



April 1, 2016

Town of Davidson Board of Commissioners
216 South Main Street
Davidson, NC 28036

Dear Board of Commissioners:

As the primary advisor to the Davidson College Union Board, I work with student leaders to help them plan successful and safe events each year at the College. The Union Board began as an organization in 1952. It is currently made up of 11 programming committees and produces over 100 events per year including films, the Smith Artist Series, late-night weekend programming, Live Thursdays, trivia nights, and more. One of the committees of the Union Board is the Premier Concerts Committee and iterations of this committee have planned major concerts at the College since 1965. This committee is tasked with presenting one major concert for students each year. Each fall, the committee sends a survey out to students asking their preferences on artists who we expect to be touring the following spring and who fall in the committee's price range. The committee works its way down the list of ranked survey results and submits offers based on pricing and availability in relation to available dates on the College calendar and budget.

The size of the artist we make an offer to dictates the venue that we can use for the concert each year. If the artist is large enough and popular with the community as well as students, we can place the artist in Baker Sports Arena. We must sell tickets to students and the public to recoup the higher production costs that go along with using that facility. If it's a medium-sized artist, we cannot justify utilizing that indoor space because it is unlikely that we could sell enough tickets to recoup the production cost of putting the concert in that venue. By doing an outdoor show, we are also able to reduce the barrier to entry for our students by making the event free to students, faculty, and staff.

This year, the Concert Committee would like to submit an offer to a pop artist whose fee range, style, and popularity make them better suited to play an outdoor show on Patterson Court Lawn at Davidson College. We would like to host the event on the lawn on Thursday, April 28, 2016. The event would start at 7:00 PM and end by 9:30 PM. It would feature one opening act followed by the main act. Because this music from this event would go over the decibel limit of 60 dBA for the Town of Davidson's sound ordinance, we would like to request a variance for this event.

In addition to requesting the variance last year, we also notified neighbors within a three-block radius of campus by placing notecards on their doors with a warning about the additional noise well in advance of the concert. We did not receive any direct complaints about the outdoor concert last year and believe the advanced notice was a big part of the positive response and would provide those same notifications again this year. Thank you for your consideration of this variance request and please let me know what questions you have.

Sincerely,

Ashley Owen

Assistant Director for Programs- Alvarez College Union
Davidson College