

Music in the Airport

OBJECTIVE To enhance the Greater Asheville Regional Airport Authority's (GARAA) cultural composition by providing for and encouraging music performances in the terminal.

METHOD OF OPERATION The inclusion of music in the public adds to the dimension, depth and character of a community; it inspires our youth, fortifies local identity, and adds to the quality of life.

Musical art in the airport will distinguish Asheville Regional Airport and help integrate it more fully into the culture of the region. Different musicians will allow for a variety of shared musical genres throughout the year, enhancing the passenger experience.

Definitions None

General Policy Music in the terminal will happen in two ways: spontaneously by musicians traveling through/visitors waiting to pick up travelers, or by scheduled performances by musicians who have applied for permission to perform. Because music is such a big part of the western North Carolina culture, it is the intent of the GARAA to embrace both types of performances and provide guidelines to manage music in the airport as positively, openly and equitably as possible. Spontaneous musical performances are difficult to monitor; therefore, guidelines will be posted, and musicians encouraged to apply for scheduled performances.

There are restrictions to the types of music allowed to be performed. An Airport terminal is a family environment in which the presence of children can be reasonably expected at all times. Persons in the terminal are a captive audience to music played in the piano area. Therefore, no music that is obscene, indecent, or that promotes hatred, bigotry, violence, or intolerance will be permitted. Because GARAA is a subscriber ASCAP it gives GARAA and its performers license to perform millions of works in the ASCAP repertory. Any music performed, while permitted through licensing, must still be suitable to the family environment as listed above.

A piano is located in the Grand Hall area of the terminal. Scheduled musicians are preferred by the Authority; however, the presence of the piano is inviting to visiting pianists and spontaneous performances cannot always be deterred. The Airport will post signage to deter spontaneous use of the piano to help maintain the intent of the music program while embracing the musical culture of western North Carolina at the same time.

Scheduled musicians may also perform, on a volunteer basis. A scheduled musician may play the airport's piano or bring their own instrument(s). Only scheduled musicians are eligible to display a tip jar or receive tips during performances, and only scheduled musicians may receive promotion about their performance by the airport's Marketing and Public Relations Department.

Musicians Application

To schedule a time to perform in the airport terminal, musicians/performers must apply. Applications may be found on-line, and are reviewed and approved by the Marketing & Public Relations Department. All specific guidelines regarding scheduled performances are included in the Musician/Performer Application and Performance Agreement, also available on-line. These applications and agreements may be updated as needed, at the discretion of the Marketing and Public Relations Department.

From time to time, the Marketing & Public Relations Department may solicit musicians to perform in the terminal for special events, or for the general enjoyment of passengers and visitors.

There is no limit to the number of times a performer may be scheduled to perform at AVL. Performance schedules are managed by the Marketing & Public Relations Department. All applications for scheduled performances remain on file and are valid for one year. AVL Marketing & Public Relations Department may choose to stop scheduling a musician with or without cause.

Authorized Asheville Regional Airport staff may terminate a performance:

- i. If the performance violates any provision of Airport Policy or Performance Agreement, and such violation is not promptly corrected upon request;
- ii. Immediately and without advance notice in the event of an airport emergency as determined by the Department of Public Safety in its sole discretion, to protect the health, safety, security, or convenience of the public;
- iii. If the performance (scheduled or unscheduled) is disruptive, inappropriate or creating an unpleasant environment for passengers and visitors in any way.

The performer will be contacted by GARAA staff with a decision regarding acceptance. If accepted, the performer will be instructed regarding the scheduling of performances, all performance guidelines and necessary paperwork.

**Right to
Amend
Policy**

This policy may be amended from time to time by the Authority.

APPROVAL AND UPDATE HISTORY:

Approval March 8, 2024

Supersedes February 3, 2023, August 8, 2014, March 9, 2007