

June 24, 2002

Chairperson and Members of the
Parks, Recreation and Community
Resources Advisory Commission

Regular Meeting of
July 2, 2002

THEATER FACILITY USE POLICY

Recommendation

Staff recommends that the Commission:

1. Adopt the attached policy guidelines and fee structure for the Hermosa Beach Playhouse and the Pier Avenue 2nd Story Theater, (Attachment B); and
2. Allow existing contracts to be subject to current rental fees; and
3. Forward a request to City Council to add staff fees to the Master Fee resolution to be adjusted annually based on the consumer price index.

Background

The City of Hermosa Beach currently operates two theaters, the Hermosa Beach Playhouse and the recently renovated (January 2002) Pier Avenue 2nd Story Theater.

The current Theater Rental Policy, (Attachment B), covers rental of the Hermosa Beach Playhouse, however, does not cover the Pier Avenue 2nd Story Theater. Rental of the Pier Avenue 2nd Story Theater falls under the Facility Rental Policy, (Attachment C), which covers all classrooms, the Community Center gymnasium, and the Clark Building.

The current theater rental rates have not been adjusted since their implementation in 1984. Staff fees were evaluated and adjusted in 1995.

Analysis

HERMOSA BEACH PLAYHOUSE

Theater Rental rates in Hermosa Beach are affordable which encourages local theater, dance groups, and community-based programs to use the facility. Staff supports the continued exercise of affordable staffing fees and rental rates in accordance with the Theater Rental Rate Comparison of local theaters, (Attachment A).

Due to the length of time between increases and as a result of comparisons to similar theaters in the area, staff is recommending doubling the hourly performance rates for both non-profit and commercial renters. Rehearsal rates will increase by \$10 per hour for non-profits and by \$25 per hour for commercial renters thus making rehearsal rates 50% of performance rates for both commercial and non-profit renters. Even with these proposed 100% hourly rental increases, the Hermosa Beach Playhouse will still be the lowest priced civic theater in the South Bay.

The current fee for a House Manager in the City of Hermosa Beach is \$8.00 per hour while the city pay scale can be as high as \$10.00 per hour. Typically, overhead charges of approximately 30-40% are added to hourly rates to account for administrative costs. As such, staff recommends raising the house manager fees to \$15.00 per hour.

The current rate for a Theater Technician in the City of Hermosa Beach is \$15.00 per hour while the city pay scale for a Theater Technician up to \$15.00 per hour. Hermosa Beach Theater Technicians perform lighting design functions, audio set up and operation, and maintenance of house equipment. To better meet the overhead charges, a rate of \$20.00 per hour is recommended.

The Master Fee Resolution is tied to the Consumer Price Index and all rates on the resolution are adjusted annually to reflect this variance. Staff would like to add staff charges to the Resolution in order to retain pace with the CPI in future years.

PIER AVENUE 2ND STORY THEATER

To date, the Pier Avenue 2nd Story Theater has been operating under regular meeting room rental guidelines. The Pier Avenue 2nd Story Theater, formerly Room 7, was renovated by the CLO (January 2002) with 170-fixed seats, raised stage, theatrical lighting and audio capabilities, a box office, and concession stand. Adding the Pier Avenue 2nd Story Theater to the rental policy will assist staff in administration of the space as a theater with guidelines that are more relevant to its current use. All fees for the use of this space will remain the same.

The City of Hermosa Beach continues to offer quality venues and service with competitive pricing. Theater Rental rates in Hermosa Beach are affordable to local theater and dance groups as well as community-based programs and will continue to develop the cultural and dramatic arts in Hermosa Beach.

<u>FISCAL IMPACT</u>	
<u>HERMOSA BEACH PLAYHOUSE</u>	
Theater Rental Revenue FY2001-2002	\$42,979.00
Based on Rental Revenue from FY 2001-2002, by maintaining the same level of rentals in while increasing fees 100% theater revenue should increase 100% to	*\$85,958.00
*Rentals by non-profits may decrease due to higher rental rates	
<u>2ND STORY THEATER</u>	
NONE	

Attachments:

- A. Theater Rental Rate Comparison
- B. Proposed Policy
- C. 1995 Theater Rental Policy

Respectfully submitted,

Concur:

