

# Edmonds Center for the Arts Theatre Rental Information August 2009 – July 2010

## Our Mission:

A cultural resource for the entire region, Edmonds Center for the Arts inspires creativity, learning and growth through performing arts presentations, community partnerships and education outreach programs.

The Edmonds Center for the Arts is committed to providing a wide variety of entertainment and cultural activities for the surrounding region. Located just north of downtown Edmonds, the historic facility, built as Edmonds High School in 1939 features original Art Moderne architecture and sweeping views of the Strait of Juan de Fuca and Olympic Mountains from the property.

The centerpiece of Edmonds Center for the arts is our wonderfully renovated, 700 seat auditorium and lobby space. The design of the auditorium was completed by the renowned firm LMN Architects with acoustics by Jaffe Holden, who were also the team for Seattle Center's Marion Oliver McCaw Hall. The auditorium features state of the art lighting and sound systems, counterweight rigging and a large apron/orchestra pit that creates a wonderful, intimate atmosphere between the artists and audience. On the occasion of the center's grand opening, Grammy award winning artist Al Jarreau proclaimed Edmonds Center for the Arts a "little jewel".

Not only available for the performing arts, Edmonds Center for the Arts has its theatre and lobby space, as well as multi-purpose meeting rooms and a gymnasium, used for a variety of public and private events, seminars, workshops, youth and adult recreation and fitness programs by various businesses and civic organizations, schools, community groups and individuals.

## Rental Policies and Information

### Instructions for renting the ECA auditorium:

1. Carefully read the rental policies and information contained within this document.
2. Download, complete and submit the ECA theatre rental application from the ECA website
3. If your date is available and your application approved, the process of contracting your date will commence. There are no tentative holds. Once a contract is generated, you have twenty (20) days to return the contract, with deposit, or the date(s) will be forfeited.
4. Within five (5) days of submitting the contract, a meeting is scheduled to finalize ticketing for your event.

### Requirements for renting the ECA auditorium

Those wishing to rent the Edmonds Center for the Arts auditorium must complete a rental application, complete with credit and venue references.

The date selected for your event must be a minimum of six weeks in advance. This is the minimum amount of time that ECA needs to coordinate event support. The need for event marketing with associated timelines, as well as allowing for an adequate time frame for ticket sales should be considered in the process of selecting a date of presentation.

A signed rental agreement and deposit are required to secure a date in our production calendar. Within five (5) business days of acceptance of the agreement, attendance at a meeting to finalize event ticketing is required. An event may not be advertised prior to a date being secured. Additionally, selection of a production meeting date in advance of the event date and attendance at this meeting are required components of the rental agreement.

Proof of special event liability insurance coverage in the amount of \$1,000,000 combined single limit, that specifically names Edmonds Center for the Arts and Edmonds Public Facilities District as additional insured is required no fewer than seven (7) days prior to your event.

A completed pre-production questionnaire must be returned to ECA no less than thirty (30) days prior to the date of the event. An incomplete production questionnaire, requiring ECA staff additional time to determine the level of support for events will be subject to additional labor charges of \$25.00 per hour.

**Concurrent Use:** EPFD reserves the right to rent other parts of the Center at the same time as the rental of the theatre by the Licensee. Use of some facilities may be concurrent with the use of such others as EPFD may determine, provided that such renting to others shall not unreasonably interfere with the used of said premises by the Licensee. Licensee understands and acknowledges that he/she has no rights whatsoever to enter or use the areas other than those designated in the rental agreement or otherwise specified in writing by EPFD.

## Rental Fee Structure

The Edmonds Center for the Arts rents the facility beginning with fixed blocks of time. A five hour "Performance Block" for many productions, is sufficient time to load in the show, set it up, make adjustments, take a break, run the show, break everything down and load it out. A reduced rate, five hour "Rehearsal Block" is also available for more extensive productions, and assumes under 20 people in the auditorium watching rehearsals. Client's may also choose to have more than one performance per day. In this case, the 2<sup>nd</sup> performance block is provided at a reduced rate. Hourly overtime is assessed any time the facility is occupied outside of rental or performance blocks.

Non-profit rates may be available, at ECA's discretion, to those charitable organizations who meet the requirements determined by the IRS as tax-exempt under IRC section 501(c)(3).

