



LOWELL
MEMORIAL
AUDITORIUM

SPECTACLE
Live

VENUE GUIDE

50 E MERRIMACK ST, LOWELL MA 01852

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

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

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)*
jgartland@spectaclelive.com

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(617) 531-1257 x 739

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TALENT BUYING & AGENT RELATIONS

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(617) 531-1257 x 705

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

Gen Shappell, *Director Ticketing*
gshappell@spectaclelive.com
(617) 531-1257 x 716720

MARKETING

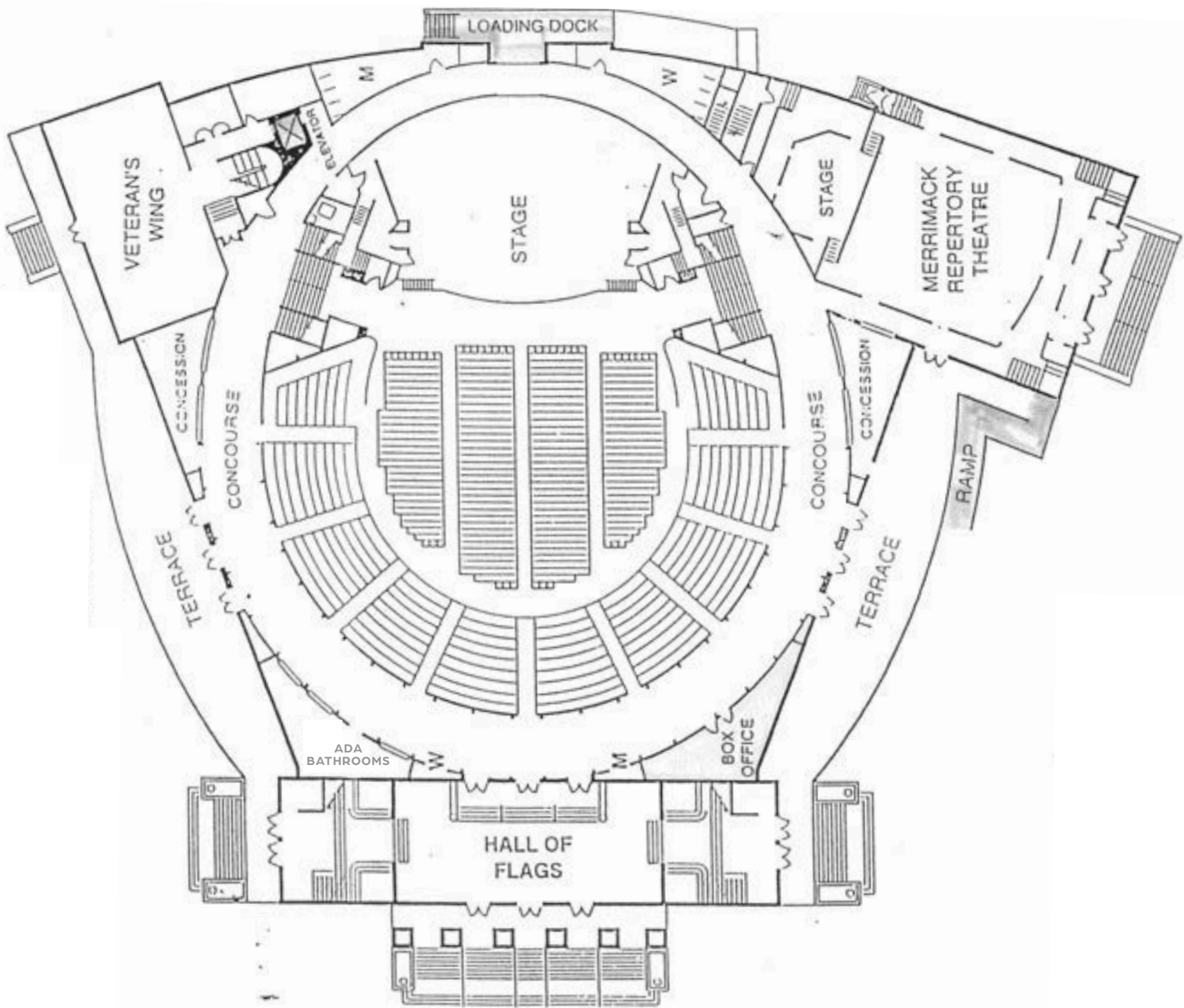
Dan Berube, *Director of Marketing*
dberube@spectaclelive.com
(617) 531-1257 x 703

