

BOOKING • MARKETING • TICKETING
PROMOTING • PRODUCING • CONNECTING

Lowell Memorial Auditorium

PROUDLY MANAGED BY
LOWELL MANAGEMENT GROUP



50 East Merrimack Street, Lowell MA LowellAuditorium.com (978) 937. 8688



Lowell Memorial Auditorium

Lowell Management Group

Venue Overview

50 East Merrimack Street, Lowell MA 01852
(978) 937. 8688 LowellAuditorium.com

Owned by the City of Lowell, the Lowell Memorial Auditorium opened its doors in 1922 and over the years has hosted numerous concerts, theatrical performances, community events, the annual Golden Gloves boxing series, and so much more.

With a flexible maximum capacity of 2,874 seats, the Lowell Memorial Auditorium is one of the largest performing arts centers in New England. The main hall is versatile, with moveable floor seats and fixed seats in the loge and balcony levels, allowing for customized floor plans. In addition, the venue hosts a number of smaller spaces such as the Hall of Flags, 3V, outdoor terraces, the Oak Room, and the Jeanne D'Arc Credit Union Piano Bar. This combination of spaces makes the auditorium a great venue for events of all shapes and sizes including in the round cabaret table performances, dinners and galas, weddings, trade shows, athletic events, meetings, and anything else you can imagine.

As of July 1, 2018, the Lowell Memorial Auditorium is managed by the Lowell Management Group, which was created in order to better focus on events happening in and around Lowell. Our goal is to collect and share information on events happening in our area, bringing more attention to all of the great ideas and spectacles that makes Lowell one of the most interesting cities in New England. As a full-service booking, promotion, marketing, ticketing, facility management, and production services company, our highly talented team can fulfill any of your entertainment needs.

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Demographics Overview

Statistics based on July 1, 2018 - December 19, 2018

Total Visits to Website

October 2018 - 40,716

November 2018 - 73,374

Total Number of Users

(from October 18, 2018 through December 18, 2018)

76,384

Average Pages Per Session

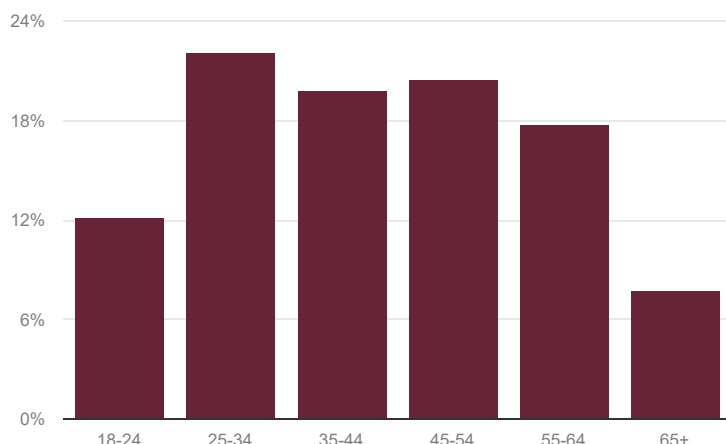
5.22

Email List Subscribers

(as of December 20, 2018)

32,990

Age of Patrons



Top 20 Patron Locations

Lowell, Ma
 Dracut, MA
 Tewksbury, MA
 Billerica, MA
 Chelmsford, MA
 Methuen, MA
 Hudson, NH
 Tyngsboro, MA
 Pelham, NH
 South Windsor, CT
 Westford, MA
 Andover, MA
 Wilmington, MA
 Salem, NH
 North Billerica, MA
 Woburn, MA
 Nashua, NH
 Medford MA
 North Chelmsford, MA
 Pepperell, MA

Followers on Facebook

32,073

Followers on Twitter

2,400



Lowell Memorial Auditorium

Lowell Management Group

Meet the Team

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Lowell Memorial Auditorium

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Venue and Hospitality

Hall of Flags | This is the main ingress/egress point for patrons and where all ticket scanning occurs. This room is commonly used to house merchandise or registration due to the high traffic.

Veterans Wing | This attached wing of the building houses the administrative offices, 3V which is a great space for meet & greets or other gatherings, large production office (can be air walled into a small office and small green room), and a large separate meeting room used for catering and hospitality.

Basement | Located below the stage, the basement of the auditorium houses two large team sized locker rooms with showers (perfect for male/female, band/crew), a separate star dressing room, and small lobby.

Laundry service is available with previous advance.

Loading Dock | Tour parking and loading zone is located on Brown Street (abutting the auditorium and perpendicular to Merrimack Street). The loading dock is of box truck and semi-trailer height. If large vehicles such as tour buses, box trucks, semis, etc are coming in your party please advance so there will be time for the meters to be bagged prior to your arrival.

There is no shore power or water available.

Catering/Concessions | Venue concessions are contracted through the City of Lowell with the Julian Lenzi Hospitality Group. Julian Lenzi's carries a full liquor license and serves a variety of options. Should there be any specific concession requests, they would need to be cleared by Julian Lenzi's. Julian Lenzi's can provide for your catering needs, but we are an open venue that allows any catering company to be used (subject to a 15% city surcharge of the total catering bill).