Rental of the theatre for an event includes the auditorium, lobby, two principal dressing rooms, green room and ensemble dressing room, as well as a Patron Services Manager and usher staff. No technical labor is included with the base rental rates. Additional multi-purpose rooms may be available for rent at reduced block rates if needed to support an event.

Setup and preparation of the stage may be arranged outside of theatre occupancy at a reduced "setup rate" while utilizing ECA staff. Theatre "occupancy" is defined as: "any time the client, or artists, crew or staff associated with the client are in the building".

## Ticketing and Box Office Information

All clients renting the Edmonds Center for the Arts are required to use the ECA Box Office for their ticket sales outlet if an admission is charged for events. However, ECA does offer an option for clients producing an event who may wish to sell a portion of their tickets off-site.

Clients may select to sell tickets in a general admission or reserved seating configuration. All tickets sold through the ECA box office are available for purchase in person at the theatre and online, 24 hours, through ECA's website, [www.ec4arts.org](http://www.ec4arts.org)

The Edmonds Center for the Arts Box Office is located in the theatre lobby at 410 4<sup>th</sup> Ave. N., Edmonds, WA 98020. Box Office hours are Monday through Friday, 12 Noon – 5pm., and Saturday, 12noon – 3pm, and preceding events. The box office phone number is (425) 275-9595. ECA Box office accepts the following methods of payment: Cash, Check (WA Driver's License required), MasterCard, Visa, Discover and American Express. Ticket orders placed over the phone must be paid by credit card at the time the order is taken.

During the hours that the Box office is closed, a recording directs patrons to the internet sales site or allows patrons to leave a voicemail message regarding a ticket purchase that will be returned during the next Box Office business day.

Clients are required to furnish a short and accurate description of the event at the time ticketing services are ordered. This description, containing any information a patron might typically wish to know about the event, will enable EPFD staff to better inform the public about the Licensee's event.

Tickets are sold "No Refunds, No Exchanges", however, ECA reserves the right to exchange or refund tickets as necessary to insure a consistently high standard of customer service.

### Ticketing Options

The client determines all types and prices of tickets that will be offered for sale through the box office and determines whether the event is set up as general admission or reserved seating.

Once sales for an event have started, ticket types and prices may not be added or changed. Consider the potential for discounted ticket offers in advance and build them into your initial ticket pricing setup.

Licensee is required to set prices at whole dollar increments.

## Ticketing and Box Office Information, continued

### Advanced Tickets

“Advanced” tickets are defined as those tickets that are pulled in advance of any event by the event producer for sale offsite, or for distribution as complimentary. These tickets are removed for sale through the ECA box office and the income collected for them will be the responsibility of the client.

Clients may request up to 30% of the total ticket inventory to be advanced. The advance fee for these tickets must be paid for at time of pickup and is not refundable. Edmonds Center for the Arts must retain at least 70% of available tickets for sale through its box office.

Clients may not sell advanced tickets at Edmonds Center for the Arts. Any unsold pre-pulled tickets must be returned to ECA no later than 72 hours prior to the event, for sale through the ECA box office. Printing costs for advanced tickets are not refundable and tickets returned for sale through the box office are subject to the Licensee service charge.

### Ticket Stock and Marketing:

Tickets issued through the ECA box office, including will-call tickets from online will be printed on Edmonds Center for the Arts ticket stock provided by the ECA Box Office. Online ticketing options allows for patrons to print their tickets at home.

The event may not be advertised prior to the completion of a rental agreement, ticketing agreement and approval of marketing materials by ECA.

Users are responsible for marketing their own events. ECA does not offer access to its conventional or e-mail mailing lists of patrons, or any other marketing or promotion services for rental events.

Included with rental of the auditorium is a listing on the Master Events Calendar on the ECA website, under the heading “Events at ECA”. This listing will include the date and time of the event, as well as a link to an external website. As the event draws near, this listing will appear on the website home page under “Upcoming Events”

All printed material which promotes events at Edmonds Center for the Arts must be submitted to ECA Marketing Manager for proofreading and approval prior to printing. Our intent is to ensure accuracy of date, time, mail order form, etc.

Any and all names and addresses collected by ECA in the process of producing tickets for an event are the joint property of ECA and the event Promoter/Presenter. In no case may a Promoter/Presenter obtain patron information for a specific event associated with a different Promoter/Presenter.