 Shaunna Donahue
 Recreation Supervisor

 Mary Rooney
 Director, Community Resources

Theater Rental Rates Comparison

Theaters	Hermosa Beach Current	Hermosa Beach Proposed	Downey Theatre	James Armstrong (Torrance)	Norris
Ownership	Civic	Civic	Civic	Civic	Private
Capacity	502	502	738	502	450
Rental Rates Non Profit Performance	\$25/hour 4 hour minimum	\$50/hour 4 hour minimum	M-Th \$60/hour for 6 hours \$65/hour for 12 hours F-Su \$80/hour for 6 hours \$78/hour for 12 hours	\$100/ hour 5 hour minimum	M-Th *\$47/ hour for 8 hours F-Sun *\$56/hour for 8 hours *plus 10% of ticket sales
Rental Rates Non Profit Rehearsal	\$15/ hour 4 hour minimum	\$25/hour 4 hour minimum	M-Th \$60/hour for 6 hours \$65/hour for 12 hours F-Su \$80/hour for 6 hours \$78/hour for 12 hours	\$100/hour 5 hour minimum	Event day rehearsal \$19/ hour for 4 hours Non event day \$37/hour for 4 hours
Rental Rates Commercial Performance	\$50/hour 4 hour minimum	\$100/ hour 4 hour minimum	M-Th \$60/hour for 6 hours \$65/hour for 12 hours F-Su \$80/hour for 6 hours \$78/hour for 12 hours	\$200/hour 5 hour minimum	M-Th *\$94/ hour for 8 hours F-Sun *\$113/hour for 8 hours *plus 15% of ticket sales
Rental Rate Commercial Rehearsal	\$25 per hour 4 hour minimum	\$50 per hour 4 hour minimum	M-Th \$60/hour for 6 hours \$65/hour for 12 hours F-Su \$80/hour for 6 hours \$78/hour for 12 hours	\$200/hour 5 hour minimum	Event day rehearsal \$56/ hour for 4 hours Non event day \$75/hour for 4 hours
Labor	Technicians \$15.00/hour House Managers \$8.00/hour	Technician \$20.00/hour House Manager \$15.00/hour	Technician \$14 per hour House Managers Minimum of 3 \$14 per hour	\$27/ hour each Minimum 5 man crew	Technicians \$16.00/hour House Manager \$13.50/hour

THEATER FACILITY USE APPLICATION

Community Resources Department
710 Pier Avenue Hermosa Beach, CA 90254
(310) 318-0265 Fax (310) 372-4333

The Facilities

Hermosa Beach Playhouse

Located at the Community Center, the Hermosa Beach Playhouse is a 502-seat venue. Recipient of the Los Angeles Conservancy Award for Restoration, the theater features art deco design with simple charm. The theater is used for professional, amateur, community, film premieres, as well as conferences and seminars.

Pier Avenue 2nd Story Theater

Renovated in 2002 and located at the Community Center, this 170-seat theater is an intimate venue that offers fixed seating, ticket window, concession stand, and 16' X 8 'X 4' stage. The theater is used for professional and community performances, as well as conferences and seminars.

Classification Guidelines and Fees

Playhouse Non-Profit/Commercial Rental Rates: Playhouse rental fees include use of full seating (502), existing stage, and box office facilities during all scheduled performances and rehearsals. Four-hour minimum rental required

Non-Profit Groups-Must meet one of the two criteria below

- 1.) The city must have a copy of a Federal Letter of Determination stating the group is registered as a 501(c)(3) non-profit organization.
- 2.) A group recognized by the City of Hermosa Beach as a non-profit or service organization.

Commercial Groups

Any group that does NOT meet the above criteria listed for Non-Profit Organizations

Playhouse Rental Rates: Four hour minimum rental required

	Non-Profit Rate	Commercial Rate
Performance	\$50.00 per hour	\$100.00 per hour
Rehearsals: other than performance day	\$25.00 per hour	\$50.00 per hour
Rehearsals: performance day	\$50.00 per hour	\$100.00 per hour
Maintenance Fee: per performance	\$100.00	\$100.00
Refundable Damage Deposit	\$500.00	\$500.00
Application Fee	\$100.00 per day	\$100.00 per day
<i>*Must be received with application to hold dates and will be applied to rental fees and will be forfeited in the event applicant cancels the event.</i>		
Daily Rental Rate: store equipment or sets	\$100.00	\$200.00
Dressing Rooms	\$20.00 per hour/room	\$25.00 per hour/room
Playhouse Marquee (subject to availability)	\$50.00	\$50.00
Staff Fees: Minimum required staffing		