Ticketing | The Lowell Memorial Auditorium Box Office has its own dedicated entrance on Merrimack Street. We are an eTix client and charge a \$2 facility fee on all tickets sold. Tickets can be purchased in person Monday through Friday from 10am to 5pm, by phone at 1 (800) 514. 3849, or by visiting www.lowellauditorium.com.

Sound Booth | The sound booth is located in the killed seats of Parquet F Rows A & B. Should the sound booth need expansion, we can accommodate this by additionally killing the last three rows of Floor Left Center (directly in front of sound booth).

Spot Booth | The spot booth is located above balcony sections E & F, and accessed can be from the balcony concourse. Please see the event manager or the venue production crew chief for access.



Lowell Memorial Auditorium

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Production Info and Specifications

Updated 8/7/2019

HOUSE SOUND

PA System

18 Meyer Mica configured as Stereo Line Array
4 Meyer UPJ1P
6 Meyer 700HP Subwoofers
2 EAW JF200 Balcony Outfill
8 EAW UB Under Balcony Fill

System Control

Meyer Gallileo Callisto, Wired tablet control at FOH
System inputs at FOH, can be reconfigured to stage if requested.

Console

Allen and Heath Qu-32 w/ AR2412 digital stage box
(located Stage Right)

Also available upon request

Avid SC48

48 Input, 32 Output, optional stagebox

Yamaha CL3

1 Rio 3224 Dante Stagebox
1 Rio 1608 Dante Stagebox

Intercom

Single Channel Clear-Com system
9 packs and headsets in house

Patch Points

2 FOH Table
1 MSR and 1 MSL
1 USR (at Cam panel)
2 US Crossover, either side of Garage Door
2 Spot Booth

STAGE DIMENSIONS

Height of Grid: 36' 5" (Steel @ Downstage)
Height of Grid: 35' 7" (Steel @ Upstage see drawing A04)
Truss Height: 26' Proscenium Opening: 56' 6"
Main Valance Out Trim: 26ft
Width of Stage House Center to SL & R: 33' 6"
Depth of Stage (to elevator at Deck):
39' Floor to base of Stage 4'
For Stage Size: See Stage Map

RIGGING

There are 14 line sets in the Lowell Memorial Auditorium.
3 are single purchase manually operated counter weight
line sets, located in grid access closet
6 are Clancy pile on winches, control located Stage Left
2 are 20.5" plated box truss on 1 ton motors.
3 are statically suspended traveler tracks.
1 Genie AWP 36S Lift available on site
See Lineset Schedule at end for details.

ELECTRICAL POWER

Stage Right: 400A, 3-Phase, 120/208V
Stage Right: 400A, 3-Phase, 120/208V
Stage Right: 200A, 3-Phase, 120/208V
(House Sound System) All power is Cam-lock
(all Female Cam's)
Shore Power: None



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Production Info and Specifications

Updated 8/7/2019

LIGHTING

Inventory

FOH Controller: ETC Express 48/96

20 - 750W pars (onstage)

6 - 50 Degree Leko's

6 - 10 Degree Leko's

4 - 26 Degree Leko's L and R box boom

18 - 19 Degree Leko's

6 - 5 Degree Lekos

Positions:

FOH: located in Spot Booth, 125ft from stage

8 Circuits

Box Booms: 4 Circuits per side

3rd Electric: 4 20A circuits

House Lights:

Controller: Leprecon 612

9 Channels of house lights, all on dimmers

Spotlights

2 Altman Explorer Follow Spots

1.2kW Lamps

Located in Spot Booth

SOFT GOODS

6 - 12ft x 26ft Black leg

3 - 50ft x 4ft Black border

VIDEO

Stage Lights

1st Electric: 8 20A circuits

2nd Electric: 8 20A circuits

Da-Lite 10ft x 18ft screen (no dress kit)

Epson 4k-Lumen Projector

LMA LINESET SCHEDULE [Revised 10/15/2018]

Lineset	Description	Purpose	Dist. from Proscenium	Weight Cap.	Length	Arbor Length	Out Trim
1	Counterweight Lineset #1	Main Valance	7.5 in	1,170 lbs	63 ft	8 ft	-
2	Main Traveler - Morotized, Dead Hung, Bi Part, Red	Main Curtain	1 ft 7 in	NA	63 ft	-	-
3	Counterweight Lineset #2	1st Electric	2 ft 7 in	1,170 lbs	50 ft	8 ft	-
4	Counterweight Lineset #3	Empty	3 ft 7 in	1,170 lbs	50 ft	8 ft	-
5	Winch #1 - Truss Batten	Border	7 ft 3 in	1,500 lbs	50 ft	-	26 ft 5 in
6	Winch #2 - Truss Batten	Empty	8 ft	1,500 lbs	50 ft	-	26 ft 5 in
7	Winch #3 - Pipe Batten	Empty	8 ft 8 in	1,500 lbs	50 ft	-	26 ft 5 in
8	Winch #4 - Truss Batten	Empty	9 ft 4 in	1,500 lbs	50 ft	-	26 ft 5 in
9	Winch #5 - Truss Batten	2nd Electric	10 ft 2 in	1,500 lbs	50 ft	-	26 ft 5 in
10	Box Truss	Empty	12 ft 6 in	2,000 lbs	30 ft	-	30 ft
11	Mid Stage Traveler - Manual, Dead Hung, Bi Part, Black	MS Traveller	17 ft 3 in	-	-	-	-
12	Winch # 6 - Truss Batten	3rd Electric	18 ft 8 in	1,500 lbs	50 ft	-	26 ft 5 in
13	Box Truss	Empty	22 ft 6 in	2,000 lbs	40 ft	-	30 ft
14	Rear Traveler - Manual, Dead Hung, Bi Part, Black	Rear Traveller	Curved (36 ft at apex)	-	-	-	-