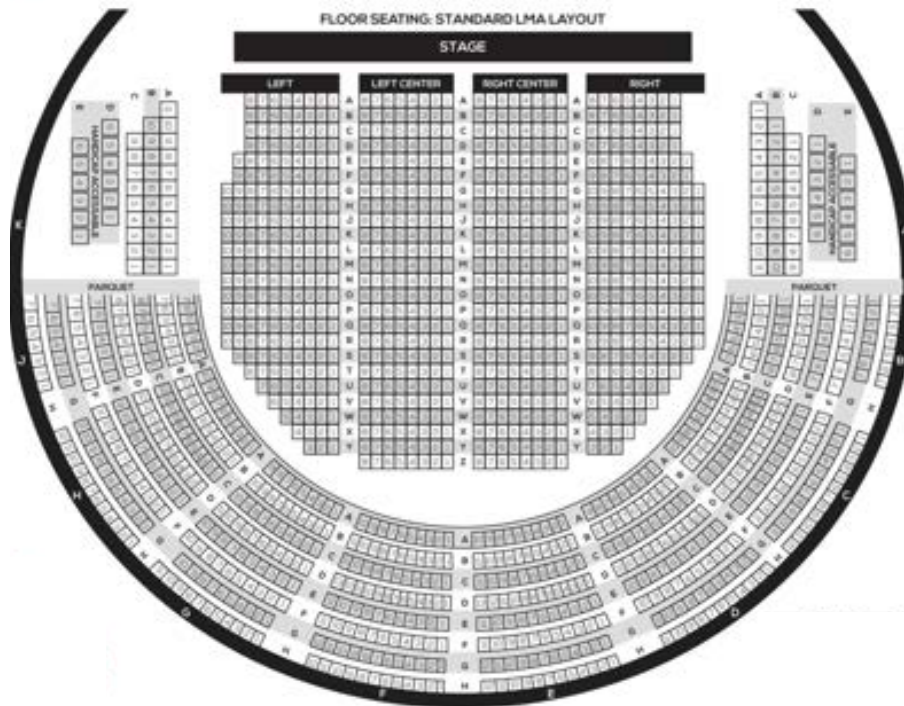


! **VENUE OVERVIEW**

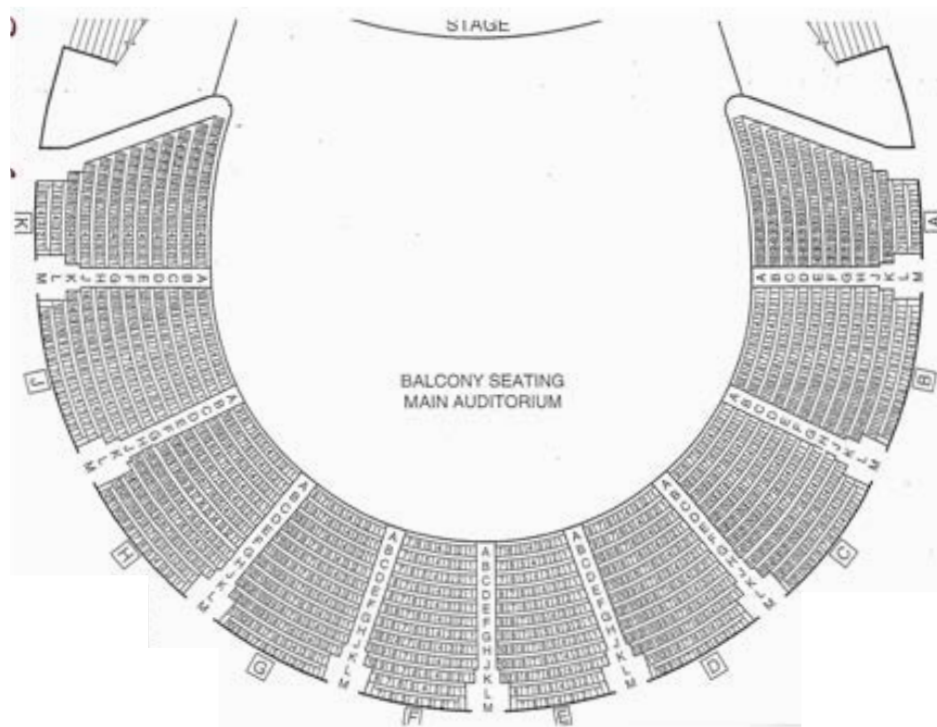
Building Layout | Seating Charts | Parking

