

MERRIWEATHER PARK  
AT SYMPHONY WOODS



# MARKET REGIONS AND VENUE COMPARATIVE ANALYSIS



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*management consulting*

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# MARKET REGIONS



# Potential Marketing Territories

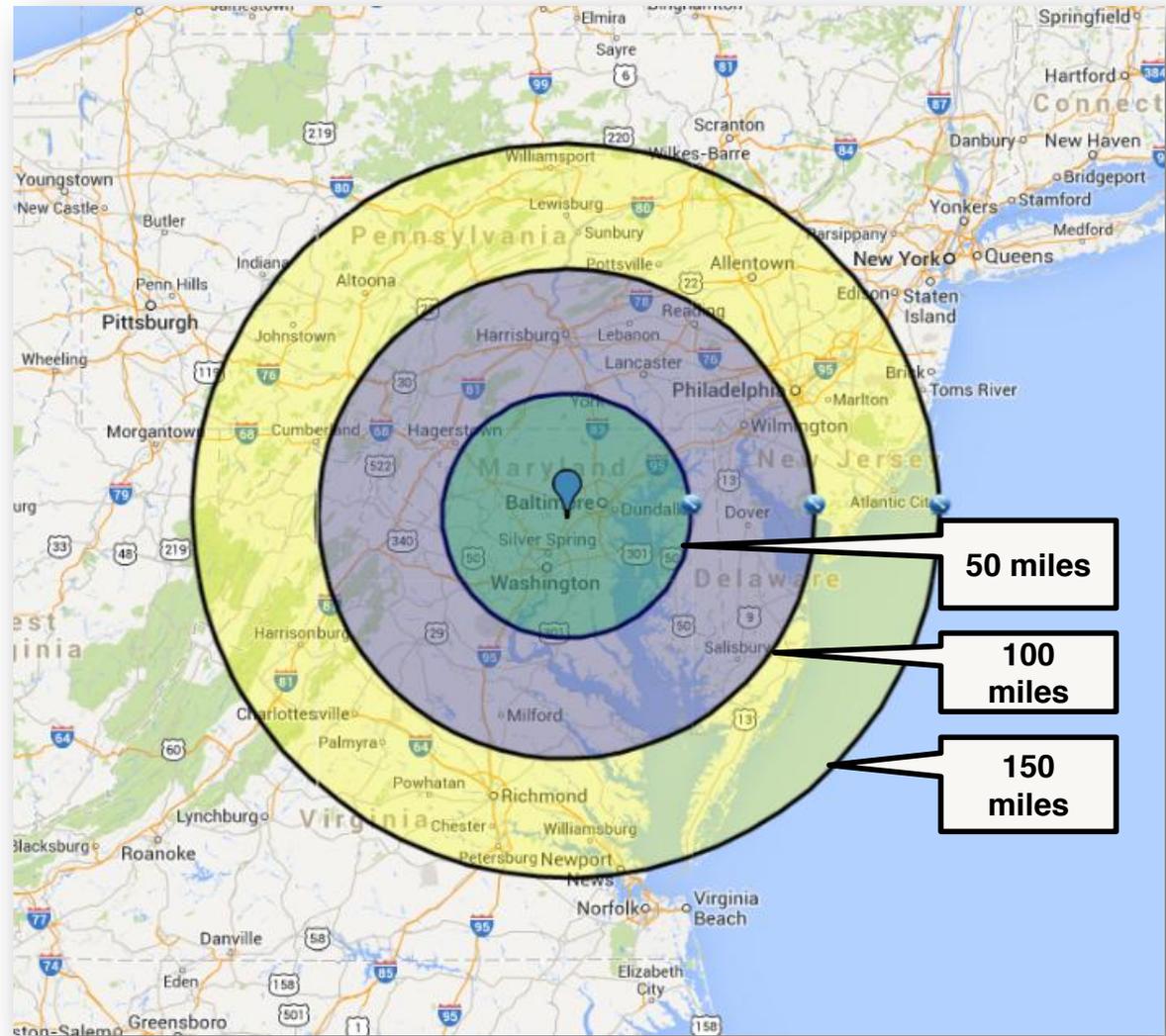
A ten mile radius surrounding the blue marker largely corresponds to Columbia. But within an easy drive, there are over 24 million residents:

- <50 miles: 8M residents
- >50 to 100: 6M residents
- >100 to 150: 10M residents

The Combined Statistical Area (CSA\*) of Washington-Baltimore-Arlington, DC-MD-VA-WV-PA is home to approximately 9.4M people, making it the fourth largest in the country behind New York, Los Angeles, and Chicago.

Tourism also will help support Merriweather Park at Symphony Woods:

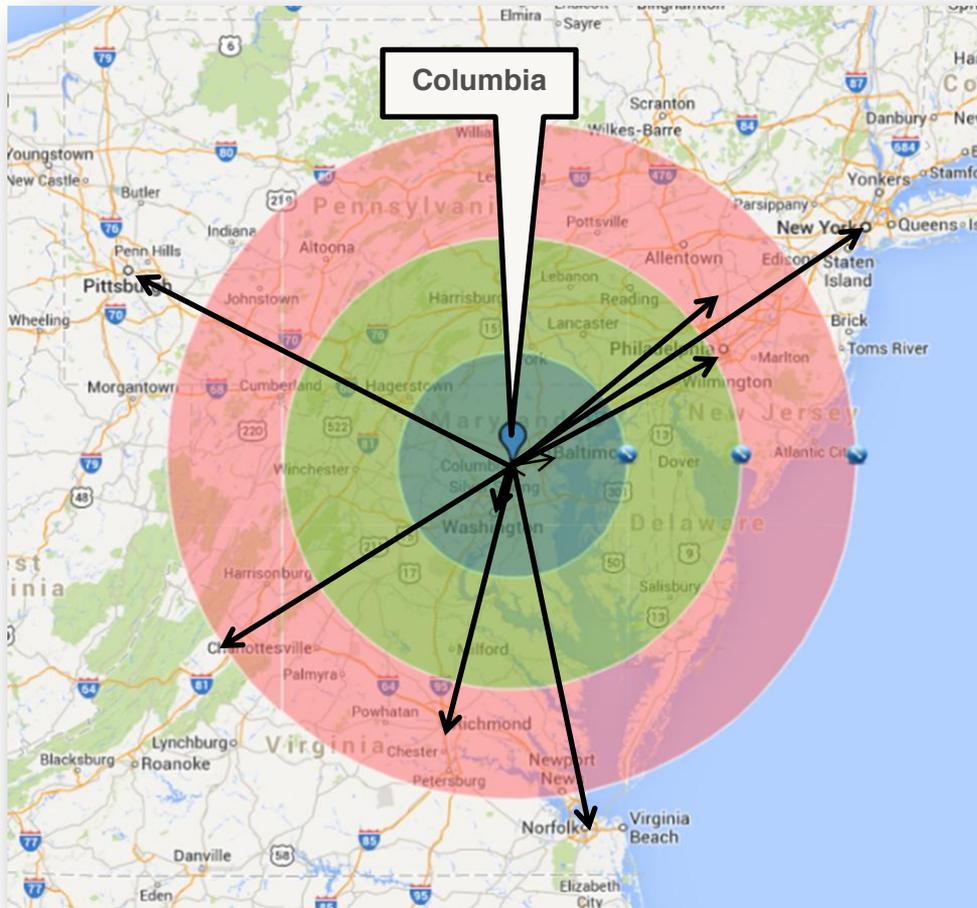
- Baltimore hosts almost 10M overnight visitors annually.
- Washington, D.C. sees almost 19M visitors annually, including day trippers.



\*A Combined Statistical Area (CSA) is a grouping of adjacent metropolitan and/or micropolitan statistical areas (MSAs) in the United States and Puerto Rico. The United States Office of Management and Budget (OMB) defines combined statistical areas based on social and economic ties measured by commuting patterns between adjacent MSAs.



# Driving Distances to Columbia

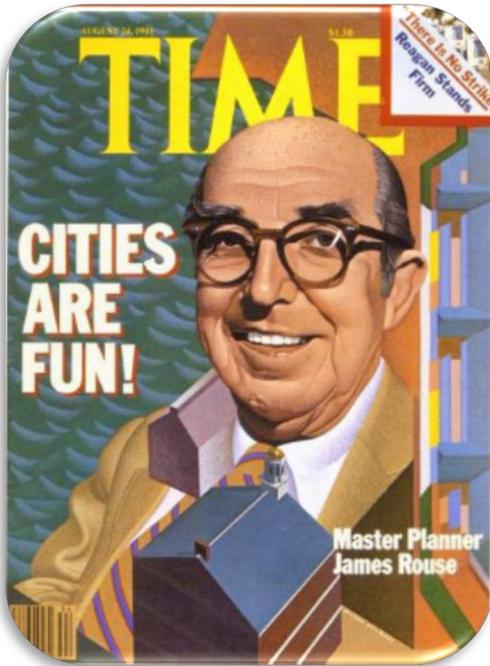


City	Miles from Columbia	Avg. Drive Time	Population in Market
<b>Baltimore</b>	20	40 minutes	621,342
Washington D.C.	25	55 Minutes	632,323
Wilmington, DE	90	1 hour 28 minutes	71,292
Philadelphia	118	1 hour 57 minutes	1,548,000
Richmond	139	2 hours 16 minutes	210,309
Charlottesville	140	2 hours 41 minutes	43,956
<b>Major Metro Areas Outside Beyond 150 Mile Radius</b>			
NYC	208	3 hours 18 minutes	8,337,000
Pittsburgh	241	3 hours 45 minutes	65,664
Norfolk	232	3 hours 38 minutes	245,782

Sources: Map Data: Google./Population Data: US Census Bureau



# City of Columbia Overview



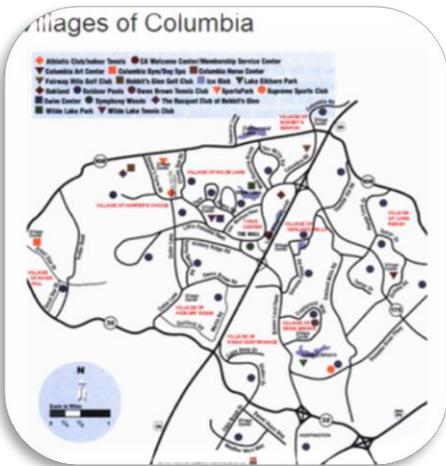
Columbia is a master planned community comprising 10 self-contained villages on 16,450 acres. Located in Howard County, Columbia is governed by the Columbia Association. Created and developed by James W. Rouse, Columbia began with the idea that a city could enhance its residents' quality of life and continues to be a model for master planned communities the world over, consistently being recognized as one of 'America's best places to live'.

The county's residents are the wealthiest in Maryland and among the most affluent, well-educated in the nation.

- In 2012, Money magazine ranked Columbia and Ellicott City #8 on the list of the 100 "Best Places to Live" in the United States.
- One in every five households earns above \$150,000; more than triple the national average.
- Howard County is ranked among the best in the nation for percent of residents with a college degree.

Radius From Columbia Center	5 Miles	10 Miles
2014 Projected Population	188,972	355,773
2019 Projected Population	202,012	374,148
2014 Households	71,448	129,150
2019 Projected Household	76,506	135,543
2014 Average HH Income	\$133K	\$105K

Source: howardhughes.com



# Howard County and the 50 Mile Radius



The 254 square miles of Howard County incorporates the main cities of Columbia and Ellicott City (the county seat) and had an estimated population of 299,430 people in 2012.

- Ranked one of the wealthiest cities in US ( #2) in the 2012 American Community Survey conducted by the US Census Bureau.
- Median household income of \$109K.
- 82% of all households earn \$50,000 or higher.

County demographics largely mirror the nation.

- Median age of 38.9 years.
- 56% are between 25 and 64 years.
- Almost 25% are under the age of 18.
- The total population is almost evenly split between men and women (49% to 51%).

By race, Howard County has a much higher incidence of Asian residents (about 16% versus the state as a whole at 6%) and a slightly higher proportion of mixed race residents (3.5% versus 2.6% for the state). About 61% are white and 18% African American.

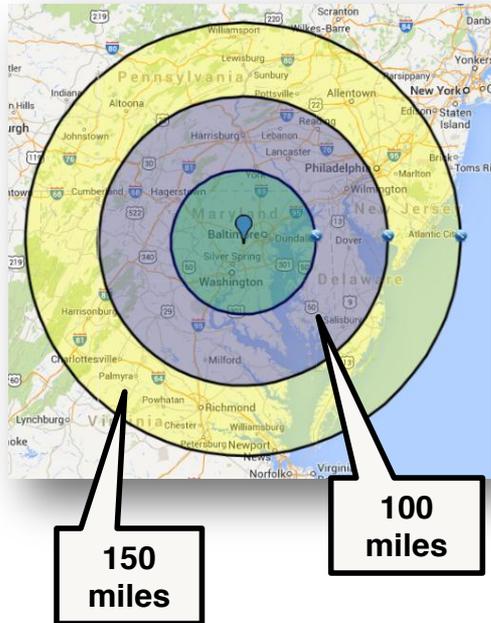
Inside a 50 mile radius of Columbia there is a total population of approximately 8 million.

- The area incorporates the states of Maryland, Virginia, Pennsylvania and the District of Columbia, including the major metro areas of Baltimore and Washington D.C/Alexandria, VA.

Most demographics mirror Howard County: Median age of 38; 55% between 25 and 64; even split between men and women.

- The population is 57% Caucasian and 27% African American. Nearly 11 percent self-identified as Hispanic or Latino.

# 100 and 150 Mile Radius from Columbia



The population living **within 100 miles** of the center of Columbia is 14M, which adds another 6M versus the 50 mile radius. The area incorporates the states of Maryland, District of Columbia and parts of Virginia, Pennsylvania, Delaware, New Jersey and West Virginia, but other than Baltimore and Washington D.C/Alexandria, VA there are no other major metro areas.

The median age of the 100 mile radius is 39 years, and about 55% of the population is between 25 and 64. 24% are under the age of 18. The population is two-thirds Caucasia.

**Extending the marketing radius from 100 to 150 miles** means an additional 10M people (totaling 24M in the entire 150 mile radius), primarily picking up the residents of the Philadelphia DMA, Atlantic City, Allentown, PA, and Charlottesville, Richmond and Newport News, VA. Demographics are largely the same as the 100 mile radius.

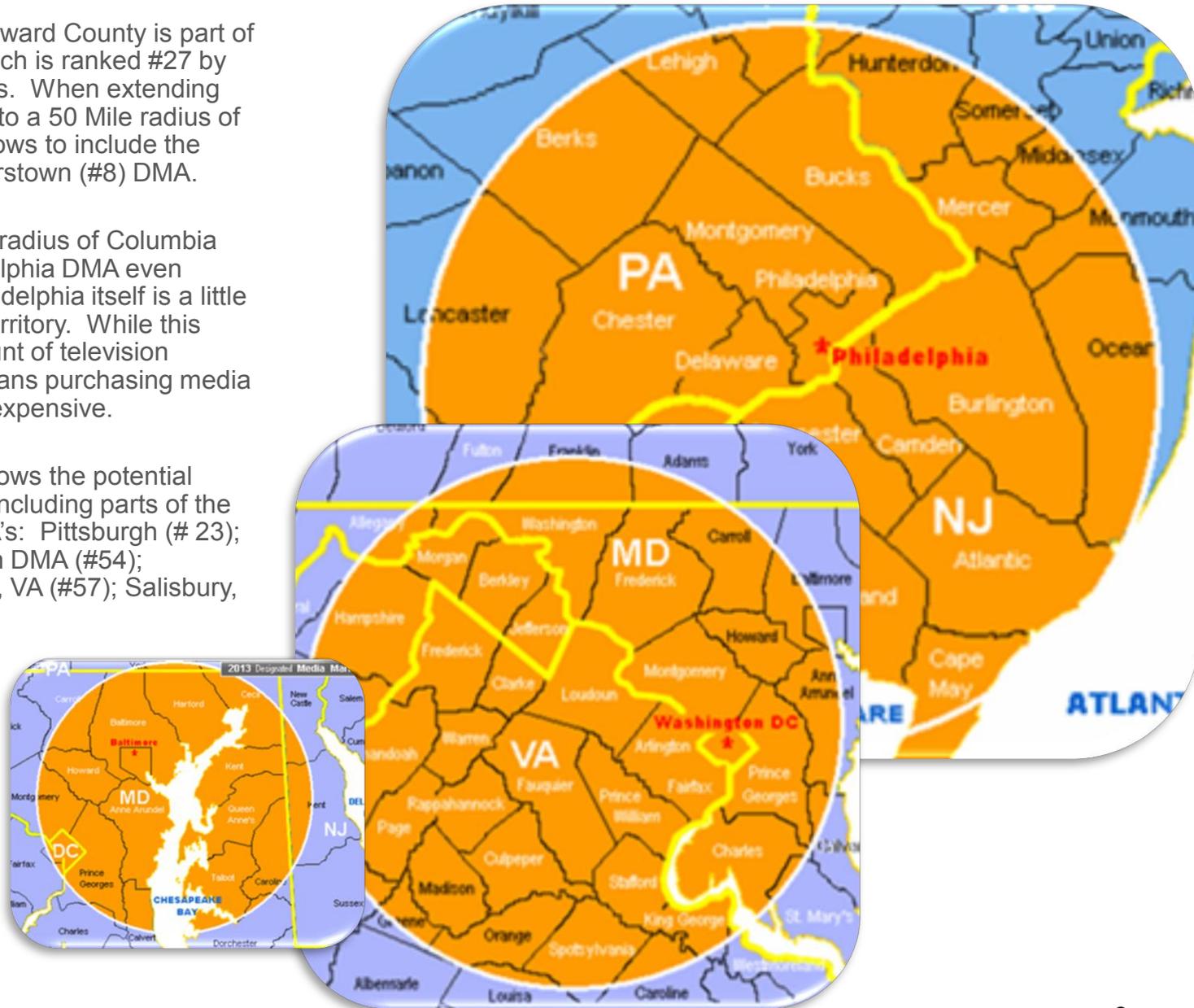


# Designated Market Areas (DMA)

Columbia and all of Howard County is part of the Baltimore DMA which is ranked #27 by Nielson Media Services. When extending the marketing territory to a 50 Mile radius of Columbia, the DMA grows to include the Washington DC/ Hagerstown (#8) DMA.

Moving to an 100 mile radius of Columbia will include the Philadelphia DMA even though the city of Philadelphia itself is a little beyond the 100 mile territory. While this DMA has a large amount of television households, it also means purchasing media is exponentially more expensive.

The 150 mile radius grows the potential media market size by including parts of the following, smaller DMA's: Pittsburgh (# 23); Wilkes Barre/ Scranton DMA (#54); Richmond/ Petersburg, VA (#57); Salisbury, MD (#142).



# Baltimore Tourism

Visitation to the Baltimore area is on the upswing. The region welcomed 23M domestic visitors in 2012, a one million traveler increase from 2011. Of all these trips, 42 percent were overnight stays, or about 9.7M.

- Among overnight visitors, eight in ten were visiting for leisure or to see family and friends.



	Day Visitors	%	Over Night Visitors	%
<b>TOTAL</b>	13,600,000	58%	9,700,000	42%
<b>Adults and Children</b>				
Adults	10,400,000	77%	7,700,000	79%
Children	3,200,000	23%	2,000,000	21%
<b>Trip Purpose</b>				
VFR	3,744,000	36%	3,773,000	49%
Leisure	4,992,000	48%	2,464,000	32%
Business	1,352,000	13%	1,155,000	15%
Business + Leisure	312,000	3%	308,000	4%

State of Origin	% Day Visitors	% Over Night Visitors
Maryland	36%	17%
Pennsylvania	21%	16%
Virginia	12%	9%
New Jersey	4%	5%
Delaware	4%	3%
New York	5%	9%
Washington DC	3%	-
Massachusetts	-	2%
North Carolina	3%	4%
Florida	3%	6%
Ohio	-	3%
Texas	-	3%
California	-	4%

Activities	% of Day Visitors	% of Over Night Visitors
Shopping	34%	45%
Museums	20%	28%
Fine Dining	16%	20%
Landmark/ Historic	14%	18%
Beach/ Waterfront	10%	16%
Nightlife	9%	15%



# Baltimore Tourism

	DAY LEISURE	OVERNIGHT LEISURE		DAY LEISURE	OVERNIGHT LEISURE
<b>SEASON OF TRIPS</b>			<b>LENGTH OF STAY</b>		
January - March	24%	24%	Only 1 Night	N/A	20%
April - June	26%	27%	Avg. Nights	N/A	3.1
July - September	25%	23%	<b>LODGING</b>		
October - December	25%	23%	Hotel/Motel	N/A	54%
<b>AVERAGE AGE</b>			Friends/Relatives	N/A	34%
18-24	14%	15%	Boat/Cruise	N/A	2%
25-44	43%	48%	<b>STATE ORIGIN OF TRIPS</b>		
45-64	34%	28%	Maryland	36%	17%
65+	9%	9%	Pennsylvania	21%	16%
<b>GENDER</b>			Virginia	12%	9%
	53% FEMALE	55% FEMALE	New Jersey	4%	5%
<b>HOUSEHOLD INCOME</b>			Delaware	4%	3%
Under \$30k	22%	22%	New York	5%	9%
\$30k - \$49.9k	21%	22%	Washington	3%	
\$50k - \$74.9k	16%	21%	Massachusetts		2%
\$75k - \$99.9k	16%	12%	North Carolina	3%	4%
\$100k+	25%	22%	Florida	3%	6%
<b>EDUCATION</b>			Ohio		3%
College/Post-Grad	51%	53%	Texas		3%
Some College	25%	28%	California		4%
<b>CHILDREN IN HOUSEHOLD</b>			<b>ACTIVITIES</b>		
	53% NONE UNDER 18	49% NONE UNDER 18	Shopping	34%	45%
<b>EMPLOYMENT</b>			Museum	20%	28%
Full time	47%	49%	Fine Dining	16%	20%
Part time	13%	12%	Landmark/Historic	14%	18%
Retired/Not working	39%	40%	Beach/Waterfront	10%	16%
<b>TRAVEL PARTY SIZE</b>			Nightlife	9%	15%
	3.1 PERSONS	2.8 PERSONS	<b>TRANSPORTATION</b>		
<b>TRANSPORTATION</b>			Personal Auto	N/A	65%
Personal Auto	N/A	65%	Air Travel	N/A	23%
Air Travel	N/A	23%	Rental car	N/A	19%
Rental car	N/A	19%			

Source: Longwoods International as of 2011



# Washington DC Tourism

In 2012, Washington DC welcomed 18.9M visitors of which 2.1 million visitors are international and visitation is expected to continue growing. Growth in international visitors was a major factor driving increased visitation.

- The number of visitors from China increased by about 92 percent; double-digit increases from other countries as well.
- Top countries of origin include: United Kingdom, Germany, Australia, China, Italy, Brazil, Japan, South Korea and the Netherlands.

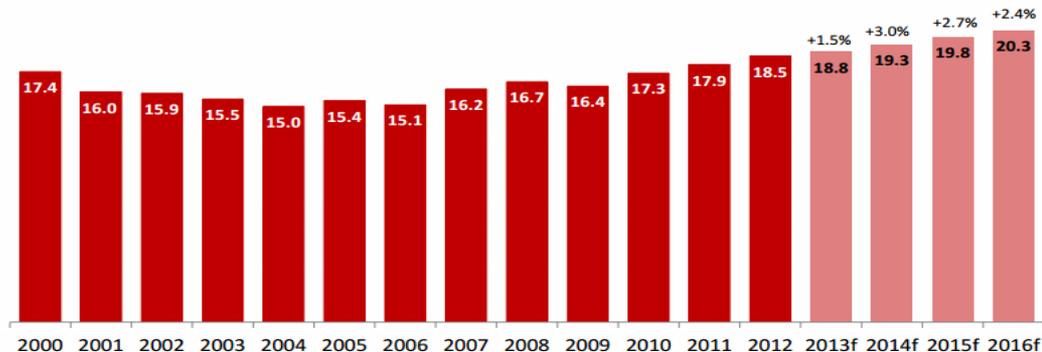
Distribution of Visitor Spending	\$
Lodging	\$2.11B
F&B	\$1.71B
Entertainment	\$1.02B
Shopping	\$753M
Transportation	\$613M

Figures show visitor spending increased to an estimated \$6.2 billion in 2012.



## VISITATION FORECAST

DC's total visitor volume in 2012 reached a record high and is expected to continue to increase through 2016.



Source: washington.org, DK Shifflet, Travel Market Horizons, Office of Travel and Tourism Industries, US Dept of Commerce



# DC Tourism

The top three most visited attractions in 2012 were the Natural History Museum, National Air and Space Museum and the Lincoln Memorial.

