220
Available All Year
Total Capacity (A+B): 80
Half Capacity (A or B): 40
Rent: \$100/full-day
or \$50/half-day



EVENT GUIDELINES

The contracted organization must be the primary presenter, producer, and promoter of the event.

Guest artists and/or collaborations with other arts organizations is allowed.

The event must feature an arts-related performance or demonstration in either the Main Theater or the Vault.

ELIGIBILITY

Organization has an **Address of Record in Fairfax County.**

- Refer to VA Form 102 for street/physical address (not PO Box)
- Check Fairfax County My Neighborhood

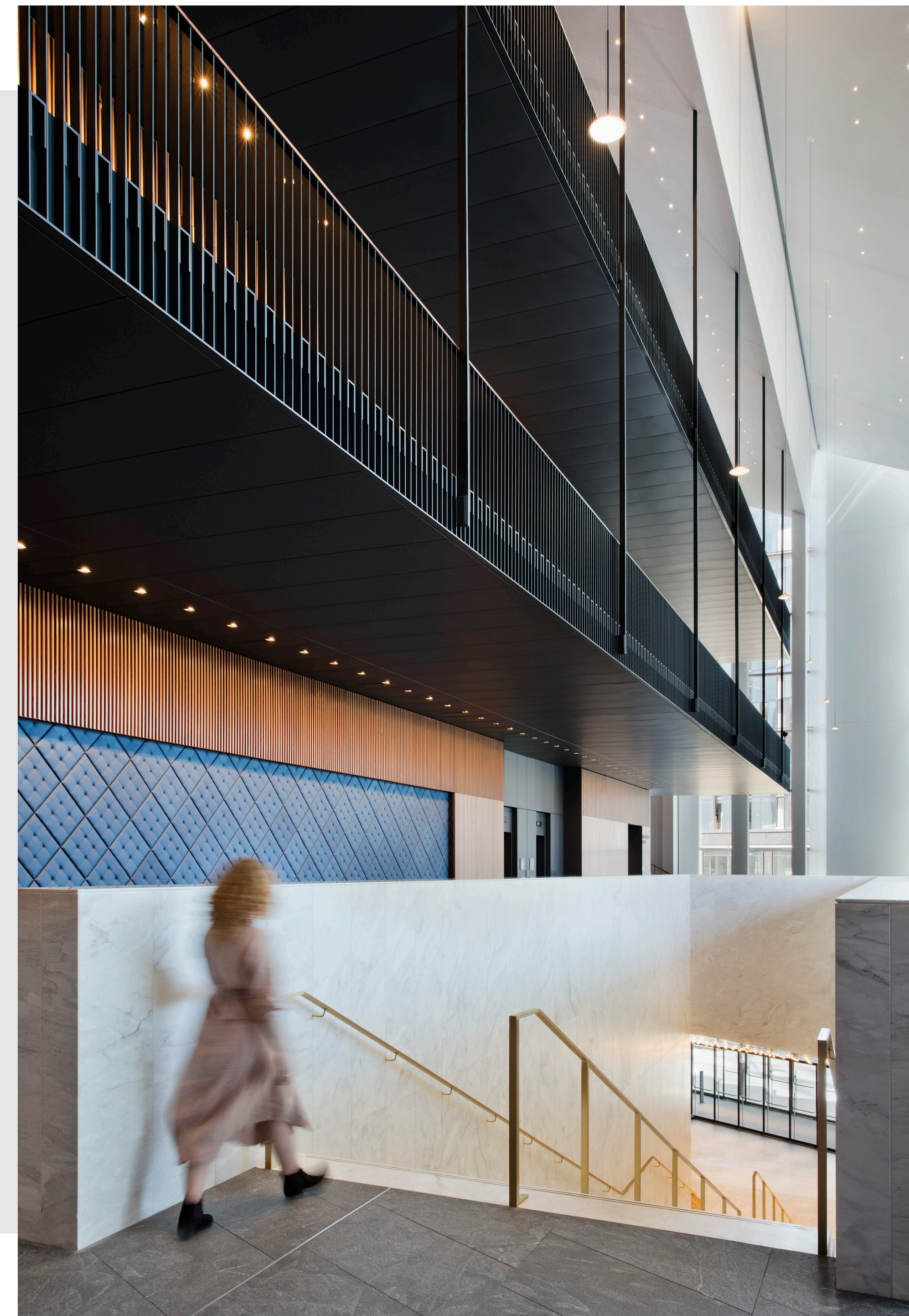
Organization holds **current status under IRS code 501(c)** or operates as a specifically defined arts division or program within a larger nonprofit 501(c) (3) organization, Fairfax County Agency, or Fairfax County Public Schools.

