



# Promoters Guide



Wicomico Youth & Civic Center  
500 Glen Avenue  
Salisbury, MD 21804

Main Office : 410-548-4900  
Box Office : 410-548-4911  
[www.WicomicoCivicCenter.org](http://www.WicomicoCivicCenter.org)  
Find us on Facebook!

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500 Glen Avenue  
Salisbury, Maryland 21804

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# Introduction

Thank you for considering Salisbury's Wicomico Youth & Civic Center as the host of your upcoming event. As the area's top entertainment venue, we are confident that you will find our location, services and amenities to be ideal.

The Wicomico Youth & Civic Center is a versatile building. Our 30,000 square foot arena, 10,000 square foot secondary arena, and ten meeting rooms allow us to accommodate everything from a national trade show to a Broadway play. The Civic Center also has locker rooms, a promoter's lounge, free parking and ample space backstage for your convenience.

The flexibility of the Wicomico Youth & Civic Center goes beyond our brick façade. Our experienced staff appreciates the uniqueness of every event and will work with you during the planning process to ensure your event runs as smoothly as possible. You name it and we've hosted it - country concerts and rock shows, Broadway performances, family entertainment, rodeos and monster truck rallies, craft/trade shows and remodeling expos.

We've created the following Promoter's Guide in hopes of assisting you in the planning and execution of your event at the Wicomico Youth & Civic Center. Inside you will find valuable information including building features and specifications and contact listings for key personnel along with much more. It is our hope that you will find this information helpful in the months, weeks and days leading up to your event.

Although we hope you will use this guide as a resource, please contact me to confirm all matters related to event scheduling, production and operation. We look forward to working with you on your next event!

Best regards,

Chuck R. Rousseau

Wicomico Youth & Civic Center Manager  
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## Recreation, Parks & Tourism Department

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# History



Originally erected in 1950 as a war memorial, the Wicomico Youth & Civic Center was rebuilt in 1980 after being ravaged by fire. Today, the Civic Center boasts a 5,600 seat 30,000 square foot arena, a 10,000 square foot secondary space with a fixed stage, as well as ten customizable meeting rooms all bearing names of battles fought by the United States - Normandy, Midway, Flanders and Danang.

In continued support of the country's armed serviceman, a war memorial stands in front of the building and features bronze name plaques and flags representing each branch of the service. In addition, a Memory Tree adorns the wall of the front entranceway bearing names of America's past and present heroes.



Over the years, the Wicomico Youth & Civic Center has hosted it all from world championship sporting events, international dog shows, Broadway productions and sold out live concerts.

# Past Events

The Wicomico Youth & Civic Center's Normandy Arena has afforded a variety of artists the opportunity to perform before an enthusiastic crowd on Maryland's Eastern Shore. Below is a list of some of the Civic Center's marquee ticketed events:

Concerts	Family Shows	Entertainers
Zac Brown Band	Sesame Street Live	Bill Cosby
ZZ TOP	Disney on Ice	Tyler Perry
Willie Nelson	Ringling Brothers and Barnum & Bailey Circus	Rodney Carrington
Kenny Chesney	Lone Star Rodeo	Larry the Cable Guy
Staind	Monster Truck Nationals	Ron White
Alan Jackson	Harlem Globetrotters	Bill Engvall
Trace Adkins	Broadway in Salisbury	Jeff Foxworthy
Casting Crowns	Disney Playhouse Live	
Carrie Underwood	WWE Wrestling	
Lynyrd Skynyrd		
Miranda Lambert		

Sporting Events	Trade Shows
National and regional wrestling events	Christmas craft shows
National duals wrestling events	Consignment sales
Dance & cheerleading competitions	Hone & remodeling expos
International dog breed shows	Home, garden & family craft shows

# Location



On Maryland's Eastern Shore, the Wicomico Youth & Civic Center is the centerpiece of Wicomico County. Conveniently perched between Interstate 13 and Route 50, the arena is easily accessible from all directions and just two to three hours from several major metropolitan markets including Philadelphia, Baltimore, Washington DC and Norfolk. What's more, the Civic Center is located just 30 minutes from Maryland's number one tourist destination - Ocean City.

