

# Memorandum



CITY OF DALLAS

DATE October 14, 2011

TO Honorable Members of the Arts, Culture & Libraries Committee:  
Ann Margolin (Chair), Delia Jasso (Vice Chair), Tennell Atkins, Vonciel Jones Hill, Jerry Allen

SUBJECT Progress Report on the City Performance Hall

Attached you will find material for the "Progress Report on the City Performance Hall" briefing that will be presented to the committee on Monday, October 17, 2011.

If you have questions or need additional information, please let me know.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata  
Interim Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Rosa A. Rios, Acting City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
C. Victor Lander, Administrative Judge  
A.C. Gonzalez, First Assistant City Manager  
Ryan S. Evans, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Office  
Helena Stevens-Thompson, Assistant to the City Manager



**Office of Cultural Affairs**  
CITY OF DALLAS

# **Progress Report on the City Performance Hall**

**Briefing to the Arts, Culture & Libraries Committee  
October 17, 2011**





# Purpose of the Briefing

- Provide project status report of the City Performance Hall, currently under construction in the Dallas Arts District.
- Provide an overview of the scheduling / booking process developed in consultation with facility stakeholders.



# Background Summary

The City Performance Hall is one of five venues included in the Dallas Center for the Performing Arts Master Plan

- Winspear Opera House
- Wyly Theater
- Annette Strauss Square
- Sammons Performance Park
- City Performance Hall

A development agreement with the Dallas Center for the Performing Arts Foundation was authorized on 9/28/2005

- Foundation developed four venues (AT&T Performing Arts Center)
- City designing and constructing the City Performance Hall



- Need for the facility identified in the Master Planning process for the performing arts center
  - Referred to as the “third venue”
  - Conceived to serve the needs of small and medium arts groups reflecting the diverse communities of Dallas
- Inclusion in the Master Plan received broad support from the cultural community



- Performing arts facilities developed through public/private partnership with the Dallas Center for the Performing Arts Foundation
  - \$68 million -- City bond contribution for land acquisition, infrastructure, Annette Strauss Square & City Performance Hall (1995, 1998, 2003 & 2006 Bond Programs)
  - \$330 million -- Foundation private sector support for Winspear Opera House, Wylie Theater, Sammons Park, 2 underground garages



- City Performance Hall represents the largest public sector contribution to the public/private partnership responsible for the development of the performing arts center
- 2003 Bond Program
  - \$2.25 million to for program and design
- 2006 Bond Program
  - \$38.2 million for design and construction of Phase I



City Performance Hall



## Project Development

- Programming 2004-2006
- Design (Conceptual, Schematic) 2006-2008
- Construction 2009-present
- Opening September 2012



## Programming Phase

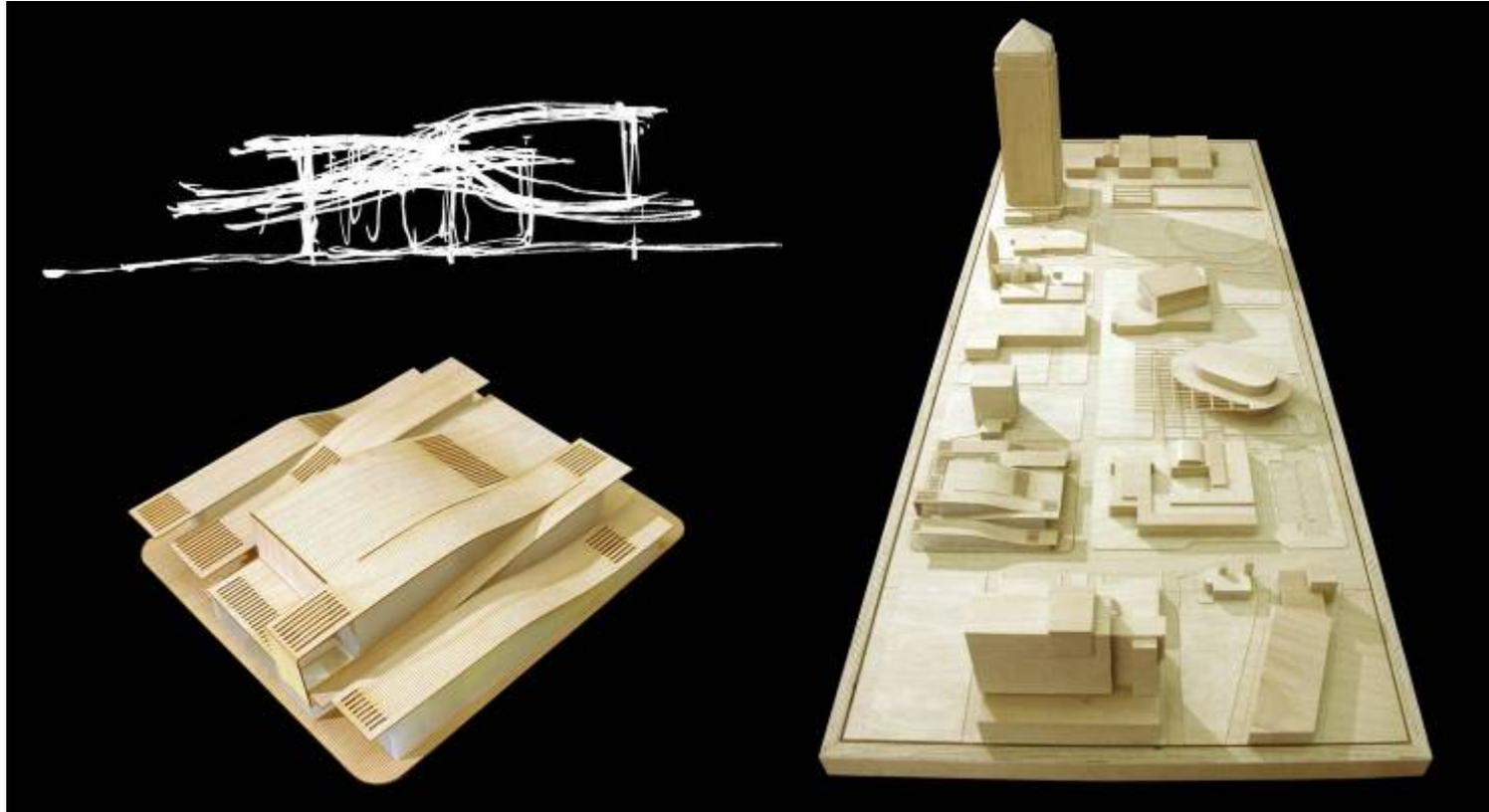
- Began June 2004
- Programming process included over 70 arts groups
  - Identified need for 124,000 sq. ft. facility that included a 750-seat theater, two flexible theaters, with full complement of public and support spaces
  - Conceived to be implemented in multiple phases



- To create a village for the arts
- To strengthen the urban character of Downtown Dallas
- To provide a sustainable facility
- To provide a visually compelling Phase One configuration
- To provide a strong entry experience at Flora Street
- To provide efficient and economical space for users and visitors
- To allow for future expansion