## Staging and Technical Needs

### Production Meeting:

Included in your event booking is a mandatory, no charge production meeting with our Technical Staff. The date for this meeting, a minimum of four (4) weeks in advance of an event, is integral to the rental agreement. This meeting will allow a complete discussion of the technical needs for your event. Prior to this meeting, you should have a solid program in place, i.e., you should know who the performers are, what their requirements will be, in which order the program will run in, who your production staff will be, etc. The production meeting with our staff will clarify whether or not additional resources must be added to meet your event objectives, and how existing resources will be used to ensure the success of your event. Production meetings are scheduled during regular business hours. Any additional meetings, if required are billed at a rate of \$25.00 per hour.

### Set-up:

Occasionally, presenters may want to have the facility completely set up and ready to go at the beginning of their contracted time in order to utilize the entire block of time for rehearsal and/or performance. Clients may arrange for our staff to provide this service at a lower rate of \$50.00 per hour, plus any applicable technical staff labor charges. This service can be provided only if time is available immediately in advance of the time scheduled for your event.

Some shows necessitate considerable alteration to the Theatre's lighting and/or sound system to meet production requirements. These alterations, and the subsequent restoration of the facility to its normal state, take time and effort. In addition, unanticipated event requirements or requests may dictate an increase in staff time. Expenses for labor relating to the set-up and restoration of the theatre to client's specification, as well as expenses for last minute requests from artists should be anticipated and considered in any event budget.

### Staffing:

Our staff will work with your organization to ensure that all artistic, technical and logistical requirements are satisfied. Clients are responsible for preparation time, rehearsals, event/performance run time and time to strike and restore the theatre to its original condition. All events in the theatre require at least one ECA stage technician. The total number of stage crew varies according to the complexity of the set, rigging, lighting and audio requirements, determined by the ECA Technical Director. Clients may provide their own technical staff, on approval and at the discretion of the Technical Director. Based on the complexity of our systems, it is typically more efficient and cost effective to use ECA staff for most technical crew positions. EPFD Technical Director shall have final authority to determine the number of staff required to support events.

ECA policy requires a meal break for hourly employees after five (5) hours of work. Clients must provide a schedule that includes a meal break if anticipated use, including any pre-occupancy technical setup, exceeds five hours. Failure to provide a meal break will result in overtime wages paid until an appropriate break can be taken. The 30 minute period that precedes a performance while the house is open does not constitute an appropriate break. The ECA Technical Director can work with you to minimize the impact of meal breaks on performance and rehearsal plans.

For the protection of the equipment and the safety of the persons occupying the stage area, the ECA Technical Director, reserves the right to request the removal of any member of the client's crew whose conduct or procedures may be considered damaging to the equipment or hazardous to the safety of any person occupying the space.

## Patron Services

### Patron Services/House Manager

ECA will furnish at each performance a Patron Services Manager to supervise overall theatre operation. The authority of the Patron Services Manager is absolute with regard to times of opening the lobby, house, start of program or length of intermission, safety of staff and audience, and protection of the facility. EPFD will establish minimum requirements and arrange for ushers, ticket-takers, security and any other Front-of-House personnel deemed fitting and necessary. Clients may, with EPFD approval, provide qualified volunteers to augment EPFD staff. EPFD House Manager shall have the right to supervise and direct all front-of-house personnel. The house manager will be present whenever there is an audience or when the lobby is occupied for any reason including loading of lobby items.

The theatre lobby opens to the public one hour prior to the performance start time, except on the occasion of additional event functions. Earlier setups are possible by special arrangement. Setup should be complete prior to times when areas are open to the public.

The House (seating area) opens 30 minutes prior to the scheduled performance start time. All rehearsals, sound checks and on-stage preparations are required to cease 30 minutes in advance of the scheduled start time of the event, to allow for the timely seating of the public in the auditorium. Failure to open the house at the scheduled time may result in increased fees. ECA's Patron Services Manager shall be responsible for pronouncing the House "open," in consultation with the technical staff and the client. Under no circumstances shall the House open without the Patron Services Manager's authorization.

Events are to start according to the scheduled and published start times.

Maximum occupancy in the auditorium is 704. EPFD reserves the right to refuse entry to attendees exceeding 704.

For the convenience of our patrons, every public performance of at least 90 minutes duration shall have an intermission of not less than twenty (20) minutes. Failure to hold such an intermission will result in an additional charge.

Every person, including the performers and company personnel, must have a ticket to the seating areas of the House for the purposes of watching the performance. ECA reserves the right to refuse entry for patrons in excess of established occupancy limits.

