



# POWAY CENTER FOR THE PERFORMING ARTS PLANNING GUIDE

(Updated July 2023)

Owned and operated by the City of Poway as a division of the Community Services Department, the PCPA staff are here to ensure your event is successful. This guide is intended to assist you in your planning efforts. After you review the entire guide, additional information and/or questions may be sent to [business@powaycenter.com](mailto:business@powaycenter.com)

## ADMINISTRATIVE PROCESS

We hope the following steps help you efficiently and effectively navigate the rental process. Your timely responses to our communication, completion of the forms in their entirety, and ability to meet deadlines are critical to the process.

Please remember that failure to follow the steps may result in cancelation of your use. Delays in the process may also result in additional fees.

### **STEP 1: One Year Advance Request**

- Rental requests may be submitted by completing the **Step 1 One Year Advance Request Form** and sending to [business@powaycenter.com](mailto:business@powaycenter.com).
  - Requests will be accepted on the first day of the month, one year in advance. For example: a request for January 2024 may be submitted on January 1, 2023.
  - The PCPA makes every effort to accommodate your requests however, to maximize theatre use, you must provide three (3) rental request options.
  - Rental will be authorized in-writing by the Theatre Manager.

### **STEP 2: 90-Day Advance**

- Once the Theatre Manager has confirmed your rental dates, the Administrative Assistant will contact you to continue the rental process approximately one-hundred and twenty (120) days before your event.

- You are required to complete and submit the **90-Day Advance Form** ninety (90) days before your event.
- **Your deposit is due ninety (90) days before your event.** The facility rental and damage/cleaning amounts are based on the number of rental days and will be communicated to you by the Administrative Assistant.
- A **Facility Use Agreement** will be issued to you after the PCPA receives the 90-Day Advance form and deposit.
- Any delays in the submission of the required deposit, 90-Day Advance Form and signed Facility Use Agreement, will stall the rental process and will impact your ticket on-sale date. Consistent delays may result in the cancelation of your use.

### **STEP 3: Box Office Ticketing**

- Once you have a Facility Use Agreement, the Box Office Coordinator will send you the **Box Office Ticketing Form** to complete and submit.
  - Completing the form in its entirety with accurate information is the key to a successful on-sale date. Incomplete forms will not be accepted and will be returned to you.
  - Delays in communicating with our Box Office Coordinator or submitting your complete and essential ticketing information will impact your requested ticket on-sale date.

### **STEP 4: Event Insurance**

- Insurance is required of any entity or individual using the PCPA and must meet all the specifications required by City of Poway Risk Management. Read: **Facility Use Insurance Requirements & Compliance Checklists.**
  - Low-cost insurance is available for purchase through the City of Poway. We have the right to require you to purchase insurance from us if you are unable to efficiently provide insurance through your provider.
  - **INSURANCE WILL BECOME DUE 30 DAYS PRIOR TO YOUR EVENT. You may NOT *submit* insurance earlier than 30 days before your event. Your insurance may NOT *be dated* earlier than 30 days before your event.** The Administrative Assistant will send you an insurance reminder as this window of time approaches.

(Event Insurance cont.)

- If your insurance is dated or submitted *before* 30 days prior to your event, it will be returned, and you will be asked to re-submit at the appropriate time.
- If proof of insurance is *not* received by 14 days prior to your use of the PCPA, you may be required to purchase and pay for event insurance from the City of Poway.

### **STEP 5: Pre-Show Meetings**

- **Pre-show meetings are required.**
  - Our team will schedule a time approximately four (4) weeks before your event.
  - Be prepared to review all box office, technical, and front of house information and provide as much detail about your event as possible.

### **SERVICES**

- The PCPA will provide and supervise all theatre use and fully retains the rights to determine the number of staff necessary for an event.
- The cost of rental and services, established by the City Council, will be charged to the client.
- Please refer to the **Fee Schedule** for current facility fees.

### **FEES**

- **A six (6) hour minimum rental (per day) is required.**
- **Deposits are due ninety (90) days before the scheduled event:**
  - Rental: \$300 for the first day, plus \$150 for each additional day.
  - Cleaning/Damage: Refundable \$300 unless retained due to issues.
  - The PCPA may elect to retain a deposit on file if your organization will use the facility more than one-time per season. The deposit will be returned upon completion of the final use for the same season.

