



City of Arts & Innovation

City of Riverside Administrative Manual

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Policy Owner(s): Community & Economic
Development

Approved:

Department

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City Manager
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SUBJECT:

Guidelines for Use of the Fox Performing Arts Center

PURPOSE:

To establish a standard procedure for the use of the Fox Performing Arts Center that encourages performances and events and establishes a structured process for bookings at the Fox Performing Arts Center.

- The Fox Performing Arts Center will be a multi-use, multidisciplinary theater.
- The Fox Performing Arts Center will be part of a set of cultural facilities intended to promote artistic and organizational development of local cultural arts groups.
- The Fox Performing Arts Center will be a driver of Downtown economic growth and revitalization.
- The Fox Performing Arts Center will be operated and managed with a goal of significant cost recovery.

POLICY:

The Policy addresses booking and scheduling priorities, rental rates and insurance requirements. Application for use of the Fox Performing Arts center can be requested by contacting the Fox Performing Arts Center.

Mission Statement

The mission of the Fox Performing Arts Center is to serve and enhance the City of Riverside, its residents, artists, art enthusiasts and the Downtown by providing a first class regional facility offering a wide range of professional and community based performing arts.

Booking in Order of Priorities

1. The Fox Performing Arts Center will serve as a regional commercial entertainment venue (touring shows, popular acts, subscription series, promoter events, speakers).
2. If a resident theater company is established at the Fox Performing Arts Center, such as a Broadway-level touring company, it will have booking priority.
3. The Fox Performing Arts Center will be a venue for local (Riverside) professional, educational and community non-profit performing arts organizations.
4. The Fox Performing Arts Center will be a venue for regional professional, educational and

community non-profit performing arts organizations.

5. The Fox Performing Arts Center will be a venue available for mobile recording, commercial filming, videotaping, or live television broadcasts.
6. The Fox Performing Arts Center will be a venue for community activities (corporate events and special events).

Rental Rates

1. The Rental Rates Schedule for the Fox Performing Arts Center will be available through the current operator. The operator can establish and adjust prices, rates and rate schedules for user, license, concessions, occupancy, and advertising agreements, and booking commitments, subject to prior prices, fees and fee schedules pursuant to agreement.
2. A booking deposit will be required to hold a date. The booking deposit will vary depending on type, length and purpose of performance or event pursuant to agreement.
3. The commercial rate at the Fox Performing Arts Center varies depending on the size and scope of event/production/etc.; the non-profit rate is \$1,500. Qualified local non-profit organizations pay 50% of the commercial "four-wall" rental rate, the industry definition of which is that the producer assumes responsibility for all of the expenses of a show and gets all of the revenue. The operator will establish a cafeteria approach to pricing crew and equipment so that a User can see the potential costs associated with a production.
4. A damage deposit will be required for all bookings.

Insurance

All organizations using the facility must provide a certificate of insurance to operator of the Fox Performing Arts Center for approval prior to the performance or event naming the City of Riverside as additionally insured. ~~by the City's Risk Manager at least ten (10) days prior to the facility use date.~~

Other Conditions

1. The City will be entitled to eight (8) uses each fiscal year, with payment of actual labor costs incurred by Operator, pursuant to agreement at time of publication.
2. Twenty-four (24) days per year will be made available for community non-profit organizations, pursuant to agreement at time of publication.
3. An annual calendaring period and an equitable scheduling system will be used in order to provide access to groups to schedule events. Operator may use proprietary program or process as necessary.
4. The Fox Performing Arts Center will maintain booking flexibility for the operator.

Application and Booking Procedure

Booking and the Events booked for the Fox Performing Arts Center will be consistent with the booking and events at other similar live entertainment venues owned or operated by Operator(if applicable). Some steps in the procedures outlined below may be modified or omitted based on the complexity of the performance and/or event.

PROCEDURE:

Responsibility	Action
User	<ol style="list-style-type: none">1. Contacts the Fox Performing Arts Center Operator to discuss the nature and feasibility of the proposed performance, program and/or event.2. Obtains a Schedule of Rates for rental and associated costs.

PROCEDURE:

Responsibility	Action
	<ol style="list-style-type: none">3. Reviews line items detailed in Rate Schedule to ascertain financial feasibility of targeted event based on best estimate of cost (many costs are variable and are not determined until final settlement, e.g., stage labor based on time spent working).4. Contacts Operator, if the decision is to proceed, to review available calendar dates. If a mutually agreeable date(s) is decided upon, requests Operator to place a hold on said date(s) and provides Operator with a deposit. The deposit will be collect a deposit of an amount appropriate for the length and type of performance or event being held.
Operator	<ol style="list-style-type: none">5. Information is provided for inclusion in contract to be issued to Present/Producer/Promoter for use of the theater within the Fox Performing Arts Center. Contract will also include a detail of insurance requirements, estimated costs, etc.6. Issues complete contract to Presenter/Producer/Promoter for signature and provides Presenter/Producer/Promoter with a fully executed copy.

Distribution: Regular