



LOWELL  
MEMORIAL  
AUDITORIUM

SPECTACLE  
*Live*

# VENUE GUIDE

50 E MERRIMACK ST, LOWELL MA 01852

[LOWELLAUDITORIUM.COM](http://LOWELLAUDITORIUM.COM)





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# VENUE MANAGEMENT



## LOWELL MEMORIAL AUDITORIUM

50 E MERRIMACK ST, LOWELL, MA 01852

Box Office: Monday – Friday, 10am–4pm

[lowellauditorium.com](http://lowellauditorium.com)

The Lowell Memorial Auditorium celebrated its centennial year in 2023. Flexible seating plans on the orchestra level allow this historic venue to flex capacity from 1,800 to 3,000. One of the most versatile performing arts centers in New England, the LMA regularly hosts a wide range of performers including music, comedy, Broadway shows, dance, family programming, boxing, weddings, and more.



## SPECTACLE LIVE

57 BEDFORD STREET, SUITE 115, LEXINGTON, MA 02420

[spectaclelive.com](http://spectaclelive.com)

Spectacle Live is a full-service live entertainment booking, marketing, ticketing, promoting, producing, and venue management organization based in Lexington, MA. We specialize in the marketing and presentation of concerts, theatre, comedy, family entertainment, and festival production in venues throughout New England.

*Spectacle Live uses the Etix ticketing platform*



# PRIMARY CONTACTS

## RENTAL INQUIRIES

Kathleen Tormey, *Event Sales Manager*  
ktormey@spectaclelive.com  
(617) 531-1257 x 743

## VENUE OPERATIONS

Joe Gartland, *Regional Director (North)*  
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Cianan Heaney, *Event Manager*  
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(617) 531-1257 x 739

Henry Soney, *Event Manager*  
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## PRODUCTION

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bmendonca@spectaclelive.com  
(617) 531-1257 x 728

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## TALENT BUYING & AGENT RELATIONS

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Erik Raneo, *Senior Director of Booking*  
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## BOX OFFICE & TICKETING

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gshappell@spectaclelive.com  
(617) 531-1257 x 716720

## MARKETING

Dan Berube, *Director of Marketing*  
dberube@spectaclelive.com  
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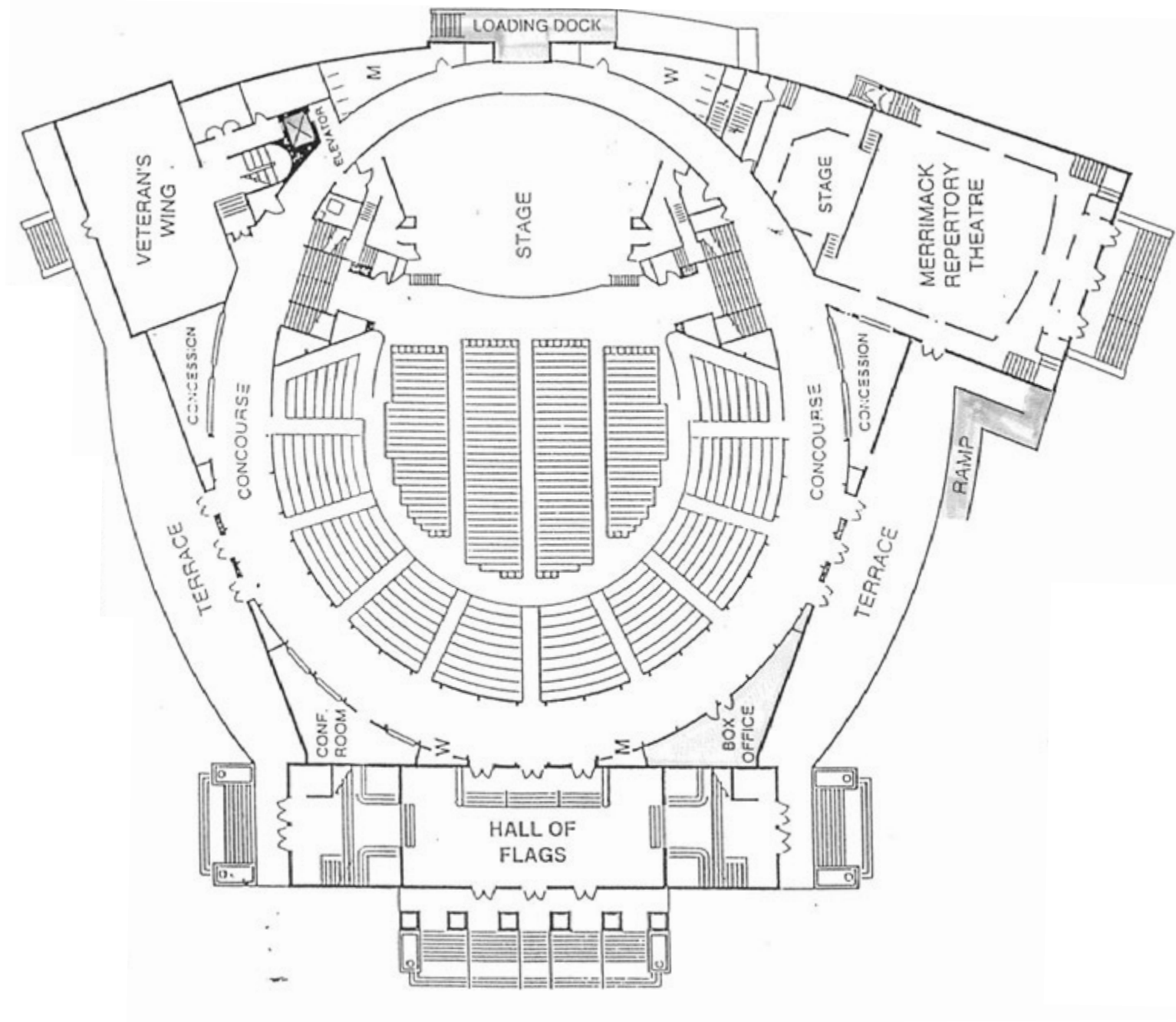