# Conceptual Design

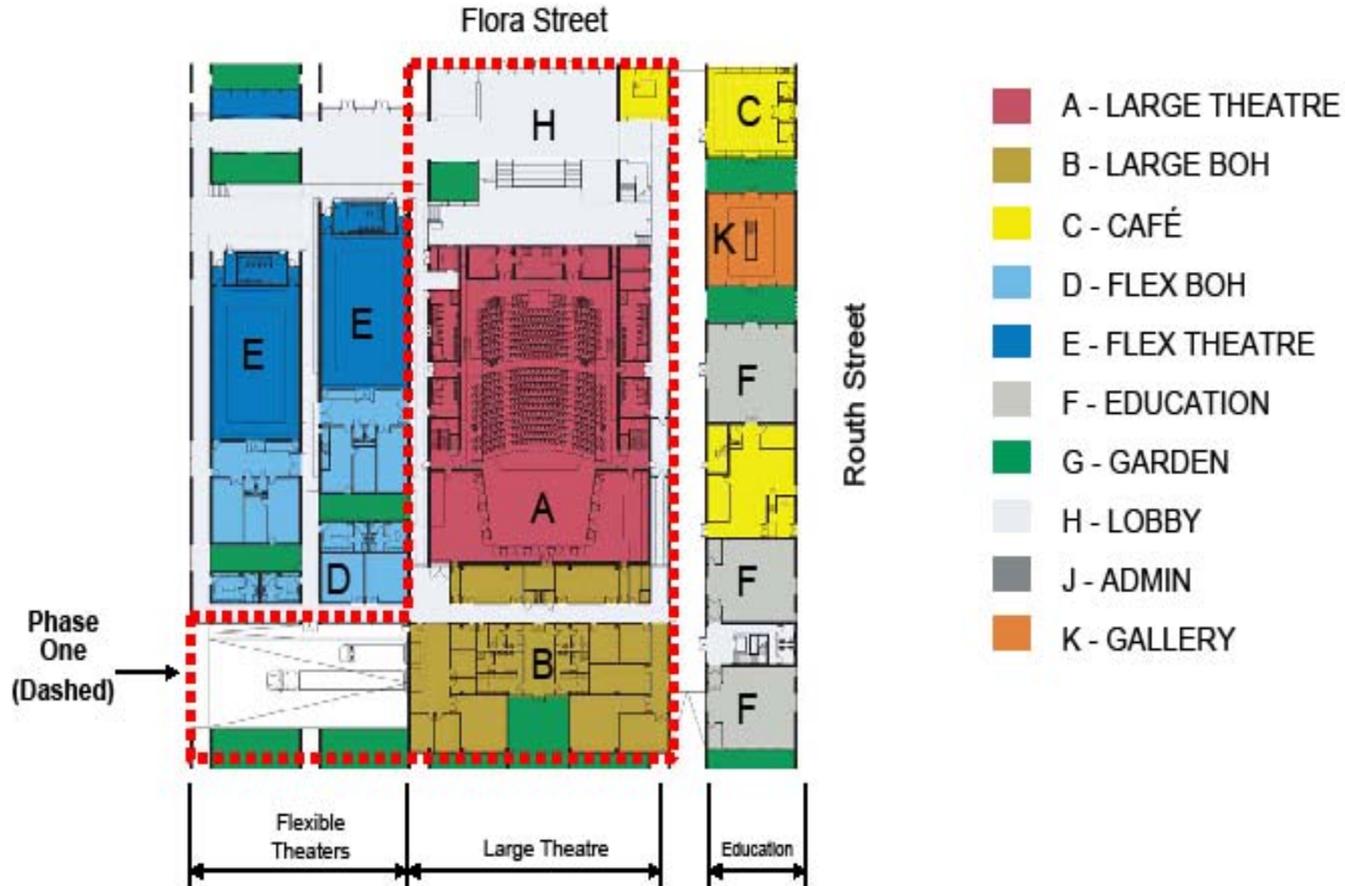




- Development of the floor plans for the “linear pavilions” with all the programmatic room requirements for the large theater, flexible theaters and rehearsal/education space
- Delineated the first construction phase (60,000 sq. ft), the 750-seat theater approved in the 2006 Bond Program
- Completion of the full 124,000 sq. ft. program supported in future bond programs



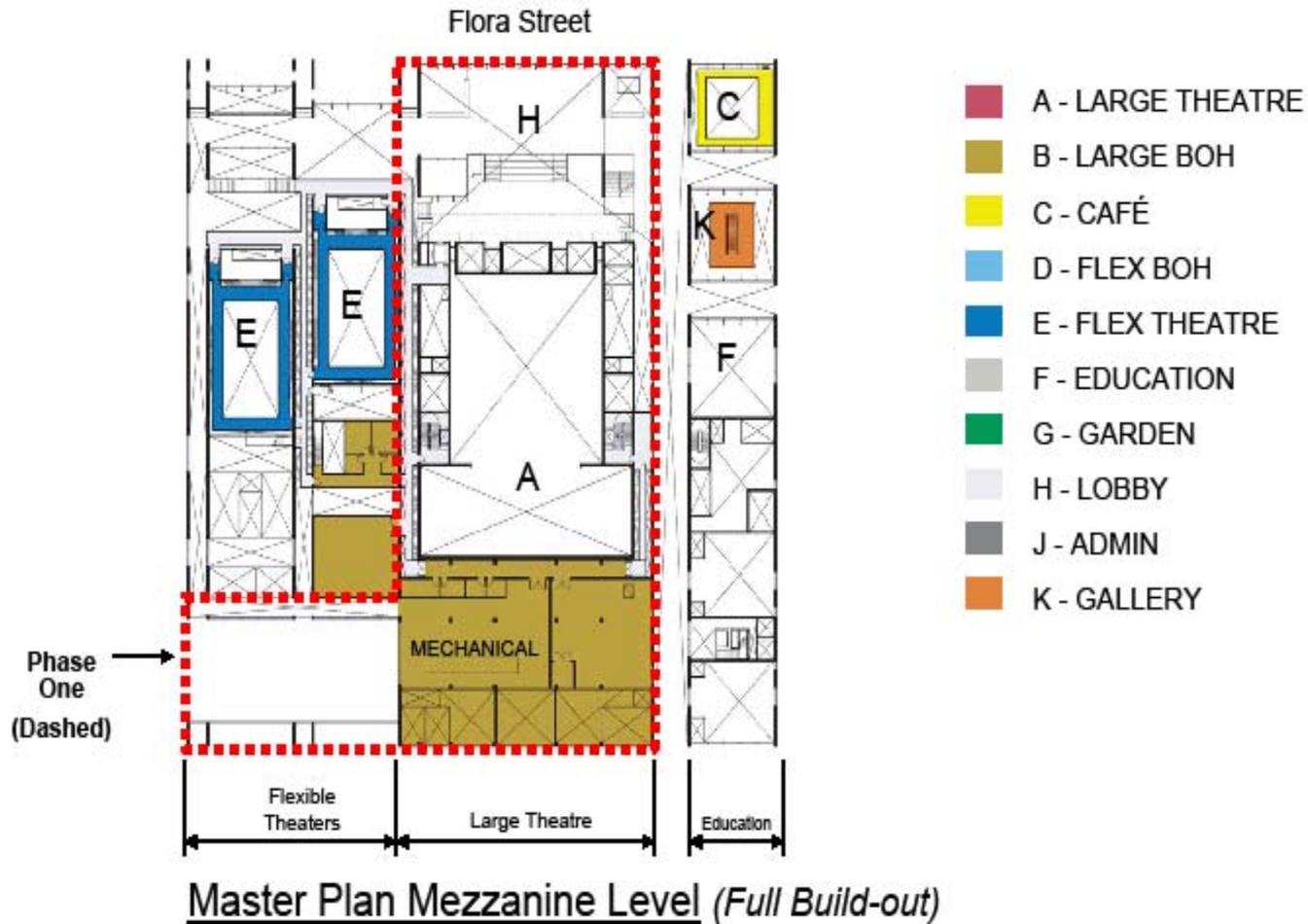
# Schematic Design / All Phases



Master Plan Ground Level (Full Build-out)