## Crowd favorites

The most-visited federal attractions in D.C. last year:

National Museum of Natural History	7,600,000
National Air and Space Museum	6,800,000
Lincoln Memorial	6,191,361
National Museum of American History	4,800,000
Vietnam Veterans Memorial	4,424,407
World War II Memorial	4,161,685
Martin Luther King Jr. Memorial	3,738,336
Korean War Veterans Memorial	3,267,124
Franklin Delano Roosevelt Memorial	2,764,459
Thomas Jefferson Memorial	2,613,131

## Sights unseen

The least-visited federal attractions in D.C. last year:

Mary McLeod Bethune Council House National Historic Site	6,646
Anacostia Community Museum	31,168
Frederick Douglass National Historic Site	53,314
Theodore Roosevelt Island	149,754
Renwick Gallery of the Smithsonian American Art Museum	162,051
Pennsylvania Avenue National Historic Site	283,232
National Postal Museum	321,953
National Museum of African Art	353,959
Arthur M. Sackler Gallery	359,813
LBJ Memorial Grove on the Potomac	371,063

ADDITIONAL TOURISM INDICATORS	2012 Visitation	Percent Change 2011-12
National Park Service - Mall locations	23.4 million	8.9% ↑
National Park Service - all DC area locations	42.5 million	4.3% ↑
Smithsonian - Mall locations	24.7 million	5.0% ↑
Smithsonian - all DC locations	29.9 million	6.5% ↑
Total domestic arrivals (DCA+IAD)	17.5 million	-0.6% ↓
Total international arrivals (DCA+IAD)	3.5 million	3.3% ↑
WMATA Metro rail ridership	212.0 million	-2.3% ↓
Circulator ridership	5.7 million	-1.1% ↓

Source: Destination DC





# AMPHITHEATERS

# Amphitheaters – Key Statistics

<b>Amphitheater</b>	<b>Location</b>	<b>Seating Capacity</b>	<b>Annual Attendance</b>	<b>Annual Number of Events</b>
Merriweather Post Pavilion	Columbia, MD	15,000 – 30,000	330K	30 - 40
Wolf Trap	Vienna, VA	7,028	425K	90
Jiffy Lube Live	Bristow, VA	25,000	350K	32
Alpine Valley Music Theater	East Troy, WI	37,000	444K	12
The Gorge Theater	George, WA	20,000	460K	23
Hollywood Bowl	Los Angeles, CA	18,000	1.2M	90
Red Rocks	Denver, CO	9,450	500K	60
Shoreline	Mountain View, CA	22,500	450K	30
Cynthia Woods	The Woodlands, TX	16,500	475K	63



# Merriweather Post Pavilion, Columbia, Maryland

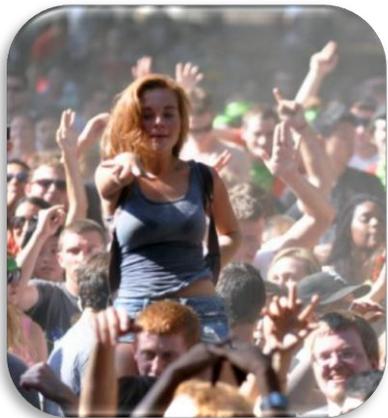


Merriweather Post Pavilion is an outdoor concert venue located within Symphony Woods, a 10-acre lot of preserved land in the heart of the planned community of Columbia, Maryland. In 2010, Merriweather was named the second best amphitheater in the United States by Billboard magazine and in 2013, Rolling Stone Magazine named it the fourth best among arenas and amphitheaters in the country.

Merriweather Post Pavilion was designed by award-winning architect Frank Gehry and opened in 1967. It is named for the American Post Foods heiress Marjorie Merriweather Post. Originally intended to be a summer home for the National Symphony Orchestra, the pavilion later became a venue for popular music concerts, including performances by Jimi Hendrix, Janis Joplin, Led Zeppelin, and The Who. They also create their own programming such as the Sweet Life Festival.

The amphitheater is owned by the Howard Hughes Corporation. The Nederlander organization began managing the venue in 1971. SFX bought the lease in 1999. In 2003, Seth Hurwitz and I.M.P. was chosen as the new promoter and has had great success putting the venue back on the music map.

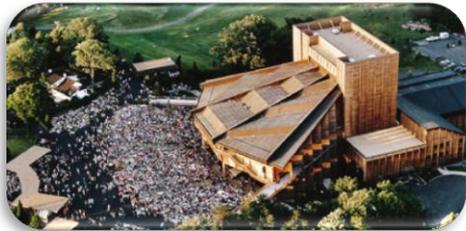
# Merriweather Post Pavilion, Columbia, Maryland



Year opened	1967
Ownership	The Howard Hughes Corporation
Seating capacity	15,000 – 30,000 (with Merriweather Park)
Land area	10 acres including backstage
Annual number of events	30-40
Composition	10 acres include backstage. Food and merch locations.
Annual visitors	330,000
Population within 50/100 miles	8,063,970/ 14,011,362
Recognition	Named one of the top ten arenas and amphitheaters in US by Rolling Stone Magazine.



# Wolf Trap, Vienna, Virginia



Wolf Trap, dubbed America's National Park for Performing Arts, consists of two primary venues: The Filene Center, an indoor/outdoor theater, and The Barns, an indoor theater which is adjacent to the park, but outside of the park boundary.

The Filene Center is the indoor/outdoor amphitheater originally built in 1971 based on a donation of 100 acres of land from Catherine Feline Shouse. The facility caught on fire shortly before opening and again in April, 1982. The current facility was built by G&C Construction Corporation and includes fire retardant wood, state of the art (1982 state) sound and lighting, and improved handicap accessible space.

The Barns are two converted barns, moved from New York state to Vienna (using funds and land donated by Mrs. Shouse) and merged into an indoor theater. One barn serves as the reception area. In addition to the theater and the amphitheater, Wolf Trap also has a "Children's Theater in the Woods" and the Meadow Pavilion, a covered outdoor stage adjacent to the Theater in the Woods.

From 1971 to 1979, Wolf Trap also had a "Composer's Cottage". Original plans called for many cottages to be built, but only one was. It too burned down and was not rebuilt.

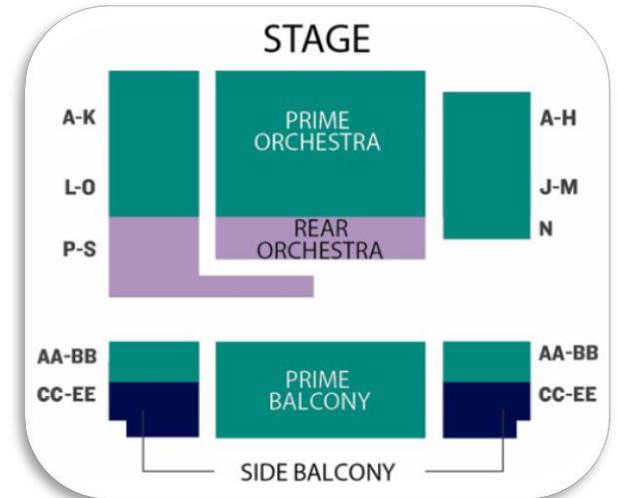
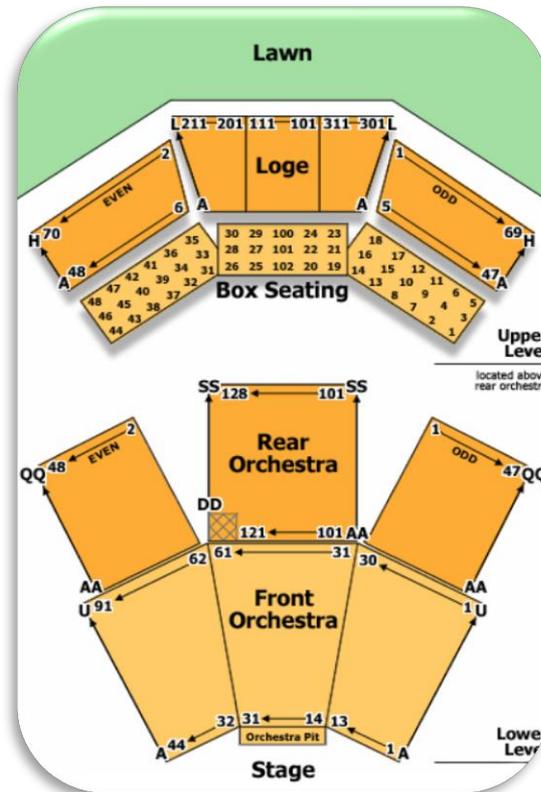
In 2003, The Wolf Trap Foundation added The Center for Education with almost 23,000 square feet of indoor and outdoor rental space. Included are an Education Hall, Lecture Hall, Practice Rooms, Education/Break-Out Multipurpose Rooms, and the Earle C. Williams Learning Center with internet provisions, books, periodicals, etc.

# Wolf Trap, Vienna, Virginia



Performances are held at the amphitheater from May through September and year-round at The Barns. The Barns is the home for the Wolf Trap Opera. About 70 performances a year are conducted at the Children's Theater in the Woods from June through early August, five days a week.

Performances are varied with summer 2013 including Harry Connick, Jr, the Golden Dragon Acrobats from China, Rock of Ages, Huey Lewis and the News, and America the Beautiful featuring Ansel Adams America.



# Wolf Trap, Vienna, Virginia

Year opened	Filene Center: 1971, The Barns: 1982
Ownership	Public/Private partnership between the Wolf Trap Foundation for the Performing Arts – 501(c)(3) and the U.S. Department of the Interior, National Park Service
Seating capacity	Filene Center: 7,028 (3,868 under cover, 3,160 lawn), The Barns: 382
Stage dimensions	116' wide x 64' deep x 102' high
Land area	130 acres
Annual number of events	Approximately 90 at Filene Center, 50 at The Barns, 70 at Children's Theater in the Woods
Annual attendance	425,000 in 2011 (per National Parks Service) for Filene amphitheater
Average attendees per event	4,700
Population within 50/100 miles	7,604,804/ 12,553,814
Recognition	None to note



## WOLF TRAP FOUNDATION FOR THE PERFORMING ARTS CORPORATE RENTAL FACILITIES GUIDE

RENTAL RATES					
Center for Education at Wolf Trap and The Barns at Wolf Trap					
FACILITY	RATES		SQUARE FEET	CAPACITY	
	Weekday M-F before 5pm	Evening or Weekend*			
Lecture Hall	\$1000 full day / \$500 half day	\$1000 (0-6 hours) / \$250 each additional hr	2647	100 theater	
Education Hall	\$2000 full day / \$1000 half day	\$2000 (0-6 hours) / \$500 each additional hr	5740	250 banquet	400 reception
Two Ed Hall Quadrants	\$750 full day / \$400 half day	\$1000 (0-6 hours) / \$250 each additional hr	2516	125 banquet	250 reception
The German Barn (includes The English Barn and Lobby)	\$2000 full day / \$1000 half day	\$3000 (0-6 hours) / \$500 each additional hr	3500	160 banquet	400 reception
The English Barn (includes Lobby)	\$750 full day / \$400 half day	\$1500 (0-6 hours) / \$250 each additional hr	2200	80 banquet	200 reception

Full day = 4+ hrs / Half day = 0-4 hrs | Day rentals must end by 5:00 p.m. Evening rate applied to events ending beyond 5:00 p.m.  
 All Center for Education and Barns rentals must conclude by 11:00 p.m. not including breakdown time  
 Banquet = 5' rounds of 10 | Reception = high-top and low cocktail rounds | Other set-up options are available  
 Rentals are subject to availability and all fees are subject to change until a rental agreement is signed  
 \*NOTE: alternate pricing applies to December bookings and social events, including weddings

RENTAL RATES			
Wolf Trap National Park for the Performing Arts			
FACILITY	RATE	SQUARE FEET	CAPACITY
Associates Deck	\$2000 per day	8500	250 banquet
The Terrace	\$1000 per day	3300	100 banquet

All set-up capacities include accommodation under covered areas only | Other set-up options are available; please inquire for capacities  
 National Park rentals are only available on days/evenings of scheduled Filene Center performances and require a performance  
 each guest | Park events may begin no earlier than 2 hours prior to showtime and must conclude by the start of the performance



# Jiffy Lube Live, Bristow, VA



Jiffy Lube Live is located about thirty-five miles from Washington, DC and is the largest music performance venues in the DC area. Opened in 1995, the amphitheater was formerly known as Nissan Pavilion, but changed hands in 2010 and thus, the new name. The venue was founded by Cellar Door Productions, a promoter who formerly booked acts at RFK Stadium. It is said that the amphitheater gained approval in part to remove loud acts from RFK Stadium and as a move to fend off Disney's proposed Disney's America theme park in the same location.

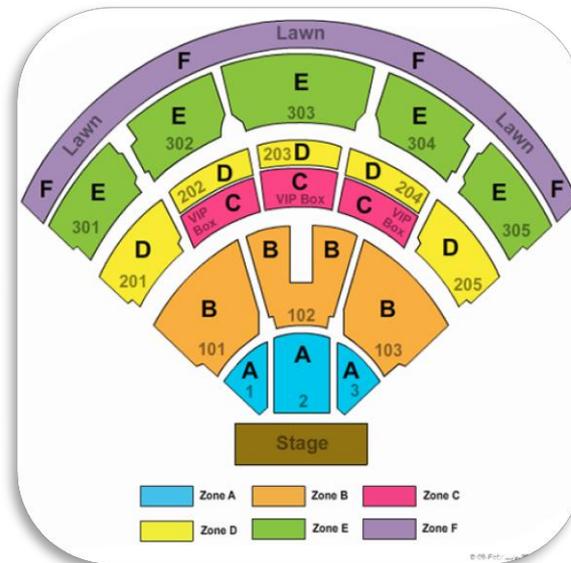
The theater is operated by Live Nation and routinely hosts popular performers and events, some annually such as Jimmy Buffett, the Mayhem Festival, America's Most Wanted Tour, Crue Fest, and American Idol Live. Given its size, the amphitheater is also used for high school graduation ceremonies for schools from surrounding counties.

In early 2011, Jiffy Lube Live banned tailgating parties before and after concerts in conjunction with the Prince William County Police Department. The ban was lifted less than a year later.

# Jiffy Lube Live, Bristow, VA



Year opened	1995
Ownership	Live Nation
Seating capacity	10,000 reserved seats; 15,000 lawn
Annual number of events	Approx. 32
Annual attendance	350,000
Population within 50/100 miles	5,908,174/ 11,566,420
Recognition	Tied for 7 <sup>th</sup> in US for number of seats



# Alpine Valley Music Theatre, East Troy, Wisconsin



Alpine Valley Music Theater is a 37,000 capacity amphitheater, in East Troy, Wisconsin. The seasonal venue was built in 1977 and features a characteristic wooden roof, covering the 7,500-seat pavilion and a sprawling lawn. The theatre is located roughly equidistant between Madison, Milwaukee, Rockford, and Chicago, and therefore draws a wide regional audience.

Alpine Valley is generally considered the Milwaukee stop on major tours and the Chicago stop when the act doesn't perform in Illinois. Until 1993, when the San Manuel Amphitheater was built in California, it was the largest amphitheater in the United States. That year, it was taken over by Nederlander Concerts. SFX (now Live Nation) acquired Alpine Valley from the Nederlander's in 1999 and still owns and manages the venue today. Adjacent to the amphitheater is a resort. The resort is not owned by Live Nation. The resort has a capacity of 100 rooms with a Bavarian theme, a golf course, and a ski hill for added entertainment.

Year opened	1977
Ownership	Live Nation
Seating capacity	37,000 (7,500 seats, 29,500 lawn)
Land area	
Annual number of events	12
Composition	Amphitheater, hotel, golf course, ski hill
Annual visitors	Approx. 444,000
Population within 50/100 miles	3,782,810/ 12,873,159
Recognition	Named one of the top ten arenas and amphitheatres in the US by Rolling Stone



# Alpine Valley Music Theatre, East Troy, Wisconsin



Alpine Valley Music Theatre has hosted a number of notable performers since its inauguration. The list includes big names in the music industry such as Jimmy Buffett, the Grateful Dead, the Rolling Stones, Stevie Ray Vaughan, Guns n Roses, Pearl Jam, Dave Matthews Band, Coldplay, Zack Brown Band and Aerosmith.



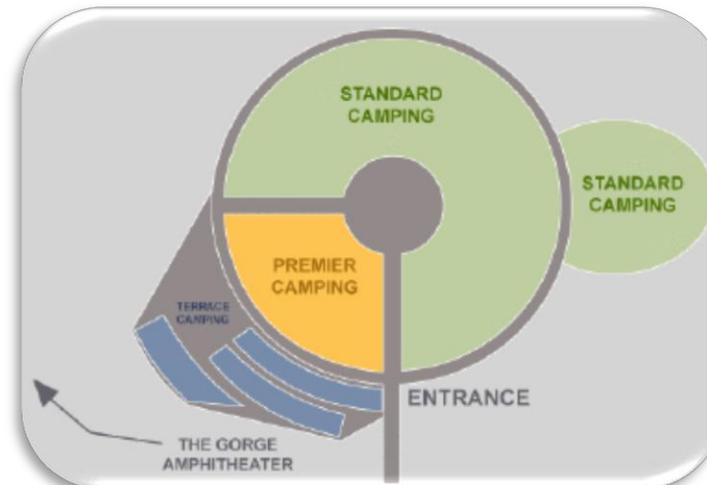
# The Gorge Amphitheatre, George, Washington

**THE GORGE**  
AMPHITHEATRE • CAMPGROUND • FESTIVAL SITE



The Gorge Amphitheatre is a 20,000-seat outdoor concert venue near the Columbia River in George, Washington managed by Live Nation. The Gorge is located approximately 150 miles east of Seattle and approximately 130 miles west of Spokane. The venue offers sweeping and majestic views of the Columbia River as it skirts the foothills of the Cascade Range southbound, as well as extreme eastern Kittitas County and extreme western Grant County. It is also known for its spectacular views of the Columbia Gorge canyon. On site camping is offered to concert goers as well as a number of hotels in the area.

Opened in 1985 by a Seattle couple who had planned to use the land to grow grapes for wine, the Gorge became a sort of Red Rocks of the Northwest, where the scenery "*adds drama to the performances,*" as Sleater-Kinney's Corin Tucker describes it. Fans and artists alike rave about the incredible views: Pearl Jam's Mike McCready calls the Gorge his "*all-time favorite venue,*" adding: "*The stage overlooking the cliff of the Columbia River as the sun goes down – it's very spiritual.*" According to the Wall Street Journal, the Gorge is considered one of the most scenic concert locations in the world. It is a nine-time winner of Pollstar Magazine's award for 'Best Outdoor Music Venue' and was voted as one of the 'Best Outdoor Concert Venues in America' by ConcertBoom. In 2013, Rolling Stone magazine named it one of the top ten arenas and amphitheatres in the US.



# The Gorge Amphitheatre, George, Washington



Year opened	1985
Ownership	Live Nation
Seating capacity	20,000
Land area	Campground 100 acres
Annual number of events	23 including multiple day music festivals
Composition	
Annual visitors	Approx. 460,000
Population within 50/100 miles	279,657/ 902,752

Recognition

Named one of top ten arenas and amphitheaters in US by Rolling Stone magazine (#3)  
Voted "Best Outdoor Amphitheatre" nine times by Pollstar magazine.



# The Hollywood Bowl, Los Angeles, California



The Hollywood Bowl is a modern amphitheater in the Hollywood area of Los Angeles, that is used primarily for music performances. It is the largest natural amphitheater in the United States, with a seating capacity of nearly 18,000. The bowl is owned by the County of Los Angeles and is the home of the Hollywood Bowl Orchestra, the summer home of the Los Angeles Philharmonic and the host of hundreds of musical events each year.

The Hollywood Bowl is known for its band shell, a distinctive set of concentric arches that graced the site from 1929 through 2003, before being replaced with a somewhat larger one beginning in the 2004 season. The shell is set against the backdrop of the Hollywood Hills and the famous Hollywood Sign to the Northeast. The "bowl" refers to the shape of the concave hillside into which the amphitheater is carved.

Hollywood Bowl concerts are one of Southern California's iconic events, and one of the most pleasant ways to spend a summer evening. The ambiance is laid-back and sophisticated, more like the Los Angeles Philharmonic (who perform here in summer) than a rock concert. The Hollywood Bowl hosts top-notch musicians, including their "house band," the LA Philharmonic orchestra, as well as occasional theatre productions. However, any Angeleno will tell you that more than the music, you go to the Bowl for the experience - a picnic to live music under the stars surrounded by the Hollywood Hills.

# The Hollywood Bowl, Los Angeles, California

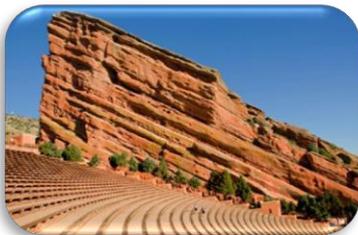


Year opened	1922
Ownership	County of Los Angeles
Seating capacity	18,000
Land area	60 acres
Annual number of events	Approx. 90
Composition	
Annual visitors	Approx. 1.2MM
Population within 50/100 miles	14,013,769/ 18,946,604

Recognition

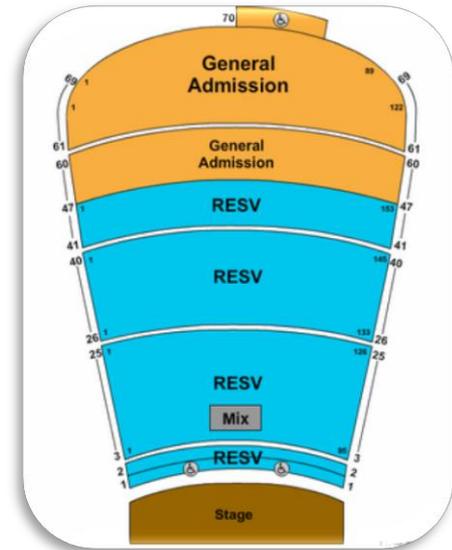
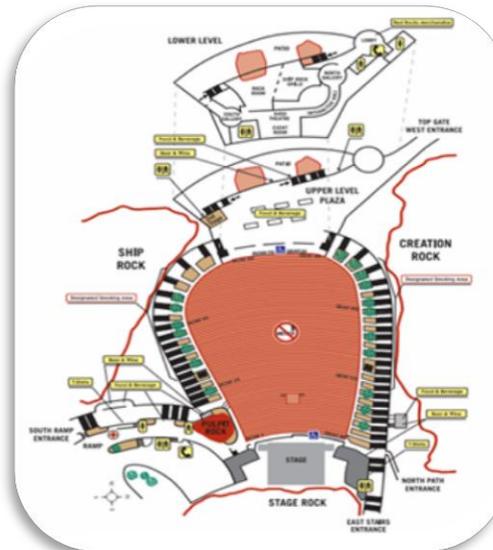
Largest natural outdoor amphitheater in the US.  
 2013 - Named the best Major Outdoor Concert Venue by Pollstar. Named one of the best arenas and amphitheaters in US by Rolling Stone magazine (#2)

# Red Rocks Amphitheatre, Denver, Colorado



Red Rocks Amphitheatre is a rock structure near Morrison, Colorado 15 miles west of Denver, Colorado. There is a large, tilted, disc-shaped rock behind the stage, a huge vertical rock angled outwards from stage right, several large outcrops angled outwards from stage left and a seating area for up to 9,450 people in between. The amphitheater is owned and operated by the City and County of Denver, Colorado and is located in Red Rocks Park, part of the Denver Mountain Parks system.

Public and private performances have been held at Red Rocks for more than 100 years. The amphitheater has been officially open since 1941, but the first Red Rocks concerts were actually staged much earlier, on a temporary platform in 1906. With the exception of Madison Square Garden, no U.S. venue of this size has such an amazing pedigree: The Beatles in 1964, Jimi Hendrix in 1968, Bruce Springsteen in 1978, and many more. Pearl Jam played Red Rocks exactly once, in 1995, and they still haven't stopped talking about it. *"It was just stunning,"* says guitarist Mike McCready. *"We were never able to get there [again]. I don't know why. I want to go back."*



# Red Rocks Amphitheatre, Denver, Colorado



Red Rocks Amphitheatre is also a favorite destination for locals and tourists interested in enjoying the outdoors. The park includes hiking and biking trails, picnic spots, a Visitor Center, and the Ship Rock Grille - the venue's on-site restaurant open for lunch, weekend brunch and pre-show dinner. The amphitheater is located 6,400 feet above sea level.

Year opened	1906, but formally dedicated in 1941
Ownership	City and County of Denver
Seating capacity	9,450
Land area	868 acres
Annual number of events	Approx. 105 (in 2012)
Composition	Amphitheater, Trading Post retail, Ship Rock Grille restaurant, biking/hiking trails, picnic area
Annual visitors	Approx. 73,500
Population within 50/100 miles	3,087,040/ 4,314,910
Recognition	Named the top arena and amphitheater in Rolling Stone magazine.

# Shoreline Amphitheatre, Mountain View, California



Shoreline Amphitheatre is an outdoor amphitheater in Mountain View, California, in the San Francisco Bay Area. The venue has a capacity of 22,500, with 6,500 reserved seats and 16,000 general admission on the lawn. When the parking lot is utilized for festival stages, the total capacity of the venue can reach 30,000.

