

SPENDING



Expectations on Admission Costs Vary

Respondents expect to pay for professional performers, but only about half (52%) expect to pay for local theater and music groups.

- Locals have significantly lower expectations about paying for entrance to the General Park Area, the Treehouse Skywalk, and the Sculpture Garden.
- Distant tourists have a higher expectation of paying for these attraction-like venues.

**Types of Performances and Experiences Respondents Expect to Pay For
(All Respondents)**

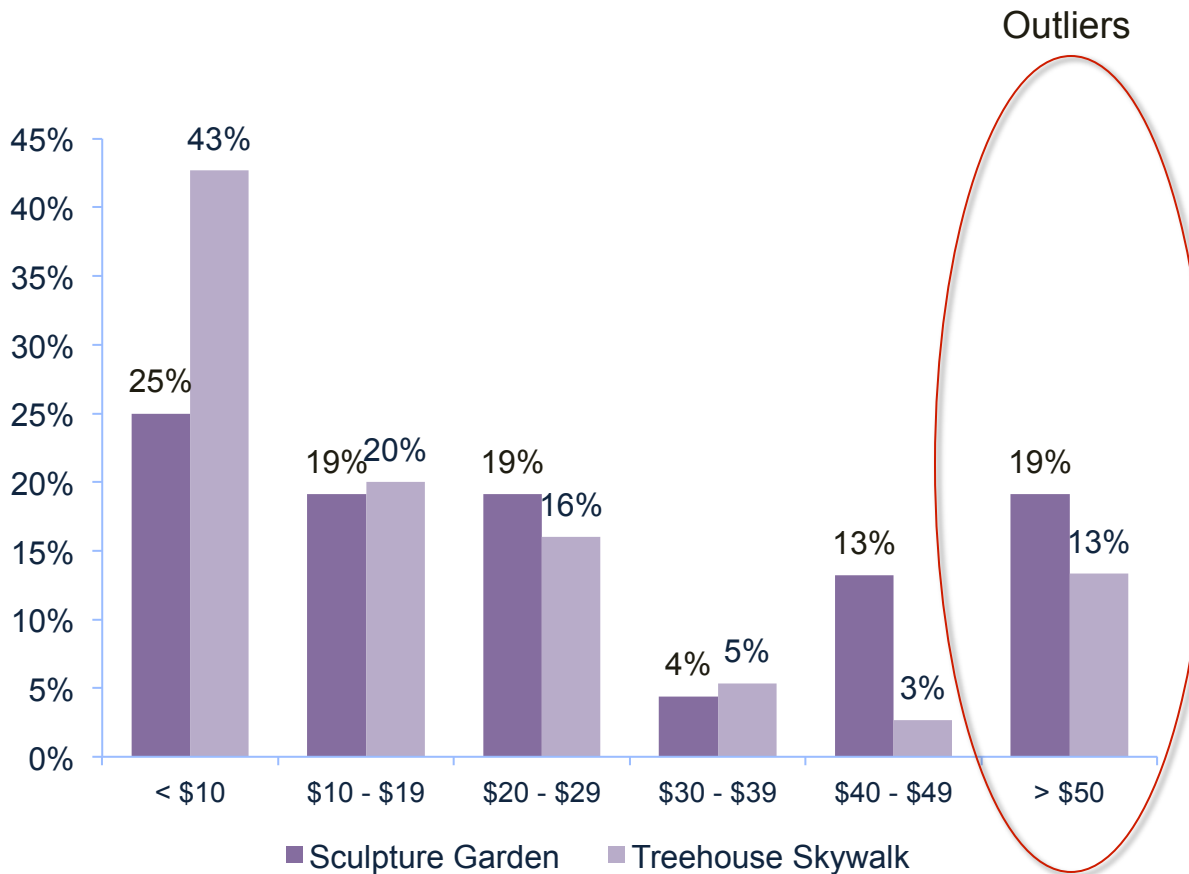
	Total	Locals	Residents	Mid-Atlantic Tourists	Distant Tourists	Family	Non-Family
Professional Performers	83%	86%	84%	83%	81%	82%	84%
Local Theater/Music Groups	52%	48%	56%	46%	57%	53%	51%
Entrance to General Park Area	38%	13%	35%	44%	48%	37%	38%
School Groups	22%	18%	22%	20%	27%	28%	18%
Treehouse Skywalk	19%	11%	19%	18%	30%	22%	17%
Sculpture Garden	18%	13%	17%	16%	24%	21%	15%
None of the above	6%	10%	6%	4%	4%	5%	6%



D26a. For which of the following do you expect to pay at Merriweather Park at Symphony Woods? (Multiple Responses Allowed).

Expected Pricing

Among those who indicated they would definitely or probably visit and would expect to pay for the Sculpture Garden and/or the Treehouse Skywalk, the price expected averaged \$22.75 and \$16.48 respectively, after removing outliers.



Sculpture Garden



Treehouse Skywalk



D27. How much would you expect to pay to visit the sculpture garden? [open end]
 D28. How much would you expect to pay to experience the Treehouse skywalk? [open end]

Expected Spending – Four or More Hour Visit

Four out of five local and residents and approximately 90% of tourists can see themselves spending four or more hours at the Park. Average expected spending (excluding concert or show tickets) ranged from \$16.47 to \$24.70 per person.

Expected Spending – Four or More Hour Visit (All Respondents)					
	Total	Locals	Residents	Mid-Atlantic Tourists	Distant Tourists
\$25 or Less	21%	36%	22%	16%	21%
\$26 - \$50	26%	22%	24%	26%	26%
\$51 - \$75	10%	14%	8%	11%	10%
\$76 - \$100	16%	4%	16%	18%	16%
\$101 - \$125	1%	3%	1%	1%	1%
\$126 - \$150	2%	0%	2%	4%	2%
\$151 - \$175	0%	0%	0%	0%	0%
\$176 - \$200	5%	0%	5%	9%	5%
> \$200	4%	0%	3%	7%	4%
Not Likely to Spend 4 Hours	15%	22%	20%	7%	7%
Average Expected Spending*	\$63.90	\$40.06	\$63.05	\$67.60	\$74.33
Average Party Size	2.9	2.4	2.6	3.2	3.7
Expected Per Capita Spending*	\$21.75	\$16.47	\$24.70	\$21.13	\$20.09

* Excluding outliers > \$200

D29: Imagine you were to spend 4 hours or more at Merriweather Park at Symphony Woods with just the people in your immediate household. Approximately how much would you expect to spend for food, drinks, snacks, merchandise, and activities (not including concert or show tickets)?



Expected Spending – Visit of Two Hours or Less

Expected spending for a visit of 2 hours or less is approximately \$35 per group. Spending on an individual basis ranged from \$10.83 to \$13.82.

Expected Spending – Visit or Two Hours or Less (All Respondents)					
	Total	Locals	Residents	Mid-Atlantic Tourists	Distant Tourists
\$25 or Less	44%	62%	41%	46%	37%
\$26 - \$50	24%	16%	24%	24%	27%
\$51 - \$75	5%	6%	4%	5%	4%
\$76 - \$100	9%	5%	8%	9%	12%
> \$100	7%	2%	7%	5%	12%
Not Likely to Spend 2 Hours	12%	10%	16%	11%	7%
Average Expected Spending*	\$34.83	\$26.35	\$35.29	\$35.34	\$39.52
Average Party Size	2.9	2.4	2.6	3.2	3.7
Expected Per Capita Spending*	\$11.85	\$10.83	\$13.82	\$11.04	\$10.68



- Excluding Outliers >\$100
- *D30: Imagine you were to spend an hour or two at Merriweather Park at Symphony Woods with just the people in your immediate household. Approximately how much would you expect to spend for food, drinks, snacks, merchandise, and activities (not including concert or show tickets)?*