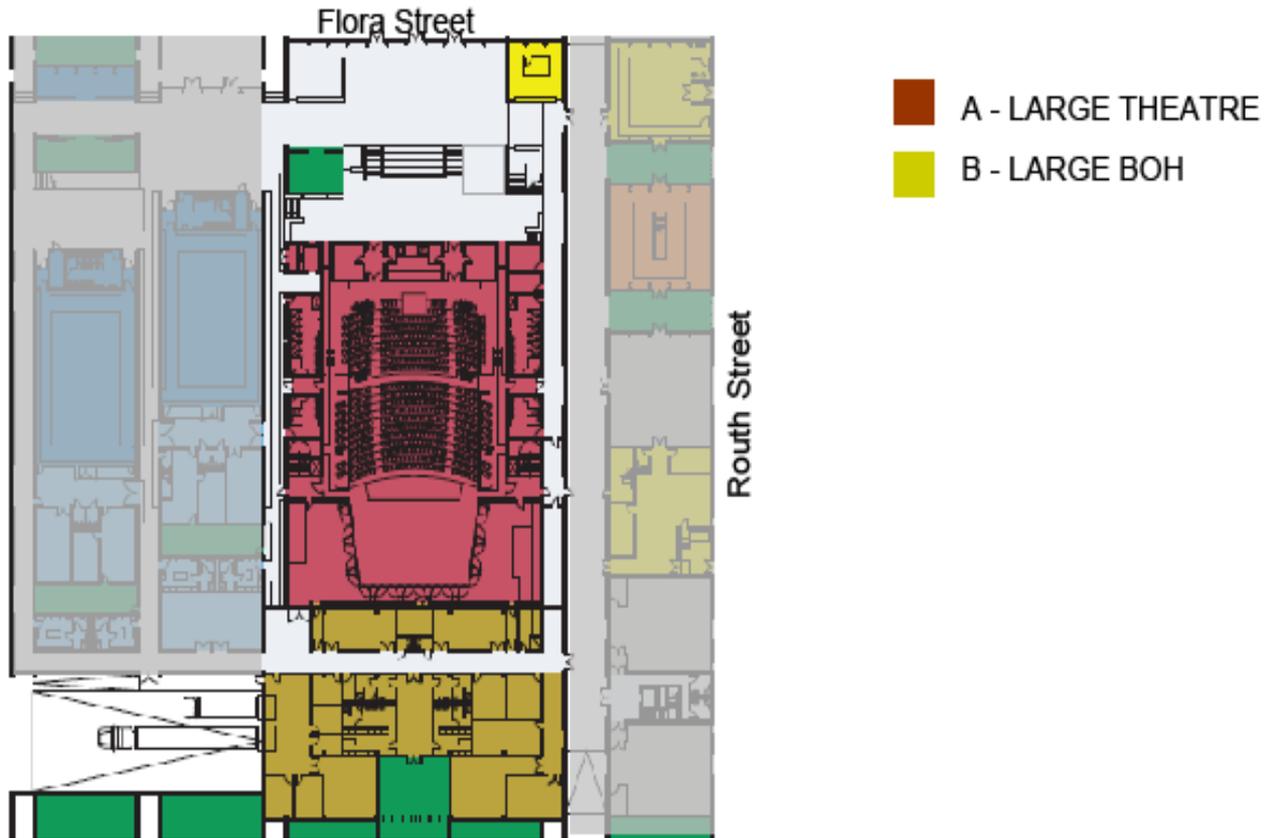


# Schematic Design / All Phases





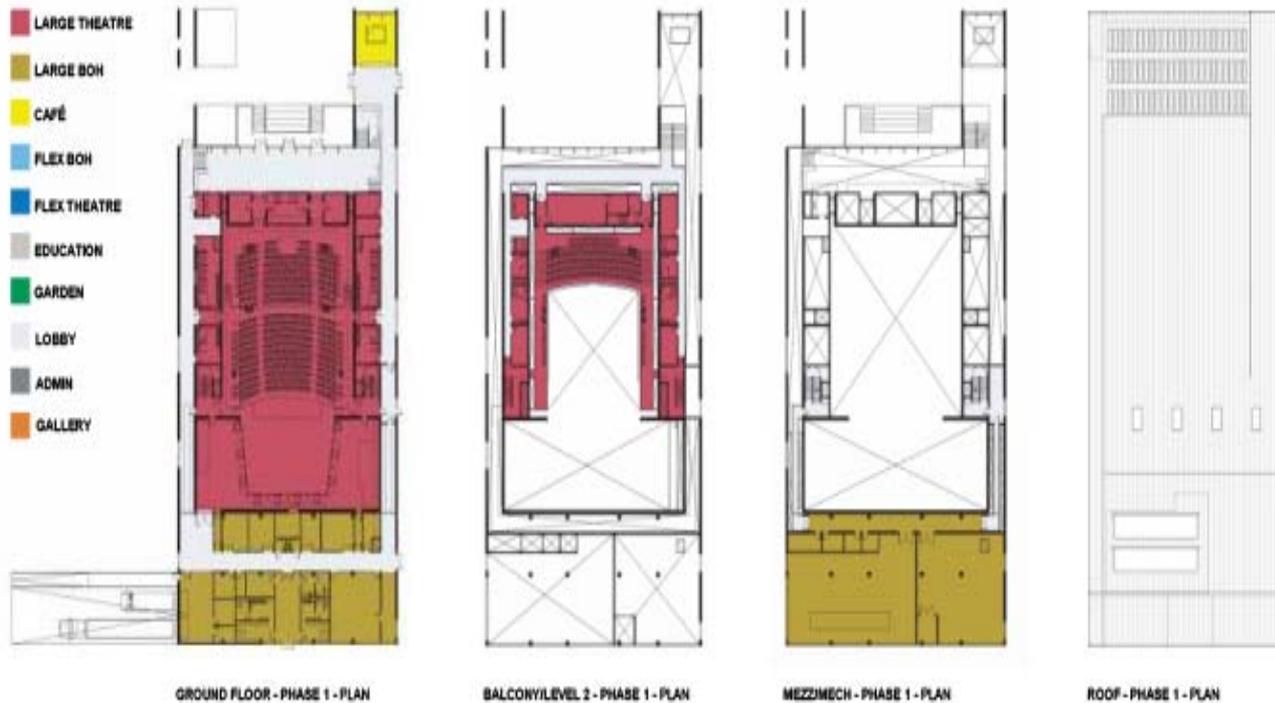
# Schematic Design / Phase I



Phase 1 - Ground Level Plan

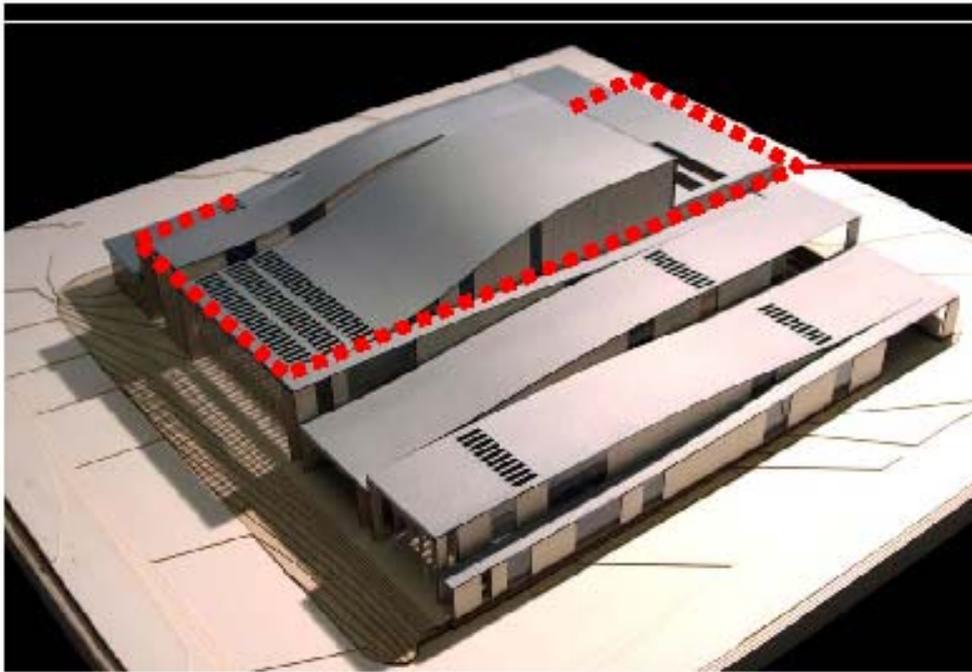


# Schematic Design / Phase I

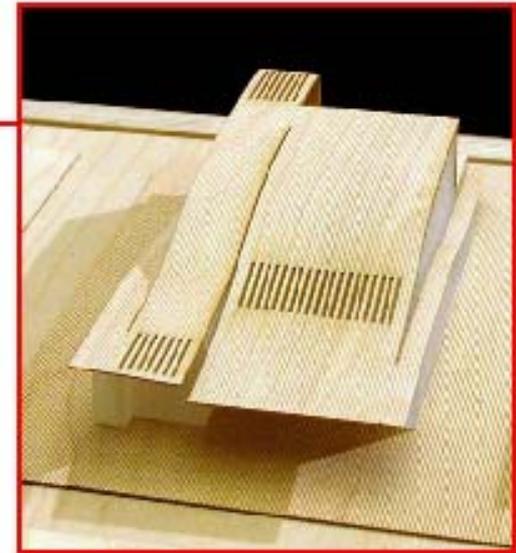




# Design Development / Phase I



**Master Plan**



**First Phase**  
**2006 Bond Program**



# Design Development / Phase I



Flora Street Entry



Performance Hall Chamber



- City Council approved Construction Manager At-Risk Guaranteed Maximum Price (GMP) construction contract to McCarthy Building Companies on April 22, 2009 (CR 09-1106)
  - Construction trade contracts procured to construct the building within the established GMP
- City Performance Hall construction schedule coordinated with the AT&T PAC Silver Garage (privately funded and located below the City Performance Hall)



The project being constructed includes:

- Full lobby fronting Flora with event mezzanine
- Wood floors
- Theater seating (750 seats in two levels, orchestra & balcony)
- Stage pit
- Stage lighting and controls
- Performance audio and video system
- Concert enclosure and acoustical reflector panels
- Stage rigging and drapery system
- Motorized acoustical banners

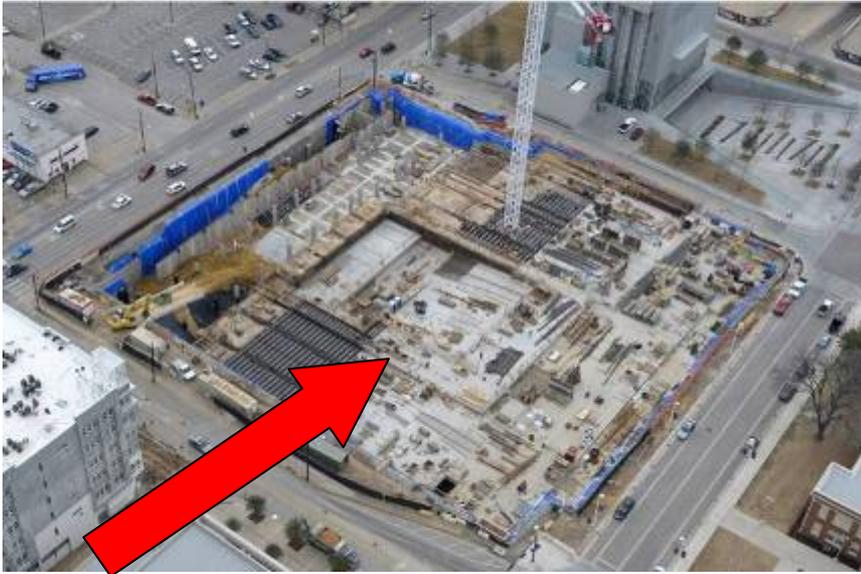


As of September 2011:

- Construction is 70% completed.
- Poured in place concrete structure is 90% complete.
- Roofing system is 85% complete.
- Masonry is 95% complete.
- Electrical is 70% complete.
- Sprinklers are 70% complete.
- Plumbing piping is 50% complete.



- Mechanical system chillers and air handling units are installed. The mechanical distribution system will start once the roof has been installed.
  - Ductwork is 60% complete.
- The glass curtain wall systems commenced in June 2011 and is 50% complete.
- On track for enclosure in January 2012.



**January 2010 Aerial**

**Slope of Audience Chamber  
already noticeable**



**February 2011 Aerial**

**Phase I building nearing topping-  
out**



View from the intersection of Routh & Flora in October 2011



View from the intersection of Routh & Ross in October 2011



View of Lobby In October 2011





## Completion Schedule

- May 2012 Substantial Completion
- September 2012 Opening
- September 2012-  
August 2013 Inaugural year



# Facility Operations

- Office of Cultural Affairs to manage the facility (cultural centers model)
- No resident organizations; facility available to multiple users
- Establish a “user council” for ongoing review of operations with representatives from the organizations that are using the facility
- FY11-12 approved budget staffing plan is for 45 hours / week
  - Manager
  - Event Coordinator
  - Office Assistant
  - 2 Theatre Technicians
  - Part-time ushers for events