BUILDING LAYOUT



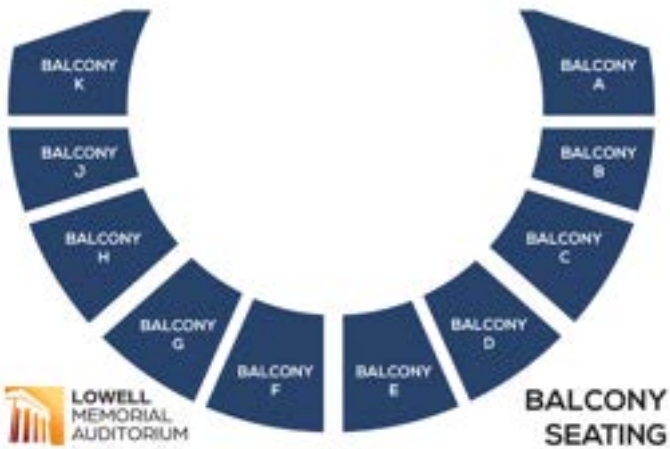
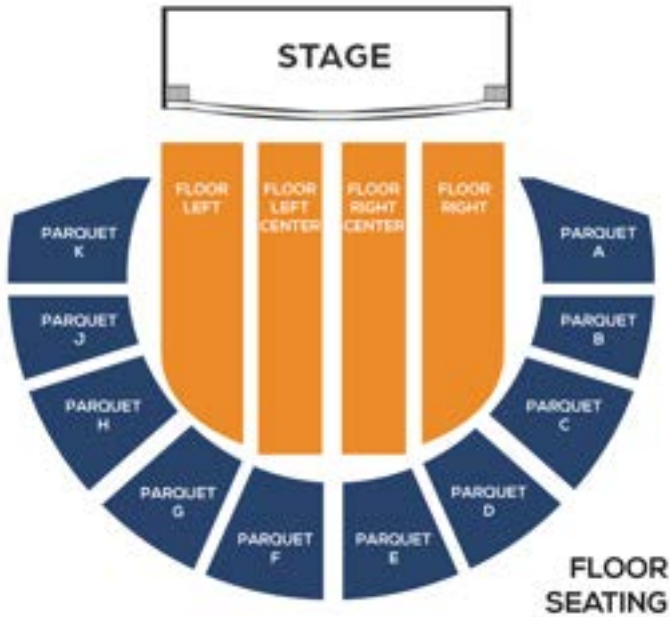