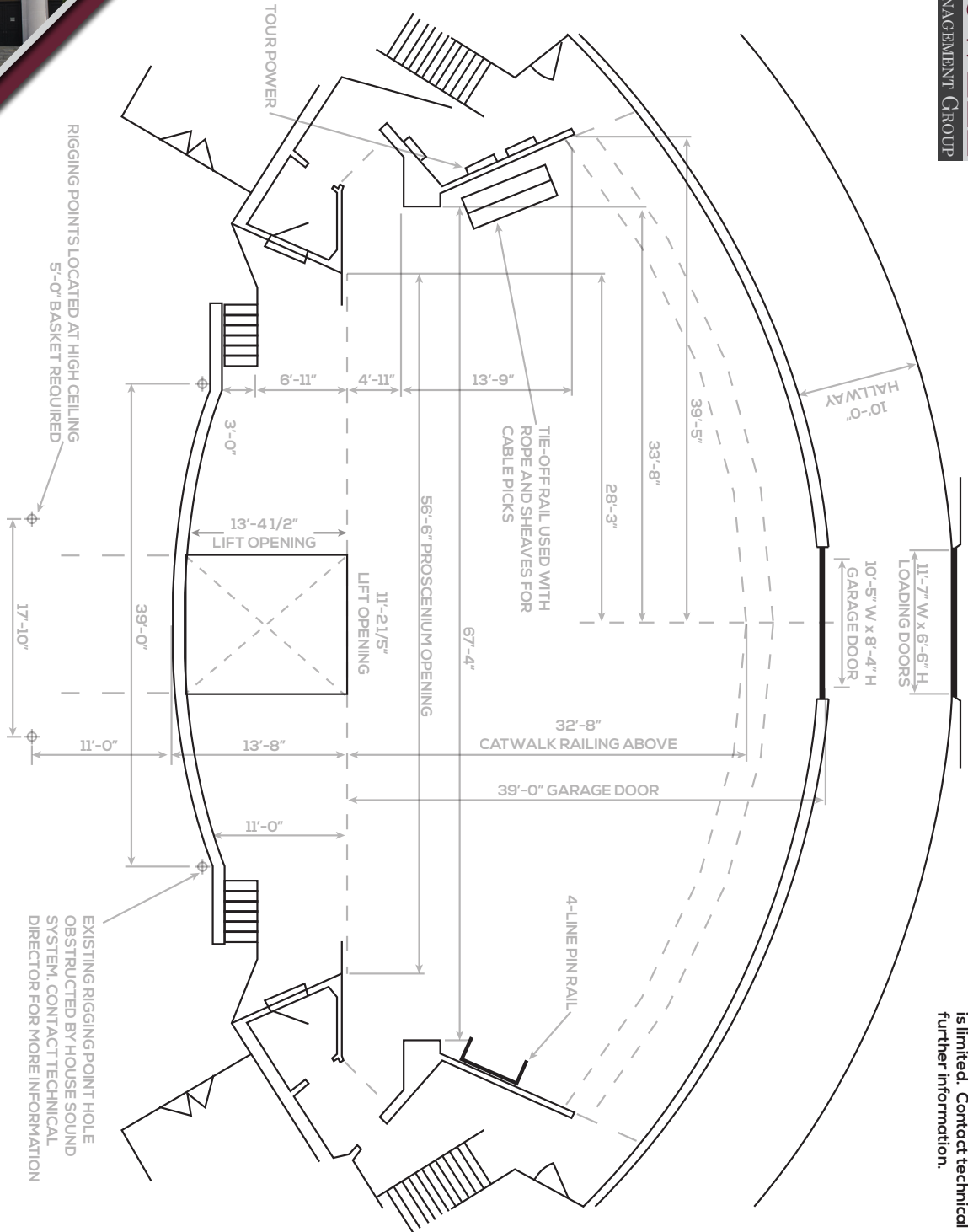
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Stage Plan



NOTES:
1. Lift travels -12'-0" from stage floor to basement dressing area
2. Rigging downstage of the proscenium is limited. Contact technical director for further information.



