



CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO

MUSIC • DANCE • THEATER • MUSEUM • EDUCATION • CONFERENCE CENTER

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www.artcenter.org

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The California Center for the Arts, Escondido (the Center) offers two state-of-the-art proscenium theaters to put your event center stage. The 1,523 seat Concert Hall and 404 seat Center Theater are available to rent for presenting concerts, musicals, youth theater, dance, corporate events, fundraisers, awards ceremonies, worship services, and more. Theater rental includes the services of our professional staff for event coordination, technical production, front-of-house, and ticketing services. The Center is pleased to offer non-profit discounted rates to 501(c)(3) tax-exempt organizations. For professional touring artists, to local schools, service clubs, faith-based organizations, the California Center for the Arts, Escondido is the ideal venue to stage your event.

Rental Rates

Rental rates are based on traditional “performance” events lasting up to three hours within a nine hour usage block. Longer events with a flow audience such as festivals, seminars, competitions, etc. will be charged according to the program schedule. The following rates are effective as of July 1, 2008.

CONCERT HALL

	<u>Commercial</u>	<u>Nonprofit</u>
Performance (Matinee or Evening)	\$ 2300.00	\$1725.00
Performance (Second in one day)	\$ 1150.00	\$ 875.00
Fri-Sun Rehearsal/Load-In/Load-Out	\$ 2300.00	\$1725.00
Mon-Thu Rehearsal/Load-In/Load-Out	\$ 1150.00	\$ 875.00

CENTER THEATER

	<u>Commercial</u>	<u>Nonprofit</u>
Performance (Matinee or Evening)	\$750.00	\$525.00
Performance (Second in one day)	\$375.00	\$275.00
Fri-Sun Rehearsal/Load-In/Load-Out	\$725.00	\$525.00
Mon-Thu Rehearsal/Load-In/Load-Out	\$375.00	\$275.00

Concert Hall and Center Theater rates include:

- theater stage, house, lobby, dressing rooms, backstage facilities, loading dock, and dance rehearsal studio (Concert Hall only) Facilities are ready to use as is. Alterations from standard set-up are subject to appropriate fees.
- basic sound and lighting equipment (technical specifications available on request)
- basic housekeeping and engineering services
- event manager and technical supervision

The lessee assumes the cost of all other services and equipment, including but not limited to:

- ticket office services including Patron User Fee*
- front of house services (ushers)*
- technical labor (stagehands)*
- additional sound, lighting, and stage equipment (including spotlights and wireless microphones)
- dedicated event security personnel
- catering services

- Minimum A.VII. rated bodily liability and property damage insurance with limits of \$1,000,000 which names the City and the Center as additional insured.
- Merchandise fees and taxes

***It is required that all events utilize the Center's ticket office, front-of-house, and technical services.**

Rental Procedures and Date Availability

The California Center for the Arts, Escondido will maintain first hold on all spaces available for rent. When the Center releases its first hold, rental spaces will be available on a first come, first serve basis. Subsequent holds will be placed in writing on spaces available for rent on a first come, first serve basis. All renters will experience equitable treatment in scheduling dates and spaces. The Center reserves the right to restrict rentals where a conflict of business interest may exist.

If a rental date is requested where there exists 1 or more prior holds other than the facility hold, the Center will inform those with prior holds that their holds are being challenged. Those with challenged holds will have 48 hours to either 1) release their prior hold, or 2) submit a deposit payment and execute a License Agreement for the space being held. If any of the parties with priority holds fail to fulfill these terms, the priority hold will move to the next renter in line. In the event of a scheduling dispute, the President of the Center or his/her official designee will decide the disposition of the rental dates.