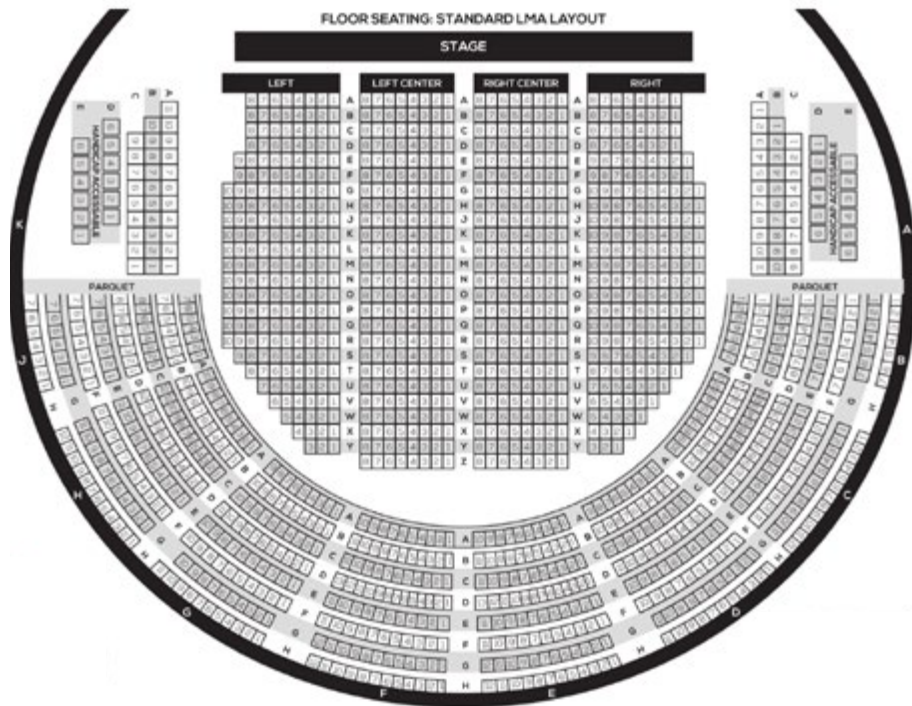
# 1 VENUE OVERVIEW

Building Layout | Seating Charts | Parking

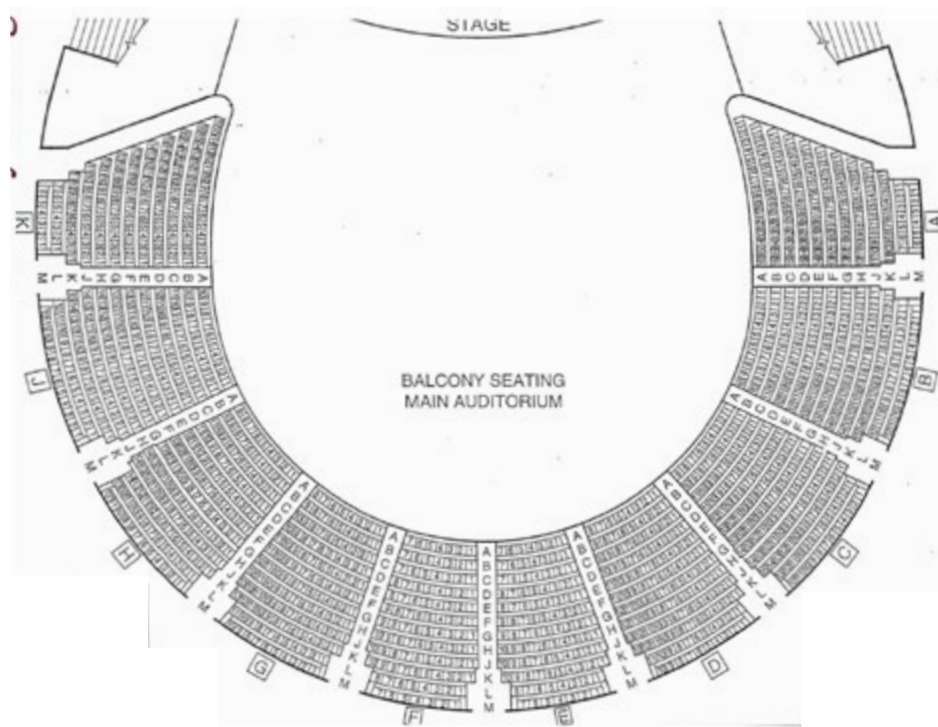


# BUILDING LAYOUT