## ESTIMATES

- Clients may utilize the **Fee Schedule** to calculate estimated costs for rental and services.
- To assist you, the Theatre Manager can provide general details regarding staffing levels.

Example (does not include refundable deposits)

	Day 1	Quantity	Hours	Sub-Total	Day 2	Quantity	Hours	Sub-Total
Facility Rental (6 hours) Nonprofit	\$1,518	1		\$1,518	\$1,518	1		\$1,518
Facility Rental Additional Hours (NP)	\$253	1		\$253	\$253	0		\$0
Technical Coordinator	\$32	1	8	\$256	\$32	1	6	\$192
Stage Technicians	\$24	2	8	\$384	\$24	2	6	\$288
Front of House Coordinator	\$32	1	4.5	\$144	\$32	1	4.5	\$144
Front of House Assistants	\$21	3	4	\$252	\$21	3	4	\$252
Box Office Coordinator	\$32	0		\$0	\$32	0		\$0
Box Office Assistants	\$21	2	2.5	\$105	\$21	2	2.5	\$105
				\$2,912				\$2,499
<b>Total (2 days)</b>	<b>\$5,411</b>							

## RENTAL TIPS

- Clients are required to include rehearsal and performance times on the 90-day Advance Form. Doing so ensures we schedule the required number of staff and volunteers for your use.
- For those who wish to have two performances in one-day, **there must be 3 hours between the end of the first performance and the curtain for the second performance.** This gives us adequate time to clean and reset for your second audience.
- Tailgates and picnics (no alcohol permitted) are a great way to spend time together between shows. Please bag your own trash and haul it away or deposit in the dumpster at the top and to the left of the loading dock.

## TICKETING

The PCPA offers professional box office services. We use information provided in advance by you to successfully begin the process for selling tickets.

### Capacity and Ticketing Options

- The seating capacity of the PCPA is 809. There are 800 fixed seats (which includes nine (9) wheelchair companion seats) plus nine (9) wheelchair only spaces.
- To be used at our discretion, the PCPA will hold eight (8) house seats for each performance.
- Seats may be sold as Reserved or General Admission.
- There are two options for ticketing: (1) Our box office sells the tickets, OR (2) Our box office prints the tickets for the client to sell on their own.

### Refunds – Exchanges

- **No refunds or exchanges are processed by the box office.**
  - Refunds, if any, must be processed by the client. Should a patron wish to discuss further, a client contact must be provided.
  - The PCPA will make every attempt to resolve issues with credit card chargebacks or returned checks from patrons. If we are unable to resolve, the client will be responsible for chargebacks, cancelled check fees, and any associated charges.

### Ticketing Tips

- If you are selling your own tickets, the box office will be closed on the day of your event and tickets cannot be reprinted or replaced.
- Children under the age of one (1) year do not require a ticket if they are seated on a lap.
- Re-entry is permitted by obtaining a handstamp at the main lobby doors upon exit.

## Audio-Visual

- Professional Photography/Video: approved areas are located on the seat map and reserved through the Box Office Coordinator during Step 3.
- The client may choose whether to allow patron photography and recording during an event.
  - For performer safety, no flash photography is permitted inside the theatre.
  - For safety and emergency evacuation, no tripods, monopods, or other stabilizing devices are permitted.
- Professional audio-visual personnel must be clearly identified, enter through the lobby doors, and check-in with the Front of House Coordinator for escort.

## **MARKETING**

We highly recommend you identify and implement a marketing plan for your event. Currently, the PCPA can provide the following opportunities.

### Website

Your event will be listed on powaycenter.com and will include a photo, description, and ticketing information. During Step 3, you will submit the following.

- 800 x 600 JPEG format image in landscape orientation.
- An event description (450 characters or less).
- Ticketing contact if you are selling your own tickets.

### Displays

You may provide the following for promotion of your event onsite at the PCPA. Display dates are solely determined by the PCPA.

- Marquee (street and box office): During Step 3, you must submit the required digital image, event title, date, and time.
- Kiosk: A postcard or flyer (8.5" X 11") can be placed in the lobby.
- Monument Sign: A poster (11" x 17") can be displayed as space permits.

