

Booking Policy

Jim Whelan Boardwalk Hall

Tenant organizations will be offered dates as required by contract. Currently there are no tenant organizations other than Miss America and their dates are entered into the calendar for load in, rehearsals, and show days as first holds until they confirm their actual broadcast date and then we adjust dates as needed based on historical schedule.

Annually recurring concerts (Like Comedy Fest, Mother's Day Music Fest, etc.) are given holds for their dates and they are confirmed as artists are confirmed. Annual events are put into the calendar as holds and then confirmed as contracts are signed and/or bids approved (MAAC Tournament is confirmed for 2020-2022, and NJSIAA Wrestling is confirmed from 2019-21 though dates may move slightly in 2021). Other annual events are also given their preferred dates as holds (Indoor Auto Racing, and Epic Cheer) until their contracts are signed.

Other dates are held on a first come first serve basis. New promoters must complete a promoter application and have references checked before we can hold dates, and holds are given in order they are received. First call is a first hold, second is a second hold, etc.

Holds can be challenged when a promoter who is not in the first position is ready to confirm an event. If they officially challenge then we alert the person in the first hold position and they have 3 working days to either confirm or release the date. If they confirm then they have two days to provide a non-refundable deposit and we send them a License Agreement for them to sign as well. (This sometimes takes longer than two days to get signed, but they should at least be reviewing and the deposit is the commitment. If there is a second hold in front of the person challenging then we repeat the same for them and so on. The Successful Challenger then has 48 hours to provide a non-refundable deposit and start reviewing a License Agreement and if they do not provide one then they revert back to their original status in the second or third position and we advise the people who released the date that their holds are still in place.

With the Adrian Phillips Theater we can potentially host multiple events on the same day, but we are sensitive to the fact that the two areas share a concourse for bathrooms and concessions and share an entrance lobby so it is difficult to keep people from encroaching on other areas. Sound bleed is actually less a problem, but must also be considered.