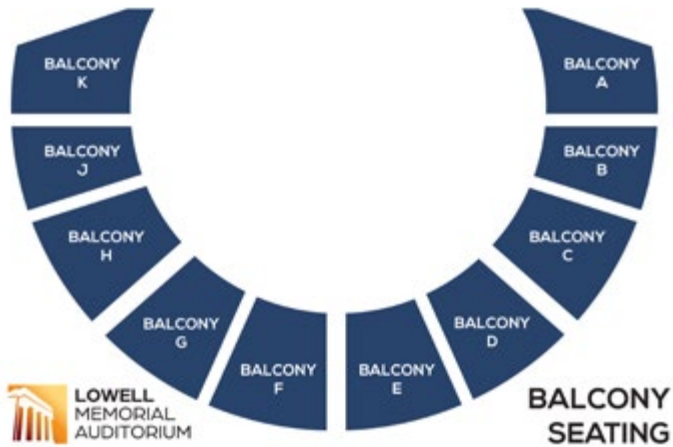
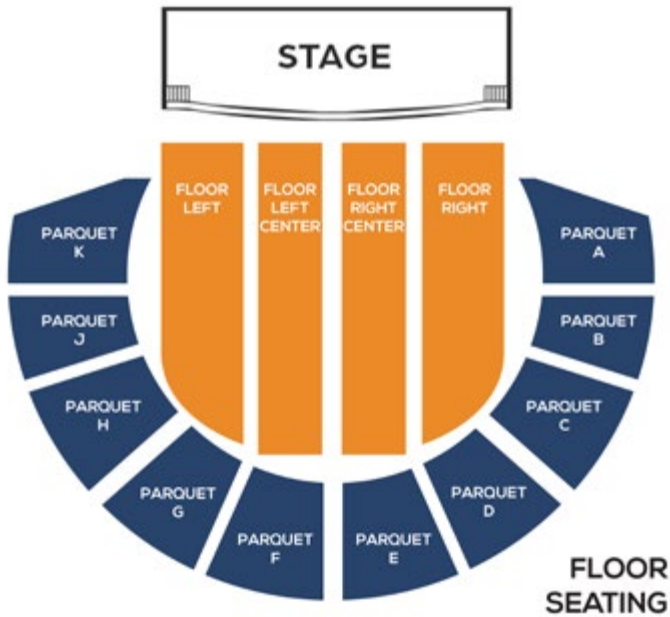


FLOOR LAYOUT

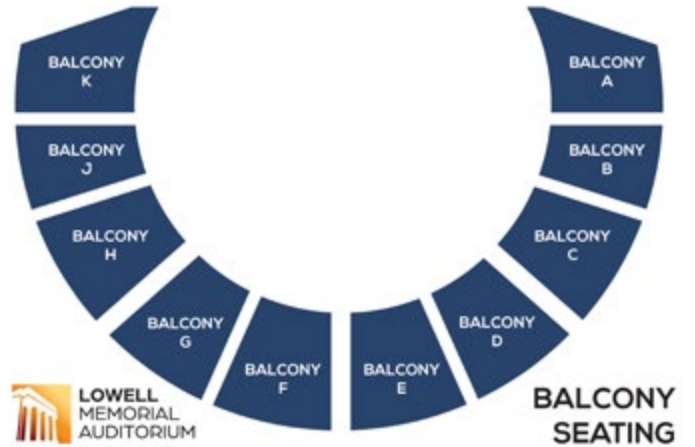
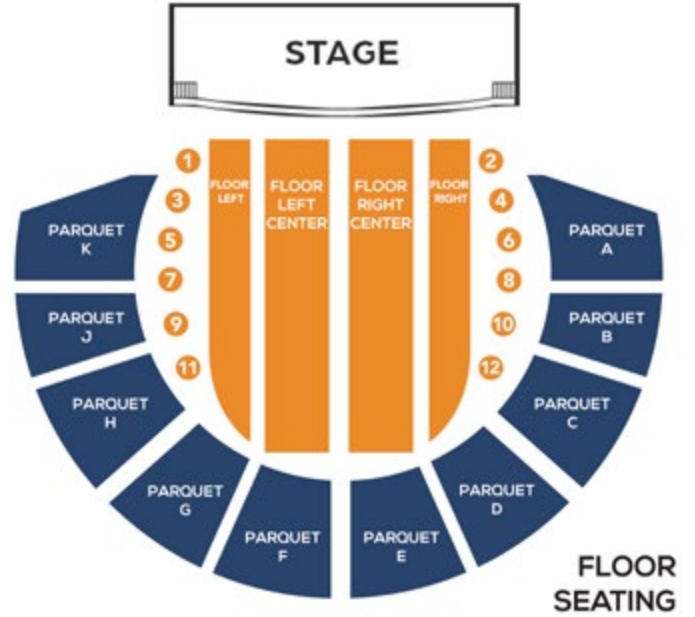