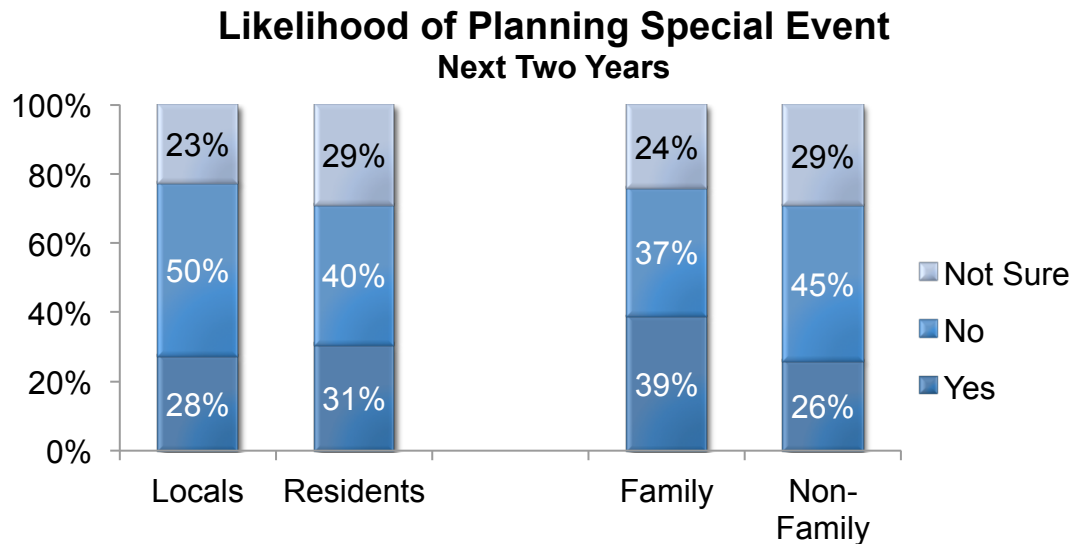
SPECIAL EVENTS



Past and Future Usage of Special Event Facilities

Approximately 40% of Locals and 44% of Residents have previously rented a local facility for a special event such as a wedding or family reunion. Half of families have done so, compared to 39% of non-families.

Approximately 30% of Locals and Residents stated they were likely to plan a special event in the next two years. Not surprisingly, families were more likely than non-families (39% vs. 26%) because they would have more occasions to do so. Top venues used and under consideration include local or state parks, local restaurants, community centers, private clubs, fraternal lodges, VFW/American Legion Halls, and hotels.



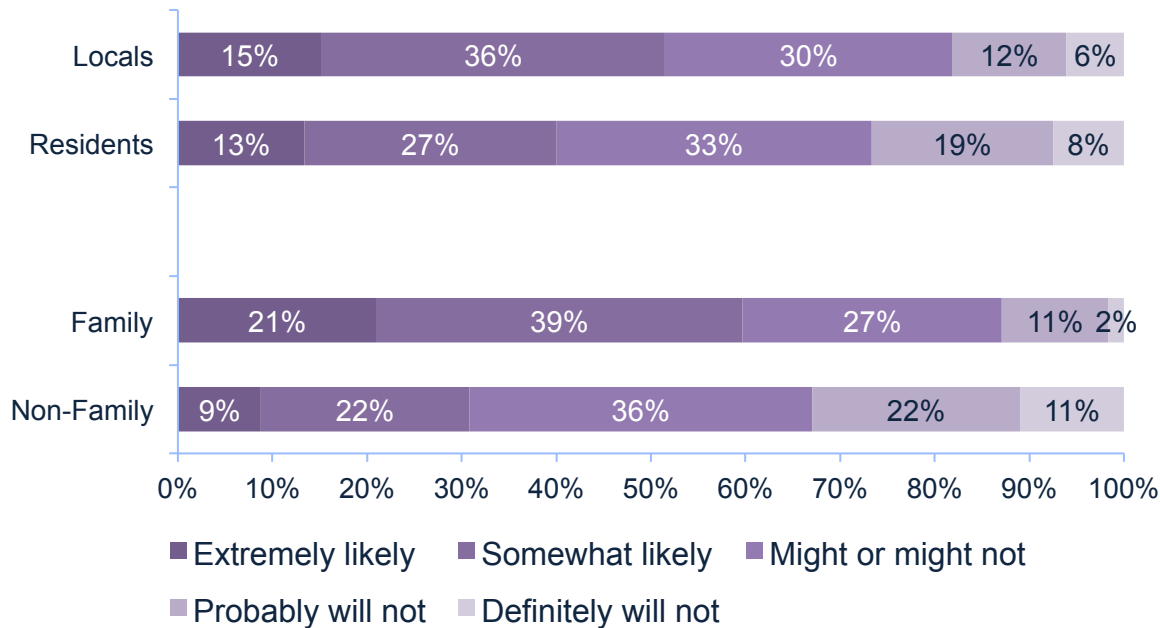
C3a. Have you ever rented a local facility (indoor or outdoor) for the purpose of hosting an event, wedding/reception, family reunion/gathering, etc.?

C3c. Are you likely to plan a wedding, reception, reunion, or other family, social, or work event, at a rented facility in the next two years?

Locals and Families Likely to Consider Park for Events

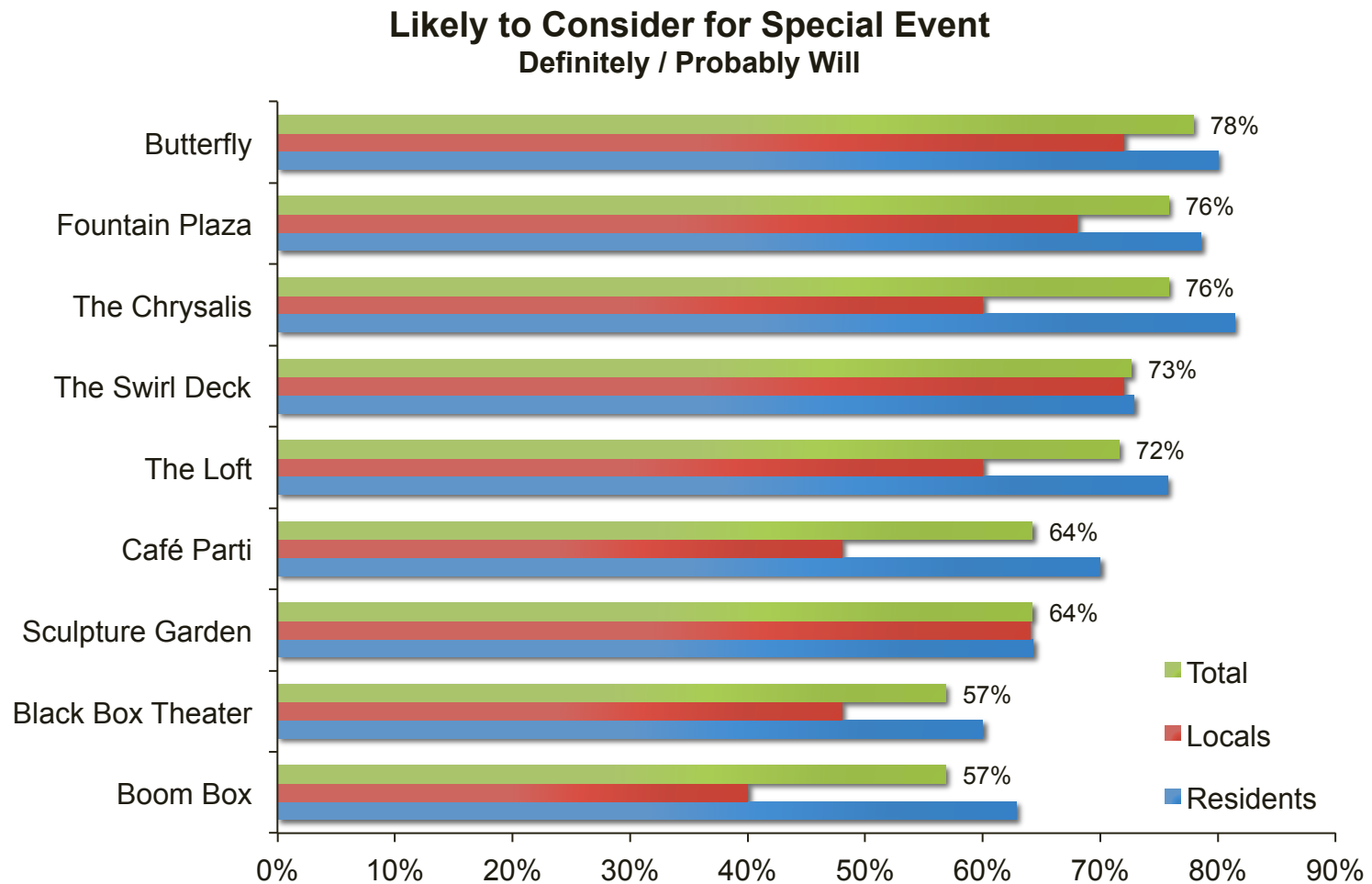
More than half of locals and 40% of residents who indicated they were likely to hold a special event in the next two years, indicated they would be extremely or somewhat likely to host a wedding, party, reunion or group gathering at the Park. Families were twice as likely as non-families to consider the Park as a venue.

