



# 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](mailto:business@powaycenter.com) or 858-668-4691.

#### 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](http://powaycenter.com).



Poway Center for the Performing Arts  
15498 Espola Road, Poway, California 92064  
Email: [Business@PowayCenter.com](mailto:Business@PowayCenter.com) ♦ [www.PowayCenter.com](http://www.PowayCenter.com)  
Bus. 858-668-4691 ♦ Fax 858-148-0286 ♦ Box Office 858-748-0505  
Office Hours\*: Tuesday through Friday 10:00am to 2:00pm  
\*Hours subject to change based on performances



## 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 required and must be paid in full upon request. For more information on Insurance Requirements, please see the Application for Use.

## 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.*

<p><b>Website:</b></p> <ul style="list-style-type: none"> <li>Your event will be listed on <a href="http://powaycenter.com">powaycenter.com</a> and will include a photo, description and ticketing information.</li> <li>You are responsible for providing a 421px X 266px image in JPEG format and landscape orientation.</li> <li>The <b>Application for Use</b> provides an opportunity to draft your event description and indicate the ticketing contact (if applicable).</li> </ul>	<p><b>Marquee:</b></p> <ul style="list-style-type: none"> <li>Your event will be displayed on the marquee the week of the event date.</li> <li>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).</li> <li>Your event will also be displayed on the monitor above the box office windows.</li> </ul>
<p><b>Kiosk:</b></p> <ul style="list-style-type: none"> <li>A postcard or flyer (8.5 X 11) can be placed in the Community Kiosk in the lobby.</li> </ul>	<p><b>Email:</b></p> <ul style="list-style-type: none"> <li>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.</li> </ul>

**Load In/Rehearsal**

- Clients will be allowed into the building at the time listed on their contract for Load-In. Requests for early entrance will not be considered.
- Clients must enter through the Artist Entrance. Per City of Poway Risk Management, the loading dock must not be used as an entrance for personnel. The loading dock is only utilized to load in equipment, scenery, etc.
- 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 to [business@powaycenter.com](mailto:business@powaycenter.com).\*\*  
\*\*Staff charges apply.
- Please indicate how performers will enter the building (artist entrance or green room). It is the renter's responsibility to have a check-in process for performers. **PCPA staff will not be responsible for performer entrance into the building.**
- 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.**



## Performance Day—Technical

- Clients may load-in to the building at the time listed on their contract. The main contact should arrive at the Artist Entrance and the Technical Coordinator will allow entry.
- Prior to loading in performers/equipment, the main contact will do a walk-through of the backstage area with the Technical Coordinator to establish the pre-rental condition of the theatre. If the client opts not to do the walk-through, any cleaning damages withheld following the event shall not be contested.
- When loading in equipment, please keep in mind that no hay, dead trees, or other easily combustible set pieces will be allowed.
- Nothing may be affixed to the curtains or other soft goods.
- During the performance, the client is responsible for any performer/staff entry and exit from the backstage area. All exterior doors will remain locked, so please plan accordingly if your performers will be entering/exiting throughout the performance. Stage technicians will not assist with opening doors for any late-arriving performers.
- The backstage hallways must remain clear at all times.
- Only gaffer tape is allowed on the stage floor. Any damage caused by use of other adhesives will be repaired at the client's expense.
- All spike tape must be removed from the stage floor prior to departure from the facility.
- Dressing room furniture must remain inside the dressing room. It is not to be removed from the dressing room for any reason.
- For the safety of staff, performers and clients, the stage may not be utilized when loading/unloading scenery from the battens. The client must follow Technical staff direction regarding when it is safe to return to the stage.
- The addition of temporary dressing areas is not guaranteed and is at the discretion of theatre management.
- Prior to departing the theatre, the client must check out with the Technical Coordinator to signify that the last person has left the building from the client's group.