- Additional staff may be added in future years as use of the space increases



# FY 11/12 Proposed Operations

EXPENSES	FY11/12 Partial Year
Personnel	\$89,853
Security & custodial	\$34,205
Utilities	\$33,000
Other	\$70,323
Total	\$227,381

REVENUE	FY11/12 Partial Year
Billable charges <small>(personnel, security, custodial)</small>	\$12,019
Rental fees	\$8,381
Facility fees	\$2,595
Total	\$22,982



# FY 12/13 Proposed Operations

EXPENSES	FY12/13 Full Year
Personnel	\$271,222
Security & custodial	\$97,927
Utilities	\$66,000
Other	\$59,780
Total	\$494,929

REVENUE	FY12/13 Full Year
Billable event charges <small>(security, ushers, etc.)</small>	\$96,155
Rental fees	\$145,136
Facility fees	\$32,400
Total	\$273,692



- Developed reservation and booking process in consultation with potential users through a series of meetings through June-August 2011.
  - Groups included Anita Martinez Ballet Folklorico, Greater Dallas Youth Orchestra, Lone Star Wind Orchestra, Metropolitan Winds, Orchestra of New Spain, Shakespeare Dallas, Turtle Creek Chorale
- Announced reservation process through blast e-mails, press release, and postcard distribution:
  - Deadline for first round of reservation requests 10/1/2011
  - Reservations for inaugural season (Sept 2012/Aug 2013) are now open on a first-come, first-serve basis
  - Policies, rental rate sheet, and reservation forms posted at <http://www.dallasculture.org/cityPerformanceHall.asp>



## Booking Process (cont.)

The following guiding principles will be used to schedule the CPH:

- Dallas-based small and midsize organizations that reflect the diversity and vibrancy of the cultural sector of our community will have priority access to scheduling the facility
- Year-round access to a varied selection of arts and cultural programs that include music, dance, theater, film, video, lectures, etc.
- Effective use of the facility, both in terms of the days booked and the audiences that will be served.
- Publicly-accessible programs will have priority over private events (galas) or corporate rentals



## Booking Process (cont.)

- System of “Tiers” to prioritize access to the calendar in the reservation process
- Multiple factors for consideration
  - Dallas-based
  - 501(c)(3)
  - Size of organization (operating budget)
    - Small = < \$250K
    - Medium = \$250-\$1M
    - Large = > \$1M
  - Full season at CPH or some events @ CPH
  - Existing access to a performing space anywhere in Dallas



# Booking Process (cont.)

## Tier I (Small without space, full season)

- Dallas-based
- 501(c)(3)
- Arts & cultural mission
- Operating income < \$250K
- Access to performing space
  - No ownership of performing facility
  - No long-term agreement for performing facility
  - No committed access to a performing facility (priority access, resident status, etc.)
- Full season at CPH