### Lobby Displays and Merchandise

Those wishing to augment their event with lobby displays and/or retail merchandising must make prior arrangements with the Operations Manager at least four (4) weeks in advance of the event date.

Merchandise. Sale of merchandise can be arranged with the Operations Manager. ECA will retain 15% of gross sales if we provide a seller and cash bank for sales. ECA will retain 10% of gross sales if the client sells their own merchandise. Licensee shall permit Edmonds Center for the Arts to conduct a pre and post event inventory of merchandise to verify merchandise sales. Payment of merchandise commission by Licensee is due at the conclusion of the event unless prior arrangements have been made and approved in writing by the EPFD Operations Manager.

## Food and Beverage at ECA

ECA reserves the exclusive right to sell concessions during rental events. This service may include beer, wine, assorted soda's, bottled water, coffee, tea and assorted small snacks. No food or drink is allowed in the theatre at any time. Should ECA assign the right to sell concessions to a rental client, a fee will be negotiated. Request to sell concessions is required to be made in writing to ECA no fewer than thirty (30) days in advance of event.

Clients may elect to allow beverages into the auditorium at their discretion. All beverages allowed in the auditorium are served in plastic cups, so as not to create a distraction. Capped, bottled water is allowed in the auditorium at all times. Food is prohibited from the auditorium at all times.

In the event that concessions rights are assigned, or for private functions in conjunction with a public performance, clients may choose any licensed caterer to provide food to their guests for functions within ECA. The caterer must present proof of licensure and insurance. A \$75 fee is assessed for any catered function. ECA has a limited support space to accommodate catering operations. No refrigeration or warming equipment is currently available for rental event use.

Edmonds Center for the Arts holds a license from the Washington State Liquor Control Board to sell and serve alcoholic beverages. Under this license, we are responsible for compliance with all applicable laws within our facility and have established the following policies:

- All alcoholic beverages consumed on premises must be purchased through Edmonds Center for the Arts, with the exception of a registered non-profit organization serving donated wine with a WSLCB Special Occasion Permit. In this case, ECA is responsible for service and will retain a corkage fee to be determined.
- No alcoholic beverages may be served or provided by any source other than Edmonds Center for the Arts.  
Alcohol service must be in conjunction with artistic or cultural exhibitions or performances.
- Edmonds Center for the Arts may grant permission to rental clients to provide their own alcohol, at no charge, to their guests with the following understanding:
  - The event is private, by invitation only.
  - The event is in an area separated from ECA's point of alcohol service
  - Renters must obtain and post a Banquet Permit, obtained by the WSLCB.
  - Guests cannot purchase alcohol from ECA in addition to or in place of alcohol being provided by the host during the same period.
  - A charge will be negotiated that represents lost revenue for ECA for hosted alcohol service provided by the renter.
  - Renter assumes all liability for alcohol service. Special event insurance must include notation that alcohol is served.

## Payment of Fees and Event Settlement

Payment of deposit is required to secure an event in the Edmonds Center for the Arts Production Calendar.

Any service fee's for pre-printed tickets for sale by clients are due at the time the tickets are picked up and are not refundable under any circumstances.

Upon conclusion of a performance, clients will receive a box office sales statement indicating types and quantities of all tickets purchased through the ECA box office, as well as an accounting of ticket stubs collected by ticket ushers.

Payment of ticket revenue to Clients is made within two weeks of conclusion of an event, less any facility rental, labor, equipment, box office and other fees. A client's event deposit appears as a credit against any charges if the facility has not sustained any damage as a result of the client's use of the facility.

In the event that ticket revenue does not exceed the associated costs for facility rental, labor, equipment, box office or other charges, client will be invoiced, with balance due within ten (10) business days of issuance of invoice.

## Other Policies

Recordings of any kind made at ECA require an agreement separate from the contract. Renter will assume liability for recording copyrighted material and depending on the nature of the recording; archival, promotional or commercial, credit to ECA and a percentage of sales may be negotiated.

Objectionable Content: Edmonds Public Facilities District has a legal responsibility to notify the public when the content of a presentation might be found objectionable due to the nature of the language or actions within it. The requirement of such notification is not censorship, but merely one of notification. Clients are required to notify EPFD no fewer than 60 days prior to an event of any content or depictions of a controversial nature. Failure to comply with any element places the rental agreement in breach and may result in cancellation.