

February 28 2007, 2007

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

Regular Meeting of
March 6, 2007

Second Story Theatre Staff Fee Proposal

Recommendation

Staff recommends Commission approve additional fee to cover cost of City staff on-duty during Second Story Theatre rentals at a commercial rate of \$20 per hour and non-profit rate of \$10 per hour.

Background

The Community Center Second Story Theatre (Room 7) has recently been renovated by the Hermosa Arts Foundation (HAF). Spear-heading the project was Hermosa Arts Foundation member, Angelo Masino. The renovations included painting, as well as, installation of sound and theatrical lighting equipment valued at \$5,000. The City spent \$6,000 upgrading seating accommodations. Prior to the renovation, theatrical lighting and sound equipment was not offered to renters, consequently, the room charge did not require a staff presence to monitor user groups. Now that the room has been renovated and thousands of dollars of equipment has been installed, it is important for the City to implement mandatory staff rates to ensure that the room is being supervised at all times.

HAF has expressed concern over the staff fees, insisting that staff not be required for their productions. Staff feels strongly that the investment must be protected. City facilities are never left unsupervised when used by rental groups.

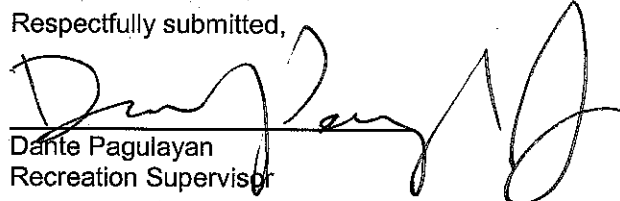
Alternatives:

- A. Implement mandatory staff fees with a commercial and non-profit rate.
- B. Do not implement a staff cost, but increase the hourly rate for both commercial and non-profits to include the staff fees.

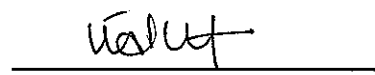
Attachments:

- A. Theatre policy use for the Second Story Theatre.

Respectfully submitted,


Dante Pagulayan
Recreation Supervisor

Concur,


Lisa Lynn
Community resources Director

THEATER FACILITY USE POLICY

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 2006 and located at the Community Center, this 99-seat theater is an intimate venue that offers fixed seating, ticket window, 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 our
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 Security 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 or reschedules the event.</i>		
Dressing Rooms	\$20.00 per hour/room	\$25.00 per hour/room
Playhouse Marquee (subject to availability)	\$50.00	\$50.00

Minimum required staffing:

Fees

House Manager:	\$15.00 per hour REQUIRED
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 or reschedules the event.</i>		
Dressing Rooms:	\$20.00 per hour/room	\$25.00 per hour/room

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 ensure 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." Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII.
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, security 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.
3. Any additional rental hours or staff fees incurred will be deducted from the security deposit.

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. A Panasonic DLP Based Projector is available to Playhouse renters for a fee of *\$250 per day*. Any request for the use of the projector requires a Light Technician (\$20 per hour).
3. A cyclorama is available to Playhouse renters for a fee of \$100 per day.