## Tier II (Medium without space, full season)

- Dallas-based
- 501(c)(3)
- Arts & cultural mission
- **Operating income \$250K to \$1M**
- Access to performing space
  - No ownership of performing facility
  - No long-term agreement for performing facility
  - No committed access to a performing facility (priority access, resident status, etc.)
- Full season at CPH



# Booking Process (cont.)

## **Tier III** (Small and Medium without space, some events)

- Dallas-based
- 501(c)(3)
- Arts & cultural mission
- **Operating income \$0 to \$1M**
- **No access to performing space**
  - No ownership of performing facility
  - No long-term agreement for performing facility
  - No committed access to a performing facility (priority access, resident status, etc.)
- **Some events of their season at CPH**

## **Tier IV** (Small and Medium with space, some events)

- Dallas-based
- 501(c)(3)
- Arts & cultural mission
- **Operating income \$0K to \$1M**
- **Has access to performing space**
  - Ownership of performing facility
  - Long-term agreement for performing facility
  - Committed access to a performing facility (priority access, resident status, etc.)
- **Full season or some events at CPH**



# Booking Process (cont.)

## Tier V (Large with or without space, full or some events)

- Dallas-based
- 501(c)(3)
- Arts & cultural mission
- **Operating income > \$1M**
- Has or not access to performing space
  - Ownership (or not) of performing facility
  - Long-term agreement for performing facility (or not)
  - Committed access to a performing facility (priority access, resident status, etc.) (or not)
- Full season or some events at CPH

## Tier VI (All Others)

- Arts & cultural nonprofits based outside of Dallas, regardless of their size or access to other space
- Other types of nonprofits, whether or not based in Dallas
- All commercial enterprises



## **Resolving Conflicts** (two or more requests for same date)

- First option is to work with organizations and offer alternate dates
- If that does not work, apply a numerical score to the conflicting requests:
  - Multi-day bookings (30 points)
  - Diversity of programming in the Arts District (25 points)
  - Attendance (25 points)
  - Readiness of organization (15 points)
  - Traditional scheduling (5 points)



## Challenges on “Holds”

- Typical process used for dates that are on the calendar as holds prior to a contract being executed
  - 72 hour response
  - Challenger has to pay the 50% deposit for the date to be challenged
  - Original Holder has to pay 50% deposit to keep the date (25% for smaller groups)
- Dates with signed contracts cannot be challenged



## December Dates

- Annual lottery if multiple requests are received
- Time limit of 7 consecutive days (1 week) or no more than 3 consecutive weekend days (Fri/Sat/Sun)
- Groups should submit their December dates along with the regular requests



### **Single Night Rentals**

- Maximize use of weekend dates with flexible matching of rehearsal / performance dates
- Will require coordination / sharing of light plot and other technical issues

### **Multi-Day, Multi-Week Rentals**

- No more than 21 consecutive days, of which no more than one week / one weekend may be dark



## Facility Reservation Process Step-by-Step

1. OCA announces deadline, posts date request form on website
2. Interested organizations submit request by deadline (Oct 1)
3. OCA reviews all requests using Tier system
4. Dates are placed as HOLDS on the calendar
5. Organizations are notified
6. Contract and cost estimate prepared and sent to Organization



## Booking Process (cont.)

7. Organization signs contract within 10 days and the date is confirmed
  - Deposit to be sent per contract terms (usually 6 months before the first day of the contract, but can be paid anytime before then)
8. If the contract is not returned, the date remains on the calendar as a HOLD until it is requested by another group, in which case the Challenge process is applied
9. Contracts not executed 120 days (4 months) prior to the first date of the rental are null and void; date released and not subject to Challenge process



## Booking Process (cont.)

- After all the October 1 requests are processed, all other requests are reviewed as they are received
- Contact OCA to see if the date is available / on hold / under contract
  - If the date is available, follow steps 5-9
  - If a date is on hold, a Challenge can be instituted
  - If the date is under contract, it cannot be challenged
- For short-term scheduling, turnaround times for contracts and payments will need to be flexible



# Rental & Labor Fees

	Dallas-based nonprofit arts & cultural	Other nonprofits	Commercial / Industrial
Base Rental Performance (6-hr block)	\$1,400	\$1,800	\$2,500
Base Rental Rehearsal, load-in, tech (6-hr block)	\$1,050	\$1,350	\$2,500
Base Rental Full Day (12-hr block)	\$2,000 + O/T	\$2,600 + O/T	\$5,000 + O/T
Base Rental Off Peak (6-hr block)	50% discount	20% discount	Not available
Base Rental Weekly (40-hr block)	\$9,000	\$11,700	\$20,000
Lobby Only (6-hr block)	\$1,000	\$1,800	\$2,500
Staff (event coordinator, light & sound technicians)	Included	\$25/hr	\$25/hr



Office of Cultural Affairs  
CITY OF DALLAS

# September 2012 Opening of Phase I



Rendering of Phase I of the City Performance Hall



- Appendix I – City Performance Hall Booking & Reservation Procedures
- Appendix II – Pricing Sheet 2012/2013
- Appendix III – Facility Reservation Form



**Office of Cultural Affairs**  
CITY OF DALLAS

**City Performance Hall**

**Booking and Reservation Procedures**

**Adopted 8/2/2011**

**About the City Performance Hall**

Located in the Dallas Arts District, the City Performance Hall is an optimal space for concerts, recitals, recordings, performances, lectures, meetings and similar events. Owned by the City of Dallas / Office of Cultural Affairs, the City Performance Hall is scheduled to open in September 2012.

The City Performance Hall is available for rental for arts, cultural and other events consistent with the purpose and goals of the facility. These guidelines set forth the procedures to be used for the advance reservation and booking of dates and spaces within the City Performance Hall by both nonprofit and for profit entities.

Requests for the use of the facility shall be directed to the Office of Cultural Affairs, ATTN: City Performance Hall Reservations, 1925 Elm Street, 4<sup>th</sup> Floor, Dallas, TX 75201. Once the facility opens, all requests for the use of the facility shall be directed to the OCA staff manager designated for this facility.

**Guiding Principles**

All efforts will be made to maximize the use of the City Performance Hall by providing as many organizations as feasible with dates for performances and accompanying rehearsals. The following guiding principles will be used to schedule the facility:

- Dallas-based small and midsize organizations that reflect the diversity and vibrancy of the cultural sector of our community will have priority access to scheduling the facility
- Year-round access to a varied selection of arts and cultural programs that include music, dance, theater, film, video, lectures, etc.
- Effective use of the facility, both in terms of the days booked and the audiences that will be served.
- Publicly-accessible programs will have priority over private events (galas) or corporate rentals

**Tiered System for Scheduling**

The City Performance Hall will be operated as a multi-user facility without designated resident companies. A system of tiers has been devised to prioritize access to the calendar, focusing on small and

midsize organizations as the primary users of the space. This tier system was also designed to accommodate future growth in the cultural sector, allowing for new and emerging organizations to have access to the space in the future and for organizations to grow into their own space outside of the City Performance Hall. The following definitions have been crafted in consultation with the cultural community and will be adopted for the City Performance Hall:

- **Tier I Organizations (Small without Own Space, Full Season)**

An IRS 501(c)(3) nonprofit arts and cultural<sup>1</sup> organization that (a) is based in the City of Dallas<sup>2</sup>; (b) has annual operating revenues<sup>3</sup> under \$250,000; (c) does not own its facility or have a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present 80% or more of their regular season<sup>4</sup> at the City Performance Hall. Community Artists Program roster artists (both individual artists and non-incorporated artists groups), if self-producing an event, shall be considered as a Tier I organization for scheduling purposes.

- **Tier II Organizations (Mid-Size without Own Space, Full Season)**

An IRS 501(c)(3) nonprofit arts and cultural organization that (a) is based in the City of Dallas; (b) has annual operating revenues between \$250,001 and \$1 million; (c) does not own its facility or have a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present 80% or more of their regular season at the City Performance Hall.