Likelihood of Holding Group Event at the Park



Unique Venues Prevail

If locals and residents were extremely or somewhat likely to hold an event at Merriweather Park at Symphony Woods, the unique venues had the highest appeal. There was still high interest in the indoor theater venues, especially among the resident group.



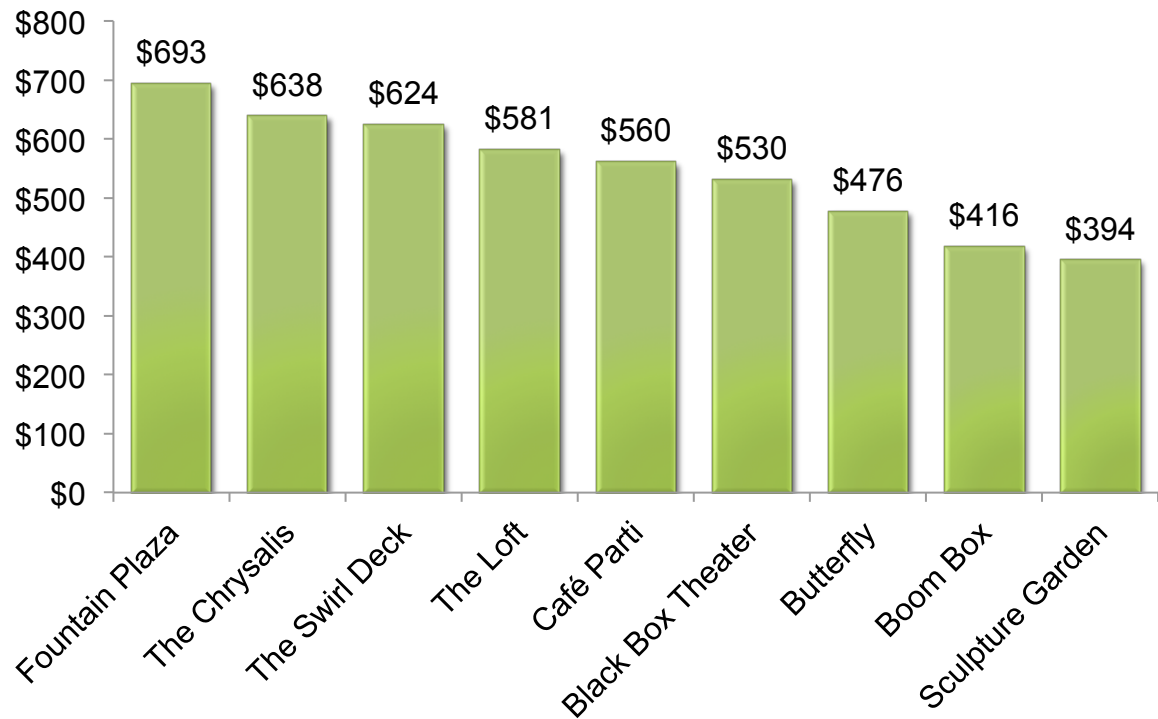
D19c: If you were planning a social, family or work event, how likely would you be to consider each of the following venues?

Expected Pricing of Special Event Venues

Average expected daily rental fees for the different Merriweather Park at Symphony Woods venues varies within a range of approximately \$400 to \$700 per day. Although pricing for these venues will be set based on market rates, it does indicate there is an opportunity to generate substantial revenue from facilities rentals.



Expected Daily Rental Fee Price by Venue



D20. How much would expect to pay to rent the space for the day? Please estimate to the nearest dollar amount.



MARKET SIZING AND DEMAND ESTIMATION



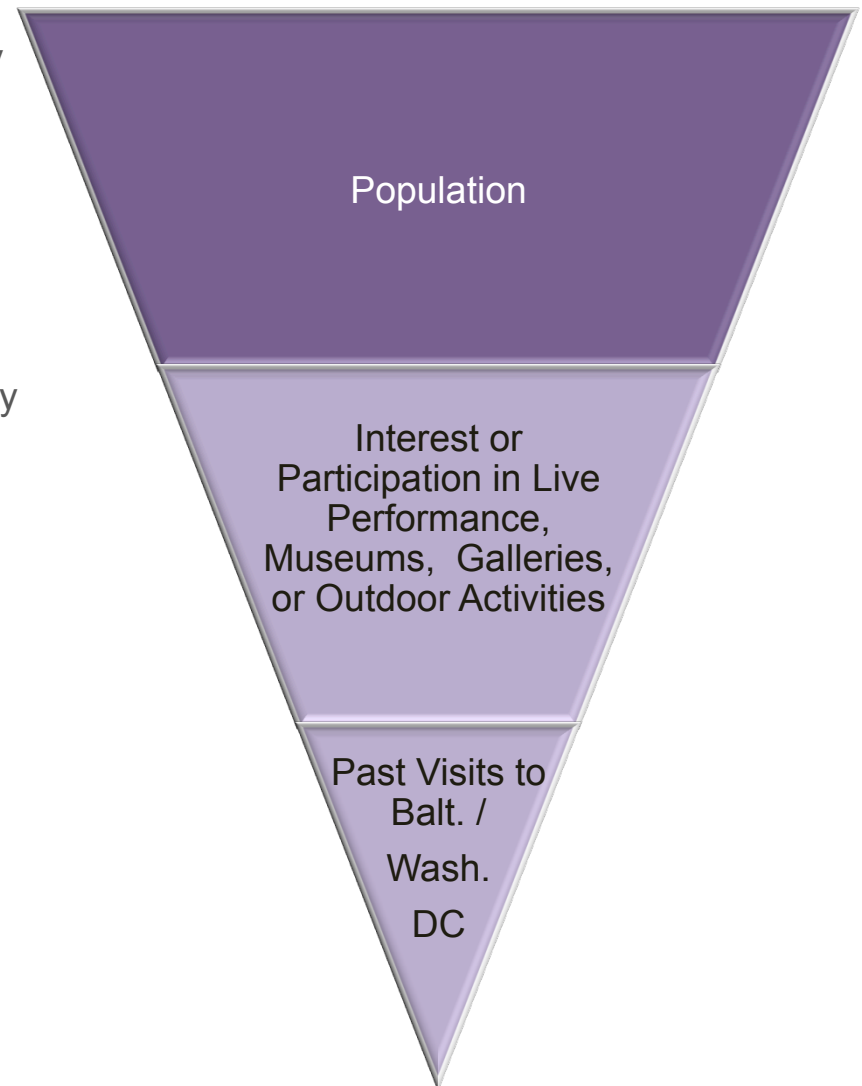
Approach to Market Sizing

Population information was extracted from U.S. Census data on population within each geographic designation to identify the total population by category (Local, Resident, Mid-Atlantic Tourist, and Distant Tourist).

Next, respondents were filtered to include only those with 7-10 interest in, or participation within the last 12 months in at least one of: outdoor concerts, outdoor festivals, live theater, music, or dance performances, local/state/national park outings, museum or art gallery visits, or sculpture garden visits.

