



Poway Center *for the* Performing Arts

Planning Guide

Welcome

Thank you for your interest in the Poway Center for the Performing Arts!
This guide is intended to assist your planning efforts as you prepare for your event.
If you have additional questions, please feel free to reach out to us at
business@powaycenter.com or 858-668-4693.

First Steps

- Determine the desired date for your event and contact us to gauge availability.
- If the date is available, you will receive written confirmation from the theatre. At that time, you can begin filling out the **Application for Use** located at powaycenter.com.



Poway Center for the Performing Arts
15498 Espola Road, Poway, California 92064
Email: Business@PowayCenter.com ♦ www.PowayCenter.com
Bus. 858-668-4693 ♦ Fax 858-148-0286 ♦ Box Office 858-748-0505
Office Hours: Tuesday through Friday 9:00am to 5:00pm



First Steps (Continued)

- Once your request has been received, you will receive written confirmation of your event request.
- At that time, you will send in the required Rental and Cleaning/Damage Deposit*.
***Until the deposit is received, the contract process will not begin.**
- The Poway Center for the Performing Arts will draft a contract (no later than 60 days prior to the performance date) which you will sign and return.
- Once all deposits have been paid and the signed contract has been returned, your event date is officially finalized. At that time, the ticketing process may begin.
- The process for creating a show in our ticketing system, printing tickets (if applicable) and having them ready for sale, requires approximately two weeks. Please plan accordingly.
- If the deposits and Application for Use are not submitted by 3 months prior to the event, the date will be released and will be available to rent by another group.
- Event insurance is required of any entity or individual using a City of Poway facility. You may purchase event insurance through the City of Poway, or you may provide insurance through your own service provider. If insurance has not been submitted 30 days prior to the event date, City-issued insurance will be automatically added to your final bill. For more information on Insurance Requirements, please see the

Event Planning

- Prior to your event, a 1 hour Pre-Show Meeting will be scheduled where you can discuss event specifics with our Front of House Coordinator and Technical Coordinator free of charge. Pre-Show Meetings exceeding 1 hour will incur staff charges.
- **Please note:** The Pre-Show Meeting will take place 1-2 weeks prior to your event, so it is crucial you thoroughly prepare for your event prior to this meeting.
- As you prepare for your event, there are multiple considerations to keep in mind. The following sections will explore many of these considerations, but it is the responsibility of the renter to be prepared for all aspects of an event at the Poway Center for the Performing Arts (PCPA).
- Should you need to cancel your event, you must give written notice no later than 60 days prior to your rental date.
- **Notice given later than 60 days in advance will result in forfeiture of your deposit.**



Marketing

In order to assist rental clients with their marketing efforts, the PCPA offers several mediums to promote your event.

Website:

- Your event will be listed on powaycenter.com and will include a photo, description and ticketing information.
- You are responsible for providing a 421px X 266px image in JPEG format and landscape orientation.
- The **Application for Use** provides an opportunity to draft your event description and indicate the ticketing contact (if applicable).

Marquee:

- Your event will be displayed on the marquee the week of the event date.
- The Application for Use provides an area to write your marquee wording as you would like to have it displayed (5 lines of 15 characters).
- Your event will be displayed on the monitor above the box office windows.

Kiosk:

- A postcard or flyer (8.5 X 11) can be placed in the Community Kiosk in the lobby.

Email:

- An email blast will be sent out to community members who have signed up through the City of Poway website approximately 2 weeks before your event date.

Rehearsal

- Rehearsals are by default closed to the public. If you would like to have parents, friends, family, etc. present at rehearsals, please provide a written request.**
- In order to have adequate time for our staff to set up for an event, arrival for rehearsal should be at least 1 hour prior to the start time.
- The lobby is not to be used as a rehearsal space, nor should performers and/or chaperones or parents be in the lobby during rehearsals or before the two hour set up time.
- For children's performances the client must have a minimum ratio of one adult for every ten children under the age of 10. **Adult chaperones should be clearly identified with badges, lanyards, etc.**
- Performers must use the restrooms located backstage.