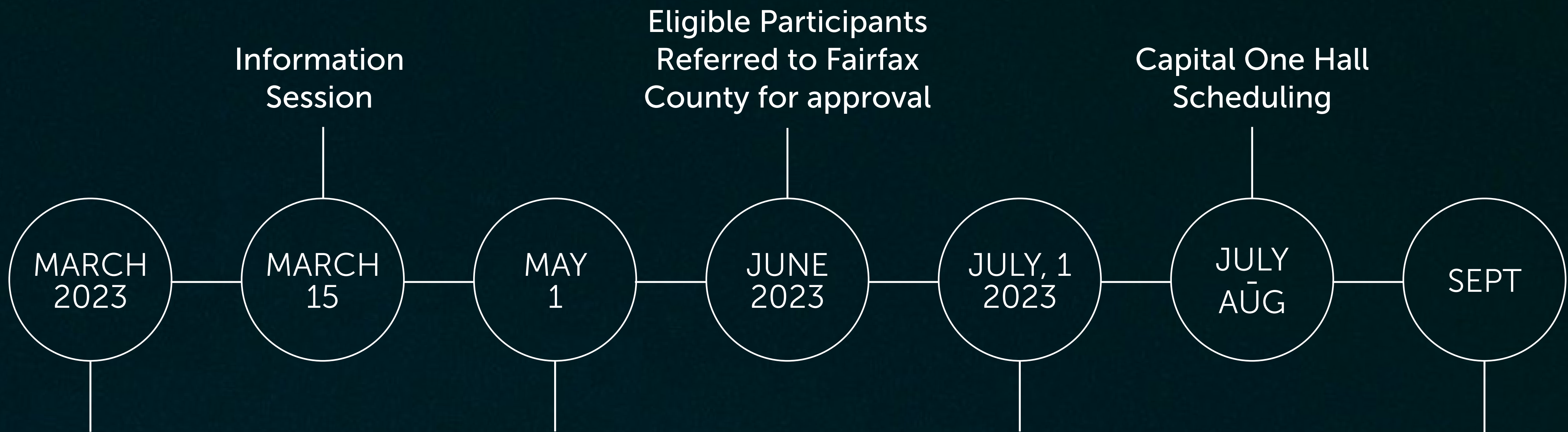
Organization's core mission is the **creation, exhibition, presentation, production, or performance and/or education** in, an arts discipline.

Organization is in compliance with all local, state, and federal laws.

Organization carries general liability insurance of at least **\$1 million per occurrence and \$2 million aggregate.**

Additionally: The contracted organization must be the primary presenter/producer/creator of the proposed program and must identify guest artists and collaborating organizations and clearly define their role(s).





Season IV Application
Now Open!

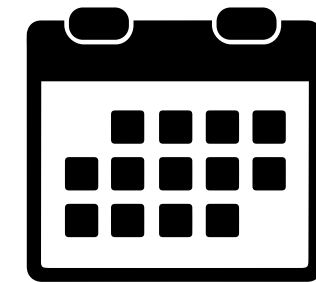
Season IV
Application Closes

Seasonal List Sent
to Capital One

Capital One Provides
Season Schedule to
Fairfax County



RESERVATION PROCESS



Capital One Hall receives the seasonal list from Capital One and places community events into the calendar.



Once the date(s) are placed, Capital One Hall will reach out to each organization to contract their event dates. All organizations will be contacted by October 1, 2024.

BOX OFFICE & TICKETING

WHY ARE ALL EVENTS TICKETED?

- Safety: everyone in the building must be accounted for
- Marketing: get a buyers list from the box office with names, emails
- Higher redemption rate vs/ non-ticked events
- Ticket revenue is applied to show expenses

TICKET BUILD FORM

- Due 10 business days before proposed announce/on-sale procedure
- Show title/date/time, ticket pricing, discounts, on-sale date, etc
- Comps: 100 in the Main Theater, 50 in the Vault

TICKETMASTER

- Our exclusive ticket retailer (Beware of secondhand markets!)
- Fees for Ticketed Community Events (guest pays): \$1/tix, \$1.50/order
- Other partners: Certifikid, Goldstar, Vettix, Tickets for Kids

PAID vs. "FREE" SHOWS

- All-comp ("free") shows can be accomplished with Account Manager, a Ticketmaster tool to reserve "free" tickets + a \$3 reservation fee. This fee is collected and kept by Ticketmaster.
- Paid tickets allow the organizer (you) to collect ticket revenue.



MARKETING

REQUIRED ASSETS FOR ANNOUNCE/ON-SALE

- Layered Show Poster (.PSD)
- Show Description
- Press Release
- High-Resolution Copy of Logo
- Production Photos/Videos
- Website/Social Media Links

AVAILABLE MARKETING SERVICES

- Social Media Posts
- Press Release Distribution
- Paid Media Buying
- + More!