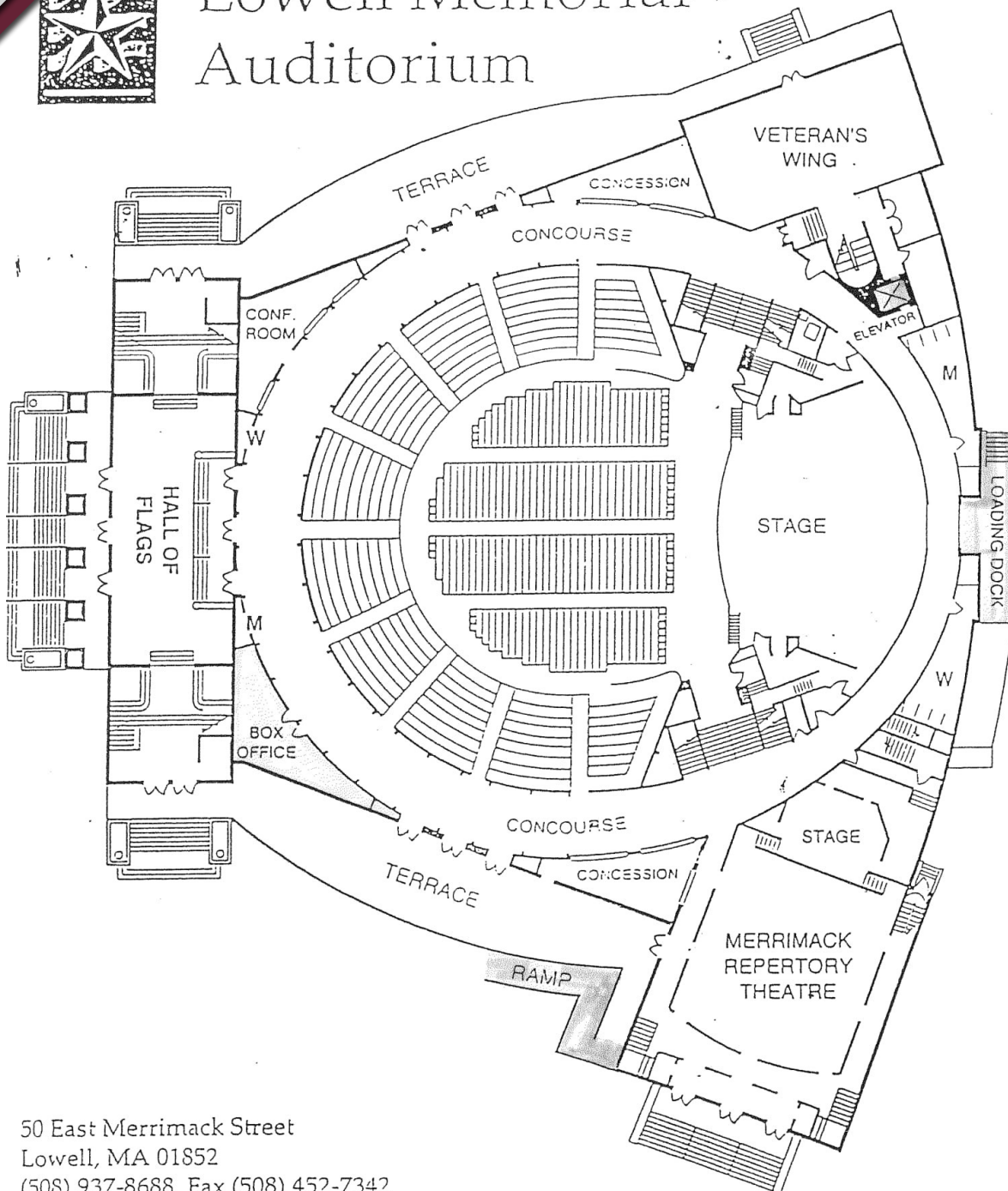
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Venue Map



Lowell Memorial
Auditorium



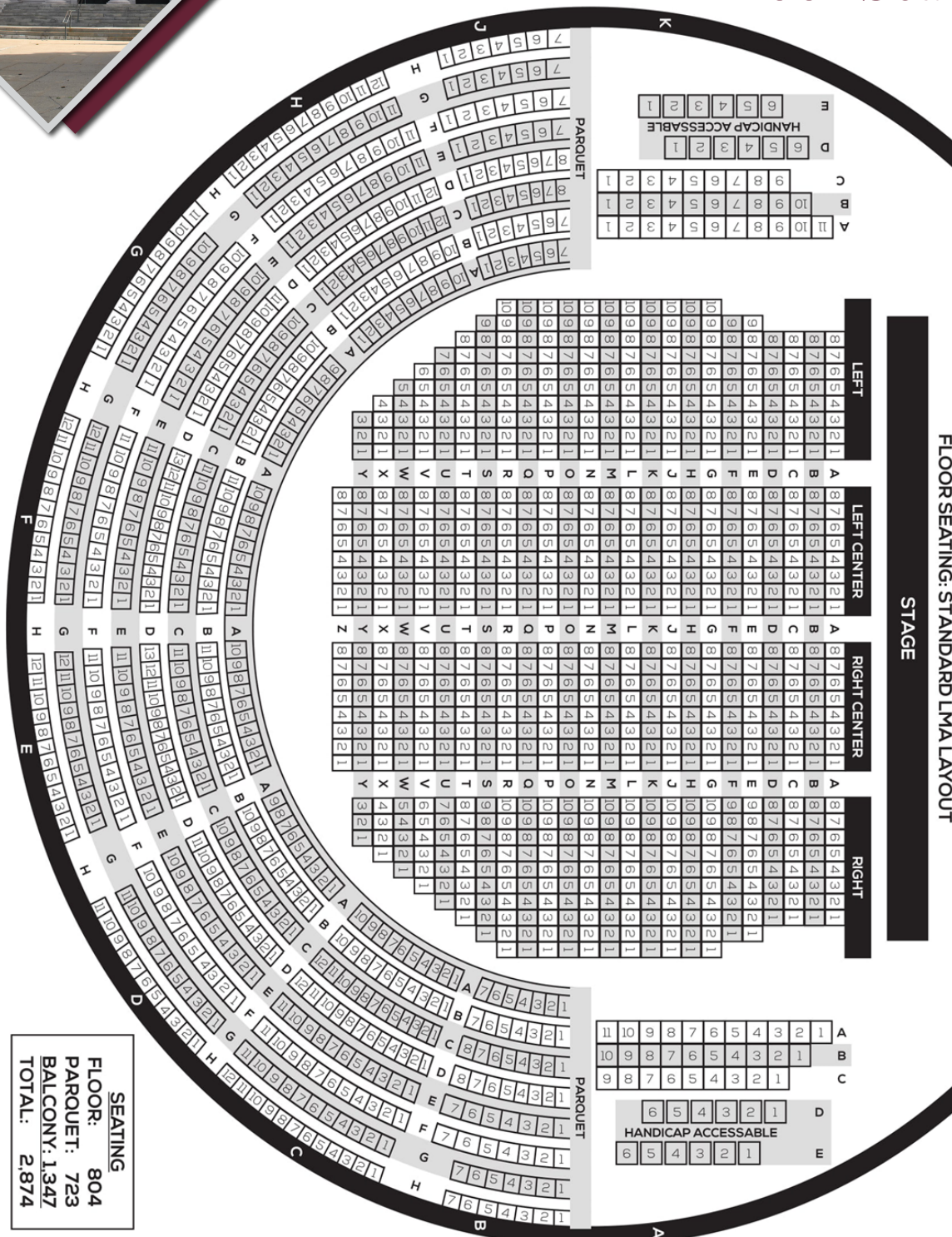
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(508) 937-8688 Fax (508) 452-7342