BALCONY LAYOUT

# SEATING CHART VARIATIONS

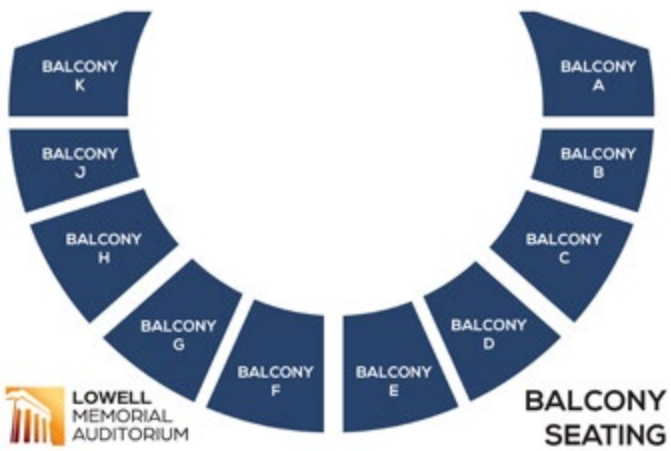
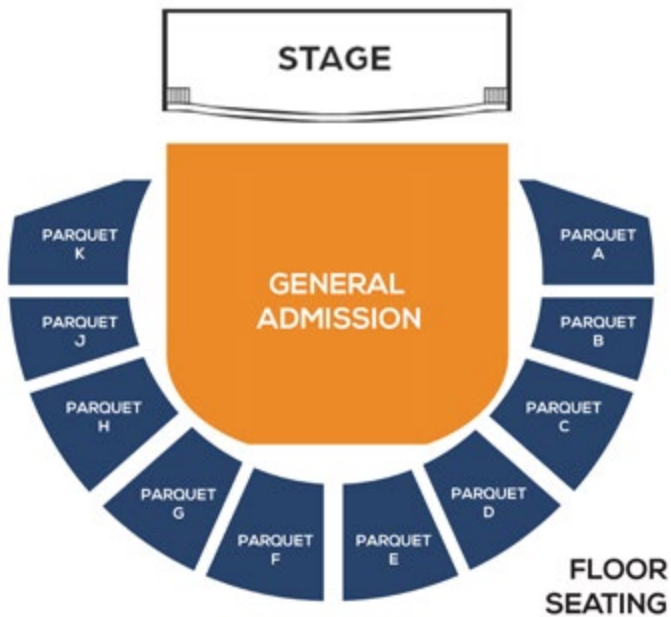


STANDARD SEATING



BROADWAY SEATING





GENERAL ADMISSION

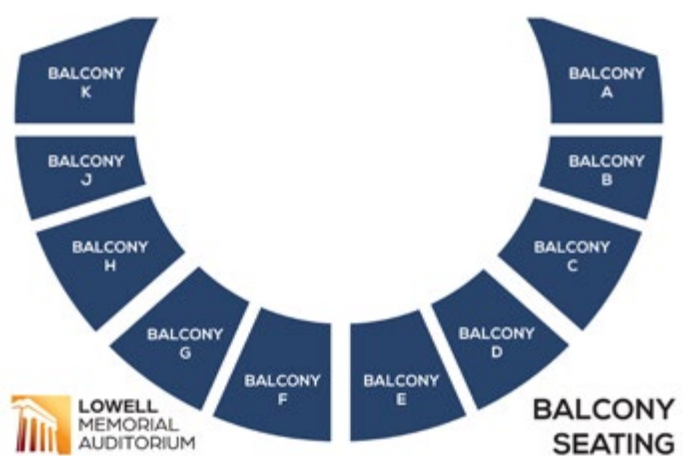
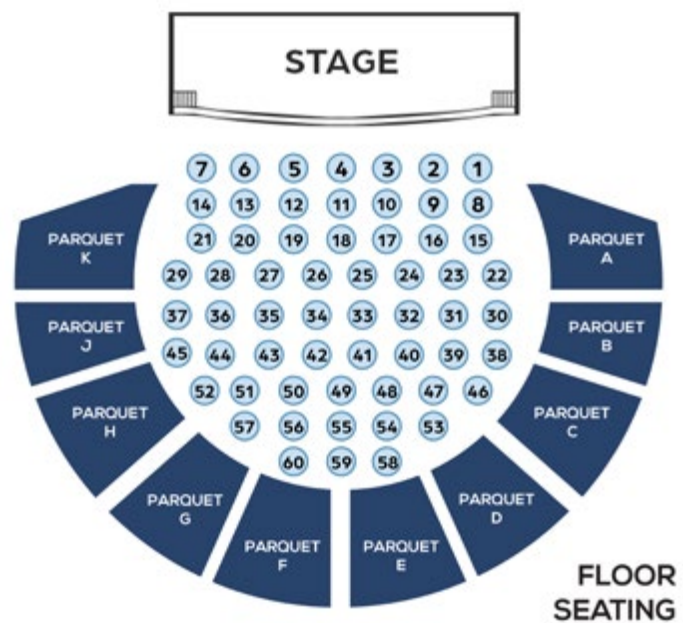


TABLE SET-UP  
Can vary depending on type of show or event



# PARKING



## Parking | **LOWELL**

**GARAGES:** NO LIMIT  
ENFORCED MONDAY - SATURDAY  
8AM - 6PM  
\$1.50/HOUR

*\* Handicap parking is available  
on the street in front of the  
Lowell Memorial Auditorium*

The Lowell Memorial Auditorium is located in historic downtown Lowell. It is just 30 minutes from downtown Boston and 15 minutes from Nashua, NH and easily accessible from Routes 495, 3, and 93.

