



BRINGING
LIVE MUSIC
BACK

THE FAIRGROUNDS NASHVILLE
OUTDOOR SOCIALLY DISTANCED
CONCERT SERIES
SPRING / SUMMER 2021



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At NS2, the health and safety of our guests, performers, and team members is our number one priority.



By utilizing the knowledge, experience, and overwhelming success of the 11-night Around the Bend concert series we produced in Charleston, SC in the Fall of 2020, we plan to execute a similar socially distanced concert series in Nashville in the Spring/Summer of 2021. The optimal outdoor space found at the Fairgrounds will provide ample room for a personal pod setup that will allow groups of four people to attend the event safely while experiencing all the audio, lighting, video, and production values expected from a live concert.

In addition, we plan to take preventative measures in line with the recommendations of the Center for Disease Control (CDC), the Metro Public Health Department of Davidson County, and other local and state agencies to safely return concerts to Music City. This overview of our plan provides a framework under which we believe we can meet this objective through outdoor events at the Fairgrounds site.

ABOUT US

Founded in 1964, Frank Productions started as a family-run, full-service concert promotion company, bringing the likes of Johnny Cash, Elvis Presley and Bruce Springsteen across the country. Over the next five decades, we have become one of the largest concert promoters in the United States without losing sight of our family roots. The business model we've built allows us to help artists achieve their goals – not simply sell tickets. Our unique approach has led to tremendous growth and success, from outdoor concerts and festivals such as Freakfest and Around the Bend to producing national tours for artists like Metallica, Red Hot Chili Peppers, Muse, Brantley Gilbert, Eric Church, Avenged Sevenfold and many more.

Today, Frank Productions continues its successful growth and offers executive management, administration, accounting, contract oversight, sales, box office and back-of-house support to our two national brands (NS2 and FPC Live).



In 2010, Frank Productions launched National Shows 2 (NS2), our Nashville-based office. This strategic partnership helped us establish a national footprint that has since expanded to additional offices in Columbia, MO and Charleston, SC, seven owned and operated venues, and three exclusively booked theatres across the country.

With over 10 years of experience in the Nashville market, NS2 is committed to bringing live music back to Music City. Our team of seasoned event professionals has produced hundreds of events across venues in Nashville and Tennessee. NS2 is invested in creating meaningful experiences for local Nashvillians, such as ourselves, as well as continuing to bring tourism dollars back into the market we call home.



SOCIALLY DISTANCED CONCERTS IN 2020

In October and November of 2020, NS2 promoted and produced the 11-night outdoor and socially distanced Around the Bend Concert Series on 20 acres of green space along the Ashley River in North Charleston, SC. Working hand-in-hand with local authorities and the South Carolina Department of Public Health, we were able to execute the series safely and successfully.

SATURDAY
Oct. 3

The Legacy of Motown
feat. **Charlton Singleton & Friends**

FRIDAY
Oct. 9

SUSTO SOLD OUT!

FRIDAY
Oct. 16

Queen of Soul: A Tribute to Aretha Franklin
feat. **Black Diamond & Black Noyze**

FRI & SAT
Oct. 23-24

Shovels & Rope SOLD OUT!

SUNDAY
Oct. 25

Marcus King Trio SOLD OUT!

FRI & SAT
Oct. 30-31

St. Paul & The Broken Bones SOLD OUT!

FRI & SAT
Nov. 6-7

Jason Isbell and Amanda Shires SOLD OUT!

FRIDAY
Nov. 14

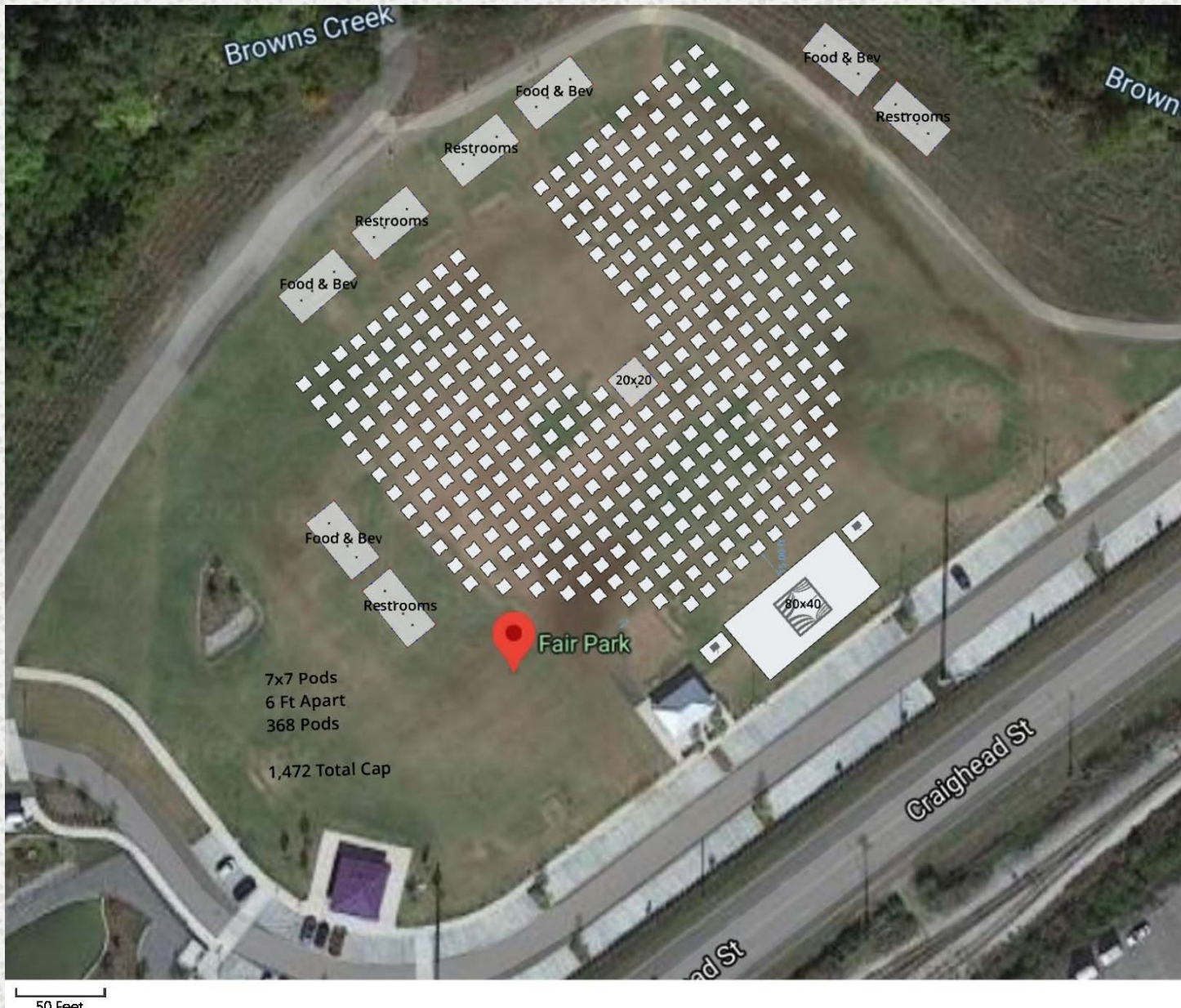
Ranky Tanky SOLD OUT!