The amphitheater opened in 1986 by the city of Mountain View, in cooperation with local promoter Bill Graham. The Amphitheatre was built on landfill, as part of a larger project called Shoreline Park. Since Graham was a close friend of the Grateful Dead and a huge fan of the band, the facility was designed to resemble the Grateful Dead's "steal your face" album cover image.

Year opened	1986
Ownership	Owner: City of Mountain View; Operator: Live Nation
Seating capacity	22,500 (6,500 reserved, 16,000 lawn). Can go up to 30,000 when the parking lot is used for festivals
Land area	60 acres
Annual number of events	Up to 30
Composition	Amphitheater, golf course, lake with water sports, trails, restaurant.
Annual visitors	Approx. 450,000
Population within 50/100 miles	6,561,749/ 10,960,812
Recognition	Named one of the top ten arenas and amphitheatres in US by Rolling Stone (# 7).

# Shoreline Amphitheatre, Mountain View, California

The amphitheater is located in Shoreline Park which provides a number of recreational activities including an 18 hole golf course and a 50 acre artificial lake featuring the Shoreline Aquatic Center where guests can rent kayaks, sailboats, windsurfers, etc. In addition to water sports, the park has miles of hiking and biking trails.



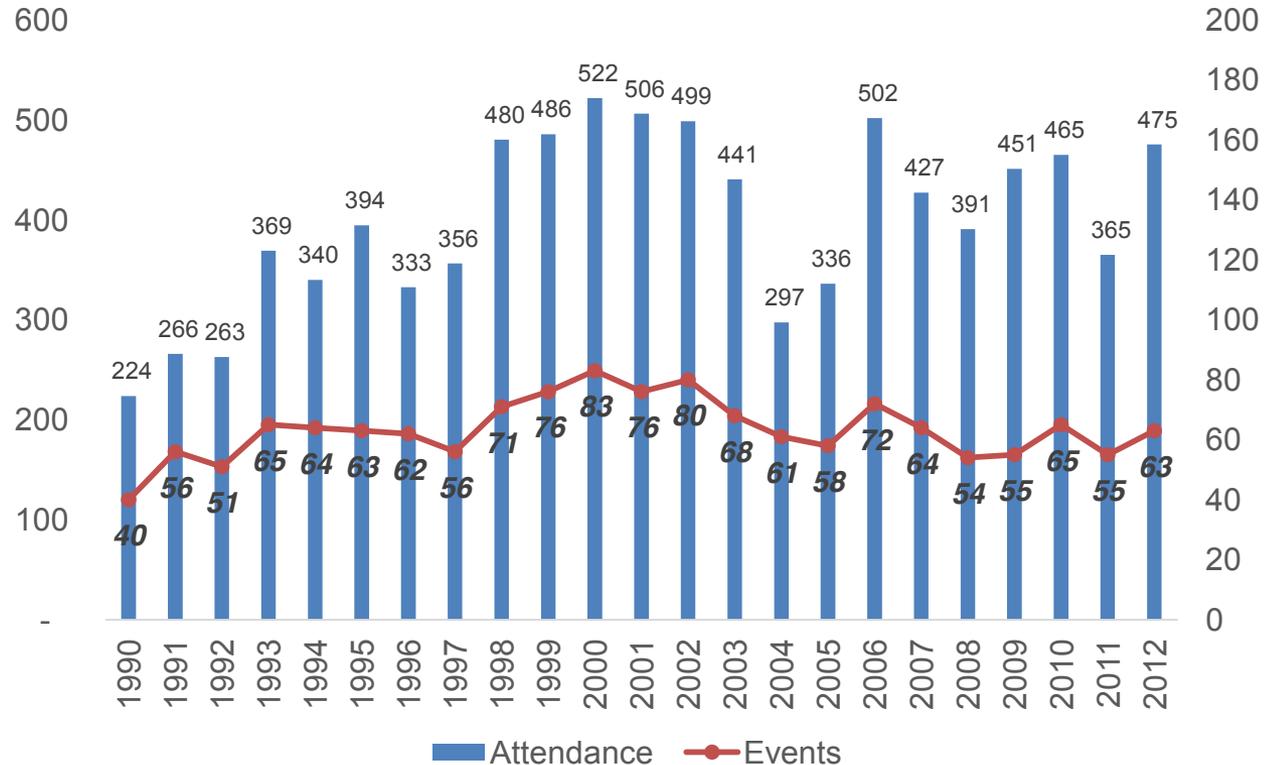
# Cynthia Woods Mitchell Pavilion, The Woodlands, Texas

In its opening year, Cynthia Woods Pavilion hosted forty events and generated 224K in attendance. Both events and attendance peaked in 2000 at 83 events generating 522K in attendance. Over the last five years (2008-2012) events have averaged 58.4 and attendance 429K or 7.4K per event.

Headliners for the summer of 2014 included James Taylor, John Legend, Def Leppard, Brad Paisley, and the Backstreet Boys among others.



Number of Events and Attendance in Thousands



# Cynthia Woods Mitchell Pavilion, The Woodlands, Texas



The Cynthia Woods Mitchell Pavilion in The Woodlands is an outdoor amphitheater serving the Houston metropolitan area and the official summer home of the Houston Symphony. The Houston Ballet and Houston Grand Opera also perform there, as well as notable music performers from a number of genres. A small sculpture park is located at the pavilion, commemorating Cynthia and George Mitchell.

In addition to the lawn and covered seats, the pavilion includes approximately 250 box seats and two main hospitality areas: Woodforest Bank Club with 1,600 square feet of rental space and House of Blues Hospitality Tent with 6,000 square feet. Parking includes a 960 space garage and 3,000 free parking spaces in lots surrounding the pavilion.

Year opened	1990
Ownership	The Center for the Performing Arts at the Woodlands; non-profit 501(c)(3)
Seating capacity	6,500 covered seating; 10,000 lawn
Land area	68,000 sq ft
Annual number of events (2012)	63
Annual attendance (2012)	475,000
Average attendees per event	7,540
Population within 50/100 miles	5,628,624 / 7,056,483
Recognition	Tied for 7 <sup>th</sup> in US for number of seats

An aerial photograph of a city canal. The canal is a narrow waterway that runs through a dense urban area. On the left side of the canal, there is a concrete walkway with a metal railing. A row of young trees is planted along this walkway. In the background, several tall, modern buildings with many windows are visible. On the right side of the canal, there is a large, dark structure that appears to be a bridge or a lock. The overall scene is a mix of urban infrastructure and greenery.

# CULTURAL DISTRICTS

# Cultural Districts – Key Statistics

<b>District</b>	<b>Location</b>	<b>Annual Attendance</b>	<b>Annual Number of Events</b>
Pittsburgh Cultural District	Pittsburgh, PA	2M	1,500
Tivoli Gardens and Program Park	Copenhagen, Denmark	4M	100
Millennium Park	Chicago, IL	4M	54



# Pittsburgh Cultural District, Pittsburgh, PA



The Pittsburgh Cultural District is overseen by the Pittsburgh Cultural Trust, established in 1984. The Trust is the catalyst behind the Cultural District and has been lauded as “the single greatest creative force in Pittsburgh because of its spirit of reinvention” by the Pittsburgh Post Gazette.

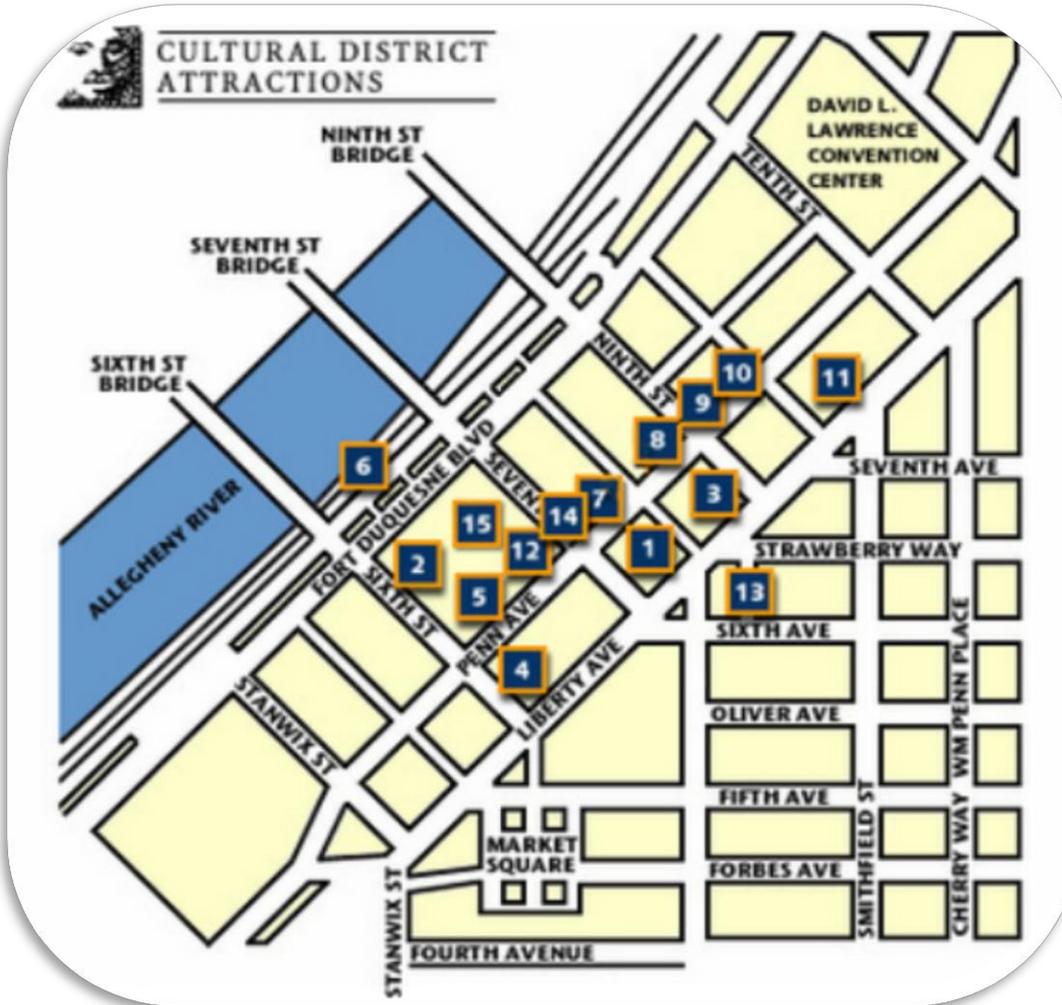
The district covers fourteen blocks in what was once a red-light district in downtown Pittsburgh. Some theaters, such as the Benedum Center and Heinz Theater have been restored while others are newly built.

The Benedum Center is the marquee attraction and home to PNC Broadway Across America, Pittsburgh Dance Council, CD Live, Pittsburgh International Children’s Theater, Cohen & Grigsby Trust Presents, and First Night Pittsburgh. The Pittsburgh Ballet Theater and Pittsburgh Opera also perform there at times.

Year opened	1984
Ownership	Non-profit Pittsburgh Cultural Trust
Land area	14 square blocks
Annual number of events	Over 3,000
Composition	90 retail shops, 50 dining establishments, 7 theaters, 8 public parks and art installations, 12 art galleries
Annual visitors	2,000,000
Population within 50/100 miles	2,848,749/ 6,284,711
Recognition	One of the largest land masses curated by a single non-profit arts organization



# Pittsburgh Cultural District, Pittsburgh, PA



	Venue	Seats	Rent?
1	Benedum Center	2,800	✓
2	Byham Theater	1,300	✓
3	Harris Theater	194/178	
4	Heinz Hall	2,676	
5	O'Reilly Theater	650	
11	August Wilson Center	486	
15	Cabaret at Theater Square	260	✓
	Total theater seats	8,544	
12	Agnes R. Katz Plaza	23,000 sq ft	✓



# Pittsburgh Cultural Center, Pittsburgh, PA

The Pittsburg Cultural Center is a hub of activity year round although summer months are notably slower. Theaters alone provide over a thousand opportunities a year for area residents and tourists to visit the Cultural District. Supplementing the theaters is a world class science center, the Carnegie library and the Consol Energy Center. Art exhibits are included as part of “ongoing events”.

Pittsburgh Cultural District Events													
January 2012 - December 2012													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Benedum Center	7	31	18	17	18	18	16	13	21	13	12	14	198
Byham Theater	15	11	9	16	14	4	1	-	2	1	1	-	74
Harris Theater	31	28	31	30	31	30	31	31	30	31	30	31	365
Heinz Hall	9	17	13	20	22	11	-	-	6	4	10	7	119
O'Reilly Theater	28	19	27	16	19	20	-	-	4	24	24	9	190
August Wilson Center	1	14	19	9	15	39	-	1	1	-	-	-	99
Cabaret at Theater Square	10	7	14	17	8	19	8	6	24	20	24	24	181
Subtotal theaters	101	127	131	125	127	141	56	51	88	93	101	85	1,226
Carnegie Science Center	3	2	8	8	1	11	23	15	7	2	3	1	84
Carnegie Library	9	4	9	9	9	12	10	9	9	9	8	5	102
Consol Energy Center	3	6	6	6	4	7	7	6	5	5	5	7	67
Subtotal	116	139	154	148	141	171	96	81	109	109	117	98	1,479
Other	20	39	127	156	192	182	150	143	129	106	74	90	1,408
Subtotal one time events	136	178	281	304	333	353	194	224	238	215	191	188	2,887
Ongoing events	11	13	13	14	14	13	19	15	9	13	17	16	167
Total events	147	191	294	318	347	366	213	239	247	228	208	204	3,054

Sources: [www.downtownpittsburgh.com/events](http://www.downtownpittsburgh.com/events), [www.ppt.org/shows/archive](http://www.ppt.org/shows/archive) and other websites for the Pittsburg Ballet, Pittsburgh Opera, Pittsburgh Civic Light Opera, and the PNC Broadway Series.



# Tivoli, Copenhagen, Denmark



Tivoli, located in Copenhagen, Denmark, first opened in 1843 when “pleasure gardens” were just becoming popular as a way to escape city life. The park has continually evolved without abandoning its original charm and tradition and is now billed as a “program park” with each day offering a distinct menu of programs and activities.

While initially located just outside of Copenhagen, expansion of the city occurred on all sides and today, Tivoli is surrounded by the city. The Copenhagen Central Train Station sits to the west and most guests arrive by public transportation, bicycle or on foot. There are no parking spaces offered by Tivoli.

Year opened	1843
Ownership	Private; listed on Copenhagen Stock Exchange
Land area	20.4 acres
Operating calendar	220 days (mid-April to mid-September, Halloween, mid-November through December)
Composition	27 rides; 3 major performance venues; 1 onsite hotel; an aquarium; 47 dining locations; convention and meeting space
Events	Over 100 music events May through August
Annual visitors	4,200,000 (27% foreign visitors; 250K season passholders)
Copenhagen Population	1,893,010
Recognition	2 <sup>nd</sup> oldest amusement park in the world, fifth most visited theme/amusement park in Europe

# Tivoli, Copenhagen, Denmark



The park is home to Scandinavia's largest classical music festival and hosts over 80 concerts each season (from May through August). In addition to classical music, 24 rock concerts are held on Fridays.

Main performance space at Tivoli includes the open air "Lawn Stage", the Pantomime Theater (nightly pantomime), The Tivoli Concert Hall and the Glass Hall.



# Tivoli, Copenhagen, Denmark



Tivoli has a sloping landscape and meandering paths that provide a variety of opportunities for landscaping. The paths are deliberately laid out to limit the view, making the most of the limited space available. Trees, fountains and sculptures are abundant throughout the park, as are benches.

Even with a short operating season, flowers within the garden change throughout from Japanese cherry trees in Spring, to tulips in May, and summer flowers for later in the operating season. 20,000 pumpkins are brought in for the two week Halloween festivities and spruce trees are added for Christmas decorations.

In addition to the gardens, Tivoli is known for the evening lights. More than 120,000 incandescent light bulbs emit a soft, diffuse light throughout the park. While lights are seen on buildings, rides, trees, fountains and along the lake walk, the centerpiece is the Tivoli Globe. The lamps in Tivoli are custom designed and themed to the specific area. During the Christmas season, about ten times more lighting is brought in.

Pricing for Tivoli is based on a low entry fee plus pay as you go experiences. Children under 8 are free and adults pay approximately \$17 for admission to the park. The entry level annual pass that covers the main season, Halloween and Christmas, and includes all music events in the Concert Hall, is \$50.

All inclusive one-day packages that include general admission, rides, a meal, the aquarium and a balloon ride photo are priced at \$53 for both adults and children. The aquarium alone is about \$3.50.

# Tivoli, Copenhagen, Denmark

In its ever evolving state, Tivoli has grand plans for both additional rides and a project announced over five years ago called "The Edge." Bordering the western perimeter of the park, the "Edge "is intended to create year-round activities for both Tivoli and the surrounding area. The project is being designed by US architects Pei, Cobb, Freed & Partners, but no further information was found on their website. (Rendering from Tivoli and may be out of date.)



# Millennium Park, Chicago, IL



Millennium Park, a portion of Grant Park (the “front lawn” of Chicago’s downtown), transformed former railways and parking lots into an award winning urban destination. The park was at designed by a world class team of architects and designers and connects to Daley Bicentennial Plaza by the iconic BP footbridge.

Year opened	2004 (4 years late and vastly over-budget)
Ownership	Public park
Land area	24.5 acres
Composition	Bandshell pavilion; theater; gardens; fountains and squares; ice rink; outdoor restaurant (fair weather only); outdoor galleries
Events	54
Annual visitors	4,000,000
Population with 50/100 miles	9,201,466/ 13,253,047
Recognition	2009 Rudy Bruner Award for Urban Excellence; World’s Largest Rooftop Garden



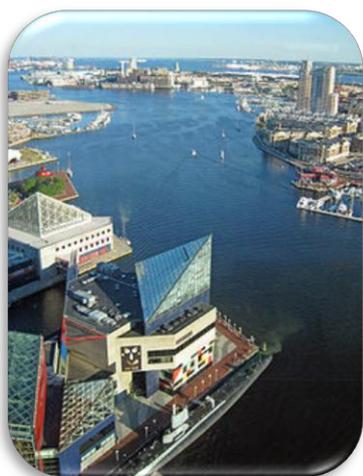
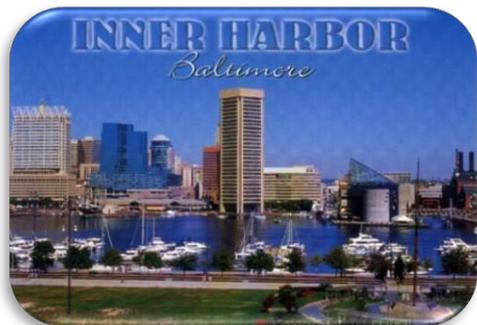
# Millennium Park, Chicago, IL

The park has two primary performance venues: Jay Pritzker Pavilion with 4,000 fixed seats and lawn seating for 7,000, and the 1,525 seat Harris Theater for music and dance performances. In Summer, 2012, the park hosted approximately 70 outdoor events from May through September.

The Grant Park Music Festival is an annual ten week, classical music concert series featuring the Grant Park Symphony Orchestra and the Grant Park Chorus, the nation's only free, outdoor classical music concerts. The Chicago Gospel Music Festival, also free, runs from Spring to Fall.



# Inner Harbor, Baltimore, Maryland



Inner Harbor is the centerpiece of Baltimore and Maryland's number one tourist destination. Similar to the Pittsburgh Cultural District, Inner Harbor is the result of visionary planning and perseverance to turn an area in decline into a thriving tourist destination. The Inner Harbor covers about 1 square mile of land, wrapping around the shallow end of the northwest branch of the Patapsco River.

The loosely branded and marketed area encompasses over eighty dining establishments and two major shopping areas with fifty plus combined retail locations: Harborplace with two pavilions and The Gallery, which is attached to the Renaissance hotel.

Year opened	1980
Ownership	NA – location with within the city of Baltimore
Land area	.5 to 1 square mile
Annual number of events	Numerous events at multiple locations
Composition	50+ retail shops, 80+ dining establishments, 3 entertainment venues/locations, 13 museums/attractions including the National Aquarium
Annual visitors	9.7 MM overnight visitors and 13.6 MM day trippers in FY13
Population within 50/100 miles	7,422,401/ 17,159,146
Recognition	The Urban Land Institute in 2009 call the Inner Harbor “the model for post-industrial waterfront redevelopment around the world.”

# Inner Harbor, Baltimore, Maryland



Entertainment venues for Inner Harbor include the Pier 6 Concert Pavilion, the 1<sup>st</sup> Mariner Arena (now Royal Farms Arena) and a collection of bars and clubs at Power Plant Live!, including Rams Head Live!



1<sup>st</sup> Mariner Arena



**Power Plant Live!**

**1<sup>st</sup> Mariner Arena**

**Pier 6 Pavilion**

### Inner Harbor

<b>See and Do</b>	<b>Drink</b>
<ol style="list-style-type: none"> <li>1. American Visionary Art Museum</li> <li>2. Baltimore Civil War Museum</li> <li>3. Holocaust Memorial Park</li> <li>4. Landmark Theatre</li> <li>5. Lightship Chesapeake</li> <li>6. Maryland Art Place</li> <li>7. Maryland Science Center</li> <li>8. National Aquarium</li> <li>9. Pride of Baltimore Statue</li> <li>10. Queen Elizabeth II Statue</li> <li>11. USS Constellation</li> <li>12. USS Torsk</li> </ol>	<ol style="list-style-type: none"> <li>1. Angel's Rock Bar</li> <li>2. Baltiana Comedy Factory</li> <li>3. Havana Club</li> <li>4. Howl at the Moon</li> <li>5. Houlihan's</li> <li>6. James Joyce Irish Bar</li> <li>7. Ram's Head Live</li> <li>8. Slider's Bar &amp; Grill</li> <li>9. Tiki Barge</li> </ol>
<b>Sleep</b>	<b>Buy</b>
<ol style="list-style-type: none"> <li>1. Brookshire Suites</li> <li>2. Courtyard Inner Harbor</li> <li>3. Hilton Garden Inn &amp; Homewood Suites</li> <li>4. Hyatt Regency</li> <li>5. Intercontinental Harbor Court</li> <li>6. Marriott Waterfront</li> <li>7. Pier 5 Hotel</li> <li>8. Renaissance Harborplace</li> <li>9. Sheraton Inner Harbor</li> </ol>	<ol style="list-style-type: none"> <li>1. Flag Shop</li> <li>2. Harborplace &amp; the Gallery</li> </ol>
<b>Eat</b>	<b>Contact</b>
<ol style="list-style-type: none"> <li>1. Bagby Pizza</li> <li>2. Boheme Cafe</li> <li>3. Charleston Restaurant</li> <li>4. Chiu's Sushi</li> <li>5. Fogo de Chao</li> <li>6. Little Havana</li> <li>7. Miss Shirley's Cafe</li> <li>8. Rosina Gourmet</li> <li>9. Roy's Restaurant</li> <li>10. Rusty Scupper</li> <li>11. Talaria</li> <li>12. Vino Rosina</li> </ol>	<ol style="list-style-type: none"> <li>1. Barnes &amp; Noble</li> </ol>

0.25 Kilometers  
0.25 Miles





# EVENTS AND FESTIVALS

# Events and Festivals— Key Statistics

<b>Events and Festivals</b>	<b>Location</b>	<b>Annual Attendance</b>	<b>Adult Admission Price</b>
BorderFest	Hildago, TX	90K	\$12
Burlington Sound of Music	Burlington, Ontario, Canada	210K	Free
Norfolk Festvents	Norfolk, VA		Varies
Gatlinburg Craftsmen’s Fair	Gatlinburg, TN		\$6
National Cherry Blossom Festival	Washington, D.C.	1.5M	Free
La Biennale di Venezia	Venice, Italy	370K	
Art Basel	Miami Beach, FL	70K	
Biennale of Sydney	Sydney, Australia	500K	Free
Des Moines Art Festival	Des Moines, Iowa	200K	
Cherry Creek Art Festival	Denver, CO	350K	Free



# BorderFest, Hidalgo, Texas

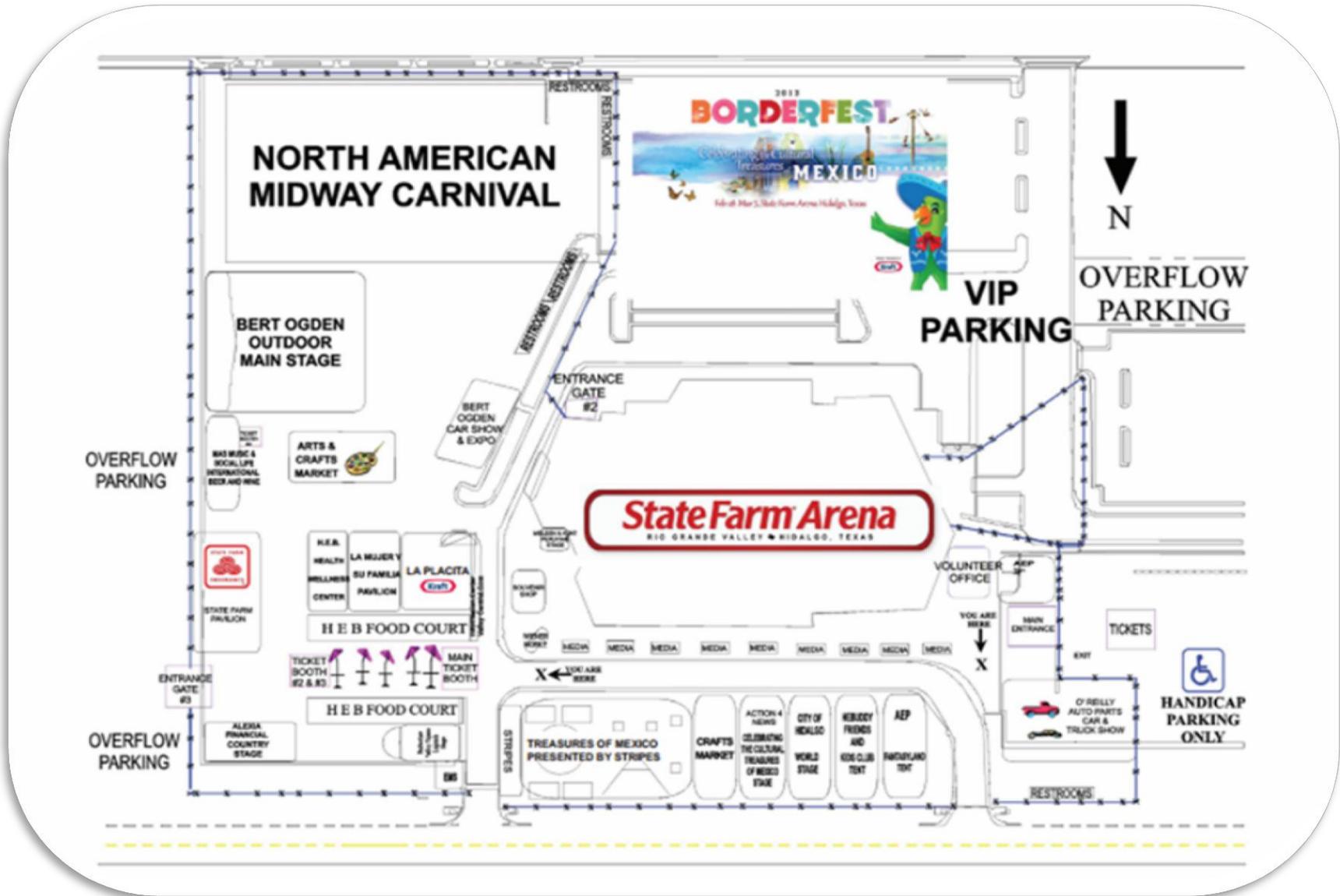


Borderfest started in 1977 when a committee of the Hidalgo Chamber of Commerce decided to create an event to promote cultural, international and community spirit. The first event was a small community festival lasting one day and drawing 500 people. Today, the festival has grown to become a nationally recognized, award winning Heritage and Music festival attracting more than 90,000 people over four days. BorderFest is a non-profit and donates between \$50,000 and \$60,000 in scholarships to area youth, and assists community organizations in raising money for their own causes.