FLOOR LAYOUT

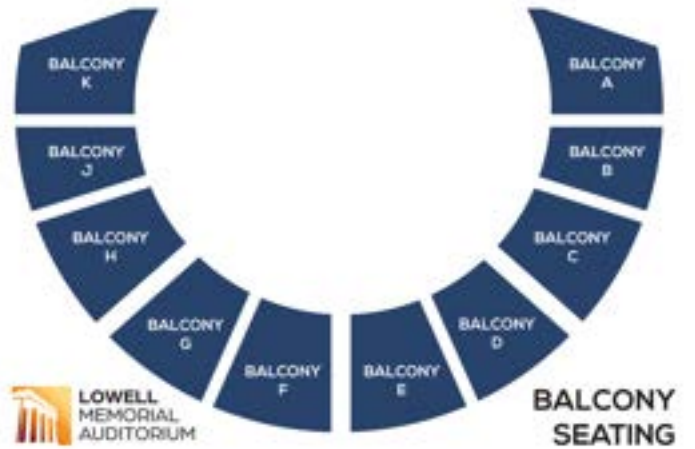
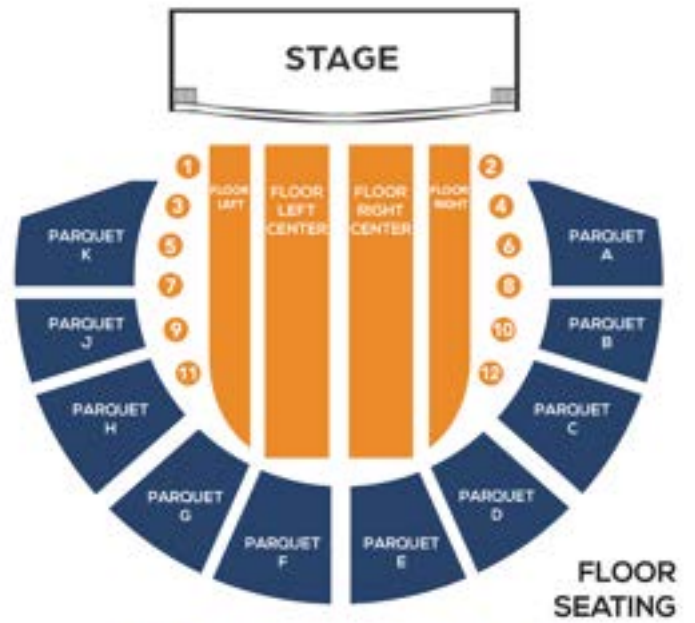


BALCONY LAYOUT

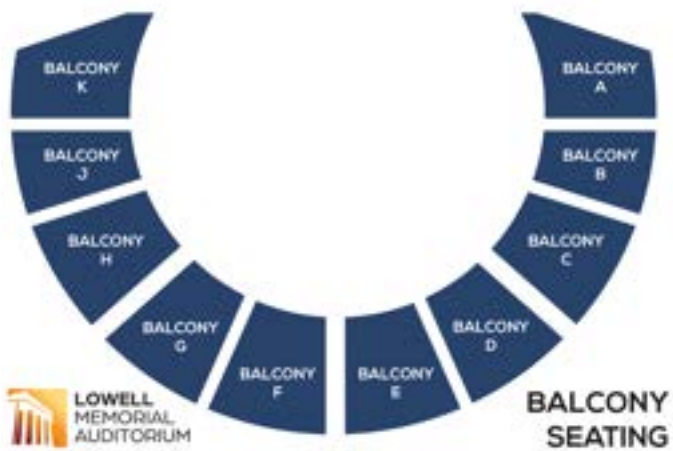
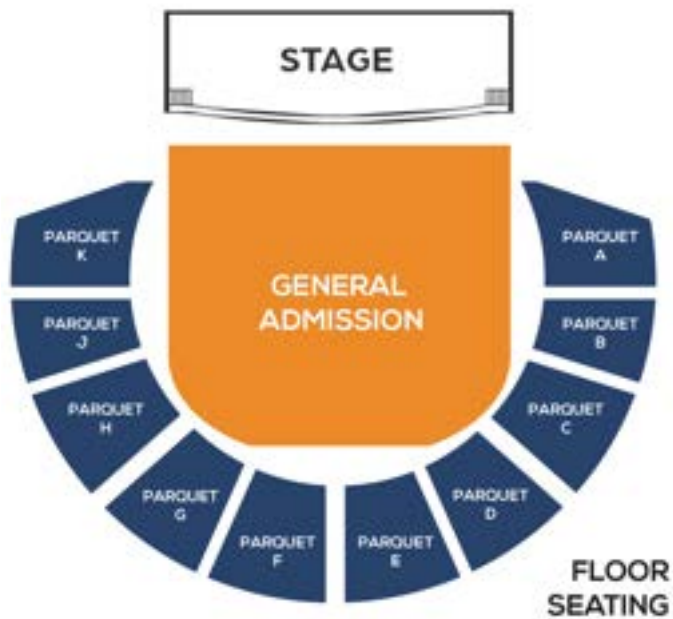
SEATING CHART VARIATIONS



