

May 6, 2021



Holliday Park Neighbors and Friends,

As you may have heard, we are excited to share that Indy Parks and the Holliday Park Foundation are partnering with the Vogue for our 2021 summer concert series. We are looking forward to the opportunity to improve an element of the Park's community programming beyond what we could do alone, and open up the work/mission of the Park and Foundation to a whole new audience.

Summer concerts have been enjoyed in the park for years. Because we are expanding the offering, we feel it is important to inform our neighbors about the details. In summary:

- The Vogue is going to plan, manage and staff a Rock the Ruins Summer Concert Series at Holliday Park from late May through August.
- There will be nine concerts, seven will be ticketed and feature national/regional touring bands, two will be free community events featuring local artists.
- Concerts will be held from 7-9 PM on either Thursday, Friday or Saturday evenings.
- Attendance is limited to 1,200 per concert (comparable to past park concert attendance).
- Concert lineup, dates and more information available at [www.rocktheruins.com](http://www.rocktheruins.com)

Indy Parks and Foundation staff have been involved in every step of the planning to ensure impact on the Park and neighborhood is considered. The 2021 season is a pilot and we will evaluate its successes/challenges before looking at anything long-term. While many logistical elements are being addressed, our four main areas of focus are outlined below:

- **Health/Safety:** All current Marion County Public Health requirements will be followed. Attendees will be seated in four-person, 10'x10' pods to allow for social distancing.
- **Lighting:** Concerts will end by 9 PM, before dusk and when our concerts have traditionally concluded. This will prevent stage lighting from impacting neighbors, and will enable attendees to exit before dark.
- **Sound:** While our immediate neighbors may be able to hear music during the concerts, sound will be kept at a level that is not obtrusive.
- **Parking:** Maximum attendance is based on capacity at previous Park events. In addition to using our standard plan to maximize space in the Park, overflow will be directed to the Park easement on the south side of 64<sup>th</sup> St. as well as to Orchard School. Event communication will emphasize that parking is limited and will encourage carpooling, using ridesharing services, and 'pedal and park' options. The Foundation will also provide free 'No Parking' signs to all neighbors to post during concerts for those that would like to.

Holliday Park is here to serve the greater Indianapolis community, but we recognize the limitations of the Park and appreciate our responsibility to be good stewards and neighbors. If you have questions or comments, please reach out using the contact information to the left. We hope to see you at the Park soon.

Sincerely,

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Past President

Holliday Park Foundation

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