Hidalgo's BorderFest celebrates a different country each year, incorporating the food, music, art, and entertainment of that country into the festival's theme. There are over twenty entertainment areas with hundreds of entertainers, four parades, car and motorcycle shows, and numerous food and beverage outlets. This year's named entertainment was the Zac Brown Band.

Year started	1977
Ownership	Hidalgo Chamber of Commerce; Non-profit 501[c]3
Number of Events	An annual event in Feb/March
Admission price	\$12 for adults, not including the named entertainment concert
Annual visitors	90,000
Population within 50/100 miles	1,154,619/ 1,314,881
Recognition	BorderFest has been named by its festival peers as the best in Texas 9 years in a row and the International Festival and Event Association honored BorderFest as the best of its kind in the world in 2005, 2006, 2007 and again in 2008.

# BorderFest, Hildago, Texas



# Burlington Sound of Music Festival, Burlington, Ontario



Sound of Music Festival is one of Ontario's most popular summer community attractions. Over the course of its 34 year history, it has grown to become Canada's largest free music festival. The event attracts over 210,000 visitors annually and takes place every year on Father's Day Weekend. The event is located in the city of Burlington which is in southern Ontario on the north shore of Lake Ontario between Hamilton and Toronto. It is a growing municipality with a population of over 175,000.

The Festival features a unique blend of new and emerging artists, Canadian icons and returning fan favorites entertaining on several stages throughout the waterfront and downtown area. Other events include a carnival, downtown Streetfest, the Grande Festival Parade, Family Zone, craft, merchandise and food marketplaces. Also offered is a free music education program for children.

The festival is not-for-profit and free. It is an independent, volunteer-run, organization funded by corporate sponsorship, government grants and donations.

Year started	1979
Ownership	Sound of Music Festival is a non-profit 501[c]3
Number of Events	Annual event over Father's Day weekend
Admission Price	Free
Annual visitors	210,000
Greater Toronto Area population	6,054,191
Recognition	Voted one of the Top 100 Festivals in Ontario by FEO (Festivals & Events Ontario), 13th year in row

# Norfolk Festevents, Norfolk, Virginia



Norfolk Festevents, Ltd. is a private not for profit organization dedicated to producing concerts, festivals, ship visits, special events and city celebrations for residents and guests of Norfolk, Virginia. In 2013, Festevents produces 75 events from March through December, each of which draws anywhere from 1,000 to hundreds of thousands of visitors. Since 1982, Norfolk Festevents has been the official event marketing and production agency for the City of Norfolk, Virginia.

One of the main reasons for Norfolk Festevents' success is that it capitalizes on Norfolk's natural appeal as an inviting waterfront city. The seven-acre, newly renovated Town Point Park, with its outdoor concert amphitheater on the Elizabeth River, provides an ideal locale for the festivals, concerts and special events. Other sites for large and small events include TowneBank Fountain Park next to Waterside Festival Marketplace, Ocean View Beach Park on the Chesapeake Bay, the marina-front Waterside Outdoor Amphitheater, Nauticus, The National Maritime Center, Half Moone Cruise and Celebration Center, MacArthur Center, the area's premier shopping mall and Harbor Park, Norfolk's beautiful and critically acclaimed baseball stadium.

Year started	1982
Ownership	Festevent, LTD is a non-profit 501[c]3
Number of Events	75 events from March to September
Admission Price	Varies by event
Annual visitors	1,000 to 100,000's
Population within 50/100 miles	1,790,429/ 3,454,772
Recognition	

# Norfolk Festvents, Norfolk, Virginia



Signature Festvents include the Annual Norfolk Harborfest, the Annual AT&T Bayou Boogaloo and Cajun Food Festival, the Annual AT&T Town Point Virginia Wine Festival, the Annual Norfolk Jazz Festival and the Annual AT&T Virginia Children's Festival and the East Coast's premier waterfront festival, Norfolk Harborfest®

In addition to attracting visitors to downtown Norfolk, Festvents has made contributions in excess of \$3 million dollars to area charities since 1983.

**Saturday, September 14, 2013**  
**Noon - 9pm**

**Town Point Park**  
**Downtown Norfolk, VA**

**Multiple Stages**  
**Independent Authors**  
**Repurpose-Style**  
**Retail Marketplace**  
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**EMBRACE THE CULTURE**  
**Indie Music & Arts Festival**  
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19th Annual  
**LATINO**  
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**FESTIVAL**

**Saturday, August 24th**  
**5pm-10pm**

**Town Point Park**  
**Downtown Norfolk, VA**

**Featuring:**  
**Toby Love**

For More info visit [www.festvents.org](http://www.festvents.org)  
or call 757.441.2345



# Gatlinburg Craftsmen's Fair, Gatlinburg, Tennessee



One of the Southeast's most popular events, the Gatlinburg Craftsmen's Fair, runs July 19-28 (summer fair) and October 10 – 27 (fall fair) at the Gatlinburg Convention Center. The 38th annual shows features 200 booths from artisans and craftsmen all over the United States. Each participant is subject to a jury process and every item they create is insured to be top quality and unique. A unique characteristic of the Gatlinburg Craftsmen's Fair is the fact that artisans not only make their art available for viewing and sale, but also demonstrate their special talents and skills during this show, which is recognized as one of the top 20 events in the Southern U.S. by the Southeast Tourism Society.

This year they are partnering with Smoky Mountain Area Ministries to present a new children's area that is free and available for children age 2 and up. Included are art projects such as making necklaces and painting birdhouses. Hours are 10 a.m. to 6 p.m. daily, 10 a.m. to 5 p.m. on Sundays. Music shows are scheduled at 12, 2 and 4 p.m. daily, 12 and 2 p.m. on Sundays. Entertainment is included in the admission cost.

Year started	1975
Ownership	
Number of Events	2 annual events in summer and fall
Admission Price	\$6 for Adults
Population within 50/100 miles	1,280,696/ 4,453,312
Recognition	Recognized as one of the top 20 events in the Southern U.S. by the Southeast Tourism Society.

# The National Cherry Blossom Festival, Washington, DC



Each year, the National Cherry Blossom Festival commemorates the 1912 gift of 3,000 cherry trees from Mayor Yukio Ozaki of Tokyo to the city of Washington, DC. The gift and annual celebration honor the lasting friendship between the United States and Japan and the continued close relationship between the two countries. The Festival is organized by the National Cherry Blossom Festival, Inc., a not-for-profit 501(c)(3) organization dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational initiatives that enhance our environment, showcase arts and culture, and build community spirit.

The 2013 National Cherry Blossom Festival, began on the first day of spring, March 20, and continued through April 14, 2013. The Festival takes place throughout Washington DC and its suburbs. Signature Festival events include Family Day and the Opening Ceremony, the Southwest Waterfront Fireworks Festival, and the National Cherry Blossom Festival Parade®. There are over 150 daily cultural performances by local, national and international entertainers, sports competitions, and so much more.

Year started	1935
Ownership	National Cherry Blossom Festival Inc. a 501[c]3
Number of Events	Over 150 daily event for three weeks and four weekends
Admission Price	Mostly free events
Annual visitors	Approx. 1.5 million
Population within 50/100 miles	7,831,654/ 12,908,810
Recognition	Grand Pinnacle Award, Bronze - Events and Festivals

# La Biennale di Venezia – Art Exhibition, Venice, Italy



The Venice Biennale is one of the most prestigious cultural institutions in the world. Established in 1895, the Biennale has an attendance today of over 370,000 visitors at the Art Exhibition alone. The Biennale is also home for the International Film Festival, the International Architecture Exhibition, the Festival of Contemporary Music, the Theatre Festival, and the Festival of Contemporary Dance.

The 55<sup>th</sup> International Art Exhibition was open to the public from June through November in 2013 at the Giardini, the Arsenale, and in various venues around the city of Venice. The Biennale uses the "dual" form as defined in 1998: a great International Exhibition directed by a curator chosen for this purpose, and the national participations. Works on display span the past century alongside several new commissions from over 150 artists from 37 countries.

Additionally, 88 nations participated with their own exhibitions in the historic Pavilions of the Giardini, and in the center of Venice. The festival also included 47 selected "Collateral Events" by international bodies and institutions.

Year started	1895
Ownership	Il Biennale di Veniza Foundation
Date & number of Events	June 1 - November 24, 2013
Annual visitors	370,000
Venice Population	270,432
Recognition	World renown International Art Festival

# Art Basel - Miami Beach, Florida



Art Basel stages the world's premier modern and contemporary art shows, held annually in Miami Beach and Hong Kong. Founded by gallerists in 1970, Art Basel has been a driving force in supporting the role that galleries play in the nurturing of artists, and the development and promotion of visual arts. Art Basel has been described as the 'Olympics of the Art World'. Over 300 leading galleries from North America, Latin America, Europe, Asia, and Africa show the work of more than 4,000 artists, ranging from the great masters of modern art to the latest generation of emerging stars.

Specifically, Art Basel - Miami Beach showcases over 250 of the world's leading galleries, drawing over 70,000 visitors each year. The event will take place December 5 – 8, 2013 at the Miami Beach Convention Center. Over 500,000 square feet of exhibition space split into seven show sectors that offer a diverse collection of artworks, including pieces by established artists and newly emerging artists, curated projects, site-specific experiential work, and video. Public artworks are shown nearby at Collins Park, while video is presented across two venues, inside the MBCC and in the outdoor setting of SoundScape Park.

Year started	Founded in 1970; the first Art Basel Miami Beach was in 2002 ( the first show was planned for Sept 2001, but postponed due to 9/11)
Ownership	MCH Swiss Exhibition Ltd, a marketing company in Europe
Date of Show	Dec 5 - 8, 2013
Admission Price	Day Ticket: \$42 Evening Ticket, from 4pm: \$32
Annual Visitors	70,000
Population within 50/100 miles	4,600,311/ 5,875,310
Recognition	Often referred to as the "Olympics of the Art World" due to the international draw.



# Biennale of Sydney, Sydney, Australia



The Biennale of Sydney is a non-profit organization that presents Australia's largest contemporary visual arts event. Held every two years, the Biennale is a three-month exhibition, with an accompanying program of artist talks, forums, guided tours and family days – all free to the public. The Biennale showcases the work of nearly 1,600 artists from over 100 countries. Today it ranks as one of the leading international festivals of contemporary art.

The Biennale traditionally takes place in a number of venues located throughout the city of Sydney, including established and high-profile museums, dedicated contemporary art spaces, heritage sites and buildings, as well as outdoor city areas. Previous venues for the Biennale of Sydney have included Cockatoo Island, Pier 2/3, the Museum of Contemporary Art Australia, the Royal Botanic Garden, Sydney, Artspace, Sydney Opera House and the Art Gallery of New South Wales.

For each exhibition, the Biennale produces a range of educational content and resources such as:

- Education Kit: A compressed overview of detailed artist's packages for in-class engagement. The case study format is filled with informative content and can be viewed online, printed as a handout or as a projected slideshow.
- Student Newspaper: A full-color Student Newspaper for Years 7–12 with insightful articles, great images, and little known facts about key artists.

Year started	1973
Ownership	Non-profit organization.
Date of Show	March 21 - June 9, 2014
Admission Price	Free
Annual Visitors	Over 500,000
Sydney Population	4,667,283
Recognition	One of the longest running exhibitions of its kind.

# Des Moines Art Festival, Des Moines, Iowa



The Des Moines Arts Festival® began in 1958 when the Des Moines Art Center hosted its inaugural Art in the Park on the grounds of Des Moines' fine art museum. In 1997, with the advent of a revitalized downtown, momentum grew to reinvigorate the 40-year-old event. Armed with a new name and a new location, the 1998 Des Moines Arts Festival® opened showcasing the nation's premiere artists and creating an opportunity for people of all ages to embrace the arts. The relationship with Des Moines Art Center continues today with a portion of the proceeds from the Festival supporting the city's art center. Its leadership serves on the Festival's board and their presence during the Festival contributes to its overall legitimacy.

Early in the Festival's history, it was determined that the participating artists would drive the focus of the show. As a juried art fair, the Des Moines Arts Festival® developed strong relationships with recognized organizations like the National Association of Independent Artists and International Festivals and Events Association. These relationships assisted in developing the artist program, which is now one of the strongest in the nation.

Year started	1958
Ownership	The Des Moines Arts Festival® is a 501(c)3 non-profit organization.
Date of Show	June 27 - 29, 2014
Admission Price	Free
Annual Visitors	200,000
Population within 50/100 miles	823,711/ 1,507,369
Recognition	Winner of 25 Pinnacle Awards from the International Festivals and Events



# Des Moines Art Festival, Des Moines, Iowa

The festival generates income from The Silent Rivers VIP Hospitality Suites, located across and in front of the Aviva Main Stage on the west lawn of the Downtown Library. Suites include a 400 sf tented area, a 200 sf patio area, and a 600 sf grass area. Each area contains tables, chairs or stools. Amenities include beautiful views and direct viewing of the Main Stage, indoor and air-conditioned portable restrooms, and food and beverages available through Gateway Market, the Suites exclusive caterer. Prices range from \$1,200 to \$3,500 for a two to five hour time period.

Patron Membership sales also produce revenue with benefits such as luxury bathroom facilities, buy one, get one drink coupons and exclusive access to the VIP Club. The VIP Club is a covered area with views of the Main Stage, access to air-conditioned luxury portable bathrooms and the Main Stage Beverage Station, plus Terrace seating and people watching.



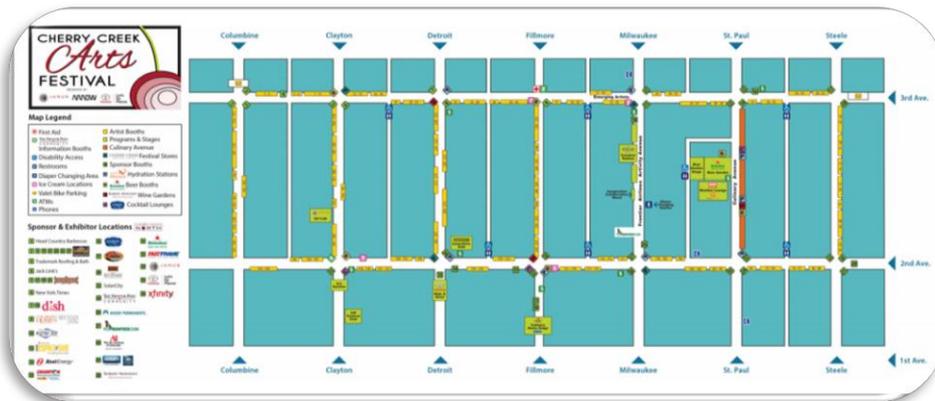
# Cherry Creek Arts Festival, Denver, Colorado



Held over three days during the July 4th holiday weekend, the Cherry Creek Arts Festival (CCAF) is Colorado's signature cultural event. The festival is located in Denver's Cherry Creek North Shopping District and is an award-winning celebration of the visual, culinary and performing arts. Special exhibits, art and culinary demonstrations, and interactive family activities on "Arivity Avenue" complement the festival experience.

Along with the annual civic event, the Cherry Creek Arts Festival's 501(c)(3) non-profit mission provides art education and outreach programs in local area schools. Admission to the Cherry Creek Arts Festival is absolutely FREE.

Year started	1991
Ownership	Non-profit 501[c]3
Number of Events	1 event; 3 days over July 4th weekend
Admission Price	Free
Annual visitors	350,000
Population within 50/100 miles	3,187,023/ 4,331,515
Recognition	International Festivals and Events Association (IFEA) Gold Grand Pinnacle Award, record-setting four times



A large, stylized metal sculpture of an elephant's head, set in a park with trees and bushes in the background. The sculpture is made of dark metal and features a prominent trunk and a large ear. The background is filled with dense foliage and trees, creating a natural setting for the artwork.

# SCULPTURE PARKS

# Sculpture Gardens – Key Statistics

<b>Sculpture Garden</b>	<b>Location</b>	<b>Annual Attendance</b>	<b>Days/Hours of Operation</b>	<b>Admission Price</b>	<b>Parking</b>
Vigeland Park	Oslo, Norway	1M	Daily, 24 hrs per day	Free	Paid
Olympic Sculpture Park	Seattle, WA	425K	Daily, 30 min prior to sunrise - 30 min after sunset	Free	
Minneapolis Sculpture Park	Minneapolis, MN	350K	Daily, 6 am till midnight	Free	Paid
Storm King Art Center	Mountainville, NY	80K	April through November, varied hours	\$12 Adults, \$8 students	
The Presidio Park	San Francisco, CA	NA	Daily, 24 hrs per day	Free	
Frederik Meijer Gardens and Sculpture Park	Grand Rapids, MI	600K	5 days a week, 9-5	\$12 Adults, \$9 students	
Grounds for Sculpture	Hamilton, NJ	153K	Tues – Sun, 10-6	\$12 Adults, \$8 children; \$6 after 6 pm	
Gibbs Farm	Kaipara Harbour, New Zealand	NA	Days vary, 10am – 2pm		
Laumeier Park	Sunset Hills, MO	300K	Daily, 8am - sunset	Free	
Pyramid Hill Sculpture Park	Hamilton, OH	NA	Daily, 8-5	\$8 Adults, \$3 children	
Nasher Sculpture Center	Dallas, TX	NA	Six days a week, 11-5	\$10 Adults, \$5 students	



# Vigeland Sculpture Park, Oslo, Norway



The Vigeland Park is the world's largest sculpture park dedicated to a single artist, Gustav Vigeland (1869-1943). It is one of Norway's most popular tourist attractions and is open to visitors year round, 24 hours a day. The sculpture park is located inside Frogner Park which is the largest park in the city of Oslo.

The unique sculpture park is Gustav Vigeland's lifework with more than 200 sculptures in bronze, granite and wrought iron. Vigeland was also in charge of the design and architectural layout of the park. Most of the sculptures are placed in five units along an 850 meter long axis: The Main gate, the Bridge with the Children's playground, the Fountain, the Monolith plateau and the Wheel of Life.

Year opened	Completed between 1939 and 1949
Ownership	The Vigeland Museum is responsible for the art made by Gustav Vigeland in the park.
Land area	80 acres
Annual number of events	Open year round
Admission Price	Free
Composition	Sculptures along a 850 meter long axis
Annual visitors	More than 1 million annually
Population within 50/100 miles	As of 2010 the metropolitan area of Oslo has a population of 1,442,318
Recognition	World's largest sculpture park made by a single artist.

# Olympic Sculpture Park, Seattle, WA



The Olympic Sculpture Park is a public park in Seattle, Washington that consists of a 9-acre outdoor sculpture museum and beach. The park was designed by Weiss/Manfredi Architects, along with Charles Anderson Landscape Architecture, Magnusson Klemencic Associates and other consultants and is situated at the northern end of the Seattle seawall and the southern end of Myrtle Edwards Park. The former industrial site was occupied by the oil and gas corporation Unocal until the 1970s and subsequently became a contaminated brownfield before the Seattle Art Museum proposed to transform the area into one of the only green spaces in Downtown Seattle. The park is operated by the Seattle Art Museum and is free to the public.

Maintenance of the sculptures has been an ongoing issue. The environment near a large, salt water body has been corrosive to pieces like Bunyon's Chess, made primarily of exposed wood and metal. Tall, painted pieces such as Eagle need to be watched for damage from birds and their waste and maintenance has become an expensive proposition, requiring scaffolding or boom lifts. Paint on the base of some installations is damaged by grass clippings, requiring gardeners to use scissors instead of a lawn mower near the sculpture.