Visitors to the Civic Center travel from points within a 60 mile radius reaching to Cambridge, Easton, Pocomoke, Ocean City and Chincoteague in Maryland; Dover, Seaford and Harrington in Delaware; and the lower shore of Virginia.

**FROM POINTS NORTH:** From I-95 at Wilmington, DE, take Route 1 South. Continue south towards Dover, DE and exit at U.S. Route 13 South to Salisbury. When entering

Salisbury, take the By-pass marked U.S. Route 50 (stay in left lane). Exit the bypass for Route 50 Business West. Continue west on Rt. 50 to the stop light at Civic Avenue. (Burger King on left.) Turn left onto Civic Avenue and go straight to the end of the street. Venue is directly across the street at a stop sign. Travel time: approximately 2 1/2 hours from Wilmington, DE.

**FROM POINTS SOUTH:** Take U.S. Route 13 North from Virginia Beach. When entering Salisbury, take the Rt. 13 By-pass. Next take U.S. Route 50 Business west exit towards Salisbury. Continue west on Rt. 50 to the stop light at Civic Avenue. (Burger King on left.) Turn left onto Civic Avenue and follow to the end of the street at a stop sign. Venue is directly across the street. Travel time: approximately 2 hours from the Chesapeake Bay Bridge Tunnel.

**FROM POINTS WEST:** Baltimore/Washington D.C. area. Take U.S. Route 50 East from the Chesapeake Bay Bridge in Annapolis, MD. Continue east on U.S. Route 50; stay to the right at the Route 301/50 split. When entering Salisbury continue on Rt. 50 east (business route) and proceed through the downtown area. Turn right at stop light onto Civic Avenue (Burger King on your right) and follow to the end of the street at a stop sign. Venue is directly across the street. Travel time: approximately 1.5 hours from Chesapeake Bay Bridge.

**FROM POINTS EAST:** Traveling west on U.S. Route 50 from the Ocean City, Maryland area, turn left at stop light onto Civic Avenue (Burger King on the left) and follow to the end of the street at a stop sign. Venue is directly across the street. Travel time: Approximately 30 minutes from Ocean City, MD.

# Area Accommodations and Tourism Information

Eastern Shore hospitality is alive and well in Wicomico County. We are home to over 25 hotels and various accommodations. Whether you're looking for a simple "base camp," a home-away-from-home or a full-service hotel, you will find what you are looking for to make your time here memorable and comfortable, with a wide variety of amenities to suit every taste and budget. You may want to consider one of our charming bed and breakfasts or enjoy the amenities of a nationally known hotel. Please go to our website [www.wicomicotourism.org](http://www.wicomicotourism.org) to research and book your lodging now.

We look forward to welcoming you.

8480 Ocean Highway, Delmar, MD 21875

800-332-TOUR or 410-548-4914



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HIDDEN TREASURES**

**IN WICOMICO COUNTY**

# Capacities

All ticketed shows must utilize reserved seating unless general admission is previously approved by management.

## Normandy

Banquet	2500
Theater	3000
Concerts	5000-6000
Center Ring	6747
Open Floor	4054
Basketball	5130
Portable Ice Floor	4157
Booths (10x10)	180 booths

## Midway

Theater	1000
Banquet or Classroom	600
Banquet with dance floor	500
Booths	55 booths

## Flanders

	Banquet	Theatre	Classroom
All Rooms	300 seats	430 seats	220 seats
Rooms 1-6	40 seats	60 seats	30 seats
Room 7	50 seats	70 seats	40 seats