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Lowell Memorial Auditorium

Lowell Management Group Floor Seating Map



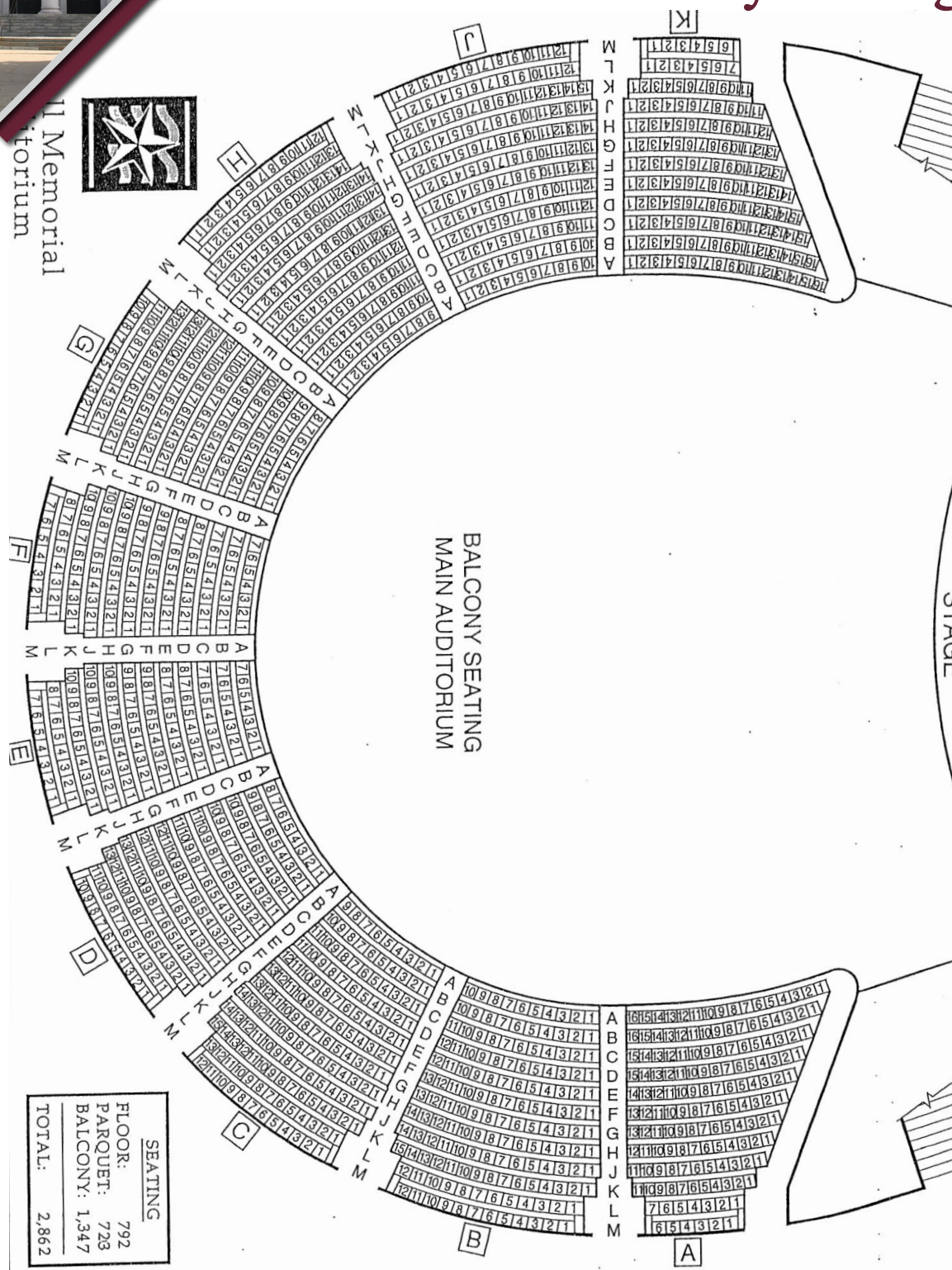