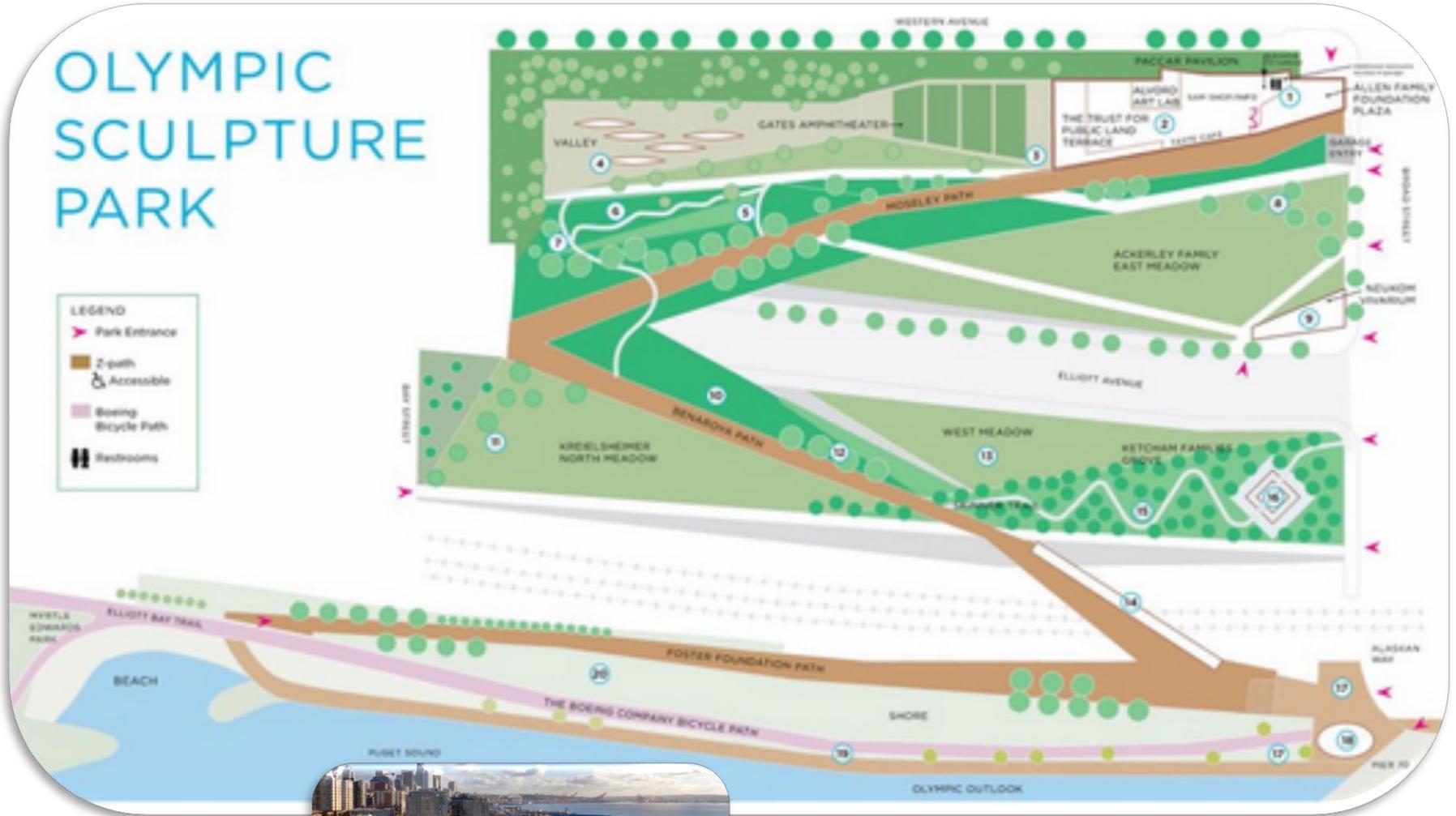
Year opened	Jan. 20, 2007
Ownership	Seattle Art Museum
Land area	9 acres
Annual number of events	Open year round
Admission Price	Free
Composition	21 permanent sculptures, plus visitations collections
Annual visitors	Over 425,000 annual visitors
Population within 50/100 miles	4,028,761/ 4,825,830
Recognition	

# Olympic Sculpture Park, Seattle, WA

## OLYMPIC SCULPTURE PARK

**LEGEND**

-  Park Entrance
-  Z-path
-  Accessible
-  Boeig Bicycle Path
-  Restrooms



# The Minneapolis Sculpture Garden, Minneapolis, MN

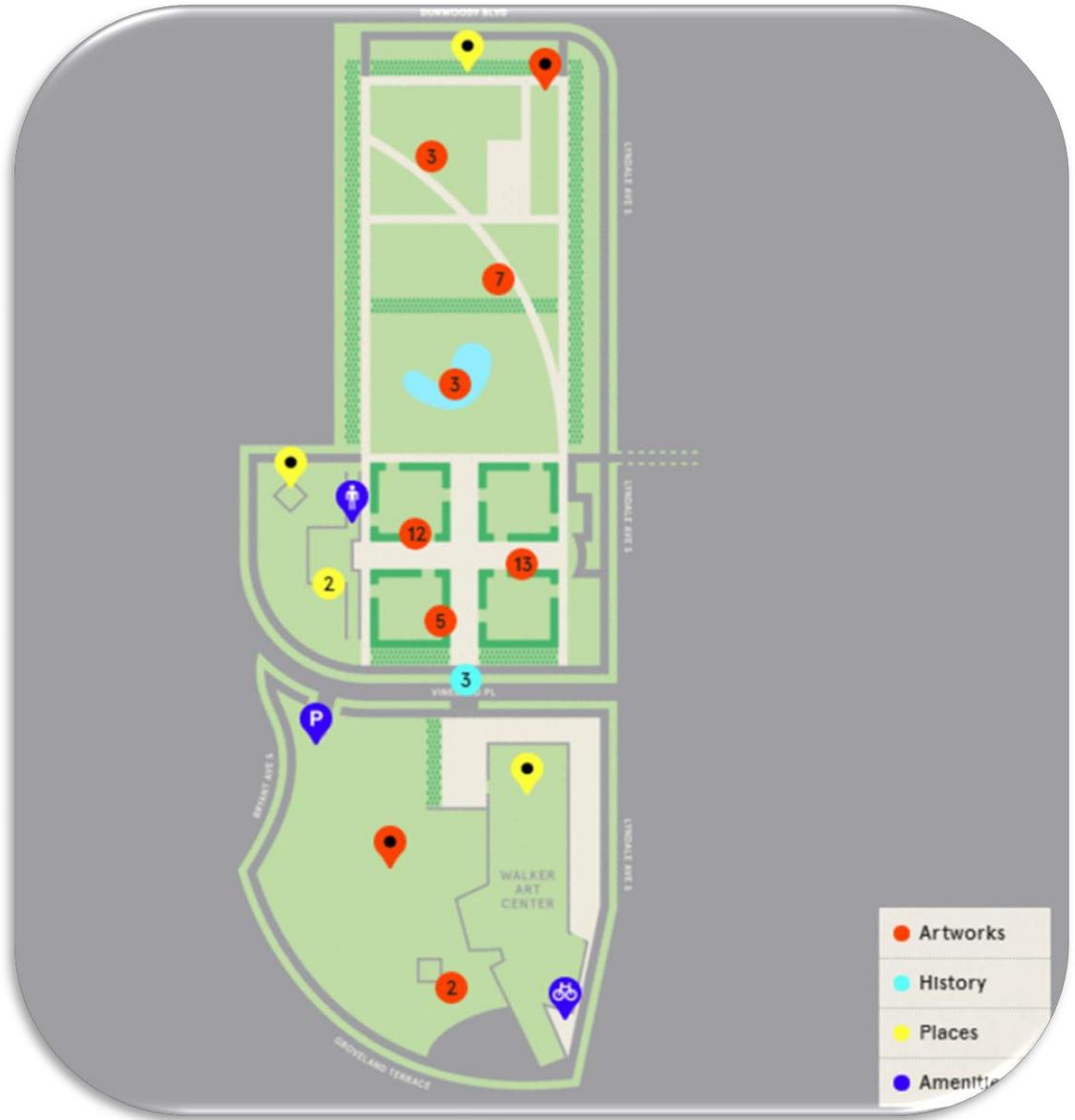


The Minneapolis Sculpture Garden is one of the crown jewels of the city's park system, uniting two of Minnesota's most cherished resources—its green space and its cultural life. Owned by the Walker Art Center and Minneapolis Park and Recreation Board, the original 7.5-acre Garden made up of four 100-foot-square tree-lined plazas, was designed by Edward Larrabee Barnes, architect of the Walker's 1971 building, in association with landscape architect Peter Rothschild, of Quennell Rothschild Associates, New York. The 1992 expansion, adding 3.7 acres less formally structured than the original acreage, was designed by the landscape architecture firm Michael Van Valkenburgh Associates, Inc. of Cambridge, Massachusetts.

A spectacular focal point in the Garden is the 29-foot-high Spoonbridge and Cherry (1987–1988) fountain-sculpture designed by Claes Oldenburg and Coosje van Bruggen which spans a free-form pond in the Garden's middle sector. Visible from all points of the Garden, it has become a symbol for Minneapolis.

Year opened	September 10, 1988
Ownership	Walker Art Center
Land area	11 acres
Annual number of events	Open year round
Admission Price	Free
Composition	40 sculptures for the Walker Art Center's collection
Annual visitors	350,000
Population within 50/100 miles	3,289,201 / 4,213,768
Recognition	The largest urban sculpture garden in the country

# Minneapolis Sculpture Garden, Minneapolis, MN



# Storm King Art Center, Mountainville, NY



Storm King Art Center, widely celebrated as one of the world's leading sculpture parks, has welcomed visitors from around the world for over fifty years. Located about an hour north of the George Washington Bridge, in New York State's Hudson Valley, Storm King encompasses over 500 acres of open fields, rolling hills, and woodlands, with a backdrop of Storm King and Schunnemunk Mountains. These provide the setting for a collection of more than 100 sculptures, spanning the years from post-World War II to the present and including a number of specially commissioned site-specific works. A 1935 residence designed after a Norman chateau has been converted to use as the Museum Building. In addition to nine galleries, it houses a museum shop and offices

Storm King offers a unique and memorable experience with every season, as changing light and weather conditions transform both the grounds and the sculpture. Among the artists whose work is on permanent view are Alexander Calder, Andy Goldsworthy, Zhang Huan, Maya Lin, Louise Nevelson, Isamu Noguchi, Claes Oldenburg, Nam June Paik, Ursula von Rydingsvard, Richard Serra, David Smith, and Mark di Suvero.

Year opened	1960
Ownership	Storm King Art Center, a 501[c]3 non profit organization
Land area	500 acres
Annual number of events	Open between 1st of April and 1st of December
Admission Price	\$12 Adults, \$8 Students
Composition	Open fields, rolling hills, and woodlands, with a backdrop of Storm King and Schunnemunk Mountains.
Annual visitors	Over 80,000 during the 2012 season
Population within 50/100 miles	5,518,859 / 14,222,953
Recognition	

# Storm King Art Center, Mountainville, NY



## NORTH WOODS

The North Woods provides an intimate, shaded setting for smaller-scale works.



- 1. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 2. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 3. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 4. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 5. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 6. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 7. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 8. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 9. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 10. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965

## MUSEUM HILL

This area, which includes the museum building, houses a large number of works including many of Storm King's early acquisitions and provides an overview of the center's programming.



- 11. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 12. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 13. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 14. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 15. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 16. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 17. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 18. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 19. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 20. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965

## MUSEUM HILL DETAIL



- 21. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 22. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 23. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 24. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 25. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 26. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 27. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 28. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 29. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 30. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965

## MEADOWS

The Meadows feature native grasses, trees, and rolling hills. Several large-scale sculptures are scattered throughout.



- 31. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 32. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 33. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 34. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 35. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 36. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 37. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 38. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 39. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 40. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965

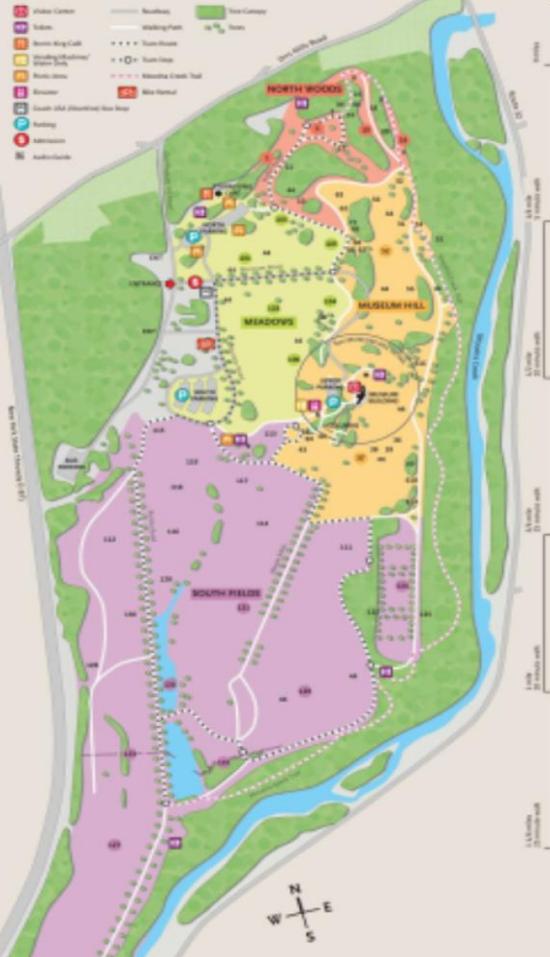
## SOUTH FIELDS

Used with walking paths, Storm King's expansive South Fields provide views of the surrounding mountains with height and site-specific works.



- 41. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 42. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 43. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 44. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 45. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 46. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 47. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 48. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 49. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965
- 50. **WALL OF LIGHTS** by **ANDY WARHOL**, 1965

## LEGEND



**ACOUSTIGUIDE**

To enhance your visit, audio guide tours can be rented in the Visitor Center. They provide detailed commentary about Storm King Art Center, its landscape, and sculptures.

To hear about specific sculptures and artist backgrounds, please enter the number located next to the audio guide icon.

For additional information and instructions please see opposite side.

Map is correct at time of printing.  
Sculptures are frequently added, moved or removed.  
Please contact Visitor Center staff or a Storm King Guide for current locations.



# The Presidio, San Francisco, CA



The Presidio was once one of the oldest continuously operating military posts in the nation. Today, it is a distinct public park site within the 75,500-acre Golden Gate National Recreation Area (GGNRA), the world's largest national park in an urban area. It was recognized as a California Historical Landmark in 1933 and as a National Historic Landmark in 1962. The Presidio is managed by the Presidio Trust and is unusual among parks because people live and work there as well as visit. In 1996, the United States Congress created the Trust to oversee and manage the interior 80% of the park's lands, with the National Park Service managing the coastal 20%. In a first-of-its-kind structure, Congress mandated that the Presidio Trust make the Presidio financially self-sufficient by 2013, which it achieved 8 years earlier, largely supported by resident and business revenue.

Year opened	1994
Ownership	Managed by the Presidio Trust, a 501[c]3 not for profit organization created by Congress
Land area	1,491 acres of which 991 acres is Open Space
Annual number of events	Several hundred
Admission Price	Free
Composition	3,000 residents in 8 revitalized neighborhoods, 21 organizations serving visitors, and 4,000 employees working in the park. 19 miles of new or upgraded trails, 14 miles of bikeways, and seven major scenic overlooks. A golf course, bowling center, campground, athletic fields, a trampoline park, rock-climbing, swimming, and gymnasium facilities.
Annual visitors	11,000 people visited Andy Goldsmith's sculptures and Presidio Habitats place on the grounds
Population within 50/100 miles	6,712,108 / 11,116,306
Recognition	

# The Presidio, San Francisco, CA



The park is characterized by many wooded areas, hills, and scenic vistas overlooking the Golden Gate Bridge, San Francisco Bay and the Pacific Ocean. Place-based art has become a popular way for visitors to see and understand the Presidio's outdoors. A partnership with the non-profit FOR-SITE Foundation has resulted in the creation of two prominent sculptures by Andy Goldsworthy—Spire and Wood Line—as well as a year-long exhibition entitled Presidio Habitats, which welcomed 11,000 visitors to experience art inspired by the Presidio's birds, plants, and trees.



# Frederik Meijer Gardens & Sculpture Park, Grand Rapids, MI

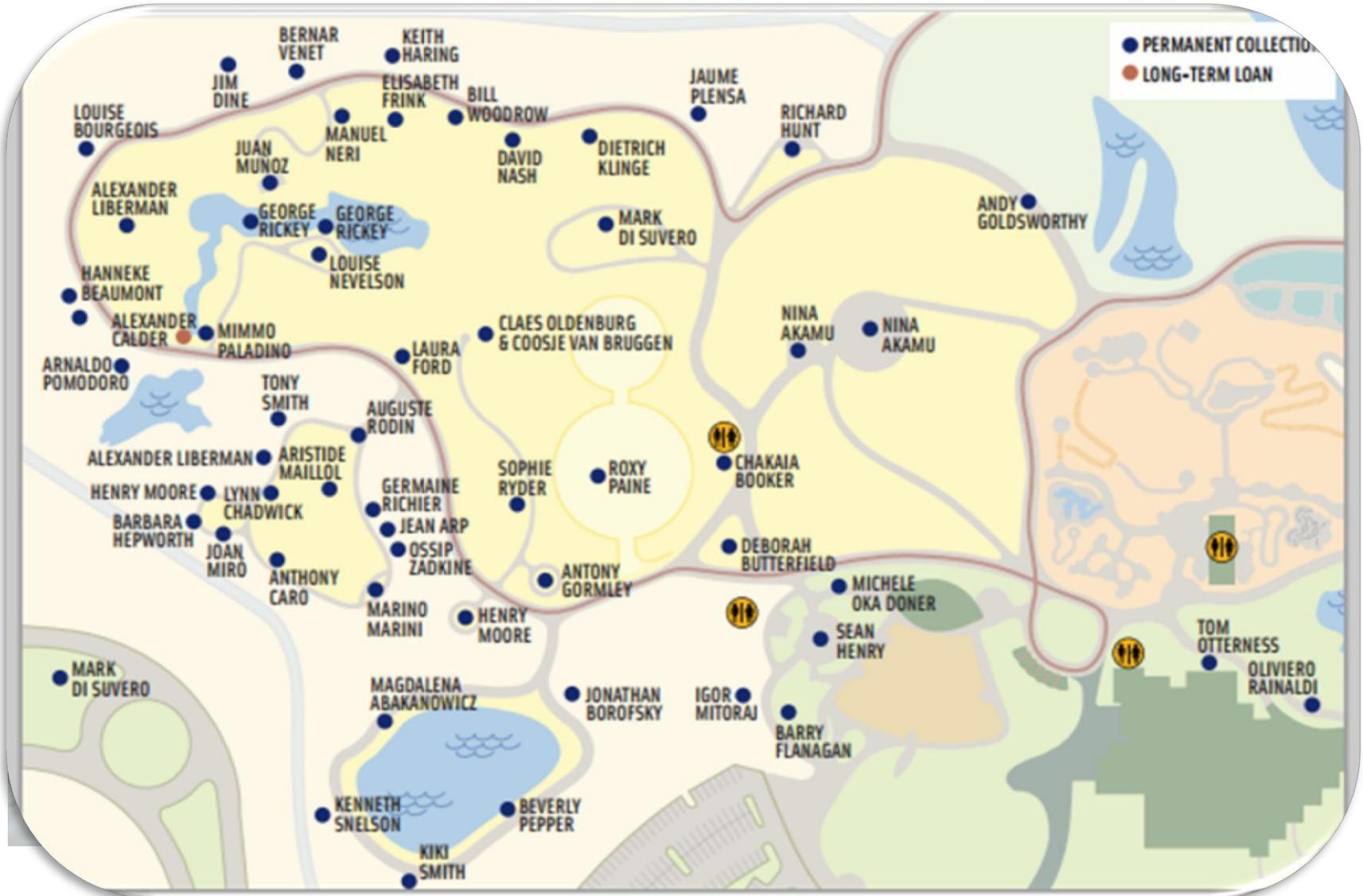


Comprised of 132 acres of natural wetlands, woodlands, meadows and display gardens, Frederik Meijer Gardens & Sculpture Park is a year-round experience with indoor tropical, arid, carnivorous, Victorian and seasonal gardens, and changing sculpture galleries. Outdoor acreage features an internationally acclaimed Sculpture Park, Children's Garden, Michigan's Farm Garden, amphitheater for summer concert events, nature trails and boardwalks. Recently ranked in the top 100 most-visited art museums worldwide by Art Newspaper, Frederik Meijer Gardens & Sculpture Park has grown to become an international destination. Distinguished by sculptures from well-known artists such as Rodin, Moore, Oldenberg, DiSuvero, and many others, the sculpture representation is significant and on equal terms with other well known arts institutions in the world.

Year opened	April, 1995
Ownership	Non-profit, privately funded by grants, foundations, and individual and corporate gifts.
Land area	132 acres of which 30 acres are dedicated to the sculpture park
Annual number of events	Open year round
Admission Price	\$12 Adult/\$6 Child; Tram tours during spring, summer \$3 A/\$1C
Composition	Michigan's largest tropical conservatory; three indoor theme gardens; outdoor gardens, nature trails and boardwalk; sculpture galleries and permanent sculpture collection; library; café; gift shop; classrooms; and meeting rooms
Annual visitors	596,892 guests to six exhibitions for horticulture and sculpture, 34 concerts, numerous plant shows, countless educational programs, classes, camps and other events
Population within 50/100 miles	1,573,685 / 4,165,058
Recognition	Ranked in the top 100 most-visited art museums worldwide by Art Newspaper.



# Frederik Meijer Gardens & Sculpture Park, Grand Rapids, MI



# Frederik Meijer Gardens & Sculpture Park, Grand Rapids, MI



General admission rates are \$12 for Adults 14 years and up, \$6 for children 5-13; \$4 for 3-4 year olds and children under 3 are free. Seniors have a discounted price of \$9. The Gardens also provide a tram tour during warm weather months for an additional fee.

Meijer Gardens also sells memberships with a number of benefits:

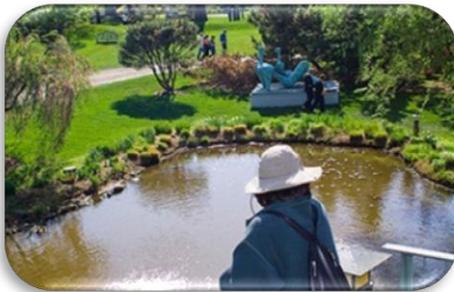
- Free admission for one full year (including the famous Butterflies Are Blooming exhibition, the Lena Meijer Children's Garden, Christmas and Holiday Traditions Around the World, and other various exhibitions throughout the year)
- 10% Discount in the gift shop
- Discount and presale for amphitheater concert series tickets
- Discount and pre-registration for classes and workshops
- Subscription to quarterly Seasons magazine
- Invitations to Members-Only events
- Reciprocal privileges with the American Horticultural Society at other gardens, arboreta, and conservatories nationwide.

### General Membership Levels

Membership Type	Description	Fee
<u>Student</u>	One student with valid ID.	\$25
<u>Student Add-A-Guest</u>	One student with valid ID and one guest per visit.	\$50
<u>Individual</u>	One adult	\$40
<u>Individual Add-A-Guest</u>	One adult and one guest per visit.	\$65
<u>Dual</u>	Two adults residing in the same household.	\$65
<u>Dual Add-A-Guest</u>	Two adults residing in the same household and one guest per visit.	\$90
<u>Family</u>	One or two adults and children 18 and under, all residing in the same household.	\$75
<u>Family Add-A-Guest</u>	One or two adults and children 18 and under, all residing in the same household and one guest per visit.	\$100
<u>Grandparent</u>	One or two adults residing in the same household and grandchildren 18 and under.	\$75
<u>Grandparent Add-A-Guest</u>	One or two adults residing in the same household and grandchildren 18 and under and one guest per visit.	\$100
<u>Add-A-Guest</u>	The Add-A-Guest offers free admission for one guest per visit when added to any General Membership Level. A member named on the membership card must accompany the free guest.	



# Grounds for Sculpture, Hamilton, NJ



Grounds For Sculpture is a 42-acre public sculpture park located in Hamilton, NJ. It was founded in 1992 on the site of the former New Jersey State Fairgrounds by J. Seward Johnson to promote an understanding of and appreciation for contemporary sculpture for all people.

Visitors to the park can enjoy the outdoor permanent collection, indoor seasonal exhibitions, and learn about contemporary sculpture through a variety of educational programs including workshops for adults and children, artist residencies and lectures, tours for adults, schoolchildren, toddlers, as well as touch tours for the blind. In addition, the park also offers various events, a 42-acre arboretum, shopping and dining, including the highly rated fine dining destination known as Rat's Restaurant.

Year opened	1992
Ownership	Not-for-profit corporation with a Board of
Land area	42 acres
Annual number of events	Open year round
Admission Price	\$12 Adults, \$8 children
Composition	Evolving permanent outdoor collection, seasonal exhibitions, educational programs
Annual visitors	Approx. 153,000 annually
Population within 50/100 miles	6,465,221 / 8,791,894
Recognition	

# Grounds for Sculpture, Hamilton, NJ



Grounds For Sculpture Visitor Map



**GROUNDS FOR SCULPTURE**  
 18 Fairgrounds Road  
 Hamilton, New Jersey 08610  
 (908) 586-0810 Fax: (908) 586-0968  
 Membership Office: (908) 689-1089  
[www.groundsfor Sculpture.org](http://www.groundsfor Sculpture.org)

Open to the Public:  
 Tuesday - Sunday,  
 10am - 4pm, April - October  
 10am - 4pm, November - March

To help us keep the park looking its best, and to preserve the landscape, gardens, and rare plantings, please stay on the pathways or in the open grassy areas. Picking flowers and other vegetation is not allowed.

# Grounds for Sculpture, Hamilton, NJ

Grounds for Sculpture has a tiered membership program that offer year round general admission; discounts on events, classes, workshops and lectures; a 10% discount at Rat's Restaurant, The Peacock Café and the gift shop; and a number of guest passes.

Memberships range in price from \$60 for the Indie pass to \$1,200 for the Benefactor membership which also includes private parties and VIP tours a

	\$60 INDIE	\$70 INDIVIDUAL	\$110 INDIVIDUAL PLU-	\$160 FAMILY	\$200 FAMILY PLUS	\$350 CONTRIBUTOR	\$500 SUSTAINER	\$1,200 BENEFACTOR
Tax deduction	100%	100%	\$96	\$112	\$102	\$198	\$204	\$960
Unlimited year-round general admission to the park and indoor galleries	1 adult	1 adult	2 adults	2 adults*	2 adults	2 adults	2 adults	2 adults
Invitation to members-only exhibition openings and special events		1 adult	2 adults	2 adults	2 adults	4 adults	4 adults	4 adults
10% discount at Rat's Restaurant, The Peacock Café and at the Toad Hall and Museum gift shops	✓	✓	✓	✓	✓	✓	✓	✓
Discounts on ticketed events, classes, workshops, and lectures	✓	✓	✓	✓	✓	✓	✓	✓
Free exhibition catalog					✓	✓	✓	
Guest passes		2	2	4	4	6	8	8
A docent-led tour of GFS for up to 10 free-admission guests					✓	✓		
A curator-led tour of GFS for up to 8 free-admission guests (weekdays only)						✓	✓	
Automatic Go Green subscription – receive all GFS communications via email	✓							
10% site rental discount for weekday events (Tues – Thurs)								✓
Invitations to private parties and VIP tours								✓

\* Includes 4 children or grandchildren seventeen and under

■ Includes 6 children or grandchildren seventeen and under

◆ Includes 8 children or grandchildren seventeen and under

A guest invitation may be purchased separately for opening receptions. All tours are scheduled based on staff availability and must be taken during the year of active membership. Restaurant discounts for up to 8 guests.