“While doing shows during a pandemic could easily present many challenges, the team at NS2 has achieved success by providing not only a safe environment for the artist and their crew, but also their staff, ticket buyers, and all alike. The care they put into these socially distanced shows not only makes apparent their love of live music, but also their knowledge of how important live music is to their community.”

– Noah Goldman, Tour Manager - St. Paul and the Broken Bones

STATS

- 11 Concerts at 1,000 Capacity
- 9 Sold Out Shows
- 10,000+ Tickets Sold



MAP & SITE OVERVIEW

- 1472 CAPACITY**
- 368 SOCIALLY DISTANCED 7x7-FT PODS**
- 15-20 RESTROOMS**
- 10+ HANDWASHING & SANITATION STATIONS**
- 500 PARKING SPOTS**
- 3-4 CONCESSIONS AREAS**
- 10+ CONCERTS IN INITIAL SERIES**
WITH PLANS TO LAUNCH ADDITIONAL SERIES THROUGHOUT 2021
- THOUGHTFUL EVENT PLANNING**
RECOGNIZING THE IMPACT OF SHOWS ON THE LOCAL RESIDENTIAL AREA

GUEST EXPERIENCE

Socially Distanced Seating

- Tickets will be sold as 7x7-ft pods with a max capacity of four people per pod.
- There will be 6-ft aisles between each row of pods.
- Pods will be roped off on three sides, with one side open for entering and exiting.
- Patrons will be required to stay within their own pod unless visiting restrooms.
- Timed, socially distanced ingress and egress for all patrons.

Sanitization Protocol

All portable restrooms will be equipped with hand sanitizer dispensers. Throughout the grounds, common touch-points including portable restrooms and food/bar service areas will be sanitized routinely during the event.

Temperature Checks

All entrants will be no-contact temperature checked by security, and access will be denied for any person who measures greater than 100.5 degrees.



Facemasks Required

Facemasks covering nose and mouth are required for admission and while in any public area of the event. Mask requirement while inside and outside of their designated pod to be dictated by local authorities.

On-Site Communication

Guest-friendly signage, using universal symbols will be placed throughout the grounds highlighting sanitization protocols and locations. Physical distancing markers will also be present. Announcements will be made from the stage throughout each event.

Cashless Concessions & Mobile Tickets

Food and beverage concessions will be available with cashless payments. All entry tickets will be mobile only.

PSAs

“Know Before You Go” communication will be shared on social media and online. Ticket buyers are notified of protocols at the time of purchase and reminded via email multiple times prior to the event. Communications will include information regarding requirements for face coverings, physical distancing, and sanitization protocols.

***All COVID-19 protocols are subject to change due to local and state regulations and guidelines**

ARTIST AND BACKSTAGE CREW

STAGE DOOR
BAND AND CREW
ONLY

FACE COVERINGS REQUIRED

All production team and stagehands will be required to wear a mask.

SANITATION STATIONS

NS2 will place sanitation stations in the backstage area to allow artist teams and workers to continually disinfect their hands or touch points.

LIMITED ACCESS

Our production team will work with artist teams to limit the number of people in backstage areas.

SHARED EQUIPMENT

Microphones and relevant sound equipment will be disinfected after each use.



TEAM MEMBERS AND STAFF

ALL TEAM MEMBERS MUST BE HEALTHY TO WORK

All team members will be required to check their temperature and wellness upon arrival.

ALL TEAM MEMBERS TO RECEIVE COVID-19 RELATED TRAINING

Training includes prevention techniques, signs and symptoms of COVID-19, staying home if you are sick, physical distancing, proper use of face masks/ coverings, proper hand washing, and cough and sneeze etiquette.

ALL TEAM MEMBERS USE PROPER PPE

All team members will wear masks to keep themselves and our guests safe.

ALL TEAM MEMBERS ARE TRAINED ON OUR COVID-19 RESPONSE

All team members are trained on our new sanitization protocols, guest policies, and reduced-contact procedures to help educate and inform our guests.



WE ARE READY TO
BRING LIVE MUSIC BACK
TO MUSIC CITY

THANK YOU!