****Staff charges will apply.**



Performance Day—Front of House

- Front of House service provides a well-trained volunteer corps of ushers and ticket takers.
- Lobby doors open 45 minutes prior to curtain time.
- House (theatre) doors open 30 minutes prior to curtain time.
- Lobby set up is available two hours prior to curtain time:
 - All volunteers and/or staff setting up in the lobby must have a ticket and be clearly identified (badge, lanyard, etc).
 - The PCPA is happy to provide up to five 6-foot tables for use (does not include table cloths).
 - Nothing may be affixed to the walls/windows.
 - It is the renter's responsibility to provide easels for displays.
- The center does not allow any outside food/snacks or beverages to be either given away or sold to the patrons. Snacks and beverages will be available at the concessions stand before the show and at intermission.
- A minimum of fifteen minutes is required for intermission. The client may choose to have a longer intermission, if necessary. After the designated intermission, an additional five minutes are required to allow time for patrons to return to their seats. If there is no intermission, a non-intermission fee of \$150.00 applies.

Merchandise Sales

- The client may sell merchandise in the lobby. If so, any merchandise sold, pledges, or donations/ membership monies collected is subject to a commission of 15% for Non-Profit and 20% for Profit.
 - Prior to engaging in merchandise sales, fundraising, or collection of donations, you must have a resale tax identification number from the State of California, if applicable.
 - You are responsible for the payment of gross proceeds to the City before, during, or after performances for any sales such as, but not limited to, programs, records, video tapes, souvenir items, auction items, and collection of donations.
 - The commission is collected after intermission or at the end of the performance.



Performance Day—Front of House (Continued)

- **Programs.** Please give any programs to the Event Supervisor no later than one hour prior to curtain time. Our ushers will pass them out; however, we do not monitor who receives a program and will distribute them on a first-come first-served basis.
- **Late Arrivals.** The *ApplicaWion for Use* contains an area to indicate what should occur with late arrivals. Please ensure that area is completed on the application.
- **Event Contact.** The *ApplicaWion for Use* contains an area to indicate who the Front of House contact will be for your organization. This person must be available on the day of the show and should be in the lobby when the lobby doors open as well as during the show.
- **Green Room.** The Green Room may only be utilized for performers, volunteers and staff backstage.
- **Meet and Greets.** If you will be having more than one performance during the day/evening and you would like to host a meet and greet, you must limit the duration of the meet and greet following the *first performance* to no longer than 15 minutes.

Performance Day—Ticketing

- Children over 12 months of age **must** have regular tickets, and **must** come through the main lobby doors to access the building.
- Children from 0-12 months of age may be seated on the parent's lap but **must** have an Infant Lap Ticket (10 max).
- Parents **must** have tickets and **must** come through the main lobby doors to access the building.
- All performers who sit inside the theatre **must** have a ticket, regardless of age. They **must** enter through the main lobby doors (not the backstage door) so that their tickets can be scanned.
- Volunteers who work in the lobby **must** have tickets, and can enter through the main lobby doors two hours prior to the curtain time. After that time, volunteers must enter the building at the same location that the performers are entering.
- **Lost Tickets:** If the Box Office is closed on the day of your event, lost tickets cannot be reprinted or replaced.
- **Consignment.** Clients who have taken all of their tickets on consignment, are responsible for managing all ticket sales and will-call on the night/day of the performance. The client **must** set up one hour prior to curtain outside of the lobby doors and remain until one hour past curtain, for a total of 2 hours. The PCPA will provide up to two tables and four chairs.