**Please note:** membership contributions are non-refundable.



# Gibbs Farm, Kaipara Harbour, New Zealand

## GIBBS FARM KAIPARA HARBOUR NEW ZEALAND

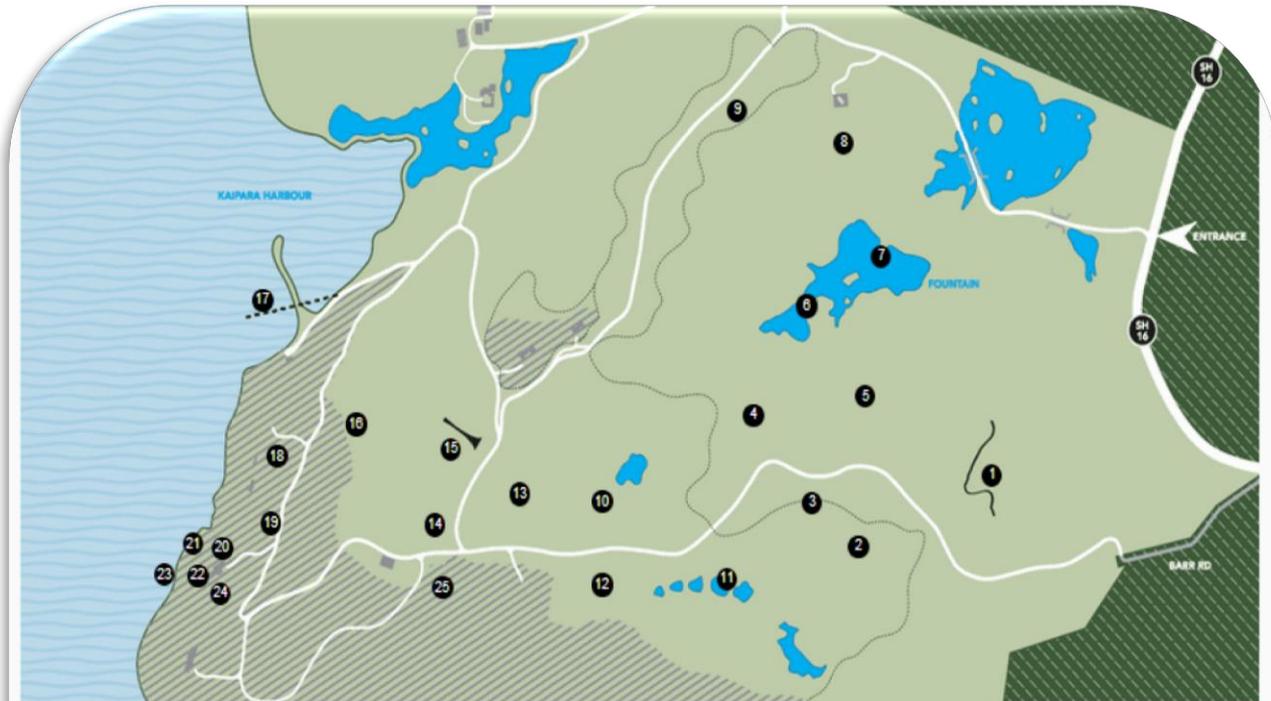


One of the world's leading sculpture parks, Gibbs Farm is just over 30 miles north of Auckland, New Zealand. The passion of art collector Alan Gibbs, Gibbs Farm offers site-specific works that challenge both the artists who created them and the viewers who experience them. Over two dozen artists to date, including Anish Kapoor, Maya Lin, Richard Serra, Andy Goldsworthy, Daniel Buren and Neil Dawson, were commissioned by Gibbs over the past 21 years to design, engineer and place their works on the site, often working on a scale they'd never before attempted. The site-specific art works interact strongly with the landscape and the ever-changing light. In addition, the Farm has a number of exotic animals including giraffes, zebras, water buffalo, and yaks.

There is no fee for entry to the privately owned Gibbs Farm, but the farm is typically only open for a few hours, one day per month. Reservations must be made online and are often fully booked six months in advance. Once on the property, guests visit the sculptures by foot, a three to four hour experience if all sculptures are to be seen.

Year opened	1991
Ownership	Privately owned by Alan Gibbs
Land area	1,000 acres
Annual number of events	Open approximately 12 days per year, 4 hours per day
Admission Price	Free
Composition	Over 20 commissioned works
Annual visitors	Extremely limited
Kaipara Population	19,150
Recognition	

# Gibbs Farm, Kaipara Harbour, New Zealand



- |                    |                        |                     |                 |
|--------------------|------------------------|---------------------|-----------------|
| 1 Richard Serra    | 8 Jeff Thomson         | 15 Anish Kapoor     | 22 Eric Orr     |
| 2 Richard Thompson | 9 Bernar Venet         | 16 Len Lye          | 23 Tony Oursler |
| 3 Daniel Buren     | 10 Leon van den Eijkel | 17 Andy Goldsworthy | 24 Ralph Hotere |
| 4 Sol LeWitt       | 11 Zhan Wang           | 18 Bill Culbert     | 25 Peter Roche  |
| 5 George Rickey    | 12 Neil Dawson         | 19 Chris Booth      |                 |
| 6 Marijke de Goeij | 13 Peter Nicholls      | 20 George Rickey    |                 |
| 7 Kenneth Snelson  | 14 Graham Bennett      | 21 Russell Moses    |                 |
-  Private Area

# Laumeier Sculpture Park, Sunset Hills, MO



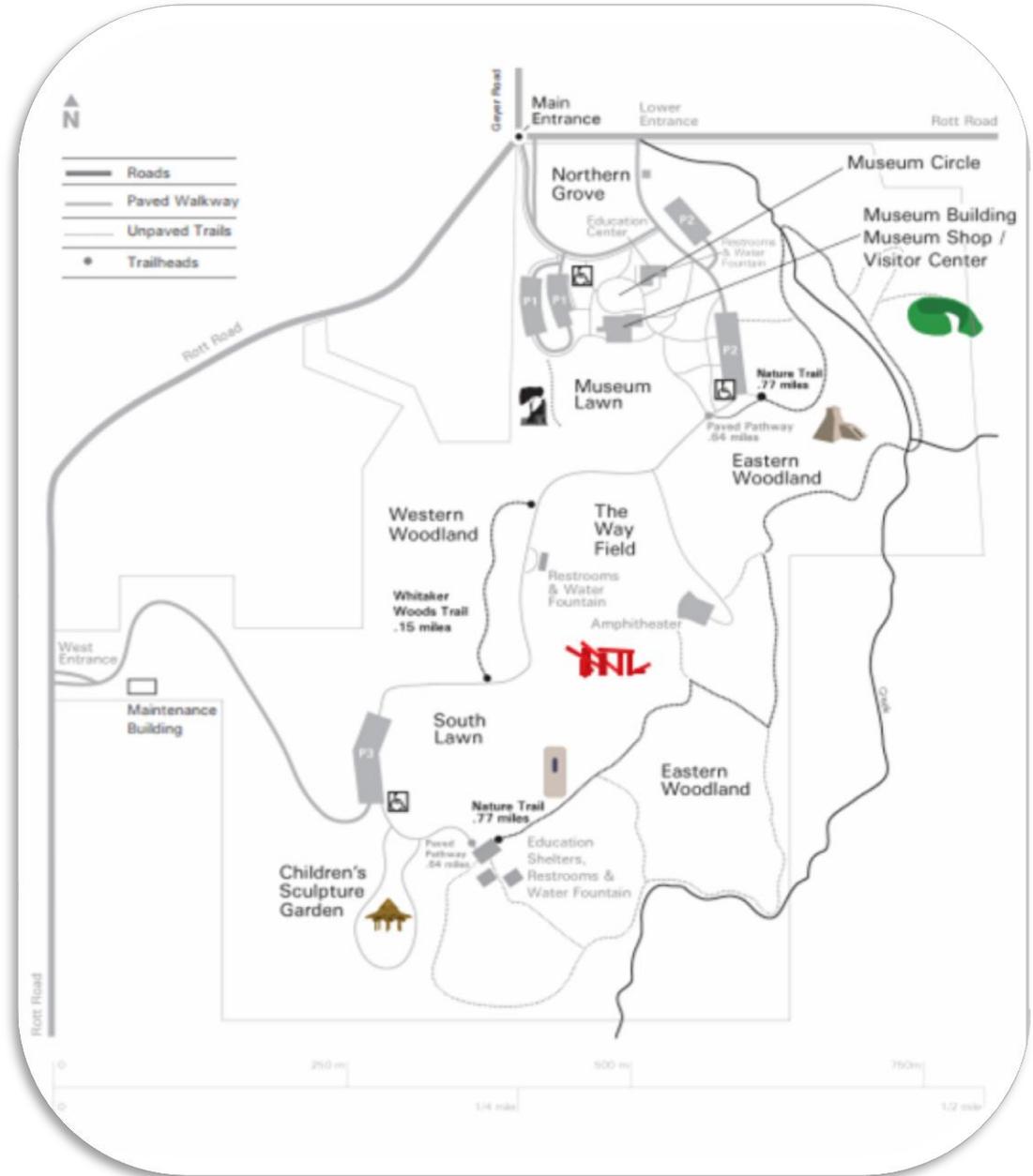
Laumeier Park is located on property bequeathed by Mrs. Matilda Laumeier (rhymes with now-higher) to the people of St. Louis County for the benefit of the greater St. Louis metropolitan area. Through a collaborative effort of citizen leaders in the arts, education and business communities, Laumeier Sculpture Park, a 501(c)3, was organized in September 1977.

Accredited by the American Association of Museums, Laumeier Sculpture Park is one of a handful of open-air museums around the world. The park provides high-quality learning experiences with changing exhibitions, concerts, educational programs, lectures and special events.

While open to the public for free, Laumeier Park also has a number of memberships ranging in price from \$45 to \$3,000 annually. Basic membership includes entry in the Annual Art Fair (one of only two days the park is closed), a monthly newsletter, invitations to special events and a 10% discount at the gift shop. Dogs can be added to the member list for \$30. Admission to the Art Fair is price individually at \$10 for Adults, \$5 for children.

Year opened	1977
Ownership	501(c)3 non profit organization. Operates in partnership with St. Louis Parks.
Land area	105 acres
Annual number of events	Multiple
Admission Price	Free
Composition	1.4-mile walking trail, indoor gallery, 1816 Tudor stone mansion that houses the Museum Shop.
Annual visitors	300,000
Population within 50/100 miles	2,148,138 / 2,643,413
Recognition	

# Laumeier Sculpture Park, Sunset Hills, MO



# Pyramid Hill Sculpture Park, Hamilton, OH



Pyramid Hill Sculpture Park is an outdoor museum located in Southwest Ohio on 335 acres of woodlands, gardens and lakes. The rolling hills traversed by miles of roadways, trails and picnic areas allow visitors to drive or hike among the woods, lakes and meadows and view over 65 monumental sculptures. The park also includes an Amphitheater, Outdoor Wedding Chapel, Pioneer House, Festival Pavilion and Tea Room. The ultimate purpose of the park and its activities is to help ensure the continued development of artistic endeavors and the preservation of natural elements for future generations.

Throughout the year, special events for children and adults including the Annual Art Fair and Holiday Lights Event draw thousands to the park from miles around. Since its creation, the park has grown in acreage and sculpture diversity and has an international reputation.

Year opened	1997
Ownership	(501(c)3) non profit organization.
Land area	335 acres
Annual number of events	Multiple
Admission Price	\$8 Adults, \$3 children
Composition	The Sculpture Park also includes an Amphitheater, Outdoor Wedding Chapel, Pioneer House, Festival Pavilion and Tea Room.
Annual visitors	NA
Population within 50/100 miles	2,452,270/ 4,308,904
Recognition	

# Pyramid Hill Sculpture Park, Hamilton, OH



A Pyramid Hill membership offers free admission to the park throughout the year during regular park hours and includes discounts on Pyramid Hill rental facilities, Art Cart rentals, free admission to Summer Concerts, free enrollment and admission in the Children's Art Education Series programs, and discount admission to Holiday Lights on the Hill.

Membership Levels are:

- \$40 Individual Membership
- \$45 Family Membership
- \$125 Contributor
- \$250 Patron
- \$500 Sponsor



# Nasher Sculpture Center, Dallas, TX

## Nasher Sculpture Center



Located in the heart of the downtown Dallas Arts District, the Nasher Sculpture Center occupies a site adjacent to the Dallas Museum of Art and the Morton H. Meyerson Symphony Center. The Nasher Sculpture Center is devoted to the exhibition, study, and preservation of modern sculpture and home to the renowned Raymond and Patsy Nasher Collection of modern and contemporary sculpture. The collection numbers more than three hundred sculptures and twentieth-century paintings and drawings, exhibited in both indoor and outdoor exhibition spaces. The Sculpture Center complements its ongoing rotation of exhibitions with a variety of public programs and educational initiatives. Additional amenities include a gift shop, an auditorium opening to the outdoors, and a café overlooking fountains and the garden.

Membership benefits include free admission to the Nasher Sculpture Center's exhibitions and various public programs, as well as member discounts to the Nasher Salon series, Soundings series and the Nasher Store, plus free parking at the Dallas Museum of Art. Memberships range from \$50 to \$500 annually.

Year opened	October 20, 2003
Ownership	Private foundation funded entirely by Raymond Nasher
Land area	2.4 acres including the 1.5 acre outdoor Sculpture Garden
Annual number of events	Multiple
Admission Price	\$10 Adults, \$5 Students
Composition	Indoor and outdoor gallery spaces, auditorium, education and research facilities, café, and store.
Annual visitors	NA
Population within 50/100 miles	5,073,736/ 6,273,230
Recognition	

A grayscale photograph of a botanical garden. The foreground is filled with various plants, including some with long, thin leaves and others with more rounded foliage. In the background, there is a building with a window and some other structures. The overall scene is a lush garden setting.

# BOTANTICAL GARDENS

# Botanical Gardens— Key Statistics

<b>Botanical Gardens</b>	<b>Location</b>	<b>Annual Attendance</b>	<b>Days/Hours of Operation</b>	<b>Admission Price</b>
Montreal Botanical Garden	Montreal, Canada	900,000	9am to 9pm. Winter hours: 9am - 5pm Closed Mondays.	Adults \$16.00 Ages 65 and up \$14.75 / Students (18+ with card) \$12.00 Ages 5 to 17 \$8.00 Family \$43.00
Kew Gardens	London, England	Over 1.5 million	Open daily at 9.30am, except for Christmas Eve and Christmas Day. Closing times vary between 5:30 and 7:30pm.	Adults £16.00 Registered disabled, Student with ID, senior citizen 60+. £14.00 Children 16 and under FREE
Kolshikawa Korakuen Gardens	Tokyo, Japan	Koishikawa is surprisingly empty.	Open 9am to 4:30pm (Gates close at 5pm)	300 yen, Seniors 65 and older 150 yen. Primary school and younger children / Jr. high school students living or studying in Tokyo: FREE
Butchart Gardens	Victoria, British Columbia, Canada	More than 1 million	Open daily at 9:00 am, except Christmas Day when it's 1:00 pm. Closing times change seasonally.	Adult 18+ \$25.25 Youth 13-17 \$12.65 Child 5 – 12 \$2.00



# Botanical Gardens— Key Statistics

<b>Botanical Gardens</b>	<b>Location</b>	<b>Annual Attendance</b>	<b>Days/Hours of Operation</b>	<b>Admission Price</b>
Brooklyn Botanic Gardens	Brooklyn, NY	More than 750,000	Tuesday–Friday: 8 a.m. to 6 p.m. Saturday and Sunday: 10 a.m. to 6 p.m. Closed Mondays	Members Free Adults \$10 Seniors (65 and over) \$5 Students with a valid ID \$5 Children under 12 Free
US Botanic Garden	Washington, D.C.	Approx. 1 million	10 am to 5 pm daily	Free
Brookside Gardens	Wheaton, MD	Approx. 430,000	The grounds of Brookside Gardens are open every day of the year. Gardens: Sunrise to Sunset.	Free
U.S. National Arboretum	Washington, D.C.	More than 500,000	Open Friday through Monday 8:00 a.m. to 5:00 p.m.	Free
Sherwood Gardens	Guilford, MD	NA	Open 365 days, dawn to dusk	Free
HP Rawlings Conservatory & Botanic Gardens of Baltimore	Baltimore, MD	Approx. 22,000	Wednesday through Sundays 10:00 a.m. to 4:00 p.m. Closed on holiday	Free, but a \$5.00 donation per person is requested.



# Montreal Botanical Garden, Montreal, Canada



The Montréal Botanical Garden, one of the city's jewels, is recognized as one of the world's greatest botanical gardens. With its collection of 22,000 plant species and cultivars, 10 exhibition greenhouses, Tree House, and some 30 thematic gardens spread out over 190 acres, it's also a perfect place to enjoy fresh air and natural beauty.

It contains a greenhouse complex full of plants from around the world, and a number of large outdoor gardens, each with a specific theme. The outdoor gardens are bare and covered with snow from about November until about April, but the greenhouses are open to visitors year round, hosting the annual Butterflies Go Free exhibit from February to April.

The garden was founded in 1931, in the height of the Great Depression, by mayor Camillien Houde. The grounds were designed by Henry Teuscher, while the Art Deco style administration building was designed by architect Lucien F. Kéroack.

It serves to educate the public in general and students of horticulture in particular, as well as to conserve endangered plant species. The grounds are also home to a botanical research institution, to the Société d'astronomie de Montreal, and to the Montreal Insectarium; offsite, the Garden staff also administer the Ferme Angrignon educational farm and petting zoo.



# Montreal Botanical Garden, Montreal, Canada



Year opened

June 9, 1931

Ownership

Municipal organization

Land area

190 acres

Annual number of events

Major activities: Butterflies Go Free (winter-spring); The Great Gardening Weekend (late May); The Magic of Lanterns (autumn); The Great Pumpkin Ball (autumn).

Composition

Collection of 22,000 plant species and cultivars, 10 exhibition greenhouses, Tree House, and some 30 thematic gardens

Annual visitors

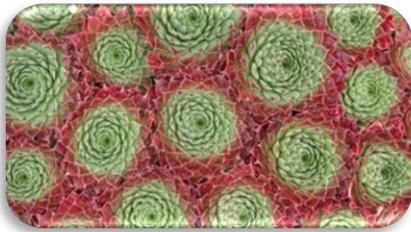
Approx. 900,000

Population within 50/100 miles

Recognition

Most renowned collections: roses, orchids, bonsai & penjings, alpine plants, perennials, arboretum.

# Kew Gardens, London, UK



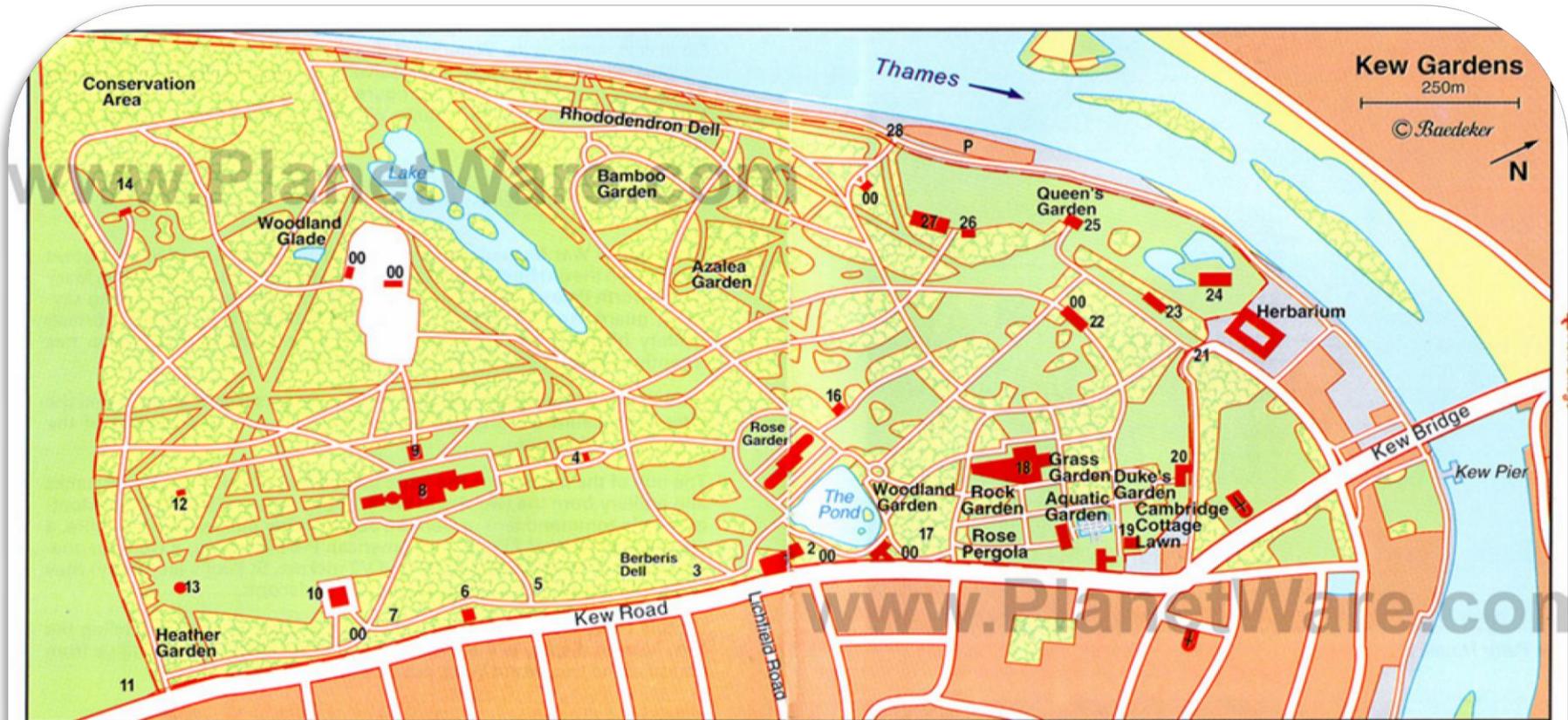
The Royal Botanic Gardens, Kew was founded in 1759, and declared a UNESCO World Heritage Site in 2003. Alongside Kew Gardens in London, Kew has a second country garden based at Wakehurst which is the home of Kew's Millennium Seed Bank.

Kew is one of London's top visitor attractions, and is also a world leader in plant science and conservation. Their work helps to discover and describe the world's plant and fungal diversity, safeguard the world's plant life for our future, promote the sustainable use of plants and inspire an appreciation of plants and the environment.

Throughout its history, Kew has made important contributions to increasing the understanding of the plant kingdom with many benefits for mankind. Today it is still first and foremost a scientific institution. With its collections of living and preserved plants, of plant products and botanical information, it forms an encyclopedia of knowledge about the plant kingdom.