STANDARD SEATING



BROADWAY SEATING



GENERAL ADMISSION

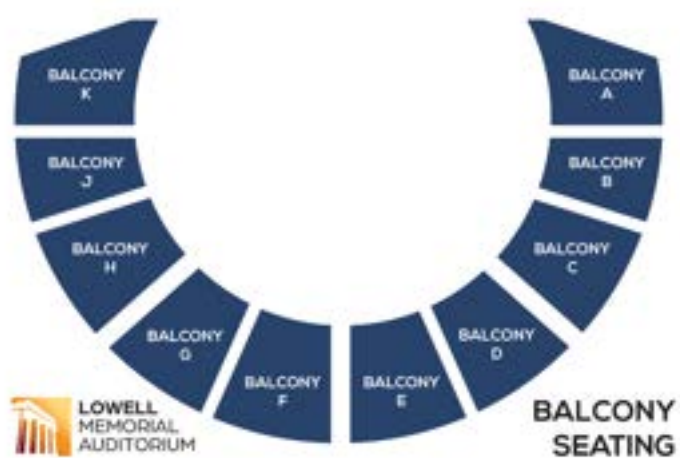
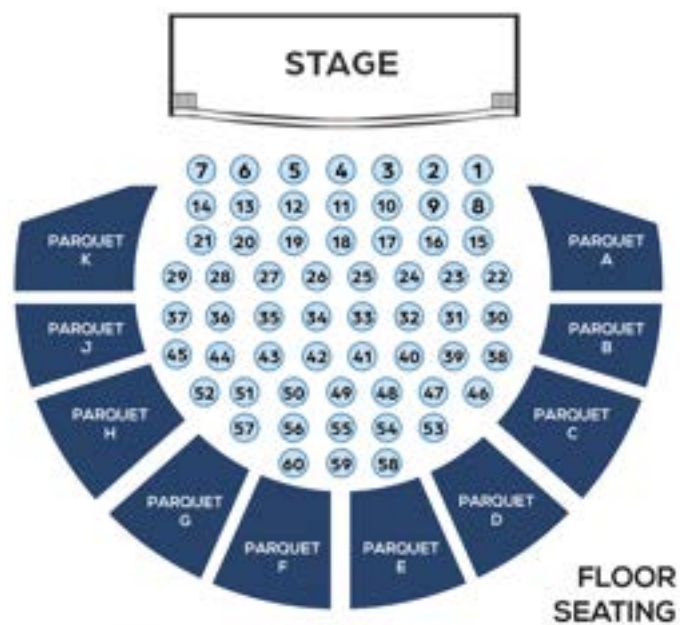


