

ACADEMY TICKETING INFORMATION



Audience View is the Academy's customer relationship management (CRM) system. This CRM system is a global hub for the Academy's management of ticketing, patron and donor data, marketing, merchandise sales, and much more. It is for this reason that the Academy requires that anyone interacting with our venues in a ticketing capacity use this system so that we can best serve you and your event to the best of our ability and create a user friendly and easy experience for yours and our patrons.

Ticketing Fees

All tickets sold through Audience View and for any event occurring on the Academy's premises are subject to these fees. These structures are how the Academy handles its ticketing and the Academy recommends that all outside organizations/promoters follow this model. The outside promoter/organization may decide how to manage these fees with their event but all fees will be owed to the Academy at the conclusion of the event(s) at the below rates. The 7% Lynchburg City Amusement Tax is added once the patron completes their order.

Ticket Price	Convenience Fee*	Facility Convenience Fee**
\$0-\$10	\$1 per ticket	\$4 per ticket
\$10.01 - \$24.99	\$2 per ticket	\$5 per ticket
\$25 - \$39.99	\$3 per ticket	\$6 per ticket
\$40 - \$54.99	\$4 per ticket	\$7 per ticket
\$55 and up	\$5 per ticket	\$8 per ticket

*only applies for events occurring in the Warehouse Theatre

**only applies for events occurring in the Historic Theatre

Example: **Historic Theatre Event**

Ticket Price: \$20

Facility Convenience Fee: \$5

Lynchburg City Amusement Tax: \$1.40

Total Price: \$26.40 (only the base ticket price is taxed)

Other Fees and Taxes

Amusement Tax

The City of Lynchburg has a 7% amusement tax on all gross ticket sales for any ticketed event occurring within the historic art district, which the Academy's venues fall under. All ticket sales occurring within Audience View

and on the Academy's premises are subject to this tax. This tax will be added to and absorbed by each individual patron and reported to the City of Lynchburg by the Academy unless otherwise agreed upon by both parties. Only the base ticket price is affected by the Tax. This tax will be shown with the purchase of a ticket.

Licensing Fee

The Academy has a license with Broadcast Music Inc. (BMI) and American Society of Composers, Authors and Publishers (ASCAP) on all of its venues within its premises. Whenever an event occurs that contains live or pre-recorded music that have not been licensed by another entity, a **1.6 percentage** of the gross ticket sales must be reported and paid to both BMI and ASCAP. If an outside promoter/organization does not have a license with BMI/ASCAP, the Academy will subtract these fees from all ticket sales, report, and pay total money owed to BMI and ASCAP. If the promoter does have a license with BMI and ASCAP, they may report and pay these fees on their own but first must submit proof of the license and receipt of payment to the Academy.

Box Office

When utilizing the Academy and its CRM system for any outside promoter/organization's event, the Academy's Box Office is available to help support the event. Please note that these services are limited to the Academy's basic operating procedures and rules/ regulations. Special requests and accommodations to ensure the success of an event can be discussed and implemented. Please note that the Academy will always do its best to accommodate these requests but we may not be able to accommodate everything. Any special requests must be discussed and approved with the Academy staff prior to ticket on sale dates for any event.

All pertinent and relevant information must be provided to the Academy including but not limited to ticket prices, on sale date, holds, promotions, discounts, event information, etc. prior to the on sale date of all tickets. Failure to provide this information in a timely manner may result in a delay and efficiency of ticket sales.

Academy Box Office Hours

Monday- Friday 12-5pm

Tickets are available to purchase over the phone only until further notice. Tickets are available to purchase online anytime at www.academycenter.org.

Venues

Joy and Lynch Christian Warehouse Theatre

Capacity:

- 272 seated (additional 100 folding chairs available)
- 650 standing room
- Additional layouts available based on room configuration

Anne White Gallery

Capacity:

- 200 standing room or 72 seated

Academy of Music Historic Theatre

Capacity: 835 seats

- 142 Upper Balcony
- 276 Lower Balcony
- 417 Orchestra

Tiers:

- Orchestra Level
- First Balcony
- Second Balcony

Price Zones:

- Box Seats
- Premium
- Standard
- Value
- Obstructed

ADA Removable Seats: Please note that some seats were manufactured as pairs. Where there are three seats listed below, they can accommodate two wheelchairs when all three seats are removed. Where there are only two seats listed, it can accommodate one wheelchair. There is one companion seat for each wheelchair accessible seat.