Year opened	1759
Ownership	Under the National Heritage Act 1983 the Royal Botanic Gardens, Kew is a non-departmental public body with exempt charitable status.
Land area	300 acres
Annual number of events	Multiple
Composition	A world famous scientific organization, internationally respected for its outstanding living collection of plants and world-class Herbarium .
Annual visitors	Over 1.5 million visitors annually
London Population	13,614,409
Recognition	Kew was made a UNESCO World Heritage Site in July 2003

# Kew Gardens, London, UK



Richmond

⊕ Kew Gardens

- |                         |                          |                              |                                   |                                |                              |
|-------------------------|--------------------------|------------------------------|-----------------------------------|--------------------------------|------------------------------|
| 1 Victoria Gate Center  | 6 Marianne North Gallery | 11 Lion Gate                 | 16 Waterlily House                | 20 Kew Gardens Gallery         | 24 Sir Joseph Banks Building |
| 2 Temple of Arethusa    | 7 Ruined Arch            | 12 Chinese Pagoda            | 17 Temple of Aeolus               | 21 Main Gate                   | 25 Kew Palace                |
| 3 Temple of Bellona     | 8 Temperate House        | 13 Japanese Gateway          | 18 Princess of Wales Conservatory | 22 Orangery & Filmy Fern House | 26 Bakery                    |
| 4 King William's Temple | 9 Evolution House        | 14 Queen Charlotte's Cottage | 19 Alpine House                   | 23 Nash Conservatory           | 27 Cycad House               |
| 5 Flag Pole             | 10 Restaurant            | 15 Palm House                |                                   |                                | 28 Brentford Gate            |

# Kolshikawa Korakuen Gardens, Tokyo, Japan



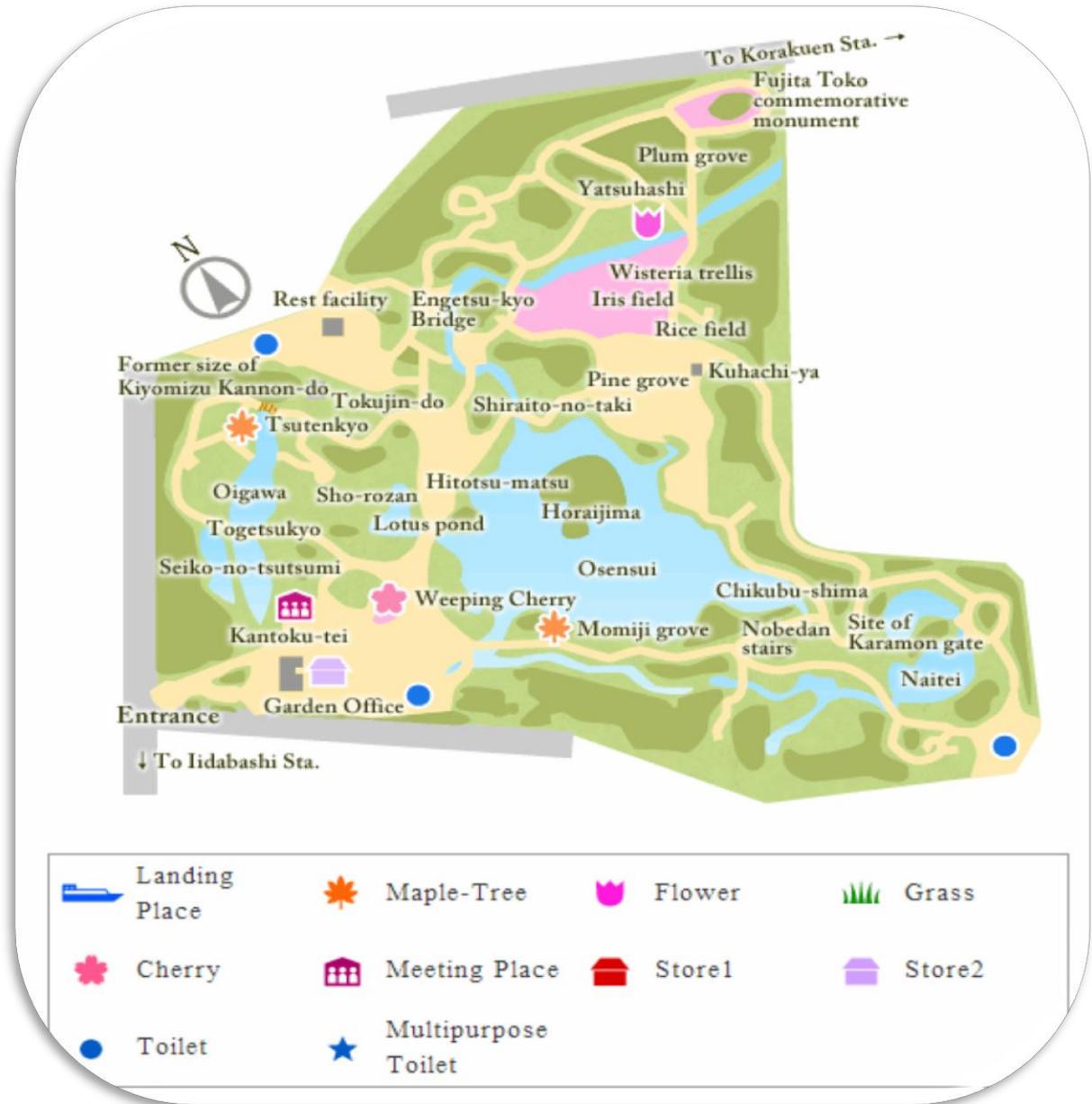
Koishikawa Korakuen is the oldest surviving Diayamo garden in Tokyo and is typical of the stroll gardens of the Edo Period. This 17.5 acre garden was originally a 65 acre garden, but city planners reduced its size drastically during Japan's modernization. It is located to the west of Tokyo Dome in Bunkyo Ward.

This garden is a stroll-type with meandering paths and it will take about 1 hour to visit. The full route is about 1,400 meters but if you stick to walking around the ponds then the distance and time required can be halved. The garden can be divided into the central pond, western highlands, northern flower gardens, and the south east inner garden. The central pond has a large island that is reflected beautifully from vantage points on the southern path. The maple grove along the south goes quite red in the fall. Between the pond and the flower gardens is a tea house called Kuhachiya. The flower gardens features irises, wisteria (late April) and plum blossoms (Late March). The inner garden (Naitei) is actually where the true front gate is. The section is very close to Tokyo Dome and has a beautiful reflecting pond with a small island with evergreens on it. The path back to the southern edge of the main pond goes through a nice forest.

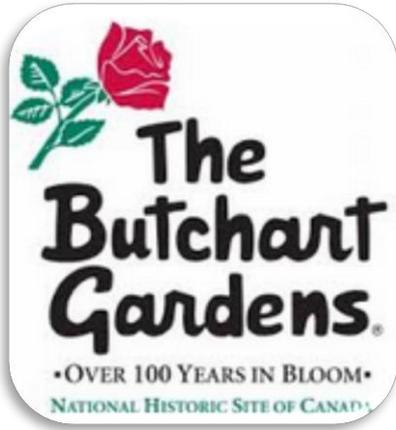


Year opened	Built in 1629 Rededicated on April 3, 1938
Ownership	Tokyo Metropolitan Park Association
Land area	17.5 acres
Annual number of events	Rice planting (May), rice harvesting (September), Japanese plum festival (February)
Composition	Three main features: western style house on the elevated hill; lowlands; Japanese garden
Annual visitors	
Tokyo Population	5,583,064
Recognition	Appointed as the Special Place of scenic beauty and the Special Historic Site based on the Cultural Properties Protection Law of Japan.

# Kolshikawa Korakuen Gardens, Tokyo, Japan



# Butchart Gardens, Victoria, BC, Canada



The beautiful Butchart Gardens boast 55 acres of wonderful floral display, offering spectacular views as you stroll along meandering paths and expansive lawns. Founded by Mrs. Jennie Butchart, who began work on the site in 1904, the gardens have a rich history and continue to inspire and amaze visitors of all ages. The Butchart Gardens remains a family business and has grown to become a premier West Coast display garden, while maintaining the gracious traditions of the past. It is a must-see as a day trip from Vancouver, or on a weekend get-away to Vancouver Island.

Each year over 1,000,000 bedding plants in some 700 varieties are used throughout the Gardens to ensure uninterrupted bloom from March through October. Well over a million people visit each year, enjoying not only the floral beauty, but the entertainment and lighting displays presented each summer and Christmas.

Year opened	1921
Ownership	The Butchart family
Land area	55 acres and the 135 acre Butchart estate
Annual number of events	During the summer, special lighting subtly illuminates the gardens, musical entertainment takes place on the Concert Lawn, and there are ten spectacular Saturday night Firework Shows. The Magic of Christmas season also has beautiful lighting and evening entertainment, and an outdoor skating rink
Composition	Sunken Garden, Rose Garden, Japanese Garden, and the Italian Garden.
Annual visitors	Over 1million visitors annually
Population	
Recognition	In 2004, The Butchart Gardens was designated as a National Historic Site of Canada by the country's Minister of the Environment. May, 2013 placed on the "Top 10 North American Gardens Worth Travelling For" when the Garden Tourism Awards were presented today at the Garden Tourism Conference in Toronto.

# Butchart Gardens, Victoria, BC, Canada



# Brooklyn Botanic Gardens, Brooklyn, NY



Brooklyn Botanic Garden (BBG) is located in the borough of Brooklyn in New York City, near the Prospect Heights, Crown Heights, Flatbush, and Park Slope neighborhoods. The 52-acre (21 ha) garden includes a number of specialty "gardens within the Garden," plant collections, and the Steinhardt Conservatory, which houses the C.V. Starr Bonsai Museum, three climate-themed plant pavilions, a white cast-iron and glass aquatic plant house, and an art gallery.

Founded in 1910, Brooklyn Botanic Garden (BBG) is an independent nonprofit institution committed to education, research, and the display of horticulture. BBG serves communities in New York City and internationally through its world-class gardens, extensive research collections, and numerous educational and community programs. BBG has two gift shops, a Visitor Center, and a Gardener's Resource Center. During the spring and summer, an outdoor cafe provides a variety of refreshments and meals. The Palm House, a Beaux Arts-style conservatory, is a wedding and events venue offering catering for up to 300 guests. Group tours are also available.

Year opened	May 13, 1911
Ownership	501(c)(3) not-for-profit corporation, operation made possible in part by public funds provided through the NYC Department of Cultural Affairs.
Land area	52 acres
Annual number of events	Three main events: Cherry Blossom Season & Sakura Matsuri: April; Chile Pepper Festival: August; Ghouls & Gourds: October
Composition	52 acres including rose gardens, a blossoming Japanese cherry orchard, a children's garden, a rock garden, a fragrance garden, and more. In all, thirteen gardens, six flower collections, and a conservatory with multiple environments to explore.
Annual visitors	More than 750,000 visitors annually including more than 150,000 schoolchildren a year.
Population within 50/100 miles	11,682,851/ 12,937,381
Recognition	

# Brooklyn Botanic Gardens, Brooklyn, NY



# The U.S. Botanic Garden, Washington D.C.



Established by the U.S. Congress in 1820, the U.S. Botanic Garden is one of the oldest botanic gardens in North America. Since 1934, it has been administered through the Architect of the Capitol.

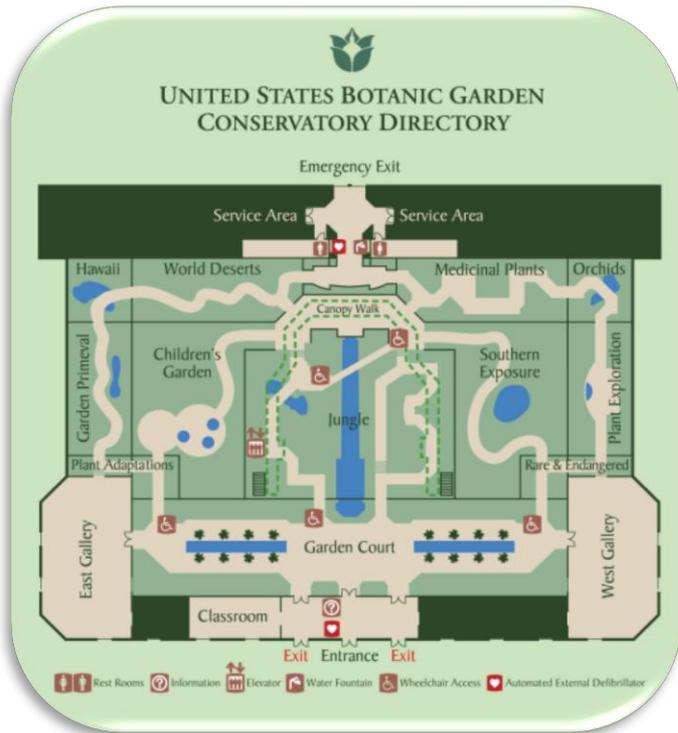
The Garden has been recognized as a museum and is accredited by the American Association of Museums. This accreditation is a widely recognized seal of approval that recognizes a museum's commitment to excellence, accountability, high professional standards and continued institutional improvement. There are three public components of the U.S. Botanic Garden:

- The Conservatory houses the following displays and exhibits: Garden Court, Jungle, Plant Adaptations, garden Primeval, Hawaii, World Deserts, Medicinal Plants, Orchids, Plant Exploration, Rare and Endangered Species, Southern Exposure (seasonally), Children's Garden (seasonally), "Plants in Culture" in the West Gallery and temporary exhibits in the East Gallery.
- The National Garden features a Regional Garden of Mid-Atlantic Native plants, a Rose Garden devoted to the national flower, a Butterfly Garden, a First Ladies Water Garden and an amphitheater.
- Bartholdi Park houses historic Bartholdi Fountain with gardens continuously updated to reflect modern trends in American horticulture and new plant introductions.

Year opened	1850
Ownership	Formally placed under the jurisdiction of the Joint Committee on the Library of Congress in 1856 and has been administered through the Architect of the Capitol since 1934.
Land area	14 acres
Annual number of events	Multiple
Composition	The Conservatory, The National Garden , and Bartholdi Park
Annual visitors	Approx. 1 million
Population within 50/100 miles	1,312,541/ 2,878,124
Recognition	



# U.S. Botanical Garden, Washington, D.C.



## NATIONAL GARDEN

Leave plenty of time to stroll through our newest outdoor garden. The National Garden features a Regional Garden of Mid-Atlantic native plants. The National Garden also honors our national flower, with a rose garden where roses are grown organically. Don't miss the spectacular view of the USBG Conservatory and the U.S. Capitol dome from the National Garden's amphitheater.

## BARTHOLDI PARK

Bartholdi Park was created in 1932 and named for Frédéric Auguste Bartholdi, the sculptor of the historic 1876 fountain located at its center. It is a favorite "secret" garden of many Washingtonians. The plantings have been redesigned during the last decade and are continuously updated to reflect modern trends in American horticulture and new plant introductions. The Park now serves as a home landscape demonstration garden and showcases innovative plant combinations in a variety of styles and design themes. The USBG Administration Building is located in the Park.

Wheelchair Access   
 Bicycle Rack

The Garden is accessible except in locations where steps are shown.



# Brookside Gardens, Wheaton, MD



Brookside Gardens is a 50-acre award winning garden located within Wheaton Regional Park in Wheaton, Maryland. The gardens include a variety of horticultural displays including an aquatic garden, azalea garden, butterfly garden, rose garden, children's garden, formal garden, fragrance garden, Japanese style garden and trial garden. Brookside Gardens is a Montgomery County Park operated and maintained by the Maryland-National Capital Park & Planning Commission.

Indoor facilities include two glass-covered conservatories that display a large tropical plant collection and special exhibits that rotate throughout the year. The Visitors Center has a horticultural reference library and a gift shop. See photos of Brookside Gardens

Brookside Gardens offers a variety of educational programs for adults and children. Adult programs include lectures, guided walks, bus trips, and workshops. Children's programs include story times, hands-on activities, educational games, classes and summer camps. A schedule of classes is published twice a year.

Year opened	July 13, 1969
Ownership	Brookside Gardens is a Montgomery County Park operated and maintained by the Maryland-National Capital Park & Planning Commission.
Land area	50 acres
Annual number of events	Multiple
Composition	Brookside Gardens encompasses 54 acres with 32 acres of cultivated gardens.
Annual visitors	Approx. 430,000 annual visitors
Population within 50/100 miles	2,369,876 / 3,286,669



# Brookside Gardens, Wheaton, MD



# U.S. National Arboretum, Washington, D.C.



The U.S. National Arboretum is a public garden, research facility, and urban green space located in Northeast Washington, DC. Comprised of 446 acres, the Arboretum is a place of research, education, and discovery as well as an oasis of open space in the Nation's capital.

The Arboretum maintains many valuable and one-of-a-kind collections, from notable native plants to exotic rarities in collections like Asia Valley. The gardens and collections are valuable for both aesthetic and scientific purposes. The iconic Azalea Collection, is a Washington favorite with 10,000 azalea planted throughout Mt. Hamilton's hillsides. The Boxwood Collection may not be as showy, but is the most complete collection of boxwood germplasm in the world with 150 different species and cultivars. Throughout its 80 year history the Arboretum has used careful breeding and selection to create new cultivars with improved characteristics such as look, bloom color, timing, and length, hardiness, and drought resistance. Through its ongoing plant research the Arboretum has released over 650 new plant introductions. Particularly notable is the Arboretum's work on flowering cherry trees, crape myrtles, and lilac.

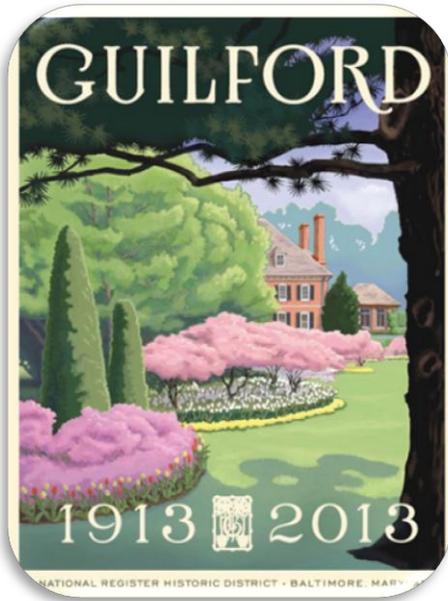
Year opened	Created in 1927, opened to the public in 1949
Ownership	Operated by the US Dept of Agriculture
Land area	446 acres
Annual number of events	Multiple events per year
Composition	Asian, Azalea, Dogwood Collections; Fern Valley; Friendship Garden; Conifer, Holly, and Magnolia Collections; National Bonsai & Penjing Museum; National Boxwood Collection; National Herb Garden; Perennial Collection; Youth Garden
Annual visitors	More than 500,000 annual visitors
Population within 50/100 miles	4,887,767/ 5,622,303
Recognition	



# U.S. National Arboretum, Washington, D.C.



# Sherwood Gardens, Guilford, MD



Sherwood Gardens is a 6-acre park located in the Guilford neighborhood of Northern Baltimore, Maryland. In addition to well-groomed, standard ground cover (Azaleas, evergreens, etc.), Sherwood Gardens is famous for its nearly 80,000 tulips that peak in late April. The Gardens were created in the 1920's by John W. Sherwood, local petroleum pioneer and conservationist. Begun as a hobby, and planted by Mr. Sherwood with tulips that he imported from the Netherlands, the gardens have become known as the most famous tulip garden in North America.

When Mr. Sherwood died in 1965, he bequeathed sufficient funds to continue the gardens for one year. After that period, the Guilford neighborhood took responsibility for its care. The City of Baltimore also has helped with contributions toward the cost of tulip purchase and maintenance.

More than six acres in size, Sherwood Gardens has no gates, fences or other barriers. The public may stroll at leisure through the grounds. There is no admission charge and a reservation is not required.

Year opened	1930's
Ownership	Residents of Guilford and maintained by Stratford Green, a 501(c)3 non-profit
Land area	6 acres
Number of annual events	1 –The Tulip dig
Composition	Tulip Gardens
Annual visitors	
Population with 50/100 miles	4,905,913/5,667,549



# HP Rawlings Conservatory & Botanic Gardens of Baltimore

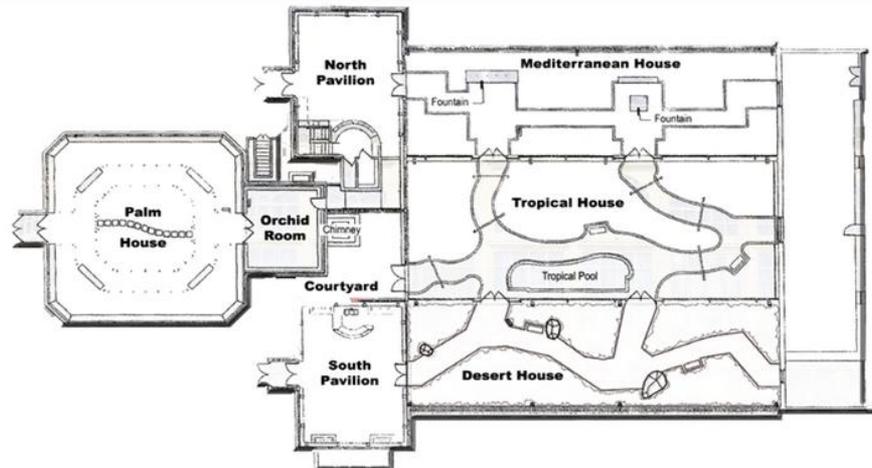


Established in 1888 as the Druid Hill Conservatory, the Howard P. Rawlings Conservatory has grown from the original Palm House and Orchid Room to include three greenhouses, two display pavilions and outdoor gardens.

The Conservatory was closed to the public in 2002 for a major renovation. The newly redesigned production houses were to include a Mediterranean House, a Tropical House and Desert House. The conservatory re-opened Sept. 24, 2004, and shortly thereafter its official name was changed by law to The Howard Peters Rawlings Conservatory & Botanic Gardens, in honor of the former Maryland House of Appropriations chairperson Pete Rawlings.

Located in Baltimore City's historic Druid Hill Park, Conservatory & Botanic Gardens is the second oldest glass conservatory in America. The Conservatory features year-round displays of plants from around the world in five distinct exhibit areas: the original 1888 Palm House, Orchid Room, Mediterranean House, Tropical House and Desert House.

The Rawlings Conservatory is on the National Register of Historic Places, the Maryland Inventory of Historic Properties, and is a Baltimore City Landmark.



# HP Rawlings Conservatory & Botanic Gardens of Baltimore



Year opened	1888
Ownership	The Conservatory is owned by the City of Baltimore and operated by the Horticultural Division of the Dept of Recreation and Parks.
Land area	745 acres
Annual number of events	Master gardener clinics, gardening and photography workshops, kids nature programs, special exhibits and our famous seasonal displays.
Composition	The Palm House, The Orchid Room, The Mediterranean House, The Desert House, Painted Desert boulders, The Tropical House, North Pavilion, South Pavilion,
Annual visitors	22,000
Population within 50/100 miles	4,917,486/ 5,609,709
Recognition	The Rawlings Conservatory is on the National Register of Historic Places, the Maryland Inventory of Historic Properties, and is a Baltimore City Landmark.

A collage of various butterflies on different flowers. In the center, a monarch butterfly is perched on a large white flower. To its right, a zebra swallowtail is on a smaller white flower. Other butterflies with various patterns and colors are scattered throughout the image, which is set against a background of green foliage and other flowers.

# BUTTERFLY GARDENS

# Butterfly Gardens— Key Statistics

<b>Butterfly Gardens</b>	<b>Location</b>	<b>Annual Attendance</b>	<b>Days/Hours of Operation</b>	<b>Admission Price</b>
Smithsonian Butterfly Habitat Garden	Washington, D.C.	Approx. 1 million	Open year-round	Free
Natural History Museum - Butterfly Pavilion	Los Angeles, CA	Approx. 100,000	Open approx. mid April to Labor Day. Weather permitting open daily from 10 am-5 pm.	In addition to the Museum General Admission, Adults \$3; Students and seniors \$2; Children 5-12 \$1; Museum members and children under 5 are FREE.
Keywest Butterfly and Nature Conservancy	Key West, FL	NA	9:00 AM to 5:00 PM daily	General Admission \$12.00 Children 4-12 years \$8.50 Under 4 years Free Seniors and Military \$9.00
The Butterfly Pavilion	Westminster, CO	Approx. 300,000	Open daily from 9 a.m. to 5 p.m.	Adults \$9.50 Adult--Westminster Resident* \$7.50 Seniors (65+ \$7.50 Children (2-12) \$6.50 Children (under 2)** FREE
Brookside Gardens "Wings of Fancy" Butterfly exhibit	Wheaton, MD	Approx. 50,000	Approx. May 1 <sup>st</sup> through Sept. 30; 10:00 a.m. to 4:00 p.m. daily	\$6 adults; \$4 ages 3-12



# Smithsonian Butterfly Habitat Garden, Washington, D.C.



The Smithsonian Butterfly Habitat Garden is 11,000 square foot area that supports plant species having specific relationships to life cycles of eastern United States butterflies. It is located on the East side of the National Museum of Natural History at 9th Street between Constitution Avenue and the National Mall in Washington, DC.