House Manager:	\$15.00 per hour
Light Technician:	\$20.00 per hour
Sound Technician:	\$20.00 per hour

2nd Story Theater Rental Rates: Theater rental fees include use of full seating (170), existing stage, concession area/ ticket box office during all scheduled performances and rehearsals. Two-hour minimum rental required

	Non-Profit Rate	Commercial Rate
Performance/Rehearsals	\$20.00 per hour	\$25.00 per hour
Refundable Damage Deposit	\$50.00	\$50.00
Application Fee	\$20.00 per day	\$25.00 per day
<i>Must be received with application to hold dates and will be applied to rental fees and will be forfeited in the event applicant cancels the event.</i>		
Dressing Rooms:	\$20.00 per hour/room	\$25.00 per hour/room
Staff Fees: Mandatory for all events requiring house audio or lighting equipment		
Lead Technician:	\$20.00 per hour	

Policies and Guidelines for Use of the Playhouse

1. The Community Resources Department reserves the right to assign additional staff members, police, fire personnel or require security guards if necessary to insure the smooth and safe operation of the playhouse.
2. The City will not provide for box office attendants, ushers, or stage managers. The House Manager is assigned to specific duties and is not responsible for any production work.
3. The assigned technicians will operate all house lighting and audio systems, unless specific arrangements are made two (2) weeks prior to rental. Groups renting the playhouse may not operate any house technical equipment without the written permission from the Recreation Supervisor.
4. Insurance: Unless greater coverage is requested, renter agrees to furnish the City of Hermosa Beach a certificate of insurance for \$1 million comprehensive general liability insurance covering the entire period of this permit, naming the City of Hermosa Beach, its officers, agents, and employees as additionally insured. Renter waives all claims against the City of Hermosa Beach, its officers, agents and employees, for fees or damage caused by, arising out of, or in any way connected with the exercise of this permit.

** If insurance is needed it may be purchased subject to availability from the City. You must make a request for insurance at least two (2) weeks prior to event date in writing on a separate application. The fees will be assessed based on attendance, duration of event and type of usage.

5. Renter is responsible for all damages to the Hermosa Beach Playhouse or the Pier Avenue 2nd Story Theater, caused by, arising out of, or in any way connected to this event.
6. All members of the Community Resources Department or other responsible City employees are empowered by the City to use all necessary means to enforce these rules.

7. The City reserves the right to terminate the contract with the renter at any time without advance notice and on cause deemed sufficient by the City.

House Rules

1. There will be no food or drink in the theater or on the stage at any time. Beverages are allowed in the interior lobby and exterior lobby area only.
2. No jumping up or down from the stage to the theater floor; stair units have been provided. Any stunts or potentially hazardous activities must be approved prior to rental of the theater.
3. Renter and crew are not permitted to walk on the catwalks or have access to the control booth.
4. Loading and unloading will be done through the rear entrance of the theater; no sustained parking on the ramp is permitted unless approved by the Recreation Supervisor.
5. Smoking is strictly prohibited in the building lobby, theater, and foyer.
6. Renter is responsible for conducting an orderly event and at the conclusion must remove all stage, sets, equipment, costumes, tickets, and supplies from the theater.

Payment Procedures:

1. All fees are due two weeks prior to arrival. This includes rental fees, staff fees, damage deposit, clean up fees, and insurance premiums.
2. All payments must be in the form of Cashiers Check, Cash, Credit Card or Money Order. The payments are made payable to "City of Hermosa Beach".
3. Refund of damage deposit fees not utilized will be returned and mailed 4-6 weeks after the event.

Cancellation Policy:

1. All cancellations received in writing two (2) weeks prior to the company's arrival will receive a full reimbursement of all fees paid less application fee.
2. All cancellations received in writing in less than two (2) weeks of the company's arrival the company will forfeit all rental fees, staff fees, and application fees.

Special Services:

1. A 6-foot ebony Grand Piano is available to playhouse renters for a fee of \$100.00 per day. Arrangements for piano rental can be made with City staff, however, all payments should be made to Hermosa Arts Foundation.
2. Upon request, the house will provide a concession stand with drinks only. The proceeds benefit the Hermosa Arts Foundation. (Playhouse only)
3. The Playhouse lighted marquee may be available for advertisement. The renter may have one (1) week of promotion for \$50.00, please complete the attached supplemental application.