Orchestra Level:

- N 202-204
- N 208-210
- N 213-215
- S 108-109
- S 202-204
- S 207-209
- S 301-302

Lower Balcony:

- Loge Seats 5-8

ADA Companion Seats:

Orchestra Level:

- N 201, 205, 207, 211, 212, 216

First Balcony:

- Loge Seats 5, 8

ADA Transfer Seats:

Orchestra Level:

- Q 110, 301
- R 110, 301

Lower Balcony:

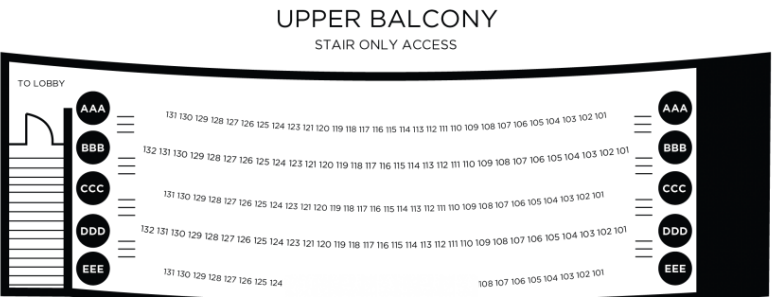
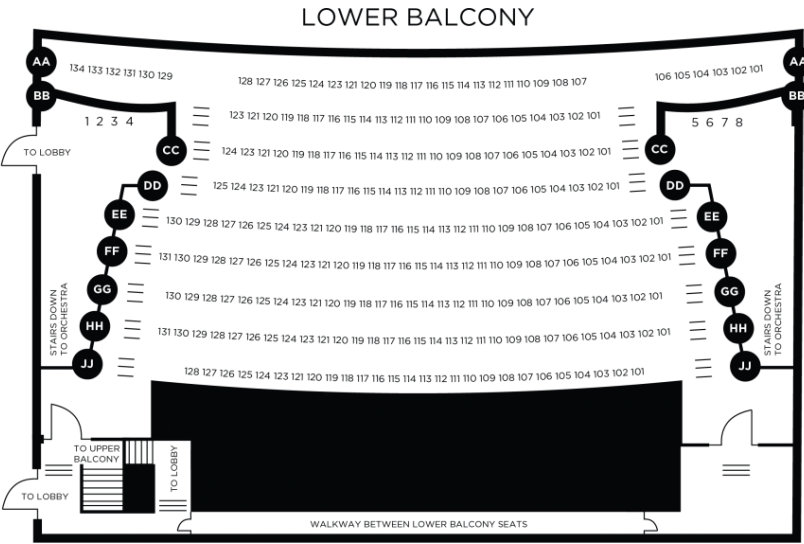
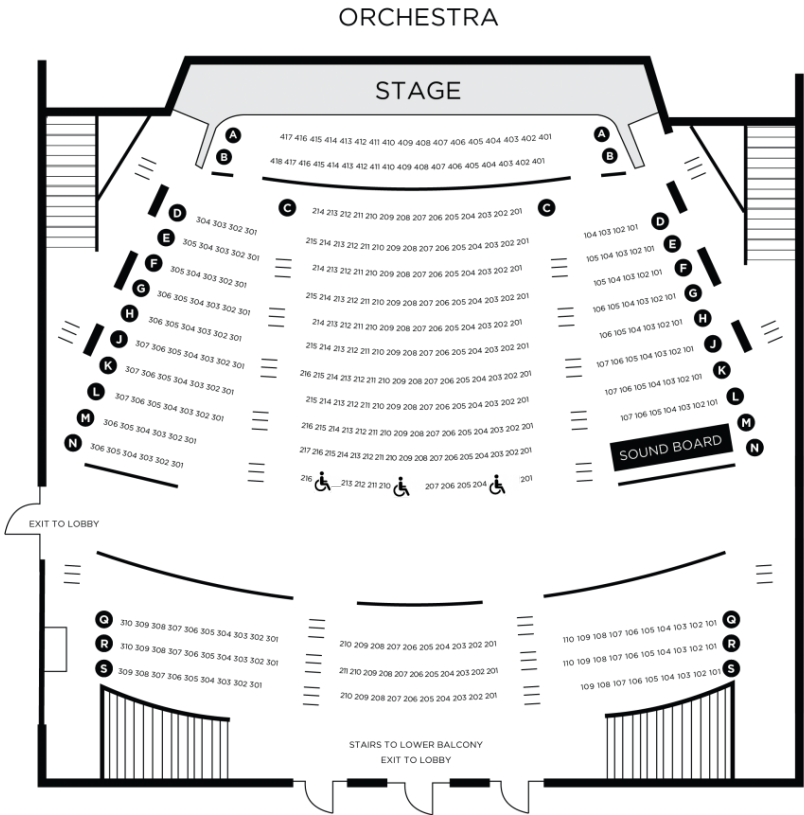
- DD 125
- HH 131