## Danang:

	Banquet	Theatre	Classroom
All Rooms	150 seats	240 seats	150 seats
Room 1	60 seats	80 seats	50 seats
Room 2	60 seats	80 seats	50 seats
Room 3	70 seats	90 seats	60 seats

# Rental Rates

## Normandy Arena

\$3300 or 10% of gross, whichever is greater

## Midway Room

\$940 or 10% of gross, whichever is greater

## Da Nang and Flanders Rooms

1 Rooms	\$135
2 Rooms	\$200
3 Rooms	\$270
4 Rooms	\$350
5 Rooms	\$415
6 Rooms	\$485
7 Rooms	\$565

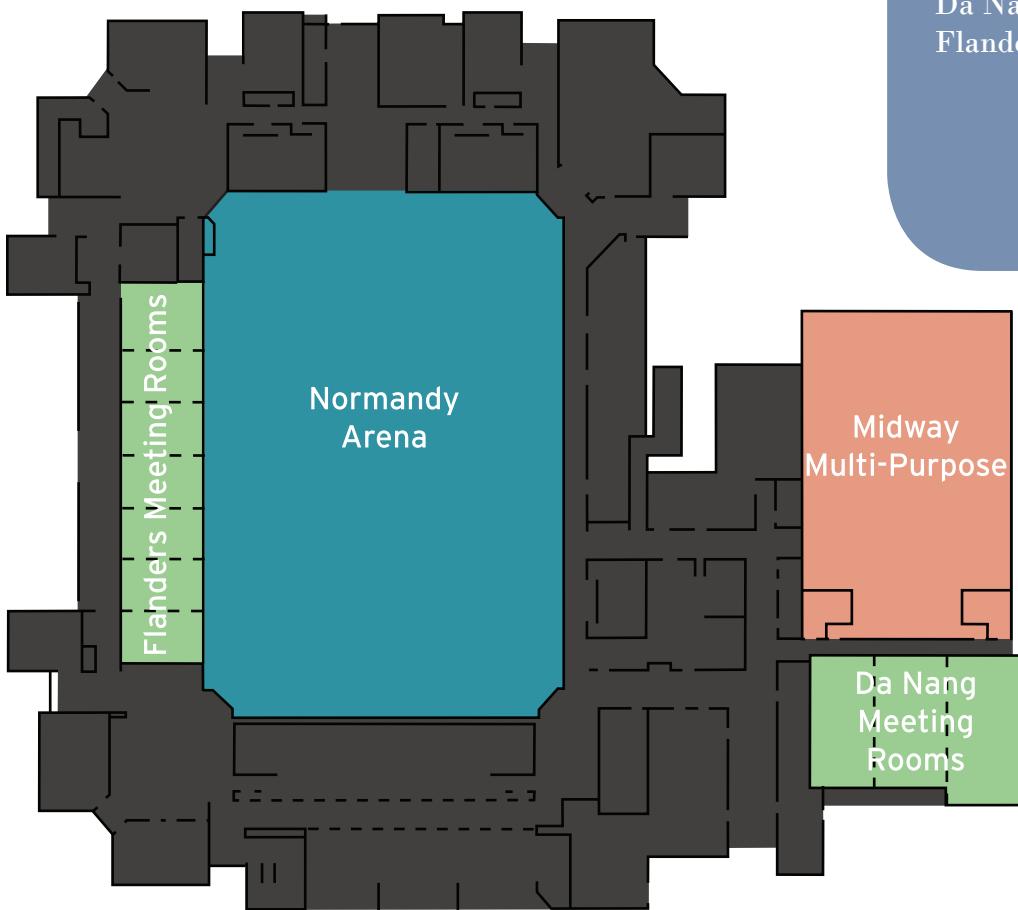
## Non-Profit Rates

Non-profit status will apply to individuals, civic clubs, and organizations residing or based in Wicomico County.

