

2021 VENUESNOW ALL-STARS

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venues

now

MADE FOR
MUSIC
BUILT FOR
HOCKEY



ALL-STARS

Theater/PAC


RUTH ECKERD HALL
CLEARWATER, FLA.

BY BOB ALLEN

WHEN IT COMES to meeting the challenge, Ruth Eckerd Hall has been on the forefront in the Clearwater and Greater Tampa Bay area of western Florida following the impact of the pandemic. Along with serving the community as a Salvation Army food distribution location and a COVID-19 testing site, they also remained engaged in educational endeavors in the area, an effort that has been a hallmark of the venue's mission for decades.

And, despite the challenges, they got back to the business of live entertaining as early as June 2020

with socially distanced concerts in an environment safe for attendees and in tandem with public health recommendations. By the end of last year, they had reported ticket sales from 31 performances during the pandemic era with attendance nearing 5,000. This year, headliners have seen ticket tallies surpass 2,000 again for a single show including, among others, rock veterans Styx and REO Speedwagon, who both topped that mark with summer sellouts.

Selling tickets has been the name of the game at Ruth Eckerd Hall since opening in 1983. Beginning with the first reported show the following year, box-office results from over 3,200 performances show grosses topping \$217 million from 4.4 million sold seats. 



COURTESY VENUE



We were privileged to be a **food distribution location for the Salvation Army**

We worked with BayCare and Pinellas County to be a **COVID-19 testing site**

We created **Literature Online**, a storytelling program with **world renowned artists** recording readings of children's books

We installed a new hospital-grade **HVAC-PHI Air Purification System**

Frequent **multi-layer sanitization** of the venues

We developed **mobile ordering** for our customers to place their food and beverage orders to minimize wait time and crowding

We installed a **state-of-the-art contactless entry system** using XONAR Technology

Since June 2020, we have presented **over 100 shows**, safely, bringing live music back to the community

Better Together.

Ruth Eckerd Hall pivoted during the pandemic, but never strayed from our mission of changing lives through the performing arts, however that looked.



RuthEckerdHall.com
Clearwater, Florida