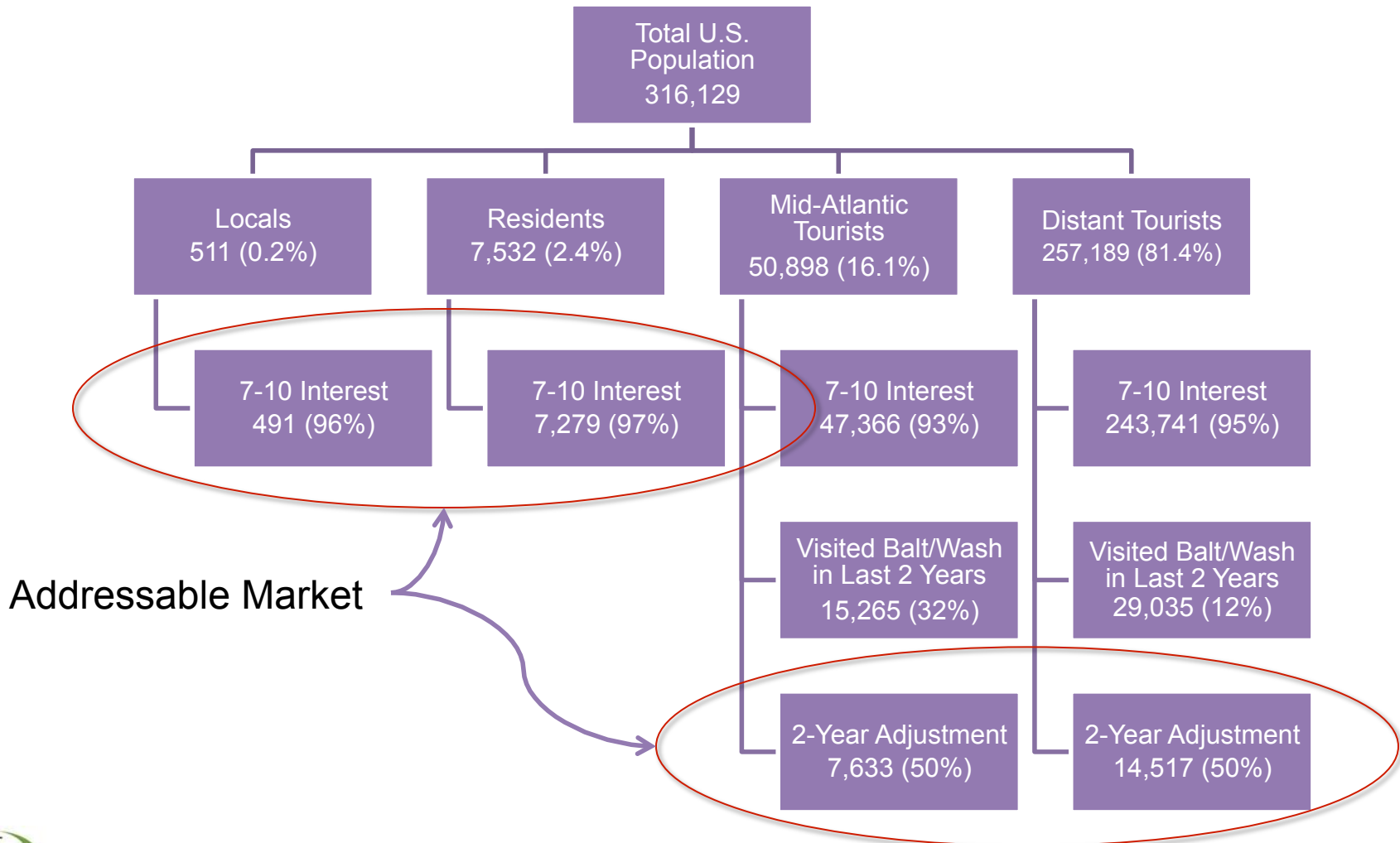
To be included in the potential market, Mid-Atlantic and Distant tourists had to have made a trip to Baltimore or Washington D.C. in the past two years.

The result is then reduced by 50% to provide a one-year perspective on volume.



Market Size

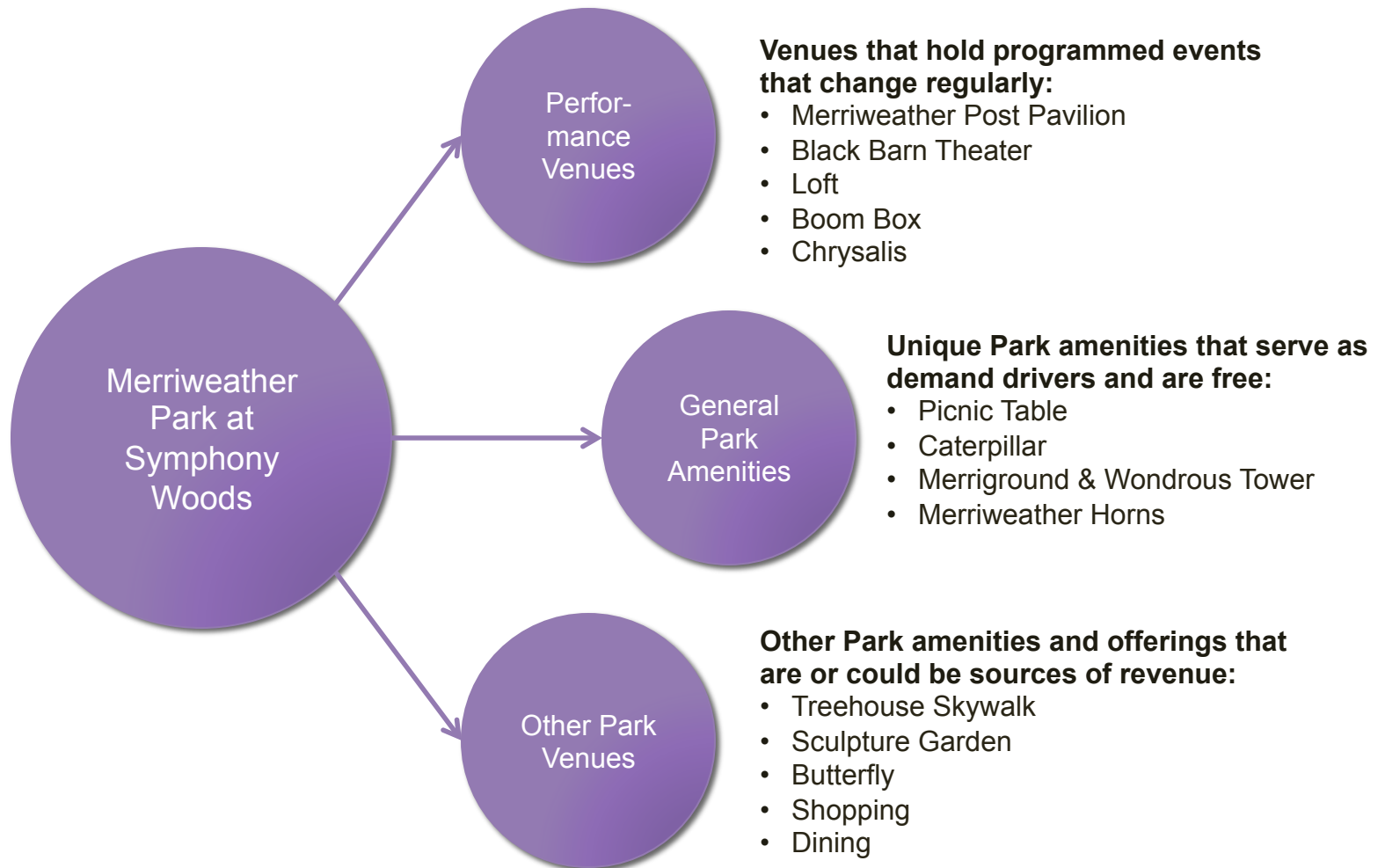
The **addressable market** for Merriweather Park at Symphony Woods includes locals, residents, and tourists that have participated in live performance events or outdoor activities **or** have an interest in doing so. The combined total market size is approximately **30 million** individuals across the country.