Lowell Memorial Auditorium



Lowell Memorial Auditorium

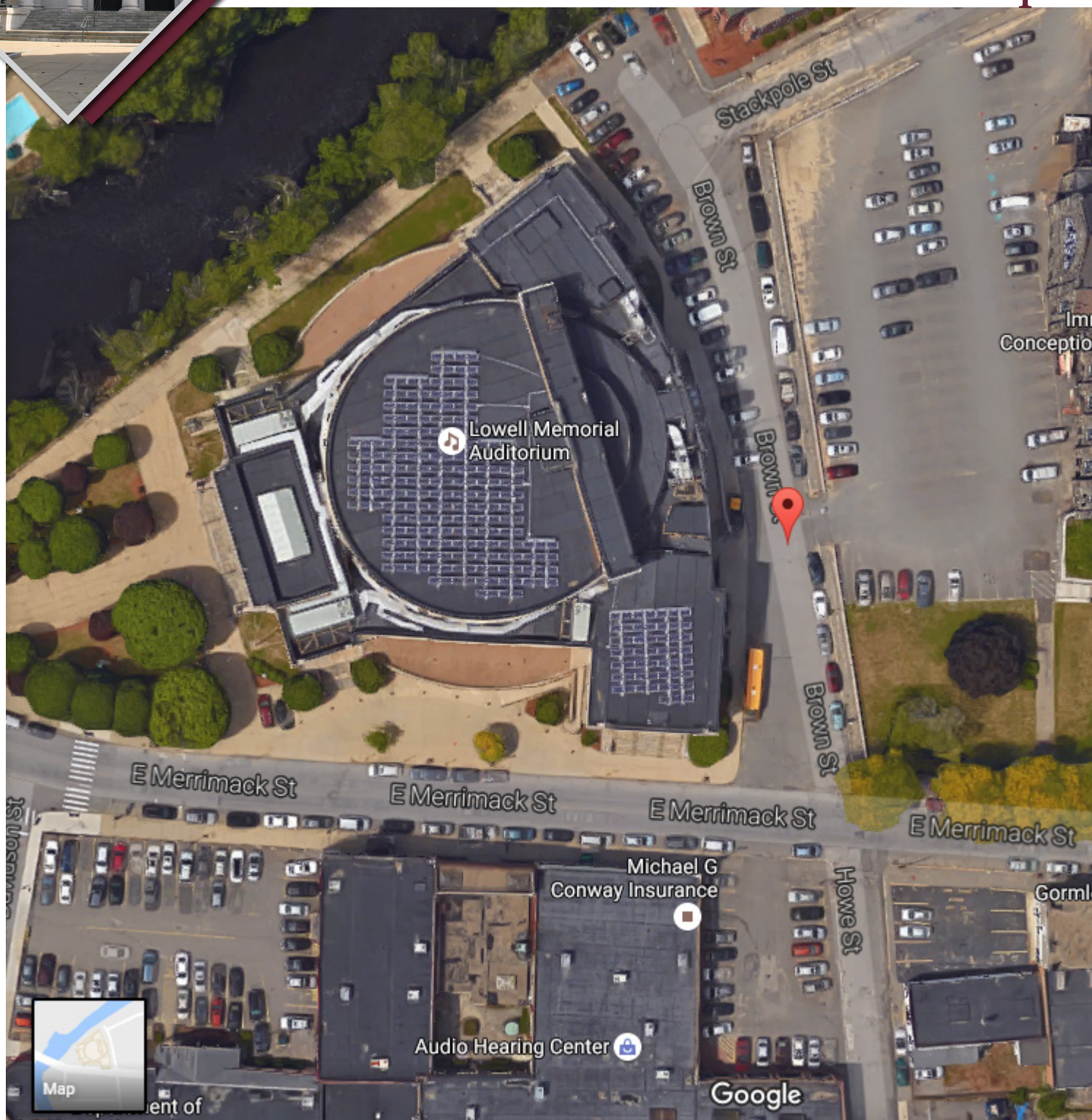
Lowell Management Group Balcony Seating Map