Tech Seats:

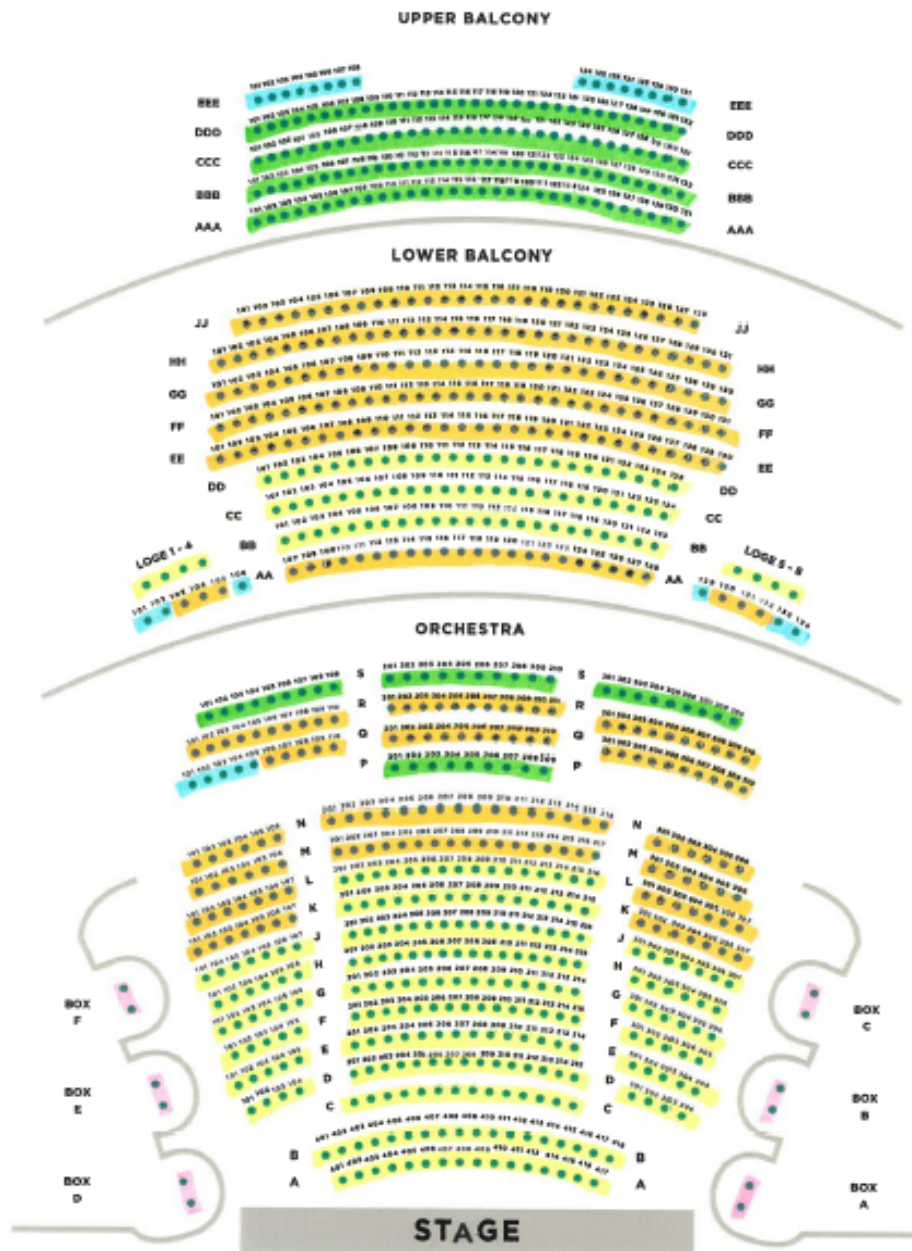
Orchestra Level:

- M 101-106
- N 101-106

THE ACADEMY OF MUSIC HISTORIC THEATRE SEATING MANIFEST



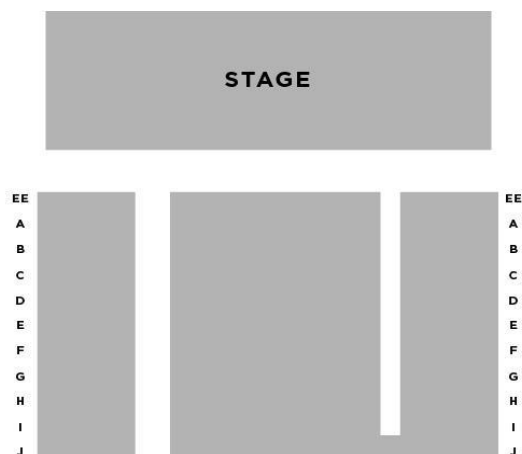
THE ACADEMY OF MUSIC HISTORIC THEATRE PRICE ZONES