- **Tier III Organizations (Small and Mid-size without Own Space, Some Events)**

An IRS 501(c)(3) nonprofit arts and cultural organization that (a) is based in the City of Dallas; (b) has annual operating revenues under \$1 million; (c) does not own its facility or have a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present a selected / limited number of events in the City Performance Hall and the balance of their season at other locations in the City of Dallas.

- **Tier IV Organizations (Small and Mid-size with Own Space, Full Season or Some Events)**

An IRS 501(c)(3) nonprofit arts and cultural organization that (a) is based in the City of Dallas; (b) has annual operating revenues under \$1 million; (c) owns its facility or has a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present any part of their regular season at the City Performance Hall.

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<sup>1</sup> For purposes of these guidelines, “Arts and cultural organizations” shall be defined as those organizations whose primary mission is to present or produce programs of artistic or cultural content, including theater, music, dance, film, video, literature, storytelling, museums, heritage, folklife, visual arts, and the humanities.

<sup>2</sup> For purposes of these guidelines, “based in the City of Dallas” will be determined by (1) street address of the organization’s main administrative office or headquarters, and (2) the address shown on the most recent IRS 990 Form.

<sup>3</sup> For purposes of these guidelines, “annual operating revenues” shall be calculated using the organization’s most recently completed financial audit or IRS 990 Form.

<sup>4</sup> For purposes of these guidelines, a “season” shall be defined as the year-round program of public programs or events offered by the organization in the City of Dallas, excluding school-based programs. If an organization presents only one or two events a year (i.e., a festival or heritage celebration), these two events shall be considered the “season” for purposes of these guidelines.

- **Tier V Organizations (Large with or without Own Space, Full Season or Some Events)**  
An IRS 501(c)(3) arts and cultural nonprofit organization that is (a) based in the City of Dallas; (b) has annual operating revenues over \$1 million; (c) owns its facility or has a long-term lease or other preferential / committed access to a performing facility; and (d) who plans to present any part of their regular season at the City Performance Hall.
- **Tier VI Organizations**  
All other types of organizations, including (a) arts and cultural nonprofits based outside of the City of Dallas; (b) other types of nonprofits, based in or outside of the City of Dallas; (c) for-profit enterprises, based in or outside of the City of Dallas. If a conflict exists between a City of Dallas-based entity and one outside of the City, priority will be given to the organization based in the City of Dallas.

### **Schedule Requests**

Requests to schedule events or activities at the City Performance Hall may be submitted a maximum of 12 months in advance of the beginning of the season. For the inaugural year of the facility, the following schedule will apply:

- |                  |   |
|------------------|---|
| October 1, 2011  | Schedule requests for dates between September 1, 2012 and August 31, 2013 |
| October 15, 2011 | First draft of schedule requests confirmation to organizations            |
| October 30, 2011 | Agreements sent to organizations  |

After November 1, 2011, scheduled requests will be reviewed in the order in which they are received (calendar open to any and all interested parties).

Any facility request received after October 1<sup>st</sup> will be held for consideration after the November 1<sup>st</sup> date.

### **Review of Schedule Requests**

Schedule requests received by the annual deadline will be reviewed in the following order:

1. Tier I and Tier II Organizations
2. Tier III and Tier IV Organizations
3. Tier V Organizations
4. Tier VI Organizations

Organizations may submit hold dates to accommodate the events that they wish to present at the CPH. In crafting their schedule request, the organization should consider (a) load-in and load-out; (b) tech; (c) rehearsal; (d) performance time, including audience ingress and egress; (e) post-event Q&A or other type of activity.

## **Criteria for Resolving Conflicts**

When two or more organizations of the same tier request the same date, all efforts will be made to discuss available dates with the organizations and reach a resolution that is mutually satisfactory. If this is not achieved through alternate scheduling, staff will apply the following criteria to determine which organization's schedule request is approved:

- Maximum utilization of the venue (bookings for three or more days will have priority) (30 points)
- Diversity of programming in the Arts District (artistic disciplines or heritage programs not represented elsewhere in the Arts District) (25 points)
- Attendance (realistic estimate of attendance for the public events; organization's attendance history in other locations will be considered) (25 points)
- Readiness of the organization to execute contract and pay deposit (15 points)
- Traditional booking patterns of the organizations (5 points)

## **Date Challenges**

Once an organization in a lower tier has a confirmed hold and prior to the payment of the deposit (the "Original Date Holder"), if a scheduling request is received from another organization (the "Challenging Organization"), the following challenge process will be used:

1. The Challenging Organization must submit the required deposit [50% of expenses] and execute the Rental Agreement, subject to the release of the dates from the Original Date Holder. [Please note that the Challenging Organization's deposit check will not be cashed immediately, but will be held by the CPH until the challenge is resolved in the 72-hour period; if the challenge is not successful, the check will be returned to the Challenging Organization.]
2. OCA will contact the Original Date Holder to notify them of the date challenge; the Original Date Holder will have 72 hours (3 business days) to pay the appropriate deposit fee and execute the Rental Agreement.
3. If the Original Date Holder does not respond within the prescribed 72 hours, the dates will be released and contracted to the Challenging Organization.
4. If the Original Date Holder responds within the prescribed 72 hours, the organization must (a) execute the Rental Agreement for the entire time period; and (b) provide the deposit to cover the entire time period covered in the Rental Agreement. In cases of a challenge, if the date is more than six months in advance of the event and the Original Date Holder is a Tier I through IV organization, the deposit needed to retain the challenged date is 25%; for all other organizations, the customary 50% deposit will be required.

5. If the Original Date Holder or Successful Challenging Organization cancels the booking after the execution of the Rental Agreement and payment of the deposit, the full deposit amount will be forfeited.

In the event of multiple challenges received for the same date, please note that the challenges will be addressed in the order in which they were received (by date of receipt of the Challenging Organization's deposit and signed Rental Agreement). In the event that two organizations submit a challenge for the same date on the same date, priority will be given to the lowest tier organization (Tier I before Tier II, etc.).

Consistent with best practices in venue management, once a Rental Agreement is signed and the deposit is paid, the date is not subject to challenge.

### **December (Holiday) Dates**

It is anticipated that there will be higher demand than typical for Holiday-related programming during the typical Holiday season, which generally begins immediately after the Thanksgiving weekend and lasts through the end of December. For this time period, bookings may not exceed seven consecutive days (Monday thru Sunday) and may include only 1 weekend. Organizations interested in Holiday dates should submit their request by the October 1, 2011 deadline (for Holiday / December 2012 dates); we anticipate multiple requests for the same dates and will use an annual lottery to schedule Holiday dates.

### **Single Night Rentals**

In order to maximize the use of the space, it is anticipated that single night rentals may require flexibility to schedule. Staff will make all efforts to "match" single-night requests to allow for full weekend utilization; this may require that the "matched" organizations work with a shared light plot, have flexible rehearsal times, shared storage, and may impact the types of sets that can be used. For example, an organization requesting a Friday night rehearsal for a Saturday night performance may be asked to move the rehearsal to Thursday night and be "matched" by an organization that will perform on Friday night and rehearse on Wednesday night. Organizations interested in single-night events are encouraged to look at non-peak times or to partner with another organization.

### **Multi-Day or Multi-Week Events**

Organizations may book no more than 21 consecutive days (three weeks) or three consecutive weekends (Thursday-Saturday) for an extended run. No more than one week / one weekend of this term may be "dark."

### **Facility Reservation Steps – Annual Deadline (October 1, 2011 for the September 2012-August 2013 season)**

1. By the annual deadline, please submit the Facility Request form to the OCA / CPH Manager.

2. The OCA / CPH Manager will review all Facility Request Dates using the Tier System and other policies outlined in these procedures.
3. Dates will be placed as “holds” on the calendar and the organizations will be notified.
4. Based on the information in the Facility Request form, a Cost Estimate and Rental Agreement will be prepared and sent to the organization. CPH staff may need to discuss technical rider and program details with the organization to provide a rental and cost estimate for the event.
5. The Organization will have 10 days from the time of issuance to return the signed Rental Agreement with the deposit to confirm the reservation.
6. If the Organization does not return the signed Rental Agreement after the 10-day period, the date will remain in the calendar as a “hold” and will be open to challenges.
7. Rental Agreements that are not executed 120 days prior to the first day of the rental period shall be null and void; the date(s) will be released from any holds and will be available for other rentals.