Note: Numbers are in thousands

Demand Drivers

Merriweather Park at Symphony Woods will consist of several venues, each contributing to the overall demand of the Park. All subsequent estimates of demand are based on the program presented to respondents, and prior to any adjustments for capacity planning.



Demand Estimation Methodology

Demand for performance venues will be highly dependent on the number and quality of performances that are programmed for those spaces. Without knowing specific programming, we can comment only on appeal of the venue itself as a place for attending an event, and in that regard, all of the venues (Merriweather Post Pavilion, Black Barn Theater and Loft, Boom Box, and the Chrysalis Amphitheater) were well received and have the strength to draw significant attendance.

To estimate potential demand for the Merriweather Park at Symphony Woods performance venues as well as the Park in general, in a stabilized year, a four-step process was taken:

1. Stated, past twelve-month visitation to Merriweather Post Pavilion was compared to actual attendance (estimate provided) to understand the overstatement in respondent recall that is typical of travel and leisure surveys.
2. Similarly, three venues with published or derivable attendance were used to calibrate the remaining event spaces (Black Barn Theater, Loft, Boom Box, and Chrysalis) based on stated visits versus estimated actuals: Wolf Trap, Toby's, and Jiffy Lube Live.
3. General Park attendance comprised those definitely intending to visit for reasons other than attending a specific event and their stated frequency of attendance, less high and low outliers. This was then calibrated back for overstatement using the same factor as Merriweather Post Pavilion in step 1.
4. Lastly, estimates for school groups and special events were estimated to account for special uses of the Park.

INSIGHT

Concepts that are fun, entertaining, and creatively executed tend to result in overstated demand. Consumers are sometimes mesmerized with the concept, before exposure to actual scheduling or pricing.

IMPLICATION

Methodically eliminating much of the overstatement, and understanding relative changes in behavior helps formulate a more realistic perspective on project opportunity.



Stated Visitation



The chart below summarizes the stated visitation from survey respondents, before calibration.

	Locals	Residents	Mid-Atlantic Tourists	Distant Tourists
Visited in the Past 12 Months				
Merriweather Post Pavilion (MPP)	29%	14%	3%	7%
Toby's Dinner Theater	13%	6%	4%	9%
Wolf Trap	4%	15%	4%	9%
Jiffy Lube Live	7%	11%	3%	4%
Pier 6 Pavilion	16%	14%	8%	12%
Power Plant Live	11%	11%	4%	8%
<hr/>				
Average (Not Including MPP)	11%	11%	4%	8%
Average Visits Made in Past 12 Months (Among Those Visiting)				
Merriweather Post Pavilion (MPP)	1.7	1.6		
Toby's Dinner Theater	2.5	1.9		
Wolf Trap	1.4	1.9		
Jiffy Lube Live	1.3	2.0		
Pier 6 Pavilion	1.7	2.2		
Power Plant Live	2.6	2.8		
<hr/>				
Average (Not Including MPP)	1.9	2.1		

Tourists who claimed to have visited on their current trip were assumed to have visited one time.



Step 1: Merriweather Post Pavilion

The stated past visitation to Merriweather Post Pavilion from the survey was applied to the potential market of interested residents and tourists to estimate past twelve month visitation to Merriweather Post Pavilion. The difference between **stated** and **actual** visitation is the level of overstatement – in this case actual visitation is 12.6% of stated visitation.

- This level of overstatement is common in travel and visitation recall and typically ranges from 75% to 90%.

For Merriweather Post Pavilion in particular, the rationale is that the current level of attendance will be maintained going forward, assuming the quality and quantity of events booked today continue.

	Locals	Residents	Mid-Atlantic Tourists	Distant Tourists	Total
Market Size (000s)	491	7,279	7,633	14,518	29,920
Likelihood to visit based on past visitation ¹ : Locals/Residents last 12 months; Mid-Atlantic/Distant Tourists on Most Recent Trip	29%	14%	3%	7%	8%
Total Annual Individuals (000s)	143	1,011	233	1,062	2,449
Visits per individual past 12 months	1.4	1.3	1.0	1.0	1.1
Total Annual Attendance (000s) <i>Before Overstatement Calibration</i>	196	1,293	233	1,062	2,785
Estimated Merriweather Post Pavilion Attendance (000s)					350
Factor For Overstatement					12.6%

¹ The likelihood to visit used in the demand projections differs from the average frequency reported in the survey results because the survey results utilize an arithmetic mean while the demand projections utilizes a harmonic mean. In an arithmetic mean, high data points are given greater weights than low data points. The harmonic mean, on the other hand, gives equal weight to each data point. This yields a more accurate estimate of frequency.



Step 2: Other Performance Venue Attendance

The four performance venue spaces – Black Barn, Loft, Boom Box, and Chrysalis – were treated as one venue, similar to how visitation was stated for the comparable venues studied, many of which have multiple performance spaces. Given nearly equal appeal, entertainment acts booked will be the deciding factor on how attendance ultimately spreads among the venues.

The average penetration and frequency of visits for the comparable venues was applied to the four performance venue spaces. Because it is likely tourists will only visit one event in Columbia during their stay in the area given time is a precious commodity for most leisure travelers, tourist frequency was adjusted by a factor of 0.5 to view it on a 12-month basis. We also assumed the visit is strongly skewed toward Merriweather Post Pavilion given the national nature of acts booked and overwhelming number of seats at Merriweather Post Pavilion compared to the other venues. Factoring for overstatement was based on comparing stated visitation for three venues (Wolf Trap, Toby's, and Jiffy Lube Live) to attendance published or derived from other sources. At a weighted average factor of 12.4%, it is very similar to the overstatement seen for Merriweather Post Pavilion.

	Locals	Residents	Mid-Atlantic Tourists	Distant Tourists	Total
Market Size (000s)	491	7,279	7,633	14,518	29,920
Likelihood to visit based on past visitation: Locals/Residents last 12 months; Mid-Atlantic/Distant Tourists on Most Recent Trip	11%	11%	4%	8%	8%
Total Annual Individuals (000s)	53	823	322	1,204	2,402
Visits per individual past 12 months ¹	1.4	1.5	0.5	0.5	0.9
Total Annual Attendance (000s) <i>Before Overstatement Calibration</i>	72	1,211	161	602	2,046
Factor for Overstatement	12%	12%	12%	12%	12%
Adjusted Stabilized Attendance (000s)	9	150	20	74	253



¹ Harmonic Mean

Comparison to Other Venues

The combined event space of Merriweather Post Pavilion and the other four venues are expected to drive approximately 600K in annual attendance on a stabilized basis. This would put Merriweather Park at Symphony Woods above most other venues studied – including those with multiple event spaces. However, generating such robust attendance is highly dependent on the acts booked. A dedicated team will be required to keep the venues active with performances that appeal to different demand segments.

<i>Venue</i>	<i>Location</i>	<i># of Venues</i>	<i>Annual Attendance (000s)</i>
Lincoln Center	New York, NY	30	5,000
Millennium Park	Chicago, IL	2	4,000
Tivoli Gardens and Program Park	Denmark	3	4,000
Kennedy Center	Washington, DC	7	3,000
Pittsburgh Cultural District	Pittsburgh, PA	7	2,000
Merriweather Park at Symphony Woods	Columbia, MD	5	600
Cynthia Woods Mitchell Pavilion	The Woodlands, TX	1	475
Alpine Valley Music Theater	East Troy, WI	1	444
Wolf Trap	Vienna, VA	4	425



Tests of Reasonableness

To reach 253K in attendance for the other performance venues, Merriweather Park at Symphony Woods will need to fill roughly 3,600 “seats” (about 2,300 seats and lawn seating) to capacity approximately 70 days a year. As a test of reasonableness, attendance for the performance venues was also built bottom up based on the following:

- The number of available seats;
- Reasonable expectations for events per venue based on data collected in the comparative inventory assessment; and
- Estimated average occupancy per event.

Using this approach, combined performance venue attendance is approximately 564K. The potential for Merriweather Park at Symphony Woods is not constrained by lack of interest and will ultimately be determined by the quality and quantity of entertainment content booked.