ZONE COUNT	ORCHESTRA	LOWER BALCONY	UPPER BALCONY	TOTAL
Box Seats		12		12
Premium	234	80		314
Standard	141	178		319
Value	37		126	163
Obstructed	5	6	16	27
TOTAL	417	276	142	835

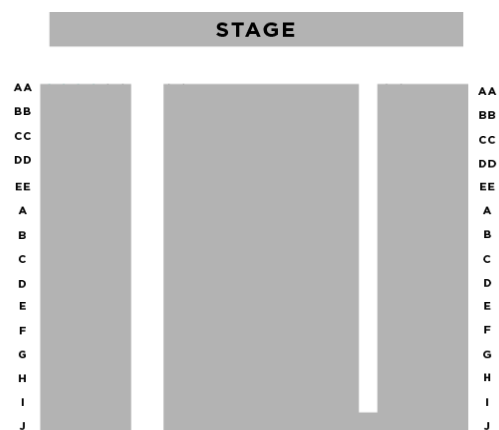
JOY AND LYNCH CHRISTIAN WAREHOUSE THEATRE CONFIGURATIONS

*additional configurations may be available



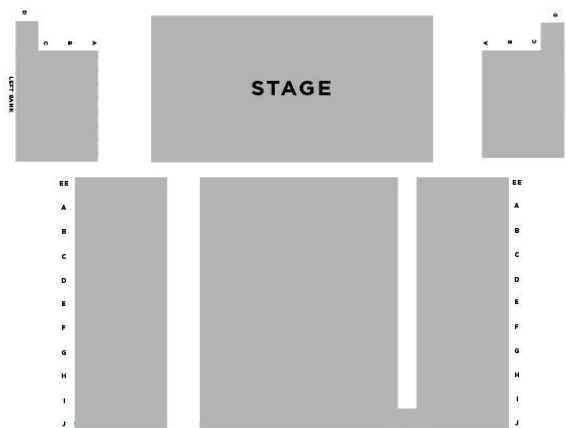
Joy & Lynch Christian Warehouse Theatre

PROSCENIUM



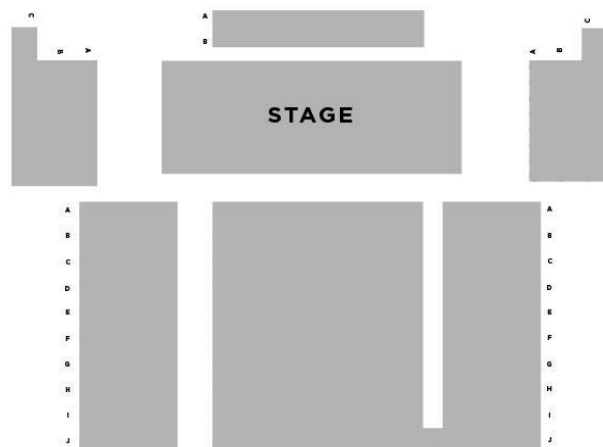
Joy & Lynch Christian Warehouse Theatre

PROSCENIUM W/ EXTRA ROWS



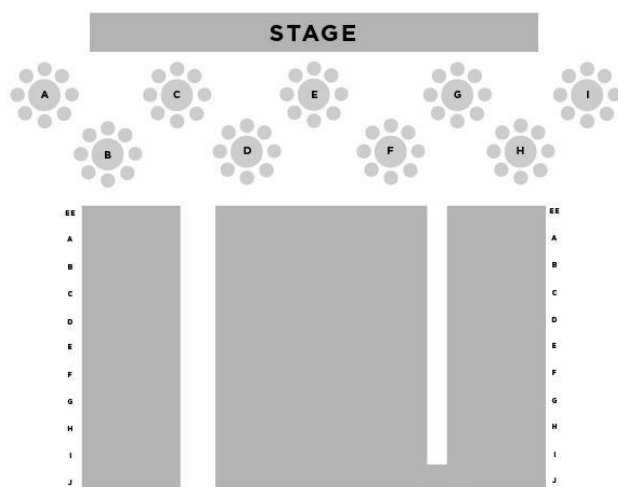
Joy & Lynch Christian Warehouse Theatre

3/4 THRUST



Joy & Lynch Christian Warehouse Theatre

ROUND



PROSCENIUM WITH TABLES