Normandy Arena \$3300 or 10% of gross, whichever is greater

Midway Room \$745 or 10% of gross, whichever is greater

Da Nang and Flanders Rooms	1 Rooms	\$110
	2 Rooms	\$160
	3 Rooms	\$210
	4 Rooms	\$265
	5 Rooms	\$320
	6 Rooms	\$370
	7 Rooms	\$425



## Save Money with Encore Catering!

Planning a catered event? If your Encore Catering food and beverages bill is 3 times more than your room rental, you'll receive the following room rental discounts:



you'll receive the following room rental discounts:

Normandy Arena	20%
Midway Room	40%
Da Nang & Flanders	50%

## Additional Notes

- Combined Facility Use (Multiple Rooms within the WY&CC): Add applicable rates. No additional discount.
- Schedule of costs will be adjusted annually per the consumer price index.
- A ten percent (10%) capital improvement fee will be assessed to the total rent amount.

\*Discounts applied to final invoice after the event.

# Exhibition Services

Personnel	Rate
Event Coordinator	\$19.50 per hour
Event Staff, Ticket Takers/Sellers	\$13.25 per hour
Stage Manager	\$22.00 per hour
Electrician	\$22.00 per hour
Forklift Operator	\$13.25 per hour
First Aid Attendants, Firemen	\$22.00 per hour
Pyrotechnician	\$275 per show
Sheriff Deputy	\$40 per hour
Riggers	\$40 per hour
Piano Tuner	\$140 per instrument
Maintenance Labor	\$20.00 per hour
Maintenance Labor (before 7 AM)	\$26.00 per hour
Ushers	\$375 per show, complete crew
Stagehands, Loaders, Spotlight Operator	\$13.25 per hour

6% MARYLAND SALES TAX WILL BE ADDED TO EQUIPMENT FOR ENTERTAINMENT, SOCIAL & CORPORATE AND TRADE SHOW SERVICES.

## Entertainment Services

Box Office Service Fee	3 ½ % of Gross
Bank Charge Cards	3 ½ % of amount charged
Stage - Sico	\$150 (Half Stage) \$250 (Full Stage)
Forklift	\$125 (per day) or \$35/hr
Risers (4' x 8')	\$20 each
Spotlights (xenon supers)	\$125
Piano 9' - Grand	\$100 plus tuning charge
Upright	\$35 plus tuning charge

## Social & Corporate

Round Tables or Rectangle Tables	\$0.75 (each)
Chairs	\$0.25 (each)
Table Covers (linen)	\$5 (per table)
Table Covers (paper)	\$5 (per table)
Portable Dance Floor Rental (15' x 15')	\$225
Portable Dance Floor Rental (18' x 24')	\$400

## Trade Show Services

Phone	\$125 (no deposit) local only
Special Events Electrical Panel	\$300 (per show)
Power Distribution Panel	\$175 (each)
Individual Electrical Outlets	\$30 (each)
Roll Ticket	\$20 (2000 ticket roll)
Wristbands	\$100 (500)
Booth	\$50 all sizes including electric
Camping	\$75 (w/ electric) \$50 (w/out electric)
Draperies	\$500 (Arena); \$250 (Midway) \$125 (Flanders & DaNang) or \$1.50 per foot

# Exhibition Services

Accessibility - Concessions

## Accessibility

The Wicomico Youth & Civic Center strives to accommodate all disabled patrons. Guests are asked to contact the box office in order to purchase reserved accessible seating. If special accommodations are necessary for performers or other event staff please inform the Civic Center Box Office.

## Admissions Tax

A 6% admission tax must be paid to the State of Maryland on ticketed events. This tax is included in the ticket price. The Civic Center Box Office will deduct this tax from your gross sales and handle payment to the State for you.

## Alcoholic Beverages

The entire Wicomico Youth & Civic Center, including all parking areas, shall at all times be under the charge and control of Wicomico County. The Lessee agrees that no alcoholic beverages of any kind whatsoever shall be sold on any portion of the property.