## Performance Day—Front of House

- The front lobby doors are only used for patron entrance at show time. **Clients and their volunteers/staff should access the building from the Artist Entrance.** The front doors remain locked and unattended until 45 minutes prior to curtain. Please ensure all staff/volunteers are aware of how to access the building.
- 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 prior to entering the lobby for set up. Volunteers/staff should enter through the Artist Entrance and should also be clearly identified (badge, lanyard, etc).
  - The client is required to provide a FOH contact who will remain in the lobby for the duration of the event. One ticket will be provided to that person from the PCPA which does not come out of the client's inventory.
  - Volunteers/staff setting up lobby must check in with FOH prior to setting up so their tickets may be scanned.
  - 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 (interior or exterior).
  - 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 twenty minutes (15 minutes plus up to 5 minutes to re-seat patrons) is required for intermission. The client may choose to have a longer intermission, if necessary. 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% (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 amount is collected after intermission or at the end of each 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 *Application for Use* contains an area to indicate preference for late arrival seating. Please ensure that area is completed on the application. Staff will make reasonable efforts to comply with the stated preference.
- **Front of House Contact.** The *Application 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 and backstage volunteers and staff.
- **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 (15 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/vendors who work in the lobby **must** have tickets prior to entering the lobby, and can enter through the main lobby doors 1.5 to 2 hours prior to the curtain time. After that time, volunteers/vendors must wait until the lobby doors open to the general public to enter the theatre.
- **Lost Tickets.** If the Box Office is closed on the day of your event, lost tickets cannot be reprinted or replaced. **It is the client's responsibility to plan accordingly to address lost ticket scenarios.**
- **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, to be set up in designated areas. Front of House staff retains the discretion to relocate ticketing area if needed.
- **Consignment - Sold Out Shows.** A representative from the organization must remain at the ticketing area in the event of a sold out show to communicate with prospective patrons.

*\*Clients that anticipate patrons arriving beyond 1 hour after curtain should plan to have a representative available for longer than the required two hours.*



## Performance Day—Backstage

- **Back Stage Passes.** Everyone **must** have a ticket to go inside the theatre, including teachers, volunteers, staff and instructors.
  - Backstage passes are required for all volunteers, teachers, staff 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 is locked on both sides.
  - The client will check-in with Front of House staff two hours before curtain to be given keys that open the backstage/lobby door. The individual checking out keys must give PCPA staff their car keys. They will be returned when the backstage keys are returned to Front of House staff at the end of the event.
  - All backstage access should be routed through the backstage/lobby door. The stage must not be used to bypass the backstage/lobby door.
- **Performer/Client Access**
  - During load-in and/or rehearsals, the Artist Entrance and/or the Green Room doors may be unlocked.
  - Once the performance begins, all exterior doors must remain locked.
  - The client is responsible for the entrance/exit of all personnel backstage. The client accepts responsibility for the safety, welfare, and appropriate supervision of their employees, contractors, volunteers, participants, or invitees, and in particular, minor children, while they are on the PCPA premises.
  - Per City of Poway Risk Management, the loading dock must not be used as an entrance for personnel. The loading dock is only utilized to load in equipment, scenery, etc.

## 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 an unscanned 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 patron photography during the performance. Signage will be posted however enforcement is not the responsibility of PCPA staff or volunteers.
- For the safety of performers, **flash photography is NOT permitted** inside the theatre.
- We have **ONLY** four locations inside the theatre where tripods, bipods, or monopods 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 2 hours prior to doors opening.

### **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 outside of the video locations.**
- 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 2 hours prior to doors opening.

**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

- Once all activity/clean up is completed in the lobby, the Renter shall check out with the Front of House staff and return all facility keys.
- Prior to departure from the facility, the Renter will check out with PCPA technical staff and will 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 spike tape, 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 14 working days.





**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: \_\_\_\_\_

Organization: \_\_\_\_\_

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

Administration	<a href="mailto:business@powaycenter.com">business@powaycenter.com</a>
Box Office	<a href="mailto:boxoffice@powaycenter.com">boxoffice@powaycenter.com</a>
Technical	<a href="mailto:technical@powaycenter.com">technical@powaycenter.com</a>
Front of House	<a href="mailto:frontofhouse@powaycenter.com">frontofhouse@powaycenter.com</a>