Rental dates are held for two weeks. At that time, lessee has the option to either release the hold or sign a License Agreement. When requesting that a License Agreement be executed, the lessee shall submit a deposit payment equal to 50% of the rental fee. Such deposit will be non-refundable upon lessee's cancellation of the event. If the Center requests a change of rental dates which results in a cancellation, the deposit will be refunded in full or rent for the substitute date will be waived. The balance of the rental fee is due 30 days prior to the event. The California Center for the Arts, Escondido reserves the right, in addition to the rental fee, to request payment of estimated expenses prior to lessee's use of the facilities. No advertising or ticket sales are permitted until a fully executed License Agreement is received from lessee.

- License Agreement must be returned within two weeks of issuance with deposit equal to 50% of rental fee. Tickets will be programmed and issued only after receipt of rental deposit and additional labor and consignment deposits required.
- Balance of rental fee is due thirty days prior to events.
- Technical Rider, production requirements, technical equipment needs and the Certificate of Insurance are due fourteen days prior.
- Event settlement of all fees to be paid will be provided within twenty-one days following the event. Payment in full is due within two weeks upon receipt.

Technical Production

Labor costs for stage personnel employed or supplied by the California Center for the Arts, Escondido will be charged to the lessee at prevailing rates (gross payroll) plus 40% payroll and administrative charges. The Center labor pool consists of members of I.A.T.S.E. Locals 122 and 905, interns from our Stage Technician Intern Program, and independent theater professionals. Straight time rates range from \$11.20 per hour to \$28.12 per hour for move-in and move-out. The performance rate ranges from \$97.80 to \$245.00 for a 3.5 hour show call.

The following guidelines have been established to ensure a safe and productive work environment:

- All lessees are required to sign the Technical and Stage Information Acknowledgement.
- Stagehands working in the Concert Hall (and union stagehands working in the Center Theater) are governed by a contract with IATSE.
- A four hour minimum call.
- Center stagehands are required to set up, operate, move, and take down all house equipment.
- A minimum call of two stagehands in the Center Theater and three in the Concert Hall is required for an event. Crew call is at the sole discretion of the Technical Director based on information received.
- One fifteen-minute break after two hours of work.
- A one-hour unpaid meal break after no more than five hours of work, or a half-hour paid meal break that includes a hot restaurant-style meal supplied for the crew by the lessee. During this break, the stage will be dark and no work can occur.
- A show call rate for 3.5 hours (Concert Hall only).
- Straight time from 8:00 am-1:00 am, and double time from 1:00 am-8:00 am.
- Time and a half after 8 hours of work (including show call).
- Time and a half at the prevailing rate for meal penalty until the next meal break.

The facility provides the basic sound and lighting systems. Additional equipment, e.g. follow spots, piano, gobos, special gels, etc., are an additional cost plus labor to install or operate.

Additional Backstage Access

When the lessee requests additional stage access on days that have not previously been contracted (for setting up, rehearsals, loading in or loading out) such access, if available, may be granted with the additional costs of technical labor and subsequent rental fees. Storage of sets, props, costumes, etc. over any non-contracted days is prohibited.

Front of House Services

All theater events are required to utilize this service. Front of House staff provide for the safety, comfort and overall quality experience of patrons. The Center utilizes full-time, part-time and volunteer staff for seating, ticket taking and distributing programs. Professional staff members are certified in First Aid and CPR and are trained to provide services to guests with disabilities.

The Center will determine the appropriate number of ushers and ticket takers for each event. Ushering service fees are based on a 2.5 hour program. Additional fees will apply for longer events. The lessee will be responsible for paying the base fee for Front of House services plus all additional fees related to pre & post show events, rehearsals, and extended program fees.

Merchandising Fees

The California Center for the Arts, Escondido will collect twenty percent of gross proceeds from the sale of programs, books, records, libretti, novelties, souvenirs, religious material, and any related merchandise sold during events if the lessee and/or attraction sell the merchandise. The Center will collect thirty percent of gross proceeds if Center personnel sell the merchandise. The House Manager must be given advance notice of any merchandise sales. All items must be available for an inventory count no fewer than two hours before the doors open to the public. The California Center for the Arts, Escondido reserves the right to open its lobby Gift Shop for any performance or activity. Renter merchandise items in direct conflict with items for sale in the Gift Shop may be prohibited from sale. All merchandise is subject to the 7.75% California sales tax which will be collected and filed by the Center.