## Cameras/Recording

Video and audio recording devices are prohibited within the Wicomico Youth & Civic Center for all public events. Patrons are permitted to take still photography from their seats. However, if this policy is in conflict with that of show please detail the appropriate photo/video policy in the contract. The photo/video policy of the show always overrides the Civic Center's policies.

## Catering

The Wicomico Youth & Civic Center has its own in-house catering facility for your convenience. Encore Catering will prepare all meals as arranged through the Event Sales Manager. In addition, Encore Catering will handle all backstage requests per riders. Catering services other than Encore Catering are not permitted.

## Concessions

Concession rights shall remain the exclusive property of the Wicomico Youth & Civic Center. Scheduling of operational hours and conditions for operation will be at the discretion of the Civic Center Management. Under no circumstances will the Lessee benefit from the profits of the operation.

# Exhibition Services

Contracts - Deposit

## Contracts

Upon request, the Wicomico Youth & Civic Center will issue a contract after Management has received assurance that you do have the act contracted for the date being held. The Civic Center reserves the right to free the date for which the contract was issued if the signed contract and deposit are not returned within a reasonable period of time, as specified in the contract. To ensure a date is held, please sign and return the contract and required deposit immediately upon receipt.

## Curfew

A curfew of 12:00 AM (Midnight) is in effect for the building.

## Deposit

A deposit is required with the signed contract to make the contract binding. Civic Center Management may require deposit amount to be equal to the minimum guaranteed rent plus anticipated staffing costs. Type of payment acceptable (cash, bank money order, cashier's check, wire transfer) shall be determined by the Civic Center. All checks or other means of payment are payable to Wicomico County.

The balance of expenses shall be paid in full prior to the opening of the event. In the event of failure to pay the balance of the fees at the aforesaid time, the Management will deduct these costs from the money held in escrow from ticket sales.

In the event it is necessary to cancel a certain date, if Civic Center Management is notified in writing within the stipulated period of time (as per contract), Wicomico County shall retain the deposit paid upon execution of the contract and the lessee and the County shall be relieved of any further obligation under the agreement.

For certain events, a performance bond may be required for reasons specified by the Management of the Wicomico Youth & Civic Center at the time of contract negotiations. When this requirement exists, payment (amount also to be determined by building management) will be required at the time of contract signing.

# Exhibition Services

Dressing Rooms - Holds

## Dressing Rooms

There are four dressing rooms located in the backstage area of the Normandy Arena. In addition, one lounge/office area is available for star or promoter use. All areas are air conditioned and include electrical outlets, bathroom and shower facilities. Keys are available for each room.

## Electricity

Two 600 amps and two 225 amps are available and are located 50' to 55' from the stage. Power sources are situated center back stage.

## Fire Code Regulations

The Wicomico County Fire Code Authority and the Wicomico Youth & Civic Center want you to have a safe and successful event. A detailed document with fire regulations for the building is available upon request. Please take the time to request and review this information, as compliance is a requirement. Should you have any specific questions, please feel free to contact your Event Manager.

## Fuel Operated Vehicles

In order to display any fuel operated vehicles inside the confines of the Wicomico Youth & Civic Center, the following requirements must be met:

- Fuel tank must contain no more gas than necessary to enter and exit the building
- Battery cables must be disconnected
- Vehicles must not impede, obstruct or hinder ingress or egress

## Holds

Management will tentatively hold a date upon request only when the name of the proposed act is provided. Normally, a tentative date will be held for a maximum of one (1) week without reconfirmation. Those desiring dates to be held more than one (1) week must contact Management prior to 5:00pm on the deadline date and the Management, at their discretion, will then act on the request for extension. Should the center receive a firm offer from another promoter for your tentatively held date, you will be given 24 hours to either confirm or release the date you are holding. Assurance that you do have the act contracted may be requested. (See protection policy).