TABLE SET-UP
Can vary depending on type of show or event



PARKING



Parking | **LOWELL**

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

STREET: NO LIMIT
ENFORCED MONDAY - SATURDAY
8AM - 6PM

***EVENT PARKING PRICING
DURING LMA EVENTS**

** 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.

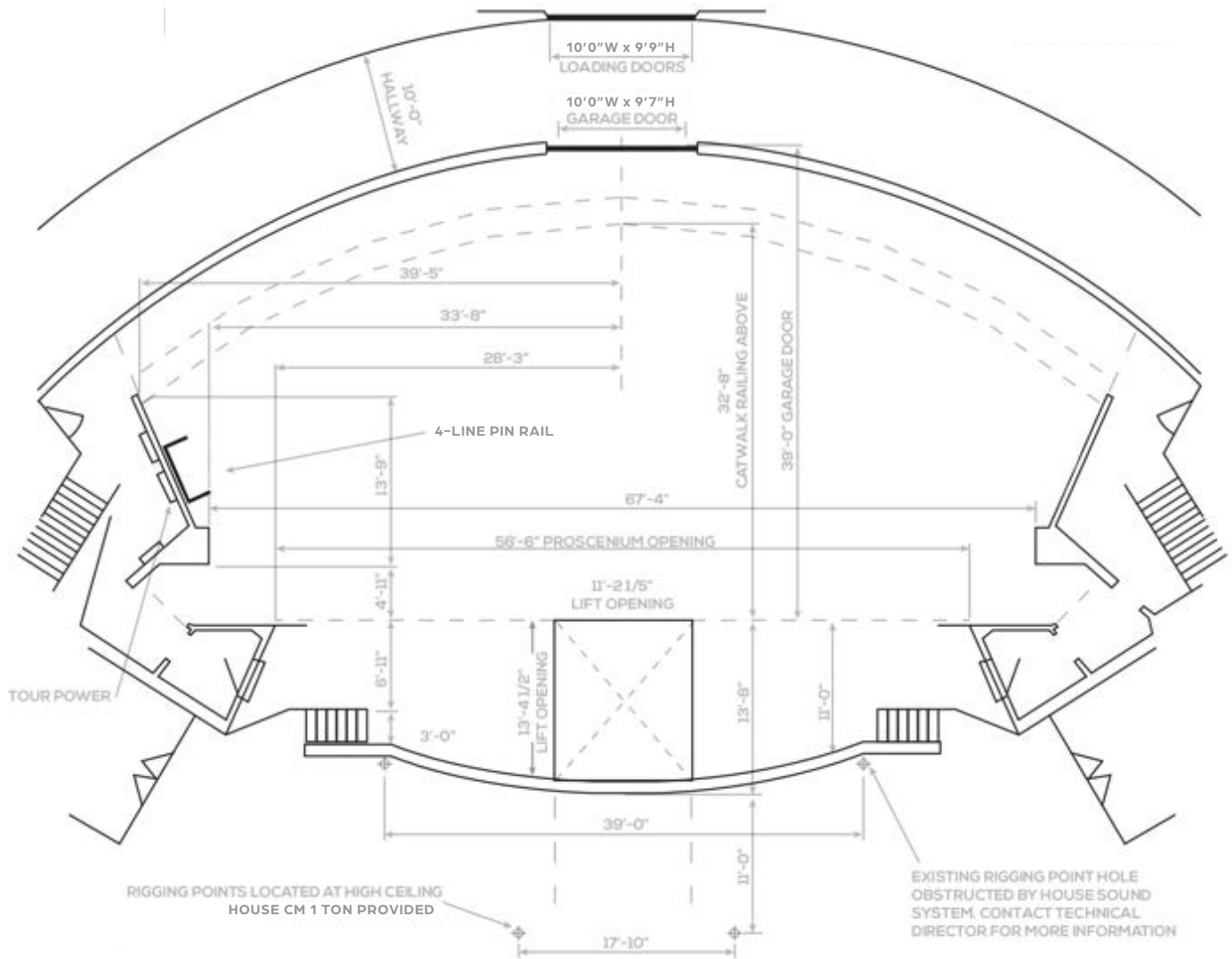


II **TECH PACKAGE**

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

GRAPEVINE

STAGE SPECIFICATIONS



Height of Grid:	36' 5" (Steel @ Downstage)
Height of Grid:	35' 7" (Steel @ Upstage)
Proscenium Opening:	56' 6"
Main Valance Out Trim:	22' 4"
Audience Floor to Stage:	4'
Stage Lift:	Located DSC, 13' 6" x 11' 2"
Landings	Stage, Auditorium Floor, Basement