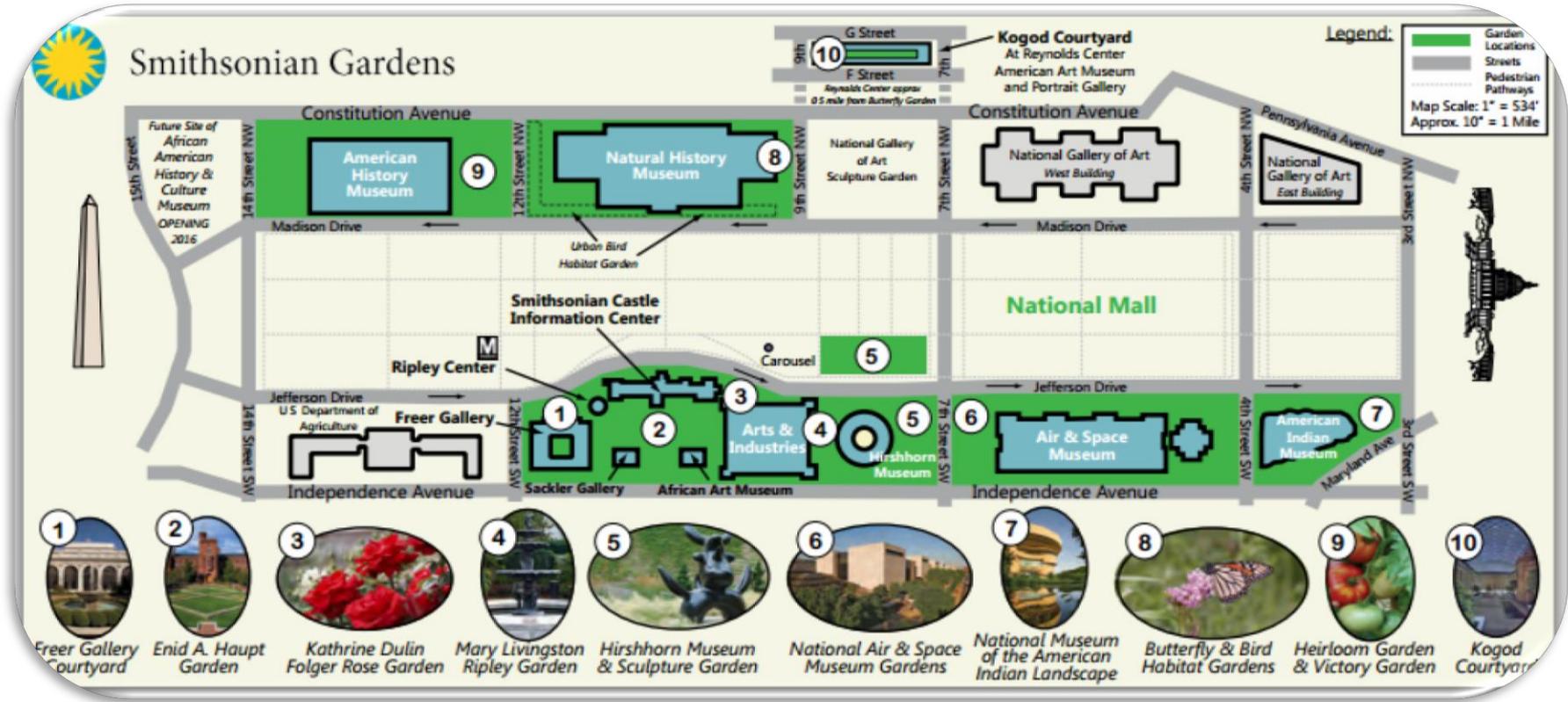
A walk down the long paths reveals native plant representatives from a wetland, meadow, and wood's edge. The urban garden displays butterflies attracted to smaller plants that are not necessarily indigenous to the eastern US, but still thrive.

A significant objective in the Butterfly Habitat Garden is to emphasize natural plant/butterfly partnerships. Plant labels throughout the garden provide a plant's botanical name, common name, and region of origin and indicate the specific life cycle it supports. This garden also highlights a variety of plant species that can be used to attract butterflies to any garden.

Year opened	1995
Ownership	A joint project between the Smithsonian Gardens and the Natural History Museum
Land area	11,000 square feet
Composition	Four zones: The Wetland, The Meadows, The Wood's Edge, and The Urban Garden
Annual visitors	Over 1M to all the Smithsonian Gardens collectively
Population within 50/100 miles	7,837,495/12,937,627



# Smithsonian Butterfly Habitat Garden, Washington, D.C.



# Natural History Museum Butterfly Pavilion, Los Angeles



More than 53 different butterfly and moth species and an array of plants take up residence every summer for the much-anticipated seasonal exhibit, the Butterfly Pavilion. The exhibit is housed in a temporary screened structure and is open from mid April to Labor Day.

The Butterfly Pavilion showcases the interaction between butterflies, moths, and the plants that surround them. Various butterflies are present at different points during the season. Providing a different experience throughout the summer. Over half of the species exhibited are off-seen locals such as the monarch, mourning cloak, and California dogface. Some of the more exotic butterflies are shipped in from all across the country.

Outside the pavilion, the new Nature Gardens, a 3½-acre outdoor exhibit opened June 9, 2013, is planted with butterfly-friendly greenery on a grand scale. A giant living laboratory on the Museum's north and east sides, the space offers a range of activities for visitors to help them discover and engage in the natural world of Los Angeles, a biodiversity hotspot.





# Key West Butterfly and Nature Conservatory, Key West, FL



The Key West Butterfly and Nature Conservatory is a butterfly park that houses from 50-60 different species of live butterflies from around the world in a climate controlled, glass enclosed habitat. The conservatory includes flowering plants, cascading waterfalls and trees. There are also several species of free flying "butterfly friendly" birds, such as red-factor canaries, zebra finches, cordon-blue finches and "button" or Chinese painted quail. There is a learning center where guests can get a close up view of a variety of live caterpillars feeding and developing on their host plants.

Housed in a 13,000-square-foot pavilion, the conservatory has a 5,000-square-foot, glass-enclosed butterfly aviary as well as a gallery, learning center, and gift shop. Guests walk freely among the butterflies.

Year opened	January, 2003
Ownership	Privately owned by Sam Trophia and George Fernandez.
Land area	13,000 square foot pavilion
Annual number of events	
Composition	5,000-square-foot Victorian-design house with 37-foot Plexiglas ceilings
Annual visitors	
Population within 50/100 miles	2,833,668/ 6,605,559
Recognition	Voted #1 Attraction in Key West by People's Choice Awards and TripAdvisor.

# Key West Butterfly and Nature Conservatory, Key West, FL



## Floor Plan



# Butterfly Pavilion, Westminster, CO



The Butterfly Pavilion is located in Westminster, Colorado. It opened in July 1995, and was the first stand-alone, non-profit, insect zoo in the United States. The 30,000-square-foot facility is situated on 11 acres of land, and contains five main exhibit areas to teach visitors about butterflies and other invertebrates. The main exhibit is an indoor rain forest filled with 1,200 free-flying tropical butterflies.

The Butterfly Pavilion is a publicly supported facility with most of its funding coming from admission fees, corporate sponsorship, and the Scientific and Cultural Facilities District (SCFD) of Colorado. Because it imports non-native insect species, the Pavilion is regulated by the USDA.

Year opened	July, 1995
Ownership	The Butterfly Pavilion is a 501[c]3 non profit organization
Land area	30,000 sq. ft. on 11 acres
Annual number of events	Multiple
Composition	Consists of 5 areas: Wings of the Tropics; Crawl An See Em'; The Water's Edge; Nature Trail; and the outdoor Dee Lidvall Discovery Garden.
Annual visitors	Approx. 300,000 annually
Population within 50/100 miles	3,359,676/ 4,302,596
Recognition	The first stand-alone non-profit insect zoo in the United States.

# Brookside Gardens “Wings of Fancy” Exhibit, Wheaton, MD



Beginning in early May and running daily through Mid- September, from 10:00 AM to 4:00 p.m., Brookside Gardens South Conservatory features live butterflies. "Wings of Fancy" is located inside a greenhouse, which is usually ten degrees warmer than the outside temperature. The exhibit is also more humid than the outside environment and temperatures increase over the course of the day.

Visiting the butterfly exhibit and seeing the gardens requires a fair amount of walking. Visitors are encouraged to bring water with them during hot weather and to drink water regularly to replace water lost as sweat.

Peak visitation hours are from 10 a.m. to 1 p.m.. Exhibit tickets and parking are available at the Visitors Center and Conservatories. Admission is \$6.00 for adults and \$4.00 for ages 3 to 12. Children 2 and under are admitted free. The exhibit is wheelchair accessible.

Year opened	
Ownership	Brookside Gardens is a Montgomery County Park operated and maintained by the Maryland-National Capital Park & Planning Commission.
Land area	
Annual number of events	5- 6 events/displays annually
Composition	The Conservatories consist of two glass buildings joined by a short hallway. Large collection of tropical plants and seasonal displays. Often used for special programs, such as the live Butterfly Exhibit in summer and the holiday train display in winter. Also have three other shows annually.
Annual visitors	Approx. 50,000
Population within 50/100 miles	7,921,175/ 12,767,553



# ZIPLINE PARKS

# Zipline Parks— Key Statistics

Zipline Park	Location	Annual Attendance	Days/Hours of Operation	Admission Price
Utah Olympic Park	Park City, UT	NA	Open year-round with seasonal activities for guests.	Extreme Zipline \$20 Freestyle Zipline \$15
Alpine Adventures	Lincoln, NH	NA	Open year round weather permitting – they zip in most weather conditions expect lightning, thunder or high winds.	Treetop Canopy Tour: \$79 age 10+ Skyrider Tour: \$89 age 10+ SUPER Skyrider Tour: \$109 age 10+
Zip Adventures	Vail, CO	NA	Scheduled tour times from mid-April to Dec 1.	\$150 per person (all ages) which includes all safety gear, water, and snacks.
Skyline Eco-Adventures	Haleakala, Maui, HA	60,000 people annually for ALL four Zipline locations.	Open year round – weather permitting.	\$139 per person, with a 25 percent discount for Hawaii residents and military members



# Utah Olympic Park Extreme Zipline, Park City, Utah



Cradled by the Wasatch Mountains, the 389-acre Utah Olympic Park venue is home to six Nordic Ski Jumps (K10, K20, K40, K64, K90, K120 meter), a 1,335-meter sliding track with five start areas, a freestyle aerials winter training and competition hill, a 750,000-gallon summer freestyle aerial training pool, the Joe Quinney Winter Sports Center, Alf Engen Ski Museum and George S. and Dolores Dore Eccles 2002 Olympic Winter Games Museum.

The Park is open year-round with seasonal activities for guests. Guided tours are available daily all year long. The Alf Engen Ski Museum and Eccles 2002 Olympic Winter Games Museum are open year-round. Admission to the museums and venue is free.

In the summertime, guests can take a ride on the Comet Bobsled with a pilot, ride the Extreme Zipline (the steepest zipline in the world), take a ride on the Alpine Slide, watch athlete training of all levels, and try freestyle jumping into the Aerials Pool on skis.

## **EXTREME & FREESTYLE ZIPLINES**

Experience what it's like to be an Olympian flying off the K120 nordic ski jumps on the Extreme zipline. The Extreme Zipline is like the K120 jump - big, steep and long. In fact, the Extreme is one of the steepest ziplines in the world.

The ride starts at the edge the K120 jump, at which point the force of gravity takes over and propels guests to 50 mph, which is fairly close to the speeds of world-class ski jumpers. There are TWO Extreme Ziplines, so guests can fly alongside a friend or family member for the whole ride.

They also have a kid-friendly Freestyle Zipline - it's a great way for guests to warm up before stepping up to the big one. The Freestyle Zipline is bit shorter and less steep. . Perfect for younger kids or adults who want a more leisurely ride.



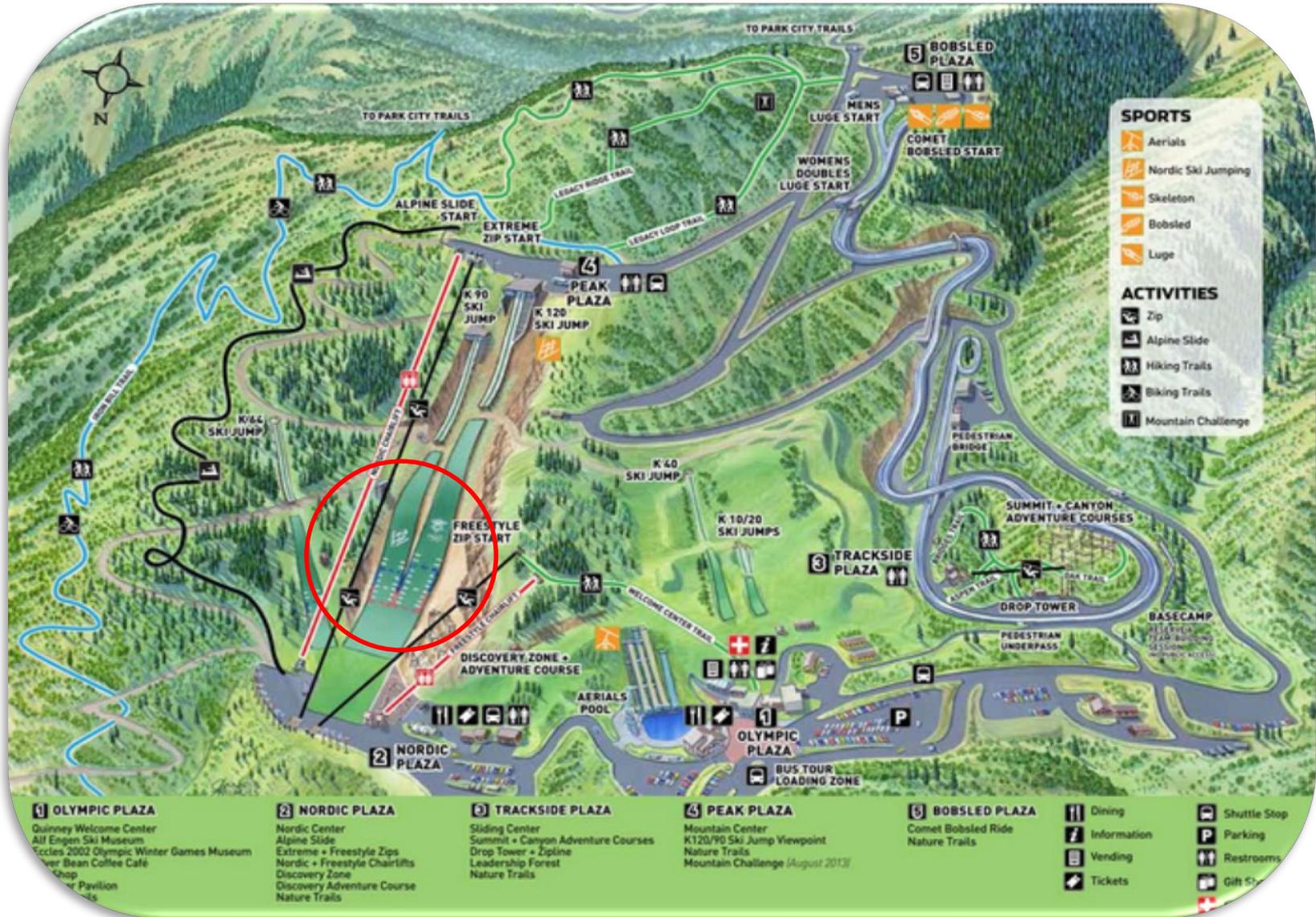
# Utah Olympic Park Extreme Zipline, Park City, Utah



The Utah Olympic Park offers Adventure Courses to build skills and challenge teams to weave through rope and balance features, available at three levels of skill and adventure. The courses includes the Drop Tower with Zipline.

Year opened	2002 for the Winter Games in Salt Lake City
Ownership	The Utah Athletic Foundation - operating under the trade name Utah Olympic Legacy - is a Utah non-profit 501(c)(3) organization
Land area	Olympic Park has 389 acres in total
Annual number of events	Open all year round - weather permitting
Composition	There are TWO Extreme Ziplines that are side-by-side. Additionally, they also have a kid-friendly Freestyle Zipline.
Annual visitors	
Population within 50/100 miles	2,191,872/ 2,448,681
Recognition	Extreme is one of the steepest ziplines in the world.

# Utah Olympic Park Extreme Zipline, Park City, Utah



# Alpine Adventures, Lincoln, New Hampshire



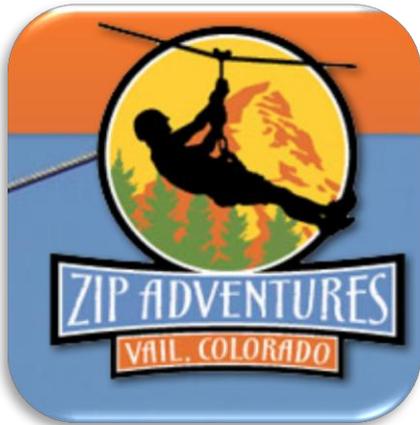
Alpine Adventures began in 1997 as a snowmobile tour operator & was the first in New Hampshire to hold a special use permit from the U.S. Forest Service to conduct guided tours by snowmobile. In 2005, they built the first zipline canopy tour on the east coast. They zip in most weather conditions. In August, 2013 the Whale's Tale Waterpark and Alpine Adventures announced the merger of two of New Hampshire's attractions. Alpine Adventures will be operated under the Whale's Tale's current management team made up of Jeb Boyd CEO, Matt Boyd COO, and Kathy Brennan CIO, alongside Randy Farwell and Jeff Woodward of the owners group.

Alpine Adventures is affiliated with Jamaica Zipline Adventure Tours outside of Montego Bay, Jamaica, New York Zipline Adventures at Hunter Mountain, and Canopy Tours, Inc., which offers canopy tour construction and consultation services to companies and individuals around the world. Located on a 1700' hilltop called Barron Mountain, the facility consists of 300 private acres just 10 minutes south of Loon Mountain and Franconia Notch in the White Mountains.

Year opened	1997
Ownership	Alpine Adventures will be operated under Whale's Tale's
Land area	1700' hilltop called Barron Mountain, consisting of 300 private acres.
Annual number of events	Open daily, weather permitting
Composition	Three Zipline Tours: The Tree Tops Tour, The Skyrider Tour and the SUPER Skyrider Tour.
Annual visitors	
Population within 50/100 miles	260,413/ 1,316,470
Recognition	Boasts the very first authentic "treetop" canopy tour in all of New England.



# Zip Adventures, Vail, Colorado



Zip Adventures has been conducting zipline adventures for locals and visitors to the Vail Valley since 2005. The company built the first ground-to-ground zip line course in the Continental US, and are known for the best zip line adventure in the state of Colorado. They are a locally owned zip line tour company. Zip Adventures was named one of the top 10 ziplines in the world by CNN, Travel+Leisure, Outside and the Travel Channel.

The zipline adventures are comprised of 6 different zip line courses canvassing creeks and canyons to provide an extraordinary Colorado adventure. Adventure programs with guests are hosted in a Colorado mountain setting with breathtaking views of surrounding deep valleys and pine timber landscape. The Colorado Zipline Tour courses can take you from 200' above the river to the longest trip offered over 1000' in distance.

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Year opened	2005
Ownership	Privately owned by Charlie Alexander
Land area	Located on 4 Easel Ranch which is a 1,100 acre spread
Annual number of events	Open daily, weather permitting
Composition	Six different zipline courses canvassing creeks and canyons in the Vail, CO area.
Annual visitors	
Population within 50/100 miles	157,337/ 3,258,508
Recognition	Named one of the world's coolest ziplines by Travel+Leisure Magazine

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# Skyline Eco-Adventures, Haleakala, Maui, Hawaii



Skyline Eco-Adventures is a leading commercial zipline company, specializing in comprehensive design, development and operation of world-class zipline adventures. Skyline operates two Maui tours at Ka'anapali and Haleakala, in addition to the Akaka Falls Skyline Adventure on Hawaii Island and the Poipu Skyline Adventure on Kauai. The company was founded in 2002 on Maui, Hawaii, by father and son, Buck and Danny Boren.

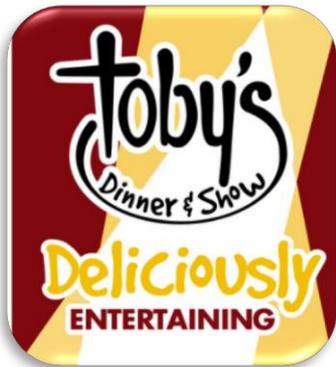
The Haleakala Skyline Tour combines five picturesque zipline crossings and an Indiana Jones style swinging bridge through a towering forest in upcountry Maui. Each zipline crossing gets longer and more exciting as guests progress through the tour.

Year opened	2002
Ownership	Father and son, Buck and Danny Boren.
Land area	NA
Annual number of events	Open daily, weather permitting
Composition	The Skyline's five zips and swinging bridge pass over forest and hiking trails, and are even certified as a "carbon-neutral" adventure.
Annual visitors	60,000 annual guests
Population within 50/100 miles	152,928/ 420,949
Recognition	Trip Advisor - Certificate of Excellence 2013 Hawaii Magazine - Hawaii's Best Land Adventure Co. 2013 Maui Time Weekly - Best Activity Co. 2012 CNN Travel - World's Coolest Ziplines 2012



# COLUMBIA VENUES

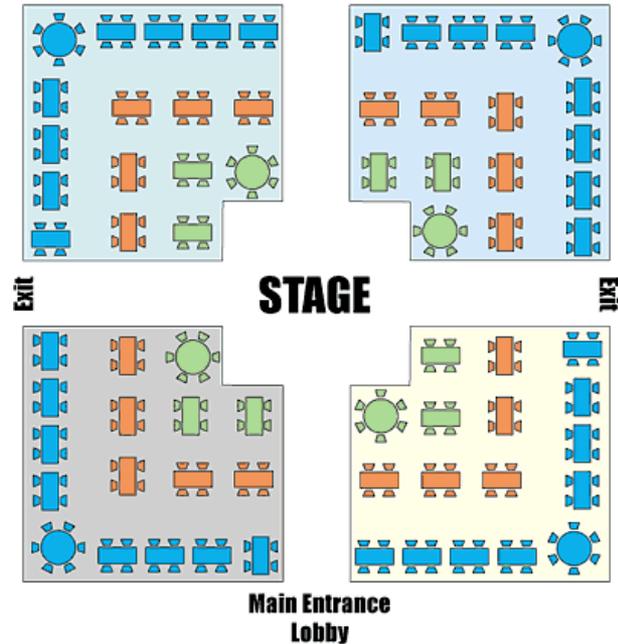
# Toby's Dinner Theater



Located in the heart of Columbia, Toby's Dinner Theatre offers award-winning Broadway and original musicals with a buffet-style dinner. Performances are in-the-round, providing patrons with a dynamic, interactive experience and a seat no more than 30 feet from the stage.

The theatre is one of the few regional dinner theatres to maintain a live orchestra. Toby's has been nominated 57 times for Helen Hayes Awards.

Toby's Youth Theatre presents four curriculum-connected plays a year for school groups produced by the nonprofit Columbia Center for Theatrical Arts.



Year started	1979
Ownership	Privately owned by Hal and Toby Orenstein
Date of Show	4 productions annually
Capacity	330-360 seats
Annual Visitors	78,000 - 80,000
Recognition	Toby's has been nominated 57 times for Helen Hayes Awards



# Columbia Association Ice Rink



The Columbia Association's ice rink, located in the Oakland Mills Village Center, is a popular weekend destination for just-for-fun skaters. It is also where the local ice hockey teams and the Columbia Figure Skating Club practice and play, as well as where "The Nutcracker on Ice" is performed each winter.

In the past few years, the locker rooms were reconfigured and the small pro shop was removed to make space for a room that can be used for parties. Birthday parties are scheduled during public sessions and include admission, skate rental, invitations, a slice of pizza or hot dog, a small soda, cake, paper products, balloons and a private table. For an additional fee, group instruction and a private party room can be booked.

The facility is closed in the summer to defrost the ice and prevent buckling of concrete.



Year opened

1972

Ownership

Columbia Association, 501[c]3 non profit

Operation

Closed during summer months



# Jim Rouse Theater for the Performing Arts



The Jim Rouse Theatre for the Performing Arts in Columbia, is an intimate and comfortable 747-seat theatre located on the campus of Wilde Lake High School and named after community developer Jim Rouse. The 12,500-square-foot performance space is ideal for community meetings, sales rallies, exhibitions, and business training sessions.

The theater rents to non-profit and for-profit arts groups and other non-profit groups as well. They no longer rent to for profit non-arts-related organizations.

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Year started

NA

Ownership

Howard County Public School System

Capacity

747 seats; 12,500 sq ft. performance space



# Howard County Center for the Arts



The Howard County Center for the Arts is a place for visitors to see exhibits and performances, and to take classes and hear lectures on arts and artists. The Center is overseen by the Howard County Arts Council, which sponsors events and initiatives aimed at strengthening and growing the arts in Howard County. To that end, the Council awards grants and scholarships and sponsors numerous programs and is an important venue for the work of both emerging and professional artists.

The Center, located in a former elementary school, has been transformed into a vibrant, multi-purpose community arts facility that features two professional galleries, an intimate black box theatre, three classrooms, meeting and office spaces, a dance studio, and individual artists' studios. Here, artists have numerous opportunities to showcase their work and exchange ideas with visitors. The Center is a 27,000 square foot, barrier-free facility.

Year started

NA

Ownership

Howard County Arts Council

Composition

27,000 sq ft including two galleries, black box theater, dance studio, individual artist studios

# Chesapeake Shakespeare Company



The Chesapeake Shakespeare Company is the theatre company in residence at the Howard County Center for the Arts and performs at the Patapsco Female Institute Historic Park in Ellicott City. Their summer Chesapeake Shakespeare Company-in-the-Ruins productions attract steadily increasing audiences. The CSC began with a small group of artists committed to “changing how people think about Shakespeare,” allowing audiences to connect to classic works in new ways. In the past decade, CSC has become one of the fastest growing artists organizations in the region.

Some productions outdoors at the Ruins are called “moveable productions” - instead of sitting in front of a stage, guests walk from place to place in and around the Ruins. Guests watch one scene under some trees, walk into the Ruins for the next scene, and then move to the other side of the building to watch another. Guides lead guests from one location to the next.

In 2012, the Chesapeake Shakespeare Company announced the acquisition of the Mercantile Trust Building, a nationally registered historic building two blocks from Baltimore's famous Inner Harbor. The company will embark on a \$6 million renovation project in late 2013 and is scheduled to open in 2014. The theater will seat 250 people when completed. Their summer outdoor home will remain the PFI Park.

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Year founded	2002
Ownership	Chesapeake Shakespeare Company
Number of Productions Annually	4
Annual Attendance	12,000

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