# Exhibition Services

Insurance - Merchandise

## Insurance

Lessees of the Wicomico Youth & Civic Center facilities, for all events, will be required to carry insurance as specified below and will provide information to the Civic Center concerning that insurance as specified. The Lessee will indemnify, save and hold harmless the Lessor from all actions or proceedings to recover damages for injuries to persons or property arising from the Lessee's occupancy of the leased premises or the Lessee's activities therein.

No less than seven (7) days prior to the event, the Lessee must deliver to Civic Center Management a policy of comprehensive public liability insurance for bodily injury in the minimum amount of \$300,000 for each occurrence, and property damage insurance in a minimum amount of \$100,000 covering the event scheduled. The policy must be executed by a company licensed to do business in the State of Maryland.

## Intermission

It is understood that all programs lasting one hour and thirty minutes or more, with the exception of religious services or commencement exercises, shall have an intermission of not less than twenty minutes.

## Lighting

Four movable super trouper spotlights are available. Contact the Civic Center regarding the pricing of and reservation of the spotlights.

## Load-in

Load-in trailers can back up to the stage through a rollup door located on the southeast corner of the building. Loading clearance is 15' X 15'.

## Merchandise Services

The lessee or designated representative must receive permission from the Management before the sale of any items whatsoever within the Wicomico Youth & Civic Center. The sale of food and beverage products is prohibited. Vendors will be required to pay the Civic Center a percentage of the gross receipts for any such sales that are permitted.

# Exhibition Services

Parking - Rigging

## Parking

Ample free parking is available in the front and back of the Civic Center. The rear lot, which measures 200' X 200', is suitable for tour buses and loading trailers. Additional parking is located near the venue.

## Production Office

If not used as a dressing room, a production office is available in the backstage corridor. The carpeted and air conditioned space is equipped with wireless internet access, three phone lines and bathroom facilities.

## Protection Period

A two (2) week protection period is afforded to promoters of similar events dependent upon potentially the same audience. This two week period will apply before and after the confirmed date. Exceptions will be made only with the approval of the Civic Center Management and the promoters for each event involved.

## Other Presentations of the Event

In consideration of the grant by the County to a promoter of the license to present an event in the Wicomico Youth & Civic Center, the Lessee agrees that it will not, during the period commencing eight weeks prior and eight weeks following the presentation of the event at the Wicomico Youth & Civic Center, make a live presentation of the event or a substantially similar production, at or from any location within a 100 mile radius of the Wicomico Youth & Civic Center.

## Pyrotechnics

Events planning to use pyrotechnics are required to follow strict guidelines set forth by the State of Maryland and the Wicomico County Fire Department. A licensed Maryland State Pyrotechnics Shooter is required to work pyrotechnic shows by the state or county fire inspectors office. A demonstration of effects to be used will be required the day of the show.

## Rigging

Clearance height from floor to ceiling is 44', 42' to the ceiling tiles and 44' to the low steel beams.

# Exhibition Services

Settlement-Telecommunications

## Settlement-Concert & Box Office Tickets Events

At the conclusion of the event, the licensee is responsible for settling all outstanding facility expenses. A final box office statement of sales and expenses will be submitted upon the closing of the box office on the final night of the performance. Any questions regarding the settlement procedure should be directed to the Civic Center Manager.

## Smoking

The Wicomico Civic Center is a non-smoking facility. This policy is strictly enforced in all areas of the building.

## Staging

The Civic Center owns a Stage Right 60' x 40' stage with steps adjustable to 4, 5 and 6ft heights.

## Telecommunications

Wi-Fi is available throughout the venue and can facilitate up to 250 individual users. Telephone lines are provided in the promoter's office, which is located in the back stage area. Additional phone lines can be added to other areas in the building upon request. See exhibition services sheet for fee details.



# In-house Services

## Advertising Agency

The Wicomico Youth & Civic Center's full service, in-house advertising and public relations agency can help make your event a success in many ways:

- Place media buys
- Distribute press releases
- Schedule publicity opportunities
- Garner valuable news coverage
- Process advertising invoices

By using the Wicomico Youth & Civic Center as your advertising agency, you receive our contract rate discount on applicable media buys, allowing you to spread your advertising budget even further!