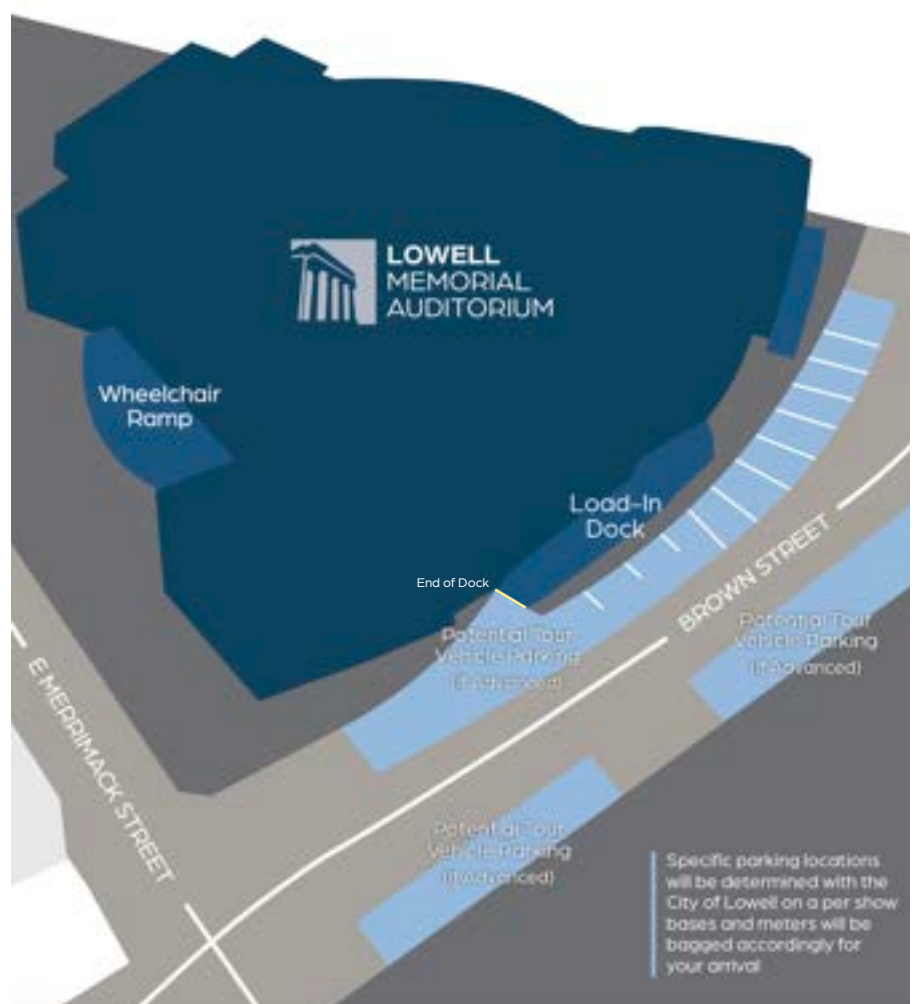


LOAD-IN

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

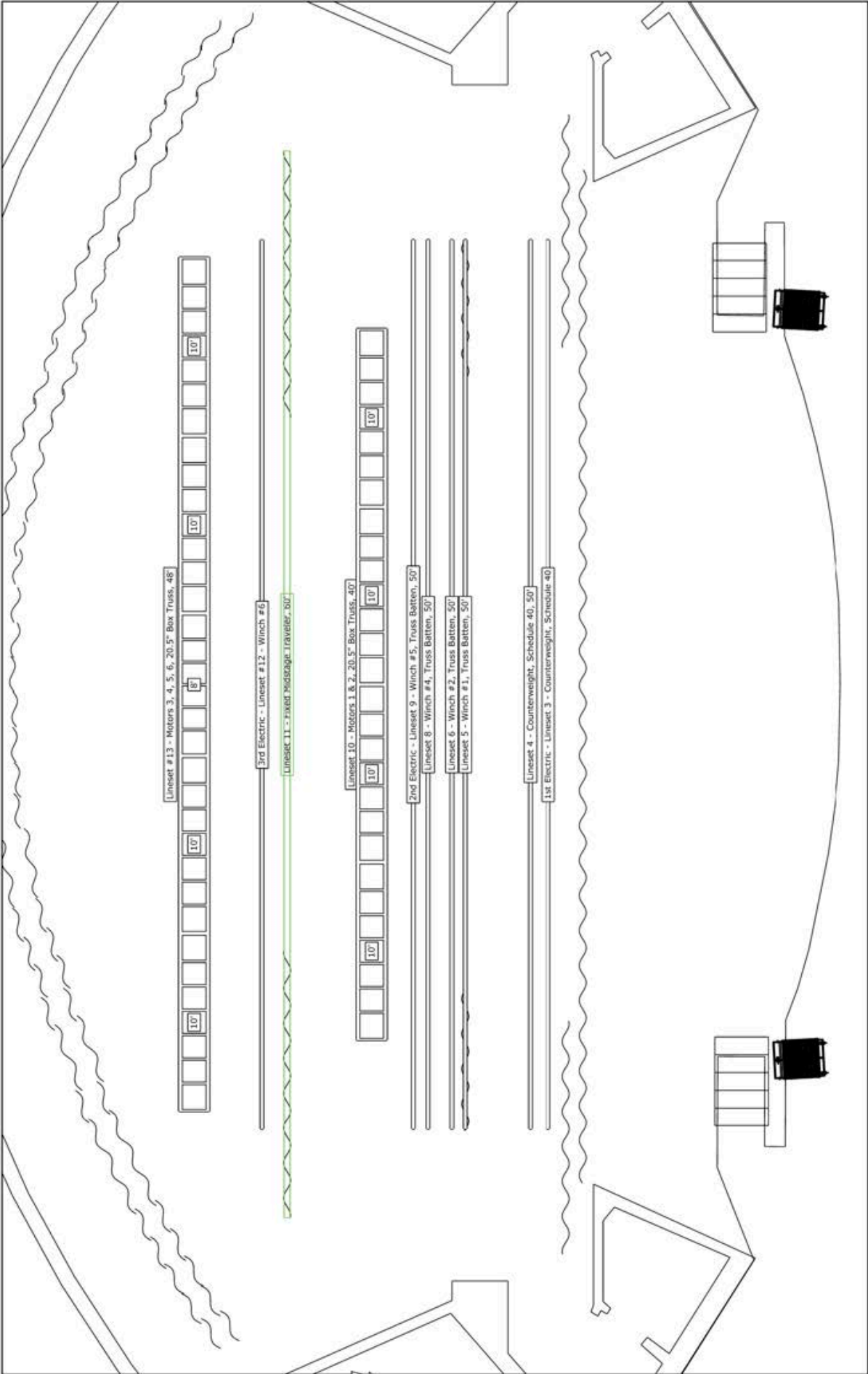
- 1 Genie AWP 36S Lift available on site
- 3 Single purchase manually operated counter weight line sets | *Grid Access Closet*
- 6 Clancy pipe on winches | *Stage Left*
- 2 20.5" plated box trusses on 1 ton motors
- 3 Statically suspended traveler tracks