<i>Test of Reasonableness</i>	Seats	Potential Events in Stabilized Year	Attendance at 100% Occupancy (000s)	Est. Occupancy	Forecasted Attendance (000s)	Average Audience
Merriweather Post Pavilion	19,000	38	722	48%	350	9,211
Chrysalis*	2,000	28	56	60%	34	1,200
Black Barn Theater	600	100	60	75%	45	450
Black Barn Loft	600	100	60	75%	45	450
Boom Box	400	300	120	75%	90	300
Total	22,600	566	1,018		564	996



**The Chrysalis venue ranges from 400 seats under roof to 7,000 standing room capacity on the lawn. 2,000 Seats is used as a comfortable capacity for “beach chairs & blankets” type of seating.*

Step 3: General Park Attendance (Locals and Residents)

General Park attendance was estimated holistically as well and factored down for overstatement using the same factor as applied to Merriweather Post Pavilion stated versus actual. Visit frequency for locals and residents was also factored in and is a primary reason for the use of an overstatement factor.

General Park Attendance	Locals	Residents
Market Size (000s)	491	7,279
Definitely would visit general Park grounds	37%	34%
Primary reason NOT to attend an event	72%	68%
Total Annual Individuals (000s)	130	1,665
Average stated frequency of visitation after removing low and high outliers	18	6
Total Annual Attendance	2,309	10,259
Factor for overstatement	12%	12%
Adjusted Stabilized Attendance (000s)	290	1,289



Step 3: General Park Attendance (Tourists)



Tourists are expected to visit Merriweather Park at Symphony Woods to experience both the general Park amenities (e.g., Merriground, Caterpillar, etc.) and events like Wine in the Woods and Symphony of Lights. It is expected that 3-4 additional events will be added by the stabilized year. In total, 222k tourists are expected to visit Merriweather Park at Symphony Woods by the stabilized year.

General Park Attendance	Tourists	
Market Size (000s)		22,150
Repeat Visitor to Washington DC Area	80%	17,819
Had Access to a Car	84%	14,887
Primary Purpose – Visiting Friends/Relatives or General Sightseeing	79%	11,774
Interest in spending a day at the Park (10 on 1 1-10 Scale)	35%	4,105
Definitely would have visited if Park were open on last visit	60%	2,481
Definitely would have planned a special trip	80%	1,985
Definitely would visit the general Park offerings	93%	1,850
Factor for overstatement	12%	
Adjusted Attendance (000s)		222



Step 4: Group Attendance - School Groups

Given the breadth of offerings in the Park, it will provide a unique opportunity for school groups to visit for cultural performances or fun outings.

Demand from schools is expected to come primarily from schools within 50 miles. Estimates assume school age children in the immediate area will visit 3.0 times during their K – 12 tenure in school and those in within 10-50 miles, 0.5 on average. As a result, school groups are expected to generate approximately 70k visits annually. (Included in School Group Trips are summer school and summer camp trips).

In addition to school field trips, approximately 50k visitors are expected to visit the Park for graduation ceremonies.

<i>School Group Attendance</i>	Locals (<10 Miles)	Residents (10 – 50 Miles)	Total
Total Population (000s)	511	7,532	8,042
School Age Population (Age 5-17) (000s)	92	1,260	1,352
Visits During School Tenure	3.0	0.5	0.6
Total Visits During Tenure (000s)	277	630	815
Average Annual Visits (000s)	21	48	70



Step 4: Group Attendance - Special Events

Merriweather is also expected to be a favorite destination among locals and residents for holding special events such as weddings and corporate events given the unique collection of venues and architectural features. Assuming an average of 1.5 events per week with 138 guests per event, approximately 11k visitors would attend an event at Merriweather Park.

Annual Events

Average Events Per Week	1.5
# of Annual Events	78
Avg Guests Per Event ¹	138
Annual Guests	10,764



Demand Recap

Total attendance to Merriweather in a stabilized year would then be 2.5M annually, inclusive of both event and non-event driven visits. This level of attendance represents intent-driven visitation where guests are coming to Merriweather Park for a specific event, feature, or offering at the Park. It does not include people who may use the Park as a general park space or those who would pass through multiple times per week (runners, dog walkers, etc.). If those visitors were included, the attendance number could be much higher.

<i>Merriweather Park at Symphony Woods Total Attendance (000s)</i>	Annual Attendance (000s)
Merriweather Posit Pavilion	350
Other Performance Venues	253
General Park Attendance	1,800
School Field Trips and Graduations	120
Special Events	11 - 37
Total	2,534 – 2,560



Comparison to Other Venues

As a point of comparison, other venues range from 1.0M at the US Botanic Gardens up to 7M for the Smithsonian Air & Space Museum.

Venue	Location	Annual Attendance (000s)
Smithsonian Air & Space Museum	Washington D.C.	7.0
Millennium Park	Chicago, IL	4.0
Tivoli Gardens	Copenhagen, Denmark	4.0
Merriweather Park	Columbia, MD	2.5
Downtown Pittsburgh Cultural Center ¹	Pittsburgh, PA	2.0
Cherry Blossom Festival (2 weeks)	Washington D.C.	1.5
Butchart Gardens	Brentwood Bay, BC	1.0
U.S. Botanic Gardens	Washington D.C.	1.0
Hirshorn Museum & Sculpture Garden	Washington D.C.	0.6





APPENDIX



Concept Statement

The following statement was used as the script for the video that was utilized in the online research

Merriweather Park

In the middle of the Baltimore-Washington corridor lies a beautiful and extraordinary escape, a forested culture park, founded in music and adorned with art called Merriweather Park at Symphony Woods. The park can be enjoyed on a daily basis, attended for special performances, or used to facilitate special events.

The 50-acre park, located in the heart of Columbia, in Howard County, Maryland, is home to a number of performance venues hosting world-class entertainment throughout the year, including the legendary Merriweather Post Pavilion and the one-of-a-kind Chrysalis outdoor amphitheater.

A variety of activities can be enjoyed among the majestic trees, such as the Treehouse Skywalk, sculptural masterpieces such as the 870 foot long, three dimensional, botanical Caterpillar, the seemingly floating, 300 foot long, grassy platform called the "Picnic Table", the Fountain Plaza with both interactive and show fountains, which provides family play during the day and spectacular choreographed musical experiences at night, and restaurants ranging from fast casual to elegant dining.

Most Merriweather Park at Symphony Woods indoor and outdoor venues can be rented for parties or special events.

Gateways

Merriweather Park at Symphony Woods is a journey through playful art, nature, sound, and whimsy. It begins at the four perimeter gateways where the visually stunning and acoustically interactive Merriweather Horns sculptures greet and delight guests.

Each day at 6:00 PM, the Merriweather Horns unite for a short Evening Song, a melodic proclamation that the workday is done and the evening of delights has begun.



Concept Statement

The Park

Merriweather Park is a beautiful retreat by day and a spectacular treat by night. The park itself is a lush and beautiful landscape, with over two miles of meandering paths for walking, jogging or biking, that gracefully change texture and color. There are hidden delights throughout the park including “secret” paths that await discovery.

At night, Merriweather Park at Symphony Woods is artfully illuminated with twinkling lights, giving an ethereal glow to the daytime panorama.

The Picnic Table

Among the majestic trees, the 300-foot Picnic Table platform appears to float 18 inches above the forest floor. The community sized Picnic Table provides a great place for conversation, relaxation and, of course, a picnic. As dusk befalls the landscape, a warm glow accentuates the floating illusion.

Merriground & Wondrous Tower

Merriground & Wondrous Tower may be the merriest playground on earth and is literally built into the forest. A beautiful curving boardwalk frames the multi-generational fun, within which are found adventure slides, rope swings, teeter saucers. The 46-foot tall Wondrous Tower sculpture provides an elevated perspective on all the merriment and the whole Park from its multiple observation decks.



Concept Statement

Treehouse Skywalk

A form of heightened circulation within the Park, the Treehouse Skywalk is an elevated walk among the trees, punctuated by artful Treehouses. Enjoying a birds-eye view of Merriweather Park at Symphony Woods, guests meander through the forest canopy and venture inside Treehouses designed by renowned architects and emerging stars.