**Facility Reservations – After the Annual Deadline (after October 1, 2011 for the September 2012-August 2013 season)**

1. Contact the CPH Manager by phone or email to check on date availability. [Please note that availability information will be provided after the date requests received by October 1, 2011 are processed].
2. If an available date is found and agreed upon, the Organization will be asked to submit the Facility Request Form within 48 hours. The date will be placed as a “hold” on the calendar for 48 hours.
  - a. Upon receipt of the Facility Request Form, CPH staff will discuss technical rider and program details with the organization to provide a rental and cost estimate for the event.
  - b. Based on the discussion with the organization, a Rental Agreement will be prepared and sent to the organization.
  - c. The Organization will have 10 days from the time of issuance to return the signed Rental Agreement with the deposit to confirm the reservation.
  - d. If the Organization does not return the signed Rental Agreement after the 10-day period, the date will remain in the calendar as a “hold” and will be open to challenges.
  - e. Rental Agreements that are not executed 120 days prior to the first day of the rental period shall be null and void; the date(s) will be released from any holds and will be available for other rentals.
3. If no available dates are found, and the Organization wishes to challenge a date, CPH Manager will implement the Challenge Process as outlined in these guidelines. A Facility Request Form must be

completed immediately in order for CPH Staff to develop a Rental Agreement and determine the deposit amount. Challenges will not be processed without a Facility Request Form.

### **Short-term Scheduling**

In the event that a reservation is requested for an event that is for a date closer than 30 days, the turnaround times for forms, signed agreements and payments will be determined at the sole discretion of the CPH Manager.

### **Periodic Review of the Reservation Procedures**

The City Performance Hall Booking and Reservation Procedure will be reviewed periodically by a task force of User Groups. During the initial years of CPH operations, it is expected that these procedures will require periodic revisions and fine-tunings.

**City Performance Hall  
Pricing Sheet 2012/2013**

**Effective 8/2011**

**Summary of Facility Rental and Labor Fees**

	<b>City of Dallas-based Nonprofit Arts &amp; Cultural Organization</b>	<b>Other Nonprofits</b>	<b>Commercial / Industrial</b>
Base Rental / Performance (6-hour block)	\$1,400	\$1,800	\$2,500
Base Rental / Rehearsal, load-in, tech (6-hour block)	\$1,050	\$1,350	\$2,500
Base Rental Full Day (12-hour block)	\$2,000 + staff overtime	\$2,600 + staff overtime	\$5,000 + staff overtime
Base Rental / Off-peak discount	50% discount on regular rate	20% discount on regular rate	Not available
Base Rental / Weekly rate (40-hour block)	\$9,000	\$11,700	\$20,000
Lobby only (6-hour block)	\$1,000	\$1,800	\$2,500
Pre-event hang	\$150/hr	\$150/hr	\$150/hr
Staff / Event coordinator	Included in base rental	\$25/hr	\$25/hr
Staff / Theater technicians (one lighting, one sound)	Included in base rental	\$25/hr	\$25/hr
Staff overtime	1.5 x hourly rate	1.5 x hourly rate	1.5 x hourly rate
Cleaning fee (theater performance)	\$200	\$200	\$200
Cleaning fee (rehearsal, load-in, tech)	\$100	\$100	\$100
Cleaning fee (galas, lunches, other)	Cost	Cost	Cost
Ushers	\$12/hr	\$12/hr	\$12/hr
Security	\$16/hr	\$16/hr	\$16/hr
Stagehands	Outsourced	Outsourced	Outsourced
Facility preservation fee	\$1.50 per ticket sold; \$1 student shows; Flat fee for non- ticketed events	\$2.50 per ticket sold; \$1 student shows; Flat fee for non- ticketed events	\$2.50 per ticket sold; \$1 student shows; Flat fee for non- ticketed events

Please see pages 2-3 for additional information on fees and charges  
*Proof of nonprofit status required for nonprofit rates*

**Facility Rental and Labor Fees**  
**Additional Information**

The Base Rental is the basic fee that pays for the use of the City Performance Hall for the allotted amount of time, utilities, along with basic lighting and sound equipment. The rental fee does not include labor, cleaning fee, ushers, security, preservation fee, and special lighting and sound equipment.

Fee / Charge	Description
Base Rental / Performance (6 hour block)	Exclusive use of the theater, lobby and support spaces for a 6-hour continuous block (generally 8-2 or 5-11 p.m., specific times can be negotiated subject to personnel availability). Additional hours over the 6-hour block: \$200/hr billed in 30 minute increments plus staff overtime if applicable.
Base Rental / Load-in, Tech, Rehearsal (6 hour block)	Exclusive use of the theater and support spaces for load-in and tech, rehearsal for a 6-hour contiguous block. Additional hours: \$150/hr billed in 30 minute increments plus staff overtime if applicable.
Base Rental / Full Day (12 hour block)	12 consecutive hours, between the hours of 7 a.m. and midnight. Can be used for load-in, tech, rehearsal (exclusive use of the theater). If the organization wants to use a 12-hour day for load-in, tech, rehearsal and performance, please note that a minimum of 4 hours will have to be used for tech subject to the approval of the CPH Technical Director.
Base Rental / Off-Peak Discounted Rates	50% discounted rate of base rental fees for non-peak use times, which are defined as follows: (1) Tuesdays and Wednesdays (all year); (2) any date from January 5-31; (3) any date from July 1-31 and August 1-31. City Holidays and furlough days excluded; overtime labor fees may apply.
Base Rental / Weekly Rate	Exclusive use of the theater with 40-hour access (schedule to be worked out with the organization, Monday through Sunday). No other events will be booked at the theater during the week; events may be booked in the lobby if they do not conflict with the organization's use of the space (pre-agreed upon). No more than three consecutive weeks may be rented at the weekly rate. Staff overtime may apply.
Discounted rates for short-term rentals	Dates that are not booked within 30 days of the day will be available for short-term rental at a 50% discounted rate. Dates on "hold" do not qualify for this discount.
Lobby	Exclusive use of the lobby space for special events held in the lobby. Limited technical support.
Pre-event date hang	Subject to staff and space availability, organizations submitting light plot prior to the load-in may ask for a pre-event hang.
Staff / Event Coordinator & Theater Technicians	A CPH personnel team of one event coordinator and two theater technicians are required for performances and public events (staff for load-in, tech and rehearsal varies and is generally limited to the theater technicians). For City of Dallas-based arts and cultural organizations <u>only</u> , the base rental includes one event coordinator, one lighting technician, one sound technician. For all other renters, labor is billed at \$25/hr per person.
Staff Overtime	CPH personnel are subject to overtime rates of 1.5 times the base rate for hours worked over 8 in one day.
Cleaning Fee / Public Performance	Includes 2 janitorial staff for 6-hour block of time.
Cleaning Fee / Rehearsal	Includes 1 janitorial staff for 6-hour block of time.
Cleaning Fee / Galas, lunches, other events	Cleaning fee for galas, lunches, etc. will be billed at cost.