The Davidson Street parking lot is the closest parking area to the LMA (0.1 mi), but is the smallest lot and is directly off of a congested street. Please arrive early, as the lot fills up quickly. We recommend the Joseph Downes Garage.

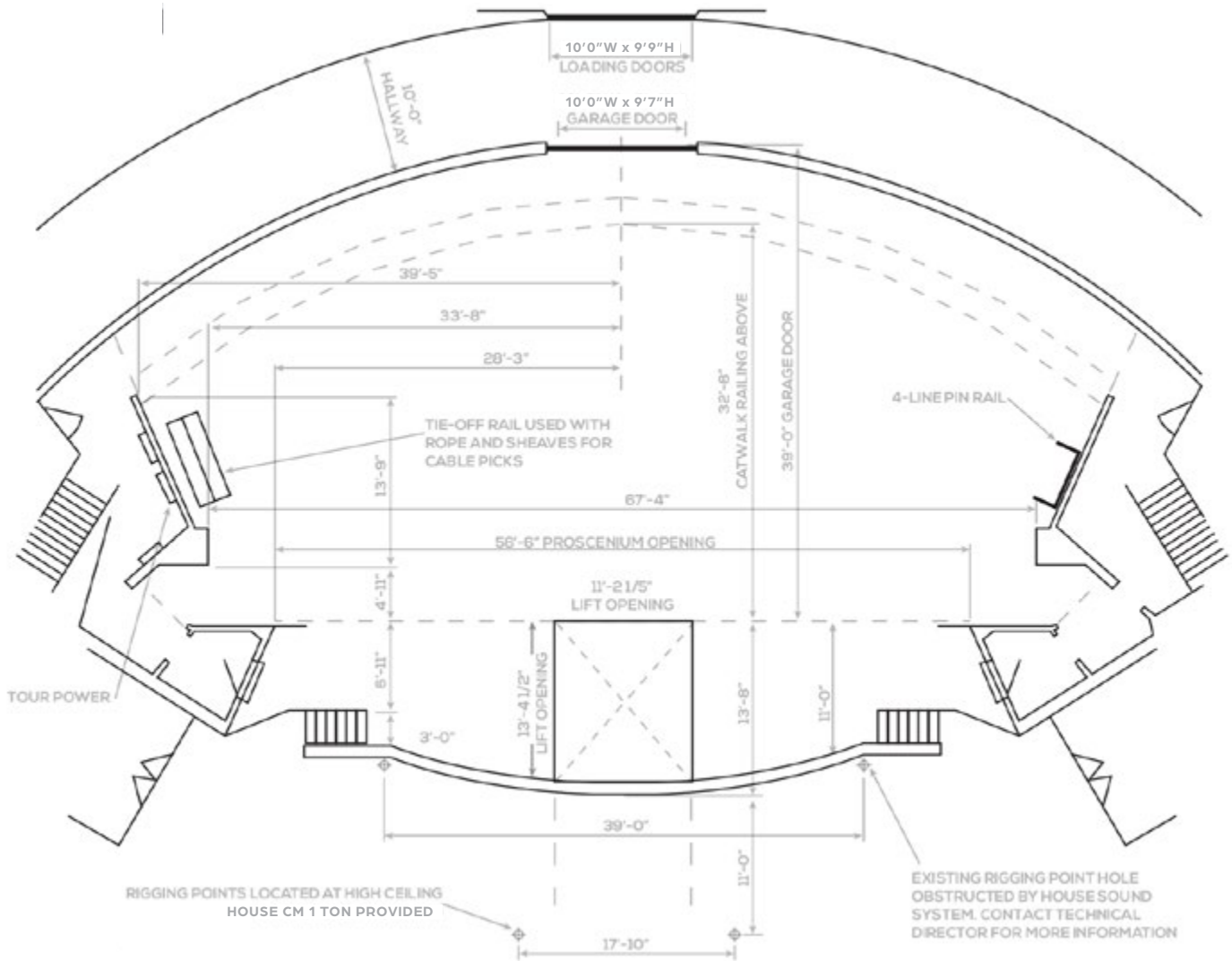


# II **TECH PACKAGE**

Stage | Load-In | Rigging | Lighting | Audio | Power | Atmospherics | Sound Board



# STAGE SPECIFICATIONS



Height of Grid:	6' 5" (Steel @ Downstage)
Height of Grid:	35' 7" (Steel @ Upstage)
Proscenium Opening:	56' 6"
Main Valance Out Trim:	22' 4"
Width of Stage House Center to SL & R:	33' 6"
Audience Floor to Stage:	4'
Stage Lift:	Located DSC, 13' 6" x 11' 2"
Landings	Stage, Auditorium Floor, Basement