THEATER RENTAL APPLICATION
710 PIER AVENUE, HERMOSA BEACH, CA 90254

Please print or type

- 1. Facilities Requested: Please check appropriate box
 - Hermosa Beach Playhouse-502 Seat
 - Pier Avenue 2nd Story Theater-170 Seat

- 2. Applicant Information:
 - Name of Individual/Organization/Business: _____
 - Contact Name: _____
 - Contact Day Number: _____ Evening Number: _____
 - Address: _____
 - Email: _____
 - Commercial/For Profit
 - Non-Profit, Tax ID # _____

- 3. Event Information:
 - Title of Event: _____
 - Type of Event: Please check appropriate box
 - Theatrical Production
 - Film Premiere
 - Choral Performance
 - Other: _____

Total estimated attendance, including performers per performance day: _____

- 4. Promotion (Hermosa Beach Playhouse only)
 - Playhouse Marquee NO YES

An additional application is required and a \$50.00 fee will be applied to contract.

- 5. Are you videotaping a theater performance/ event? Please circle NO YES

- 6. Insurance is MANDATORY for all events held at the Hermosa Beach Playhouse and the Pier Avenue 2nd Story Theater. Please check appropriate box.
 - We request to be added to the City of Hermosa Beach insurance policy and will pay the additional fees as required based on the classification of the event.
 - We will supply our own liability insurance with a minimum of \$1 million coverage naming the City of Hermosa Beach, its agents, officers, and employees as additionally insured.

7. Dates Requested:

Please indicate all dates you will need the theater, dressing rooms, and ticket booth including all set load in and load out days. A theater house manager is required and will be scheduled for each hour the theater is utilized. Theater technicians will be scheduled for all activities that require the use of house lighting or sound equipment.

Activity	Date(s)	Hours	Facilities Requested
Load in/load out			<input type="checkbox"/> Theater <input type="checkbox"/> Dressing Rooms: quantity _____ <input type="checkbox"/> Ticket Booth <input type="checkbox"/> House Manager (Required) <input type="checkbox"/> Audio Technician <input type="checkbox"/> Lighting Technician
Rehearsal Days			<input type="checkbox"/> Theater <input type="checkbox"/> Dressing Rooms: quantity _____ <input type="checkbox"/> Ticket Booth <input type="checkbox"/> House Manager (Required) <input type="checkbox"/> Audio Technician <input type="checkbox"/> Lighting Technician
Performance Days			<input type="checkbox"/> Theater <input type="checkbox"/> Dressing Rooms: quantity _____ <input type="checkbox"/> Ticket Booth <input type="checkbox"/> Audio Technician <input type="checkbox"/> Lighting Technician <input type="checkbox"/> House Manager (Required)

Theater Requirements: Please circle

Microphones	NO	YES	quantity: _____	US Flag	NO	YES
Cassette Player	NO	YES		California Flag	NO	YES
CD Player	NO	YES		Projection Screen	NO	YES
Tables	NO	YES		Follow Spot	NO	YES
Quantity Banquet _____				*Additional hourly fee for operator applies		
Quantity Round _____				Baby Grand Piano		
Chairs	NO	YES	quantity: _____	NO	YES (additional fee \$100.00)	
Podium	NO	YES		Concessions	NO	
					YES (time requested _____)	

Special Accommodations: Subject to approval

All equipment, backdrops, sets and props must be received in writing and authorized by the Recreation Supervisor two weeks prior to installation. **NO EXCEPTIONS.**

Organization assumption of risk and release of liability:

On behalf of our organization we agree to assume all risks for injuries arising out of, or resulting from, the use of the City of Hermosa Beach Playhouse and/or personal property located thereon, and further agree to make no claim whatsoever for injuries out of, or resulting from, the use of any City buildings, grounds, real property or personal property located thereon. We shall be personally responsible on behalf of our organization for any damage the occupancy of said premises by our organization. We agree to abide by and enforce the rules, regulations and policies of the City of Hermosa Beach.

Please note, that the theater doors will be opened only if payment is received two weeks prior to the event in the form of a Cashier's Check, Cash, Credit Card or Money Order. I have read and agree to the attached playhouse rental policy and house rules.

Signature of Applicant

Date

Applicant Name (please print)

Phone Number

Approved by:

Department of Community Resources

Date

Certificate of Insurance

YES

NO

Date Received

Company

Policy Number