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	15' 6'				
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

HOUSE SOUND

PA SYSTEM (static)

18	Meyer Mica configured as Stereo Line Array (9 per side)
4	Meyer UPJ1P
6	Meyer 700HP subwoofers (L+R Cardiopairs)
2	EAW JF200 Balcony Outfill
8	EAW UB Under Balcony Fill

SYSTEM CONTROL

Meyer Gallilo Callisto 616
System inputs at FOH, can be reconfigured to stage if requested
System Control from Mac Mini, located at FOH

CONSOLE

Midas M32
Midas DL 32 digital stage box (located Stage Right)

Additional consoles by request.
Subject to rental fees based on contract

INTERCOM

Single Channel Clear-Com system
5 Packs and headsets in house

Guest Shielded Cat 6 Lines

2	FOH -> SL
2	FOH -> SR
2	SR -> SL
1	FOH -> Center of room

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



III HOSPITALITY

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

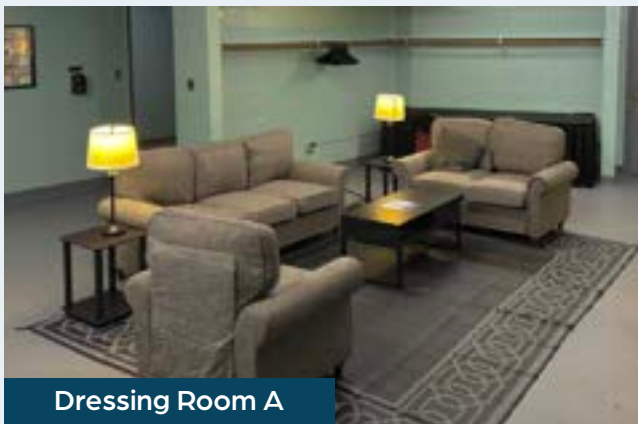
ARTIST SPACES

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



Fuse Bistro

45 Palmer St
Lowell, MA 01852
(978) 323-0424



Infuse Afro Fusion

11 Kearney Square
Lowell, MA 01852
(978) 919-6111



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.