Fee / Charge	Description
Ushers	<p>Ushers billed at \$12/hr per usher. Call time for Head Usher is 2 hours prior to start time; call time for ushers are 1.5 hours prior to event time. Head Usher will remain onsite during performance and until all patrons have left and the FOH is secured. 50% of all other ushers will remain onsite during performance and until all patrons have left; the other 50% will be released after intermission. User is billed according to these scheduled times.</p> <p>Examples of typical minimum usher charges:</p> <p>\$444 = Estimated cost for 9 ushers for performances using orchestra and balcony level. Additional ushers billed at \$12/hr</p> <p>\$252 = Estimated cost for 5 ushers for performances using the orchestra level only.</p>
Security	<p>Security officers billed at \$16/hr per officer. Call time for Security is 30 minutes prior to start time. Security will remain onsite until all patrons, artists and crew have left and the building (FOH and BOH) is secured. User is billed according to these scheduled times. Additional Security Officers may be scheduled when the Organization requests more than one entry point for BOH; in such instances, a Security Officer will be placed at each entry point as Stage Door positions.</p> <p>Examples of typical security charges:</p> <p>\$224 = Estimated cost for 2 security officers, one stationed front-of-house, one stationed by the stage door for a public performance.</p> <p>\$112 = Estimated cost for 1 security officer stationed by the stage door for a rehearsal.</p>
Stagehands	<p>The City Performance Hall is not a union house, but welcomes organizations that want to work with union stagehands. Organization may provide own stagehands, including trained volunteers; contract with own vendor for stagehands; or ask CPH to contract for stagehands with its own vendor.</p> <p>Please note that CPH reserves the right to require trained or certified stagehands for activities which in our estimation required a trained professional rigger or other specialized stagehand task. If OCA contracts for stagehands, the organization will be billed at cost plus a 10% administrative fee. Please note that the CPH lighting and sound technicians are not stagehands.</p>
Facility Preservation Fee	<p>A per-ticket facility preservation fee will be charged on the following basis:</p> <ul style="list-style-type: none"> <li>▪ \$1.50 City of Dallas-based nonprofit arts &amp; cultural organizations</li> <li>▪ \$2.50 all other nonprofits &amp; commercial</li> <li>▪ \$1 student shows (waived for student shows if tickets are \$5 or less)</li> <li>▪ Non-ticketed events (free events, galas, lunches, etc.) flat fee added to base rental</li> </ul>



## City of Dallas Office of Cultural Affairs

1925 Elm Street, Dallas, TX 75201

214.670.3687

www.dallasculture.org

### CITY PERFORMANCE HALL FACILITY REQUEST FORM 2012/2013

Deadline for initial consideration: 10/1/11

*Thank you for your interest in the City Performance Hall (CPH). All organizations or individuals requesting dates for arts and cultural events at the CPH must complete this form and submit it to the Office of Cultural Affairs. Please review the City Performance Hall Reservation & Booking Procedures before submitting the form. Please note that submission of this form does not guarantee availability of space nor confirm dates and that rental rates, fees and deposits may be required. Upon receipt of this form, OCA staff will review the request, review the facility calendar for availability of space; and inform the applicant of the status of the request. If dates are available, a facility rental agreement will be sent to the applicant for execution. Please note that due to the volume of requests for the use of the CPH, the availability of dates is limited and competitive. PLEASE USE SEPARATE FORMS FOR EACH EVENT.*

Name of Organization			
Organization Address (include city, state and zip code)			
Contact Person			
Contact Person's Title			
Contact Person's email			
Daytime phone		Cell phone	
Emergency contact		Federal ID Number	
Organization website			
Does the organization have current 501(c)(3) nonprofit status? <i>When your date is confirmed, if you are not currently an OCA-supported organization, we will need a copy of your IRS 501(c)(3) letter. This is a requirement for receiving the reduced non-profit rental fee.</i>		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Is the organization based in the City of Dallas?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Please indicate your organization's annual operating revenues for the most recently completed fiscal year		<input type="checkbox"/> Under \$250,000 <input type="checkbox"/> Between \$250,001-\$1 million <input type="checkbox"/> Over \$1 million	
Is the organization's mission primarily arts and cultural?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Does the organization plan to present its full season at the CPH?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Does the organization own, lease or have committed access to a performing facility?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Has the organization rented / used OCA-owned performing arts space before?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Purpose of the rental (attach a separate sheet if needed). Please be specific.			
<p>For OCA staff use only: TIER _____ Dates Available: __ Yes __ No Date Received: _____</p>			

GENERAL PRODUCTION SCHEDULE / DATE REQUEST			
	Date(s)	Start Time(s)	Stop Time(s)
Load-in/Set-up			
Rehearsal			
<b>Performance(s)</b> In this section, please indicate the time when you would want access to the building (i.e., artist call time), not just the start time of the public performance			
Strike / Load-out			
Total number of performers			
Performance Time (indicate here the start time and end time of the performance/event)			
Will the event have an intermission?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, what will be the length of the intermission			
Please provide any other details about your event that may be important for scheduling consideration (i.e., school performance that must be scheduled within a certain window of time due to spring break or TAKS testing)			

## TECHNICAL REQUIREMENTS

*Understanding that the technical rider for CPH is not available yet, please provide as many details as possible regarding your expectations on technical needs for the event. Attach light plots, stage plot or separate sheets as appropriate.*

**LIGHTING:** Describe your lighting needs for the stage (i.e., if you will be using our own lighting designer, will you require a general stage wash, will you employ follow spots, will you require "specials," etc.)

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**SOUND:** Describe your sound needs for the production (include band instrumentation, monitor requirements, microphone requirements, and playback requirements)

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**STAGE / SETS:** Describe (preliminary information OK) general stage set-up (example: there will be a 15-member ensemble; need 15 chairs and 15 music stands plus a conductor stand OR stage set up with a 5-piece band with risers for the drum set, etc.)

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**AUDIO VISUAL:** Describe audio visual requirements for the production (i.e., projection screen, television monitors, etc.)

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Do you require the orchestra pit for the musicians?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Do you require the orchestra shell for your performance?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Do you require a piano for your performance:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Do you plan to record the event? (video or audio)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Do you need stairs from the house to the stage?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

FRONT OF HOUSE INFORMATION	
<i>Please provide as many details as possible</i>	
Projected audience (attendance)	
Is the event open to the public?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cost of event admission	(Indicate range of ticket prices if multiple price levels will be used)
Will tickets be	<input type="checkbox"/> General Admission <input type="checkbox"/> Reserved
Projected on-sale date	
Who will be providing box office services?	
URL for online ticket sales	
Phone number for box office	
If the event is NOT open to the public, please indicate how invitees will be identified	
What will be the projected "doors open" time as it relates to show time? (minimum 15 minutes prior to advertised start time)	
Do you plan a pre- or post-performance reception or other special event?	
Will you need any special set-up in the lobby area of the facility?	

FOR FIRST-TIME RENTERS ONLY	
<i>If the applicant organization has NOT rented a performing arts space from the City of Dallas Office of Cultural Affairs in the past, please provide a reference list of two venues where you have presented before (name of venue, contact person, phone number and email). OCA spaces include Meyerson Symphony Center, Bath House Cultural Center, Latino Cultural Center, Oak Cliff Cultural Center, South Dallas Cultural Center, and Majestic Theatre.</i>	
Reference # 1	
Reference # 2	
<i>** If you have rented a performing arts space from OCA before, you do NOT need to provide this information **</i>	

A MANDATORY MEETING WITH THE TECHNICAL COORDINATOR & EVENT COORDINATOR WILL BE REQUIRED TO FINALIZE EVENT DETAILS ONCE CPH TECHNICAL RIDER IS AVAILABLE.

I understand that submission of this Facility Request Form does not guarantee the availability of space nor does it provide authorization or confirmation for the use of the CPH. I understand that if space is available, an official rental agreement outlining the terms of use will be sent to me; only after execution of the official rental agreement will the use of the CPH for this event be authorized. I have read and understand the City Performance Hall Booking & Reservation Procedures. I understand that any delays in the construction of the CPH will impact the rental availability of the facility and that all contracts will be issued subject to the completion of the facility.

Signature of authorized organization representative: \_\_\_\_\_

Please print name: \_\_\_\_\_

Date: \_\_\_\_\_

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