



The Long Center is a community gathering place where creativity happens – a premiere performing arts center that enriches lives by connecting audiences and artists. Our vision is to be the leading Performing Arts Center in creating life-long memories through patron experience, education outreach and community collaboration.

SKYLINE THEATRE VISION

- The Statesman Skyline Theatre at the Long Center adds a new dimension to the existing outdoor activities that currently take place on the front lawn. The Long Center’s upcoming outdoor concert series is yet another asset to the artistic landscape of the Austin Community provided by the Long Center.
- The revenue generated by these events will assist us in sustaining our iconic building and the programming that Austin has grown to love. Our ticketed events allow us to continue to expand our own artistic offerings, as well as to provide affordable and accessible performance space to small and emerging arts groups in Austin and support for the Long Center’s education programs and outreach initiatives such as the Redd Carpet Fund for local artists.
- The Long Center has a history of hosting many large-scale, public events on this space that range from Bubblepalooza and Trailer Food Tuesdays to FIFA World Cup Watch party (hosted by the City of Austin), July 4th Celebration and Sounds & Cinema that can host 5,000-7,000 people.

SUMMER 2016

- Being sensitive to the neighborhood and the other Austin-centric events that occur in the vicinity of this space, the Statesman Skyline Theatre at the Long Center will be targeting 8-10 concerts in the first year.
- The venue has a maximum capacity of 7,500; however, we are targeting events that will attract 3-6,000 attendees per concert in the first year.
- To date, the following shows have been confirmed:

June 11 th	Boston
July 26 th	Steve Miller Band
August 2 nd	Boy George & Culture Club
September 11 th	Goo Goo Dolls
October 23 rd	Needtobreathe

RESPECTING OUR PARTNERS

- We are working closely with our partners at the City's Park Department, the Palmer Event Center, our internal stakeholders and other organizations to meticulously coordinate the scheduling of Skyline concerts around other events. Our goal is to minimize the impact by creating the necessary space between events.
- Each event in our outdoor concert series will be enclosed by an 8-foot privacy fence, and will be fully staffed by off-duty police officers and other security to ensure the safety and orderly conduct of all attendees and others in the area.
- We will also provide additional, off-duty City of Austin Park Rangers to ensure that the parkland around our event is able to continue functioning as a safe, public space. These Rangers will be enforcing park policy on parkland.
- We have been very successful with messaging our patrons ahead of time around parking and traffic concerns for previous events and will ramp up those efforts for Skyline Theater concerts. Our new, loyalty app will now let us alert patrons in real time as well.
- We will incentivize patrons to use alternate transportation by providing rideshare drop-off points, plenty of bike racks and raffles for alternate users. When fully available, the Palmer Event Center and One Texas Center Parking Garage can accommodate the majority of Skyline patrons. We have secured additional parking at the Austin-American Statesman lot and Silicon Labs parking garage.
- It is always the Long Center's intention to work within the guidelines and policies as outlined by the City of Austin, and we are currently 100% in compliance with all city codes. No permits are outstanding in association with any work being done on the Long Center grounds.
- Unlike many festivals and other events in the area, we are a year-round neighbor, and we acknowledge and embrace that role. It has always been our intention to – in partnership and cooperation with the surrounding neighborhoods – enhance the quality of life and increase cultural/entertainment options in our immediate vicinity. We will continue to make our neighborhood relationships a top priority.

The Long Center is committed to making the Skyline Theatre experience a positive for all involved. Like we have done for the past eight years, we look forward to delivering extraordinary experiences for our community

Thanks for being our neighbor!

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