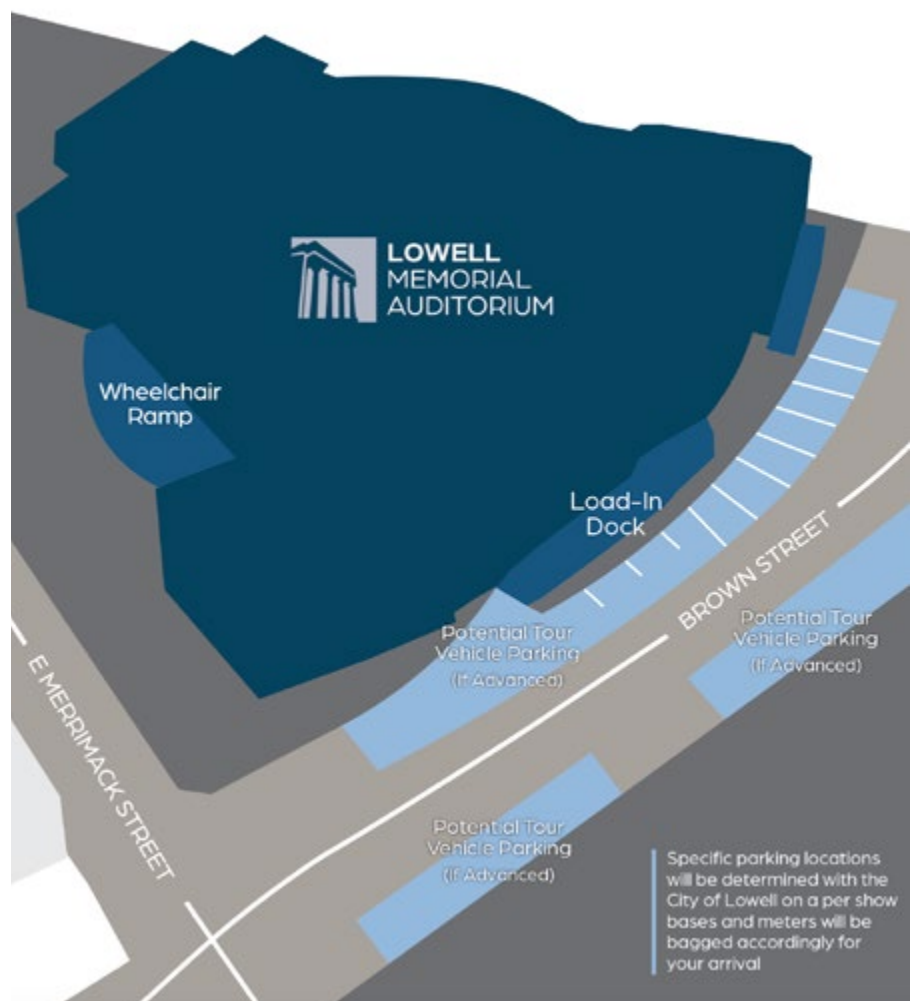


# LOAD-IN

The Lowell Memorial Auditorium has one loading dock with leveler available on Brown Street. Non-dock height vehicles load up 14ft production ramp to the dock or wheelchair ramp on E Merrimack Street.

**Dock Door:** 9'9" Tall x 10'0" Wide Standard Crash Bar Venue Door

**Stage Door:** 9'7" Tall x 10'0" Wide Motorized Garage Door



# RIGGING

## 14 LINESETS

- 1 Genie AWP 36S Lift available on site
- 3 Single purchase manually operated counter weight line sets | *Grid Access Closet*
- 6 Clancy pipe on winches | *Stage Left*
- 2 20.5" plated box trusses on 1 ton motors
- 3 Statically suspended traveler tracks