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Street Map



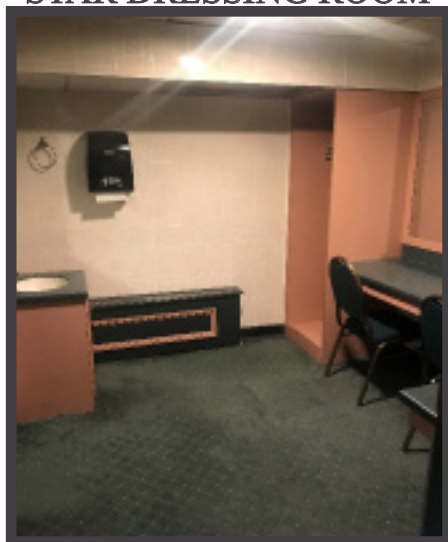
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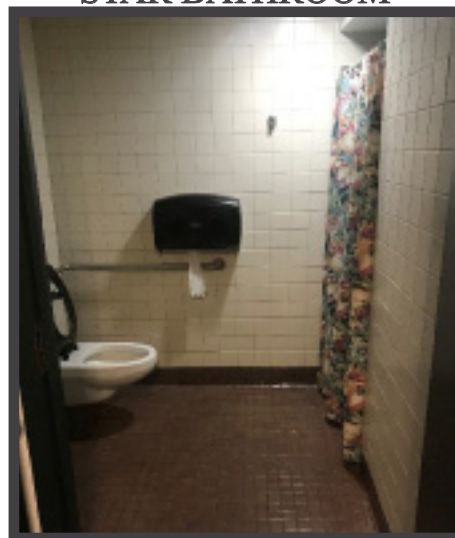
Lowell Memorial Auditorium

Lowell Management Group Hospitality Spaces

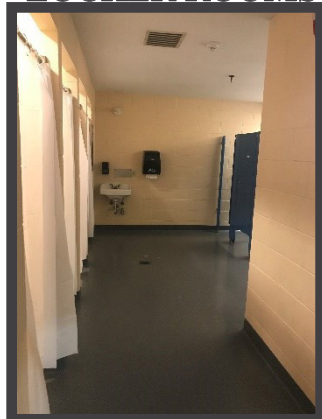
STAR DRESSING ROOM



STAR BATHROOM



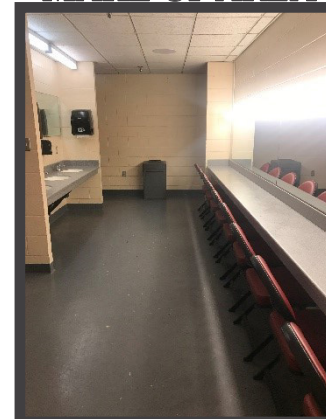
LOCKER ROOMS



LOCKER ROOM LOUNGE



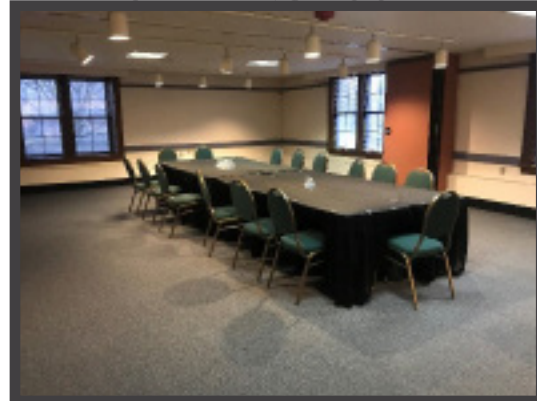
MAKE UP AREA



PRODUCTION / GREEN ROOM



CATERING ROOM





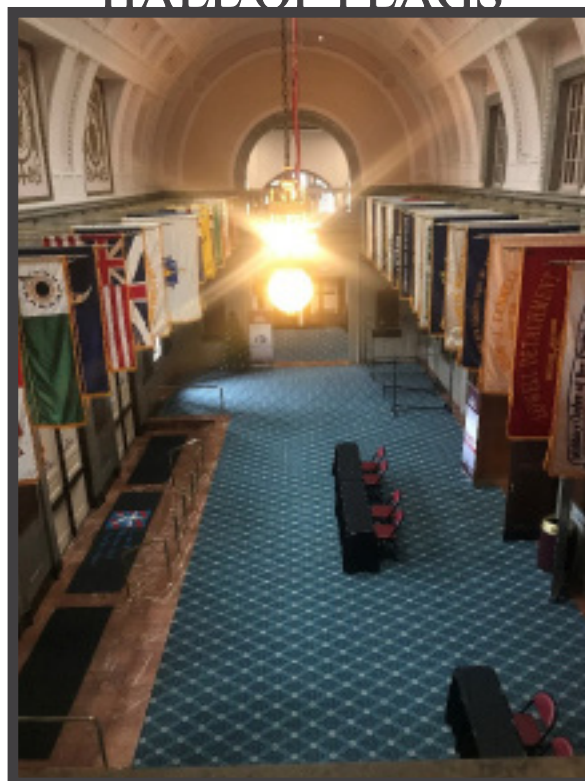
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Premium Spaces