### Social Media

- Information provided by you will be utilized to post to the PCPA Facebook and Instagram.
- Your organization postings may be reposted by tagging us @powaycenter.

## TECHNICAL INFORMATION

### Load-In/Out

- Rental rates apply during all times the building is being utilized by the client.
- Access prior to the established rental time will not be permitted. The client checking out with the Technical Theatre Coordinator ends the rental time.
- To enter the building, meet the Technical Theatre Coordinator at the Artist Entrance at the start time of your rental.
- Clients must enter through the Artist Entrance. The loading dock is only utilized to bring in or take out equipment, scenery, etc.
- Before load-in and prior to departure, the client may accompany the Technical Theatre Coordinator to establish pre-rental and post-rental theatre conditions. If a walk-through is declined, any cleaning and/or damage fees shall not be contested.
- For safety reasons, the stage may not be utilized by staff, volunteers, performers, or any other personnel when un/loading scenery from the battens.

### General Tips

- Technical specifications can be found: [powaycenter.com](http://powaycenter.com)
- For safety reasons, no hay, dead trees, or other easily combustible set pieces will be permitted.
- The use of pyrotechnical devices, fire, or flame is strictly prohibited.
- Nothing may be affixed to the curtains or other soft goods.
- Only gaffer tape is allowed on the stage floor. Damage caused by any other adhesive will be repaired at the client's expense.
- All spike tape must be removed from the stage floor before departure.
- Dressing room furniture may not be removed or relocated for any reason.
- Upon arrangement, temporary dressing areas may be available.
- The backstage hallways must always remain clear.

### Rehearsal

- Performers may enter through the Artist Entrance or the Green Room. Your organization coordinates all check-in/out.
- The Artist Entrance and Green Room doors must be closed and locked unless an authorized representative is monitoring the doors.
- Rehearsals are by default closed to the public. If for supervision purposes, you must have parents/guardians in the auditorium during rehearsals, submit a request during Step 1. Adequate PCPA staff will be provided, and charges will apply.

- Rehearsals must be scheduled no later than one (1) hour prior to the curtain time.
- For children under the age of ten (10) years, a ratio of one (1) adult for every ten (10) children backstage is suggested. Adult chaperones should be clearly identified with badges, lanyards, etc.
- Performers must use the restrooms located backstage.
- To minimize the chance of potential damages, we recommend that you do not use the lobby as a rehearsal space. Any use of the lobby may only be authorized by the Technical Theatre Coordinator.
- No eating or drinking is permitted in the theatre, lobby, or onstage.
- The backstage door will be closed and locked two (2) hours before curtain time and performers will not be permitted in the lobby.

## FRONT OF HOUSE INFORMATION

We provide an opportunity for your patrons to enjoy their experience upon entry and our lobby may be used to display information and promote your organization.

### Schedule and Equipment

- Two (2) Hours Before Lobby Opens: The client may begin set up and we provide up to five (5) tables and ten (10) chairs.
- We do not provide tablecloths, easels, step and repeats, etc. and nothing may be affixed to the walls or windows.
- All volunteers/staff in lobby prior to opening to the public must have a ticket and be clearly identified (badge, lanyard, etc.).
- Lobby doors open one (1) hour before curtain time and House doors open thirty (30) minutes before curtain time.

### Merchandise Sales

- **For the 2023-24 season only, clients may request waiver of the merchandise commission. The request and written justification must be included with the 90-day Advance Form.**
- Merchandise may be sold in the lobby and a 15% Non-profit and 20% For Profit commission applies. The commission must be reported by you and will be invoiced after your event.
- The client is responsible for the State of California resale tax requirements.
- Commission is applicable to all sales before, during, and after your event. This includes programs, recordings, souvenirs, auction items and donations.