The small bungalow-sized Treehouse studios showcase the best of regional and guest artists. The Treehouses can also be used for environmental interpretation, field trip classrooms and for small group meetings.

Sculpture Garden

Art and free form sculpture can be found throughout Merriweather Park at Symphony Woods, both in indoor galleries and outdoor venues. The Sculpture Garden is a unique, curated collection of both world-renowned and emerging artists. Common among all will be an accessible, affirmative, playfulness proven to produce smiles. Evening brings to light a whole new level of enchantment, as the sculptures are dramatically lit as if on stage in a wondrous production of art and nature.

Fountain Plaza and Café Parti

Water is fundamental to life, and at the Fountain Plaza water is fundamentally beautiful and fun. Ample seating and circulation space surround an interactive fountain (that delights “children” of all ages), which then transforms into a regularly scheduled show fountain as the evening unfolds. Accompanied by a musical score, evening fountain shows are the most spectacular, presenting an ever-changing, three season program filled with jets and swirls, which dance in a ballet of liquid light and sound.

Dining becomes an artistic experience at Café Parti. With two stories of style, it is both a restaurant and club. Café Parti offers different environments, spectacular views of Fountain Plaza, and menus and price points that meet the needs of every occasion.



Concept Statement

Caterpillar

An 870-foot long, 13-foot high Caterpillar weaves its way through the forest. The Caterpillar is a three dimensional, botanical sculpture alive with living color in the day and interactive light at night. Seasonal plantings and other sculptural adornment regularly transform the experience, while the Caterpillar's curves define "pocket parks" ideal for group gatherings, large and small.

The Caterpillar is also home to Information & Event Ticket Booths and the Caterpillar Cafe beverage bar, offering lattes during the day, and micro-brews at night.

Merriweather Post Pavilion

At the heart of Merriweather Park at Symphony Woods and enveloped in the canopy of trees, is the legendary Merriweather Post Pavilion. This world-class outdoor music venue has been attracting major concerts and festivals for nearly 50 years. In 2013, Merriweather Post Pavilion was named by Rolling Stone magazine as one of the top amphitheaters in the country. From April through October, Merriweather Post Pavilion hosts concerts, including many day-long and multi-day festivals. From near and far, thousands of music lovers flock to the rhythms and melodies of rock, jazz, alternative, pop, electronic dance music, country and everything in-between.

The Swirl Deck, overlooking the Merriweather main stage and the Park, is literally a party with a point of view. Whether a VIP party deck or a corporate event the social Swirl Deck will elevate the Merriweather Park at Symphony Woods experience to a whole new level.



Concept Statement

Black Barn Theater & Loft

The Black Barn Loft and Theater are two 8,000 square foot, highly flexible venues for performances and events of many forms.

The Black Barn Loft is a finished architectural space featuring outdoor balconies and giant glass walls with views of the Park at either end. Designed as a “Theatrical Ballroom”, this venue will be used for performances, fascinating talks, recitals, rehearsals, and many forms of community gatherings.

The Black Barn Theater is a black box theatrical venue that provides seating for more than 500 in a variety of flexible configurations.

Boom Box Theater & Club

The Boom Box is a Children’s Theater by day and early evening, and a music club and lounge by night. The 6,000 square foot theater will play to multi-generational audiences with seating of more than 400 people; while in club-mode, the Boom Box has a standing room only capacity of more than 600 partyers.

Chrysalis

Nestled under the beautiful tree canopy, at the base of a gently sloping hill, the Chrysalis is an amphitheater and park pavilion, with a both a sculpture and a functioning stage. With its organic form and symbiotic coloration, the Chrysalis is at once very comfortable in, yet very different from, the forest within which it resides.

The Chrysalis is also a venue for community culture, traveling troupes, and Merriweather Post Pavilion festivals. While the Chrysalis seats up to 400 directly on the stage, it is also a highly capable entertainment venue for thousands of people on beach chairs and blankets under the trees, or with sold-out standing room.



Concept Statement

Special Events and Butterfly

In addition to the daily activities and events at Merriweather Park at Symphony Woods, you can also create your own experience for a private party or special event, utilizing many of the indoor and outdoor spaces available. Let your imagination run wild and make your party, wedding, reception, or corporate event, or community organization gathering as unique as the Park itself.

On the highest point within Merriweather Park at Symphony Woods, overlooking the Chrysalis and the Merriweather Main Stage, is the Butterfly. The Butterfly offers a bar and glass-walled meeting room on the roof deck that functions as an outdoor lounge, a VIP skybox for both events on the Chrysalis and the Merriweather Main Stage, and an outdoor entertainment venue for nearly 300 people. On the downhill-side toward the Chrysalis, is found a 4,700 square foot, three level terrace under the trees. On the ground level, the Butterfly offers two Fast Casual eating options, indoor seating and restrooms providing the perfect place for social gathering, summertime refreshment and entertainment.

Whether you want to host a private or corporate event, a wedding and reception, host a birthday bash, a group picnic or reunion, Merriweather Park at Symphony Woods can be the canvas for your own creative celebration.

End of Concept Statement



Comparable Venues – Merriweather Post Pavilion

This is the complete list of venues that remind respondents of Merriweather Post Pavilion

	Freq.		Freq.		Freq.
Wolf Trap	112	Boston Garden	1	Montreal Botanical Gardens	1
Jiffy Lube Live	28	Bryant Park, NYC	1	Morris Arboretum	1
Theme Park	17	Caramoor, NY	1	Molson Amphitheater, Toronto	1
Central Park	10	Centennial Park	1	National Mall	1
Tanglewood	8	DC Pavilion	1	Nautica	1
Saratoga Performing Arts Center	6	DTE Energy Music Theater	1	Ontario Place	1
Longwood Gardens, Philadelphia	5	Fairmount Park	1	Palace of Fine Arts	1
Mann Center, Philadelphia	5	Fairmount Park Philadelphia	1	Pine Knob	1
Ravinia	4	Farm Bureau Live	1	Planting Field Preserve	1
Rock Creek Park	4	Futuroscope	1	Redwoods	1
Pier 6	4	Garden State Arts Center	1	RFK Stadium	1
Red Rocks	3	Gaylord Hotel	1	Richmond Botanical Gardens	1
Starlake Amphitheater	3	Great Falls	1	Richmond Raceway	1
Blossom Music Center	2	Great Smokey Mountains Theater	1	Ridge Park, OR	1
Nissan Pavilion	2	Greek Theater, LA	1	Rochester Symphony Orchestra	1
Pavilion, Charlottesville	2	Green Belt Park, MD	1	Pavillion, NY	1
PNC Arts Center, NJ	2	Highland Park Theater Bowl, Rochester NY	1	Skyline Amphitheater	1
Storm King	2	Hollywood Bowl	1	Susquehanna Bank Center, Philadelphia	1
Verizon Theater	2	Inner Harbor	1	The Dell, Philadelphia	1
Woodstock	2	Jay Pritzker Pavilion, Chicago	1	The Gorge	1
Arch Grounds, St. Louis	1	Liberty State Park	1	Tyler Arboretum	1
Bayfront Park, Miami	1	Longs Park, Lancaster PA	1	Wheeling Park	1
Bethel Woods	1	Millennium Park Pavilion, Chicago	1	Wolf Creek	1
Birchmere	1	Miller Amphitheater, Houston	1	Woodlands	1
Bonaroo Stages	1	Molson Amphitheater, Toronto	1		
		Montage Mountain, PA	1		