Review the Capital One Hall Marketing Services Document

12,200+

TOTAL FOLLOWERS

38,000+

NEWSLETTER SUBSCRIBERS

40,500+

TOTAL TICKET BUYERS

TECHNICAL CAPABILITIES

MAIN THEATER

- Proscenium: 55' x 31'6"
- Stage Depth at Centerline: 40'6"
- 51 Un-Dedicated Manual Line Sets
- Lighting: ETC Eos Ti & Hog 4-18
- Audio: Yamaha Rivage PM5

THE VAULT

- Room Size: 56'6" x 54'
- Lighting: ETC Ion Xe20-12k
- Audio: Allen & Heath Avantis

COMMUNICATION TIMELINE

OCTOBER 1, 2023

Capital One Hall Contacts Individual Users to Contract Dates

90 DAYS PRIOR

User to Begin Completing Ticket Form, Required Marketing Assets

70 DAYS PRIOR

User Submits Ticket Build Form, Marketing Assets to Capital One Hall

60 DAYS PRIOR

Event Announce / On-Sale Procedure, On-Site Production Tour

14 DAYS PRIOR

Final Production Details Due to Capital One Hall Production Manager

SEVEN DAYS PRIOR

Capital One Hall Provides preSettlement, Begin Closing Marketing Efforts

SAMPLE DAY-OF-SHOW TIMELINE

12:00PM

Load-In, Capital One Hall Crew Call



2:00PM

Rehearsal, Sound Check



6:00PM

Building Doors Open



6:30PM

House Doors Open (Food and Drink Allowed in Theater)



7:00PM

ITS SHOW TIME!



10:00PM

Building Clear



USER LICENSE FEES + SHOW EXPENSES

MAIN THEATER

Rent: \$1,950

INCLUDED UNDER RENT

In-House Sound + Lighting Equipment

Police: One (if required)

EMT: One (if required)

Event Security (Backstage)

Bag Checkers: 4 people for 4 hours each

Ushers: 6 people for 4 hours each

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

Parking: 10 C2 Validations (\$8 each thereafter)

THE VAULT

Rent: \$500

INCLUDED UNDER RENT

In-House Sound + Lighting Equipment

Police: One (if required)

EMT: One (if required)

Event Security (Backstage)

Ushers: 4 people for 3 hours each

Box Office: 1 person for 4 hours

Production/Cleaning: 1 person for 6 hours

Post-Show Cleaning: up to \$350

Parking: 10 C2 Validations (\$8 each thereafter)

CLASSROOMS

Rent: \$100/\$50

INCLUDED UNDER RENT

Production/Cleaning: 1 person for 4 hours

Post-Show Cleaning: up to \$100

Parking: 10 C2 Validations (\$8 each thereafter)

Are we required to use house labor?

Capital One Hall is **not** a union house. However, it is imperative to the success of each performance that a Capital One Hall production employee is present to operate in-house audio, video, and lighting devices while they are in use. Capital One Hall reserves the right to assign technicians, stagehands, and other roles deemed necessary to produce your event.

SAMPLE SHOW EXPENSES

BALLET Main Theater

TOTAL: \$5,148

Rent: \$1,950

Production Manager: Included
First Engineer (Audio): Included
Ushers: Included
Second Engineer (Lights): \$750
Box Office: \$40
Stagehands: \$1,200
Operations: \$150
Parking Attendants: \$250
Marley Install/Removal: \$608

SYMPHONIC Main Theater

TOTAL: \$3,890

Rent: \$1,950

Production Manager: Included
First Engineer (Audio): Included
Ushers: Included
Second Engineer (Lights): \$750
Box Office: \$40
Stagehands: \$600
Operations: \$200
Parking Attendants: \$150

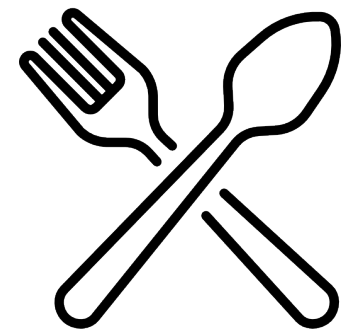
CHORAL The Vault

TOTAL: \$2,035

Rent: \$500

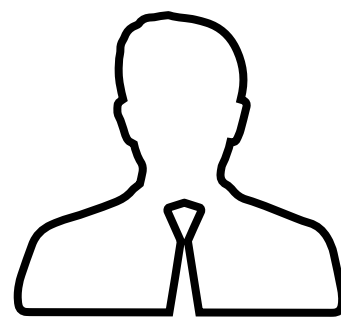
Production Manager: Included
First Engineer (Audio): Included
Ushers: Included
Bag Checkers: \$400
Second Engineer (Lights): \$750
Operations: \$180
Parking Attendants: \$105

FOOD AND BEVERAGE



CONCESSIONS

House selection of beer, wine, liquor, and nonalcoholic beverages, individually packed snacks and candy. Menu items and staffing levels are determined on a show-by-show basis by Capital One Hall.



CATERING NEEDS

All food and beverage must come through one of Capital One Hall's pre-approved catering partners. Catering such as pre-show dinners, post-show receptions/toasts, and backstage catering must be communicated to the catering team. No outside catering is permitted without express written permission by Capital One Hall's Food & Beverage department.



TRANSPORTATION

METRO BUS

- For service to the McLean Metro Station, use Local Route 3T, Major Route 23T

METRO RAIL

- Use the Silver Line for service to the McLean Metro Station

PARKING

- Patron Parking: C2 Paraking Garage (\$15)
- Staff and Performers Only: Hotel / Event Parking
- Equipment Load-In via North Loading Dock
- South Loading Dock Used On As-Needed Basis