Most importantly, the Civic Center's advertising agency has a complete understanding of the venue's reach, market demographics and its media outlets. The agency will help you make wise decisions regarding your advertising campaign.

If the promoter opts to use the Civic Center's in-house advertising agency, he/she must agree to pay the Civic Center 15% of the gross advertising dollars in return for the above services.

Should the promoter decide to do his/her own advertising, he/she will be solely responsible for promoting the event on radio and television, with display ads in the paper, by posters and other means which you deem appropriate. Under no circumstances will the Civic Center guarantee payment for your media buys. Any visual material containing references to the Wicomico Youth & Civic Center shall first be approved by Civic Center Management.

All ticketed events booked at the Wicomico Youth & Civic Center will be listed on the indoor and outdoor marquees as well as the calendar of events and website. Event information will be posted only after contracts are signed and appropriate information is submitted. The timing of the event and other building activities will affect the length of time event information is included on the indoor and outdoor marquees.

# In-house Services

## Box Office and Ticket Services

The Wicomico Youth & Civic Center handles the sale of all tickets through the Civic Center Box Office - open Monday through Friday 8am - 5pm. Online purchases are made through an arrangement with Tix.com. When our contractual agreement stipulates rental fees based on ticket sales, all tickets must be sold through the Civic Center box office. When Lessees are renting the Civic Center facilities on a flat rental basis, but tickets are still being used for admission purposes, tickets must still be ordered through the Civic Center box office. All printing costs are the responsibility of the Lessee.

For our ticket selling service, you will be charged a 3% fee; that is three and one-half percent of the gross sales after taxes. This service charge covers the cost of the ticket sellers and box office administrative costs.

At least three (3) weeks before Lessee desires the sale or distribution of tickets, it shall deliver to the Wicomico Youth & Civic Center Box office all information required for such tickets and admissions for the event. For most events, mail orders are handled by the Civic Center Box Office for customer convenience, if time permits. Master Card and Visa Credit Cards are accepted by the Civic Center Box Office. The bank charge of 3 +% of the amount charged will be passed on to the Lessee and be listed as an expense at the time of settlement.

## Encore Catering

The Wicomico Youth & Civic Center's in-house catering service operates from a fully modernized on-site catering kitchen. Encore Catering's staff fully capable of catering pre-show meals for performers, show personnel and stagehands. Boasting a penchant for service and a flare for Eastern Shore cuisine, Encore Catering will be sure to satisfy everyone's taste buds. In addition to handling all pre-arranged meals, Encore will be responsible for fulfilling all rider requests. Please note that no outside food or beverages are allowed within the Civic Center at any time.

# In-house Services

## Program Services Personnel

The Wicomico Youth & Civic Center has an in-house Program Services Department including event staff, ushers, event supervisors, ticket takers, first aid personnel, etc. In most cases, lessees are required to have certain program services personnel assigned to their event for service functions; the required number is to be determined by the Civic Center Management. These requirements will be coordinated in advance between the Lessee and Management, at which time a price quotation for these services shall be made available. Rates for service or for any additional equipment requested shall be charged at the current Civic Center approved rates. Event personnel normally report one-half hour before the doors are opened, except as noted.

For small events, costs for the above requirements are normally negligible; for large events the charges for these services may become very significant to your overall costs. In all cases, the Lessee will be responsible for these costs and Civic Center Management will make every attempt to limit these requirements to only those services necessary for the comfort and safety of those attending the event. Applicable rates can be found on the exhibition services sheet.

## Stage Hands

The Wicomico Youth & Civic Center is a non-union stagehand venue. Professional stagehand services are available through the venue at the applicable published hourly rates.

Thank you for allowing us to serve  
your needs!

Who Knew Brick Could Be So Flexible?