## Additional Tips

- A Front of House Contact must be identified by your organization and available to the PCPA from set-up through the end of your event. The contact should remain in the lobby or always be accessible.
- Our well-trained Volunteer Ushers will serve as ticket-takers, hand-out your programs, operate the doors and monitor late arrivals, and assist with safety procedures.
- To enhance the patron experience, the PCPA operates a concession and bar (non-PUSD events) before your event and during intermission. All revenue is retained by the PCPA. Outside food/beverages are not permitted.
- Intermission is a minimum of twenty (20) minutes. Should you choose to forgo the intermission, a fee of \$158 will apply for each performance.
- Post-show “meet and greets” with the performers are permitted. Be sure to discuss the details with the Front of House Coordinator.
- Requests for receptions with food are very limited and may only be authorized by the Theatre Manager (courtyard rental fees may apply).

## **SAFETY INFORMATION**

We take the safety of our clients and performers very seriously. For your protection, the following procedures are critical.

### Access Control

- The Artist Entrance, Green Room, and all exterior doors must remain closed and always locked. The doors must be visually and physically supervised by the client when open for entry or exit.
- **If at any time a door is propped open and not supervised, our team will immediately stop a rehearsal or performance and will not continue until the issue is resolved.**
- The backstage door is locked two (2) hours before the lobby opens.
- Backstage keys are provided to the client and the client is always responsible for supervised entry to the backstage or from the backstage to the lobby.
- The Green Room is only for backstage personnel (staff, volunteers, chaperones) and performers.
- With Theatre Manager authorization, the client may independently contract with unarmed security personnel to monitor parking, monitor doors, and/or conduct bag checks.

- Oversized bags or backpacks are not permitted. This excludes items necessary for the performance.
- The PCPA reserves the right to require security at the client's expense.
- Backstage passes must be issued by the client and are required for all client representatives (organizers, teachers, volunteers, chaperones, etc.)
- All performers must enter through the Artist Entrance or Green Room.

### General Entry Requirements

Tickets must be presented by the following prior to entry. Everyone listed below must enter through the main doors of the lobby.

- Staff/Volunteers assigned to the lobby.
- Teachers, volunteers, instructors who will be seated inside the theatre.
- Parents/Guardians after checking in performers at the Artist Entrance or Green Room.
- Performers seated inside the theatre to watch the event/performance(s).
- All youth over the age of one (1) year.
- Reserved and General Admission patrons.

### **PARKING INFORMATION**

- There is an abundant amount of free parking available for evening and weekend use.
- Parking is extremely limited for day-time use. For load in/out and rehearsals that begin prior to 4:00pm, Monday through Friday, 10 parking permits may be requested on the 90-day Advance Form.
- Day time events (workshops, seminars, fieldtrips, performances, etc.) are subject to several requirements.
  - Uses, Monday through Friday from 8:00am to 4:00pm, are authorized on a very limited basis.
  - The request must be submitted during Step 2 and authorized by the Theatre Manager.
  - The client is responsible for coordinating and hiring shuttle busses for all attendees. Parking for the shuttle(s) is located at the Lake Poway Recreation Area.
  - **All non-permitted vehicles may be subject to ticketing/towing. The client may be required to provide a parking lot monitor to ensure parking is by permit only.**

## POST-EVENT DETAILS

- A client representative must check out with the Front of House Coordinator and the Technical Theatre Coordinator.
- Be sure to take all your equipment and supplies including costumes, props, scenery, personal belongings, merchandise, tablecloths, etc.

### Deposit Retention

- The PCPA may retain the cleaning deposit for additional costs associated with excessive trash, food, drinks, etc. left backstage and/or in the lobby.
- The PCPA may retain the damage deposit for any costs associated with repair of damages caused by the client during use.

### Final Invoice/Payment

- Upon completion of your event (s), the client will receive either an invoice or a payment.
  - Invoice: The client will receive a final report for ticket and rental charges and other fees and services. Payment is due to the PCPA within twenty-one (21) calendar days from the date the client receives the Final Invoice.
  - Payment: The PCPA has first priority to be paid from the ticket sales receipts from the scheduled event(s) to cover rental charges, technical, box office, and front of house fees, etc. The net final payment to the client will be issued within twenty-one (21) calendar days from the date you receive the final post-event Credit Memo.

## CONTACT INFORMATION

Please review this document and the exhibits in their entirety. Doing so will ensure the greatest opportunity to successfully utilize the PCPA. If you should require additional information and/or have questions, please contact us: [business@powaycenter.com](mailto:business@powaycenter.com).