Performance Day—Backstage

- **Back Stage Passes.** Everyone **must** have a ticket to go inside the theatre, including teachers, volunteers, and instructors.
 - Backstage passes are required for all volunteers, teachers, and renters who will be going backstage. The renter is responsible for providing backstage passes.
- **Backstage/Lobby Door.** The door leading from the lobby to backstage will be locked once the lobby doors are open to the patrons.
 - The renter is responsible for **providing two volunteers**: one to manage access to the backstage from the lobby area, and one to manage access to the lobby area from backstage.
 - The volunteer responsible for managing access from the lobby area to backstage will be given a key. In exchange, we need the volunteer's car key.
 - Both volunteers should be adults. The volunteer monitoring the backstage **must** send parents through the "exit door" (door located back stage facing Titan Way) to the main lobby door so that their tickets can be scanned.
 - For the safety of the performers, presenters, staff and volunteers, the Artist Entrance and Shop doors will be locked for the duration of the rental.
 - A qualified staff/volunteer from the Renter's organization **must** be stationed at any door which will be allowing entrance from performers/staff/volunteers.
 - Should a Renter request that the Artist Entrance door remain unlocked, it is their responsibility to ensure that a qualified member of their organization remain stationed at the door to manage access.
 - **Please Note.** If at any time, the door is found to be unattended, the **Renter will be charged a staffing fee AND future years will be required to pay for Security to guard the door.**

Performance Day—Performers

- All performers **must** enter through the Artist Entrance or Green Room. If performers intend to watch the performance from inside the theatre, they **must** have tickets and **must** enter through the main lobby doors to have their tickets scanned.
- If parents want to pick up a child during the show, they **must** get their tickets and hands stamped from the ticket taker. This will allow them "in & out" access. Children may be picked up at the Artist Entrance. Should the parent wish to come back into the theatre to watch the show along with the child performer, the **performer must have a ticket**.
- Performers **must** exit through the Artist Entrance or the Green Room.



Performance Day—Audio Visual

In order to assist rental clients with their Photography and Video Taping efforts, the PCPA has some important "Safety and Fire Regulations" that must be followed for your event.

Professional Photography:

- The client may choose whether or not to allow photography during the performance.
- For the safety of performers, **flash photography is NOT permitted** inside the theatre.
- We have **ONLY** four locations inside the theatre where tripods camera equipment are permitted.
- Please refer to the **Application for Use** appendix for the seating chart that shows the approved areas.
- Professional photographers **must obtain a badge and ticket** from the Front of House staff.

Professional Video Taping:

- The client may choose whether or not to allow videography during the performance.
- For the safety and emergency evacuation of patrons: **tripods, monopods, or other stabilizing devices are NOT permitted.**
- We have **ONLY** four locations inside the theatre where tripods and camera equipment are permitted.
- Please refer to the **Application for Use** appendix for the seating chart that shows the approved areas.
- Professional videographers **must obtain a badge and ticket** from the Front of House staff.

Please Note: *The performance cannot commence if there are safety violations due to improper placement of any photography/video equipment, or the photographer/videographer is not in the assigned location.*

Post-Event

- Prior to final departure from the facility, the Renter shall check out with the Front of House staff and ensure the premises have been returned to the condition in which it was found upon entry into the facility.
 - This includes any necessary cleaning, other than ordinary janitorial tasks, and the removal of all items including trash, food, drinks, rubbish, costumes, props, scenery, personal belongings, and any other items which the Renter brought onto the premises during the use of the facility.
- The PCPA may retain the cleaning/damage deposit to apply to any cleaning, repair/damage, or incidental expenses that are incurred during the Renter's use of the facility.
- Prior to final departure from the facility, the Renter shall ensure that all performers, volunteers, and other personnel from their group have vacated the premises.
- All charges and ticket sale revenue (if applicable) will be compiled on a Final Event Report that will be sent to the Main Contact within two weeks of the end of the rental.



I have received a copy of the Planning Guide, and I will ensure that the person(s) designated as the Front of House Contact for my event receives a copy:

Name: _____ Signature: _____

Date: _____

For additional questions or concerns, please contact the PCPA staff:

| | |
|----------------|--|
| Administration | business@powaycenter.com |
| Box Office | boxoffice@powaycenter.com |
| Technical | technical@powaycenter.com |
| Front of House | frontofhouse@powaycenter.com |

