

# OtherWorld Encounter Atlanta

## Weekly Event Proposal

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### Purpose

To develop a nightlife component into the OtherWorld Encounter, an experience catered towards adults and social individuals.

### Requirements

1. Staging & Dance Floor
2. Lighting
3. Sound System
4. DJ Equipment
5. Seating Area
6. Bar
7. Restrooms
8. Bouncer (ID Check)
9. Clerk (Ticket accounting and purchases)
10. Performers/Marketing/Local Inclusion
11. Capacity limit
12. Cordoning The Area
13. Sound Suppression

### Staging & Dancefloor

Staging is already provided by the venue. We need to be insured that there is enough electricity to power a sound system and performance equipment and the electrical components in a bar. 200 Amps is a good number for this demand. There should be enough space for a dance floor. You want some space between people to dance and not pack it to much or else it will make people want to leave. I believe we have a concrete floor which should be perfect.

### Lighting

Projection and DMX lights are a requirement. Between myself and Earl, we know how to control everything. We need to use a truss to rig the scrims and lights on. There also needs to be a booth across from the stage for the Video/Light Jockey to alter the animations and light patterns and for the Audio Engineer to monitor the PA. A few light bars DMX'd together, control via Earl's DMX box for Madmapper should do the trick for lighting. A projector from the booth should be available to send a video signal from a computer to a projector. All of the

equipment needs a table or two and the engineers will need seats, stools for worst case scenario. If we need to rent any lighting we can rent lights for around \$100 a weekend. And if we need to rent any trussing we should be able to keep it under \$1000.

## Sound System

Ideally the sound requirement for the space should be 6 18" Subwoofers, 4 15" Mids with integrated tweeters, and 2 15" Monitors with integrated tweeters for a performer to hear themselves. A PA Mixer is required to receive a signal from the performers and then alter it for the PA. An output limiter is also required so that the system is not overloaded on accident. With the company I am talking to right now, we will be able to keep the sound rental to \$300-\$500 a weekend and \$400-\$600 for setup and teardown. All equipment should be able to stay in the venue over the course of the exhibition.

## DJ Equipment

The industry standard 2 Pioneer Players with a Pioneer Mixer. I personally own a system myself and would be interested in renting it out to OtherWorld for this event. \$200 per night of a performance is reasonable as the cheapest rental for a similar system in Nashville is \$200 a night. A table must be available to put the equipment on.

## Seating Area

Some sort of seating area is required for guests to relax and not always be on their feet. Because it is possible that drinks can get spilled on the furniture, the furniture should be easy to clean. Stools will be needed at the bar area. Seating should not be available on the dance floor but around it.

## Bar

The last time we talked it seems like there is already a setup for a bar in place so other than actually having one, we need to make sure it is stocked with a wide variety of alcohol and there needs to be fresh water that we can dispense for free for people dancing. The most money is to be made at the bar so this component can not be overlooked.

## Restrooms

I expect restrooms available but to make sure all the boxes are crossed, there are going to need to be cleaned every night of an event we do. There is a potential for people breaking things or vandalizing property. There is also a possibility of people leaving towels overflowing in a garbage can.

## Bouncer

Depending on how we set everything up, we might need a bouncer. In case the venue requires is, a bouncer is can check ID's and search individuals. The bouncer should be able to shut down entry and help secure the area incase of an emergency internally. There could be a second individual inside with handcuffs and a non-lethal weapons like pepper spray or a taser to subdue violent guests. We should be able to hire a bouncer for no more that \$500 a night. Optionally we can use our own staff to fulfill this role to some degree.

## Clerk

A clerk that can check tickets and sell tickets is required. OtherWorld Encounter already has a system for that.

## Performers/Marketing/Local Inclusion

Currently I have reached out to several promoters across Atlanta to invite them to host a night of music at the OtherWorld Encounter. There is tons of talent already in Atlanta and any performers we hire will definitely be able to bring people into the exhibition. Right now I have Unity Events

<https://www.facebook.com/unitymusicevents/> ready to curate a night of music on the last weekend of Atlanta.

There are many more that are interested and want to partake. I also have the ability to send talent from Nashville down to Atlanta to perform under the Nashville Resistance brand. All performers should be paid a minimum of \$50 and tickets to the exhibition. The Nashville Resistance brand can film and stream each show that happens at OtherWorld and in turn create free marketing content out of that for the exhibition. Another marketing tool I plan on implementing shortly is an invitation to producers around Atlanta to submit there sounds to be included in the Touch Hallway.

## Sound Suppression

Because the music area and exhibition are close to each other, a false wall for sound suppression will be needed. Bass traps can be added to reduce sound pollution coming into the exhibition.

## Alternative Locations

Incase we decide we do not want to have live music next to the exhibition itself, we can co-host events with local promoters across the city. There are plenty of venues to pick from and most can be reasonable with costs of rental. Added sound, lighting and DJ equipment will be required as most venues are lacking in these areas. If we did collaborate with another promoter, we can leverage our brands (OtherWorld, Nashville Resistance) for marketing and our lighting and projection mapping abilities to put on a show. If we want to get more creative we can add props per show to get it an OtherWorldly effect.

## Suggestions

1. Dates/Timing
2. Budget

## Dates

As I will be there the 2nd, 3rd, and 4th weekends of April, I will be able to operate or work the events that happen each weekend. The late night events should be every Friday and Saturday. Saturdays are to be assumed more popular but both days are important. Since we have to leave by midnight each night, I suggest

we start the events at 6PM and have them end at 11:30 PM each night. That way we will have 30 mins to get everyone out and shut down.

## Budget

Because there are so many factors into doing these events, our costs could be very little if you used another venue or could cost much more if we used our own venue. Because of this and other factors with our short timeline, it may be easier just to collaborate with a promoter at a venue around Nashville. Costs per show could range from \$400 to \$2000 a night.