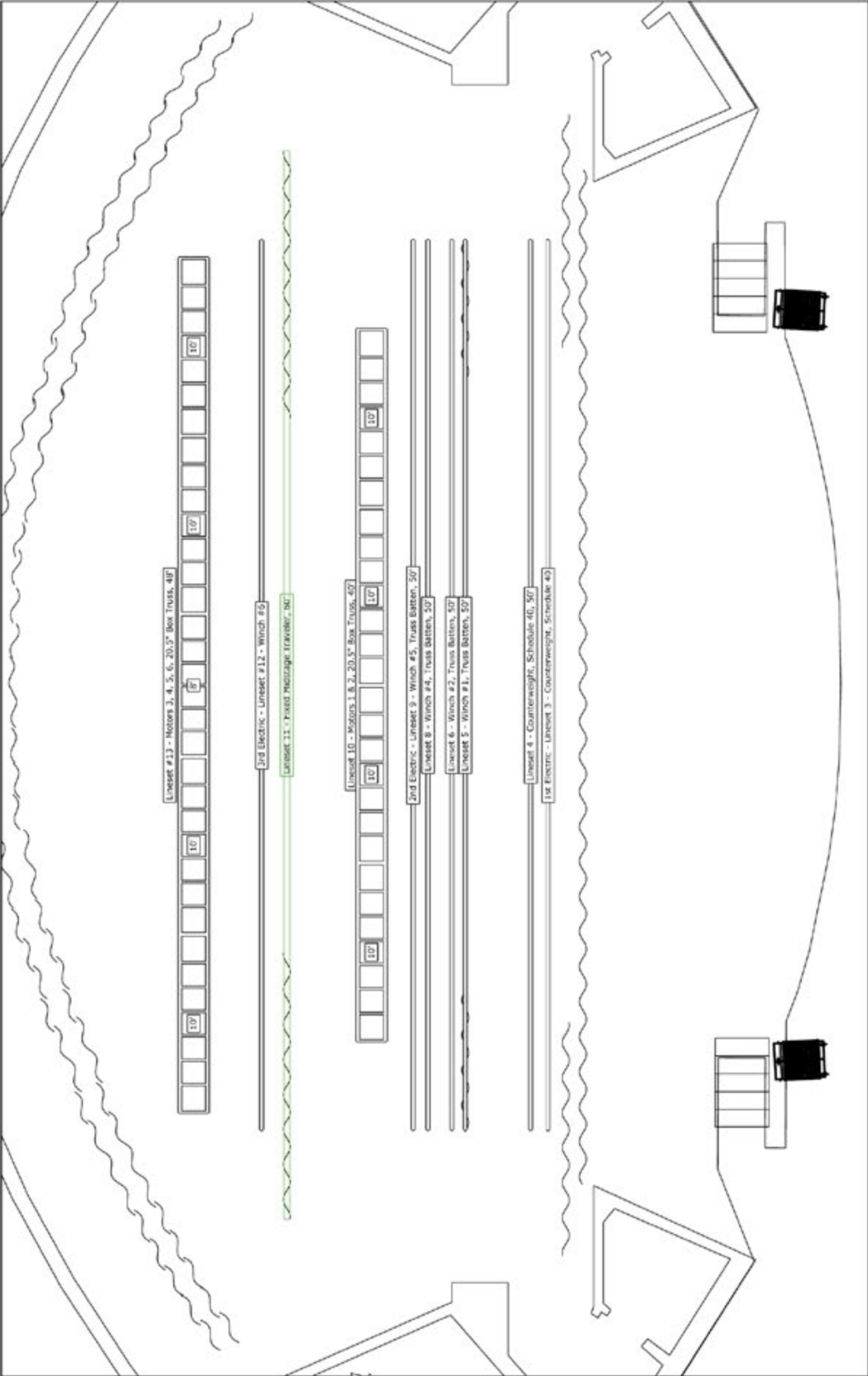
Lineset	Description	House Rep.	Distance From Proscenium	Capacity	Length	Arbor Length	Out Trim
1	Counterweight Lineset #1	Main Valance	0' 7.5"	11170lbs	63'	8'	
2	Main Traveler Motorized, dead hung, bi part, red	Main Curtain	1' 7"		63'		
3	Counterweight Lineset #2	1st Elec	2' 7"	11170lbs	50'	8'	
4	Counterweight Lineset #3	1st Legs	3' 7"	11170lbs	50'	8'	
5	Winch #1 Truss Batten	Border	7' 3"	1000lbs*	50'		26' 5"
6	Winch #2 Truss Batten	Empty	8'	1000lbs*	50'		26' 5"
8	Winch #4 Truss Batten	2nd Legs	9' 4"	1000lbs*	50'		26' 5"
9	Winch #5 Truss Batten	2nd Elec	10' 2"	1000lbs*	50'		26' 5"
10	Box Truss**	Empty	12' 6'	2000lbs	40'		30'
11	Mid Stage Traveler Motorized, dead hung, bi part, black	MS Traveler	17' 3'				
12	Winch #6 Truss Batten	3rd Elec	18' 8'	1000lbs*	50'		26' 5"
13	Box Truss***	Empty	25' 0"	2000lbs	48'		30'
14	Rear Traveler Motorized, dead hung, bi part, black	Rear Traveler	Curved, 36' at apex				

\* All winch truss battens: 1000lb max load spread over four 250lb points. Outer 10' of each side of batten only rated for 50lb load.

\*\* Midstage truss spread over two 1t CM motors.

\*\*\* Upstage truss spread over four 1t CM motors.







## POWER

**Stage Right:** 400A, 3-Phase, 120/208V

**Stage Right:** 400A, 3-Phase, 120/208V (House lighting system)

**Stage Right:** 200A, 3-Phase, 120/208V (House sound system)

*All power is cam-lock (all female cam's)*

**Shore Power:** None

## VIDEO

Guest SDI Lines

**2** FOH -> SL

**2** FOH -> SR

**2** SR -> SL

**1** FOH -> Concourse TVs

# LIGHTING

## INVENTORY

### FOH CONTROLLER:

Ion Xe 20

### DIMMER RACK:

ETC Sensor + 48 Touring Rack w/ Patchbay  
*Socapex and stagepin outputs*

### FIXTURE TOTALS:

**30** Elation Sixpar 200 LED Par – 6ch mode  
**10** *per electric*

**44** Source 4 Lekos  
**7** *in spot booth for DS specials/full stage wash*

**70** Lenses  
**6** *5 degree lenses*  
**6** *10 degree lenses*  
**16** *19 degree lenses*  
**20** *26 degree lenses*  
**12** *36 degree lenses*  
**8** *50 degree lenses*