Comparable Venues - Chrysalis

Mentions	Venues	Mentions	Venues
28 (23.3%)	• Wolf Trap	1 (0.8%)	• Birchmere Amphitheater
6 (5.0%)	• Hollywood Bowl		• Calvary Marine Museum
5 (4.1%)	• Central Park		• Carroll Community College
	• Pier 6		• Centennial Park
	• Red Rocks		• Charlottesville Pavilion, VA
	• Sydney Opera House		• College of William and Mary
4 (3.3%)	• Theme Parks (Disney, Busch Gardens)		• Hagerstown City Park
3 (2.5%)	• Saratoga Performing Arts Center		• Hayloft Dinner Theatre
2 (1.7%)	• Carter Barron		• Lincoln Center
	• Centennial Lake		• Longwood Gardens
	• Jiffy Lube Live		• Lubber Run Amphitheater
	• Jones Beach Theater		• MacArthur Park
	• Millennium Park, Chicago		• Mann Center, Philadelphia
	• National Mall		• Meijer Gardens Amphitheater
	• Oregon Ridge		• Mount Holyoke
	• Rams Head		• Mountain Winery, Saratoga CA
	• Rock Creek Park		• Mud Island, TN
	• St. Louis Arch		• Ontario Place
	• Verizon Amphitheater		• Ravinia
1 (0.8%)	• 9:30 Club		• Seaside Park, CT
	• Abington Art Center		• Shakespeare in the Park
	• Albany Park		• Smithsonian
	• Annabery Theater, Philadelphia		• Sovereign Arena, NJ
	• Appel Farm		• St. Augustine Theater
	• Baker Park Amphitheater		• Strathmore
	• Bethel Woods		• Sydney Amphitheater
	• Boston Symphony Hall		• Westbury Music Fair
			• Wheeling Park
			• Zilker



Pre-Arrival Information Sources - Online

	Freq.		Freq.		Freq.
Google	19.1%	Fodors	0.5%	AOL	0.2%
Trip Advisor	14.4%	Groupon	0.5%	Baltimore Aquarium	0.2%
Smithsonian	5.2%	Hotel Website	0.5%	Baltimore Harbor	0.2%
Expedia	4.9%	thedistrict.com	0.5%	baltimore.about.com	0.2%
Travelocity	4.6%	Trivago	0.5%	baltimore.com	0.2%
National Park Service	4.3%	about.com	0.3%	baltimore.org	0.2%
Yelp	4.3%	Blog	0.3%	baltimoreculture.org	0.2%
washington.org	3.1%	budgettravell.com	0.3%	baltimoretours.net	0.2%
Facebook	2.9%	DC Tours	0.3%	Best Parking	0.2%
Yahoo	2.8%	Hotwire	0.3%	Blogs	0.2%
hotels.com	2.0%	Living Social	0.3%	Booking.com	0.2%
aaa.com	1.7%	Local Area Site	0.3%	CheapTickets.com	0.2%
Bing	1.5%	National Zoo	0.3%	Crime Museum	0.2%
Orbitz	1.5%	Newseum	0.3%	culturecapitol.com	0.2%
White House	1.5%	Other	0.3%	dc.about.com	0.2%
Kayak	1.2%	Pinterest	0.3%	dc.gov	0.2%
Priceline	1.2%	travel.com	0.3%	Department of Tourism	0.2%
washingtondc.com	1.2%	Washington Post	0.3%	Embassy Suites	0.2%
wmata.com	1.1%	aas.org	0.2%	Food Netwrok	0.2%
Twitter	0.9%	accuweather.com	0.2%	Four Square	0.2%
Washington Visitors Bureau	0.9%	African American Civil War Museum	0.2%	Frommers	0.2%
visitdc.com	0.8%	Air Force Memorial	0.2%	Gray Line DC	0.2%
Wikipedia	0.8%	airspace.org	0.2%	Inner Harbor	0.2%
Arlington Cemetery	0.6%	Amazon	0.2%	Kennedy Center	0.2%
National Aquarium	0.6%	American University	0.2%	lincolncottage.org	0.2%
YouTube	0.6%	Anacostia Community Museum	0.2%		



Pre-Arrival Information Sources - Online (Continued)

	Freq.
Local.com	0.2%
Madam Tussauds	0.2%
Mapquest	0.2%
MD Sheep & Wool Festival	0.2%
Mount Vernon	0.2%
National	0.2%
National Archives	0.2%
National Cathedral	0.2%
National Gallery of Art	0.2%
National Geographic	0.2%
Open Table	0.2%
Promotion and Arts	0.2%
Strathmore.org	0.2%
Supreme Court	0.2%
The Guarding	0.2%
The Phillips Collection	0.2%
Travel Channel	0.2%
Travel Zoo	0.2%
trip.com	0.2%
Tumblr	0.2%
University of Maryland	0.2%
Urban Table	0.2%
USA Today	0.2%
usaguidedtours.com	0.2%
vacationsmadeeasy.com	0.2%
Viator	0.2%

	Freq.
Virtual Tourist	0.2%
visitwashingtondc.org	0.2%
Washington Nationals	0.2%
Westin Hotels	0.2%
Wikihood	0.2%
WikiHow	0.2%
worldbest.com	0.2%



Pre-Arrival Information Sources - Publications

	Freq.		Freq.		Freq.
AAA Guidebook / Magazine	13.2%	Traveler	1.6%	New York Times	0.8%
Smithsonian	13.1%	USA Today	1.6%	Red Book	0.8%
Travel	11.0%	American Road	0.8%	Saveur	0.8%
National Geographic Traveler	8.1%	Arthur Frommer	0.8%	The Atlantic	0.8%
Other	7.0%	Baltimore Visitors Guide	0.8%	The Nation	0.8%
Travel + Leisure	6.8%	Bed & Breakfast	0.8%	The Washingtonian	0.8%
Washington D.C. Visitors Guide	6.1%	Better Homes & Gardens	0.8%	Time	0.8%
Travel Brochures	3.4%	Budget Travel	0.8%	Travel 50 and Beyond	0.8%
Conde Nast	3.0%	Bulletin Board	0.8%	Travel Magazine	0.8%
Washington Post	2.7%	CNN Traveller	0.8%	Traveling	0.8%
People	2.1%	Coastal Living	0.8%	Trip Planner	0.8%
Washington D.C. Magazine	2.1%	Explore DC	0.8%	US Magazine	0.8%
AARP	2.1%	Family Fun	0.8%	Vietnam Veterans	0.8%
Destination	1.9%	Family Vacation	0.8%	Visit DC	0.8%
Fodors	1.7%	Hemispheres	0.8%	Visit Washington	0.8%
Frommers	1.4%	Islands	0.8%	Washington Travel Magazine	0.8%
Lonely Planet	1.3%	Kiplinger	0.8%	Westways	0.8%
Southern Living	1.0%	Moon Handbook	0.8%	Williamsburg Magazine	0.8%



In-Market Information Sources

	Freq.		Freq.		Freq.
WOM - Friends / Relatives	13.2%	Virtual Tourist	0.9%	Hotwire	0.1%
Online (Unspecified)	13.1%	visitwashingtondc.org	0.7%	Lonely Parent	0.1%
Advertisements / Brochures	11.0%	Washington Nationals	0.7%	National Park Service	0.1%
Hotel Staff / Concierge	8.1%	Westin Hotels	0.7%	Priceline	0.1%
Advertisements / Brochures - Hotel	7.0%	Wikihood	0.6%	Rest Stop	0.1%
Google	6.8%	WikiHow	0.6%	Restaurants	0.1%
Local Newspaper / Washington Post	6.1%	worldbest.com	0.6%	Shopping	0.1%
WOM - Locals	3.4%	Virtual Tourist	0.6%	Taxi	0.1%
Tour / Travel Guide	3.0%	visitwashingtondc.org	0.4%	touristinfo.com	0.1%
Yelp	2.7%	Washington Nationals	0.4%	Travel Agency	0.1%
Information / Visitors Center	2.1%	Westin Hotels	0.4%	Travelocity	0.1%
Local Map	2.1%	Wikihood	0.3%	Tumblr	0.1%
Trip Advisor	2.1%	WikiHow	0.3%	US Government	0.1%
WOM - General	1.9%	worldbest.com	0.3%	Vietnam Veterans Pamphlets	0.1%
Magazine	1.7%	Virtual Tourist	0.3%	Washington Blade	0.1%
Specific Attractions	1.4%	visitwashingtondc.org	0.3%	Washington D.C. Vacation Guide	0.1%
Facebook	1.3%	Washington Nationals	0.1%	Yellow Pages	0.1%
DC Metro	1.0%	Westin Hotels	0.1%		
TV	1.0%	Wikihood	0.1%		