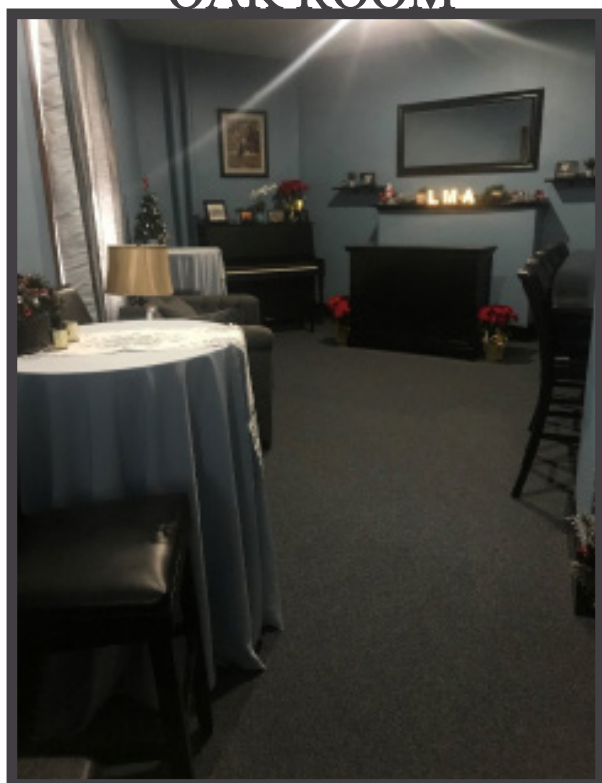
3V



HALL OF FLAGS



OAK ROOM



JDCU PIANO BAR



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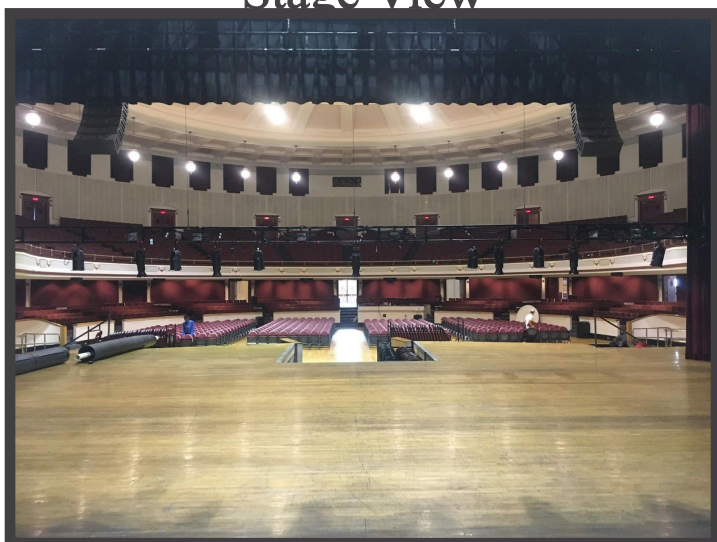
Lowell Memorial Auditorium

Lowell Management Group
Premium Spaces

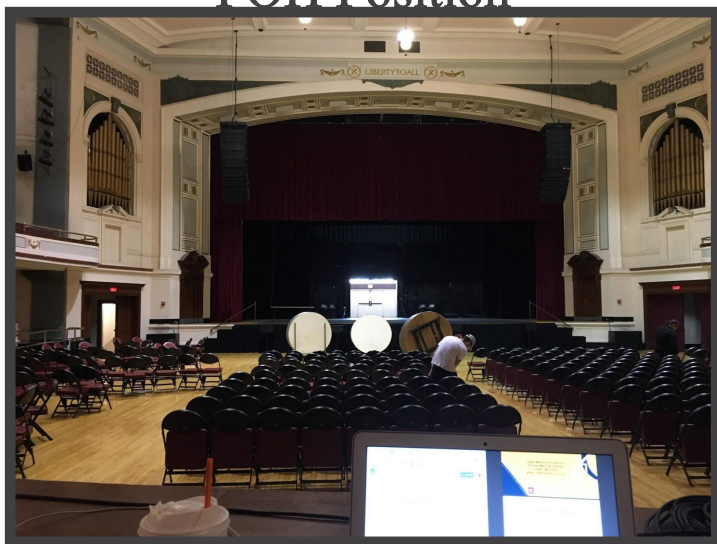
Loading Dock / Brown Street



Stage View



FOH Position



Balcony Sighting





Lowell Memorial Auditorium

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Local Amenities

HOTELS

UMass Lowell Inn & Conference Center

50 Warren Street, Lowell, MA, 01852

www.acc-umlinnandconferencecenter.com/

Fairfield Inn by Marriott Boston Tewksbury/Andover

1695 Andover Street, Tewksbury, MA 01876

Marriott.com/hotels/travel/bosft-fairfield-inn-boston-tewksbury-andover/

RESTAURANTS/COFFEE

Cobblestones Restaurant (Formal)

91 Dutton Street, Lowell, MA, USA

<http://www.cobblestonesoflowell.com/>

Old Court Irish Pub

29-31 Central Street, Lowell, MA 01852

<http://www.oldcourtirishpub.com>

Gormley's Café (Breakfast & Lunch)

139 East Merrimack Street, Lowell, MA 01852

<http://www.gormleyscafe.com>

TreMonte Pizzeria

112 Middle Street, Lowell, MA 01852

<http://www.tremontepizzeria.com/lowell/>

Espresso's Pizza

220 Central Street, Lowell, MA 01852

<https://www.espressopizzaoflowell.com/>

Brew'd Awakening Coffeehaus

61 Market Street, Lowell, MA 01852

(978) 454-2739

These are just a sampling of the many choices in the area, for more options either ask your event manager or visit the following links for a complete list:

<http://www.likelowell.com/food-and-drink/>

<https://merrimackvalley.org/>

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