## HOUSE LIGHTS

Controller: Elation SDC12  
**7** *channels of dimmable house lights on all dimmers*  
*DMX line available*

## SPOTLIGHTS

**2** Lycian M2 2400 Long Throw  
*2500W HMI lamps located in spot booth*

## SOFT GOODS

**6** 12ft x 26ft Black Leg  
**1** 50ft x 5ft Black Border  
**2** 50ft x 6ft Black Border



# HOUSE SOUND

<b>PA SYSTEM</b> (static)	<b>18</b>	Meyer Mica configured as Stereo Line Array
	<b>4</b>	Meyer UPJ1P
	<b>6</b>	Meyer 700HP subwoofers (L+R Cardiopairs)
	<b>2</b>	EAW JF200 Balcony Outfill
	<b>8</b>	EAW UB Under Balcony Fill
<b>SYSTEM CONTROL</b>		Meyer Mica configured as Stereo Line Array <i>System inputs at FOH, can be reconfigured to stage if requested</i> <i>System Control from Mac Mini, located at FOH</i>
<b>CONSOLE</b>		Allen and Heath Qu-32 <i>Midas Dc 32 digital stage box (located Stage Right)</i>  <i>Additional consoles by request.</i> <i>Subject to rental fees based on contract</i>
<b>INTERCOM</b>		Single Channel Clear-Com system <b>5</b> Packs and headsets in house  Guest Cat 6 Lines <b>2</b> FOH -> SL <b>2</b> FOH -> SR <b>2</b> SR -> SL <b>1</b> FOH -> Center of room



# III HOSPITALITY

Artist Spaces | Restaurants & Coffee Shops | Hotels  
Medical Resources | Music Stores | Hardware Stores



# ARTIST SPACES

BELOW & WITH DIRECT ACCESS TO STAGE

- **Star Dressing Room 1** | *Private Bathroom with Shower*
- **Dressing Room A** | *Bathroom with Showers*
- **Dressing Room B** | *Bathroom with Showers*



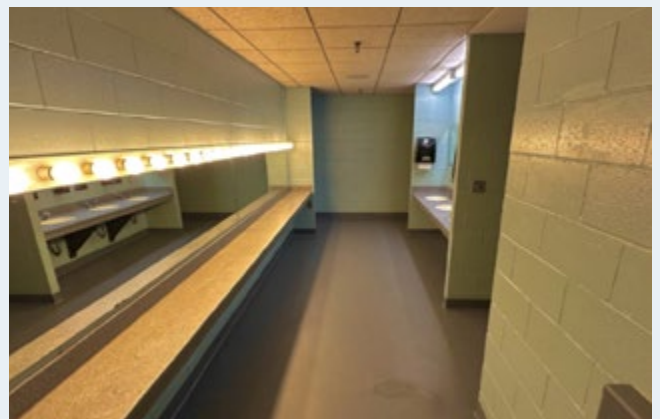
Star Dressing Room



Dressing Room A



Dressing Room B





## FIRST FLOOR

- **Production & Green Room** | *Used for Manager and Crew; couches, tables, & chairs*
- **Catering** | *Chairs and tables; Option to be divided into two rooms for additional space*



1V | Production & Green Room



1V | Catering

## THIRD FLOOR

- **Crew & Dressing Room** | *Chairs and tables; Option to be divided into two rooms for additional space*



3V | Crew & Dressing Room

# RESTAURANTS & COFFEE SHOPS

## RESTAURANT PARTNERS

### **Cobblestones of Lowell**

91 Dutton Street  
Lowell, MA 01852  
(978) 970-2282



### **Grazi Italian Restaurant**

**At Four Oaks Country Club**  
80 Meadow Creek Drive  
Dracut, MA 01826  
(978) 455-0054



### **Blue Taleh**

15 Kearney Square  
Lowell, MA 01852  
(978) 453-1112



### **Trem Caipira Brazilian Restaurant**

19 Hurd Street  
Lowell, MA 01852  
(978) 455-6665

### **El Potro Mexican Grill**

124 Merrimack Street  
Lowell, MA 01852  
(978) 455-2840

### **Wings Over**

26A Market Street  
Lowell, MA 01852  
(978) 441-9464

### **Brew'd Awakening Coffeehaus**

61 Market Street  
Lowell, MA 01852  
(978) 454-2739

### **TreMonte Pizzeria Restaurant & Bar**

44 Palmer Street  
Lowell, MA 01852  
(978) 453-1110

### **Big Poke**

96 Merrimack Street  
Lowell, MA 01852  
(978) 455-7511

# HOTELS

## HOTEL PARTNERS



### **COURTYARD BOSTON LITTLETON**

102 Constitution Ave,  
Littleton, MA 01460  
(978) 440-5040

[Book Now](#)



### **RESIDENCE INN**

500 Minuteman Rd  
Andover, MA 01810  
(978) 683-0382

[Book Now](#)



### **HOMEWOOD SUITES**

15 Tara Blvd,  
Nashua, NH 03062  
(603) 546-7470

[Book Now](#)

\*Discounted rates available when booking directly with our hotel partners.