Lessees are responsible for negotiating the Merchandise Fee into all third-party artist agreements.

Rental includes lobby set-up as is. Additional fees will apply for special set-up.

Concessions

The California Center for the Arts, Escondido is the exclusive food and beverage contractor for all events held on the Center's property. Only food and beverages provided by the Center may be consumed on the premises.

Light food, alcohol and soft drinks will be sold in the public lobbies before each performance and during intermission. Any requests for deviation from standard concessions service must be relayed to the Community Events Manager at least 48 hours prior to the event. If a scheduled show intermission is cancelled with less than 48 hours notice, a penalty of \$300 for events in the Concert Hall, and \$150 for events in the Center Theater will be charged.

Security

The need for security personnel for any event will be determined by Center management and charged to the lessee at the prevailing rate. The Center will determine if additional uniformed or peer security is necessary. The safety and security of audience members, performers, lessee event personnel, Center staff and volunteers is at all times the top priority and the Center reserves the right to analyze the risks of an event and plan accordingly. Events or activities may be denied or prohibited if deemed a security risk.

Technical, Front of House, and Security Fees

<u>Facility Charges for Technical Equipment</u>	<u>Per Day/2-7 Days</u>
Orchestra Shell (Concert Hall)	\$150/\$300
Dance Floor	\$150/\$300
Follow Spots	
Strong Xenon Super Trouper (Concert Hall)	\$200/\$400
Lycian Midget HP (Center Theater)	\$125/\$250
Steinway 9' Grand Piano (Concert Hall)	\$250/\$500
Steinway 7' Grand Piano (Center Theater)	\$200/\$400
Upright Piano	\$75
Piano Tuning (designated house tuner only)	\$135
InFocus LP280 LCD Projector	\$150
Sanyo PLC-XP46 LCD Projector (recommended for PowerPoint)	\$300
DVD or VHS Player	\$25
10.5' x 14' Screen with Black Bottom Skirt	\$75
Telephone/Fax/Modem Line	\$50
Wireless Microphone	\$85/\$170
Auxiliary Power Panel (Company Switch)	\$200
Washer and Dryer	\$75/\$150
Photocopies	\$.25 per page
Video and/or Audio Recording	by special arrangement only
Special Equipment	rental cost plus 25% administrative
fee	

All charges for equipment are based on an "as is, where is" basis. All changes, movement, or modifications of equipment will be at the lessee's expense. There will be no extra charge (except labor) for the following items depending on availability: music stands, music stand lights, conductor's podium, choir risers, orchestra risers, lectern (one only), chairs, tables, house sound system, house lighting system, and house curtain.

<u>Technical Labor (Stagehand) Rates</u>	<u>Per hour/Per show</u>
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Union Department Heads	\$27.14/\$129.74
Union Assistants/Apprentices	\$20.35/\$101.93
Union (I.A.) Crew	\$18.67/\$92.69
Technical Interns (Center Theater Only)	\$9.80 to \$11.90
Head Audio Engineer	\$70.00/\$168.00

Please contact the Technical Director for an appropriate estimate of labor costs.

<u>Front of House/Security Labor Rates</u>	<u>Per Show (2.5 hr program)</u>
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Usher Services (Concert Hall 2.5 hr show)	\$400*
Usher Services (Center Theater 2.5 hr show)	\$175*
House Supervisor(s) (Rehearsals & Special Events)	\$25 per hour (\$40 overtime after 8 hrs)
Dedicated Security Guard(s)	\$25 per hour (\$40 overtime after 8 hrs)

*If a performance exceeds 2.5 hours, an additional fee of \$50 per half hour will apply. For events with more than one performance in a single day, additional Front-of-house Fees will apply to account for overtime.

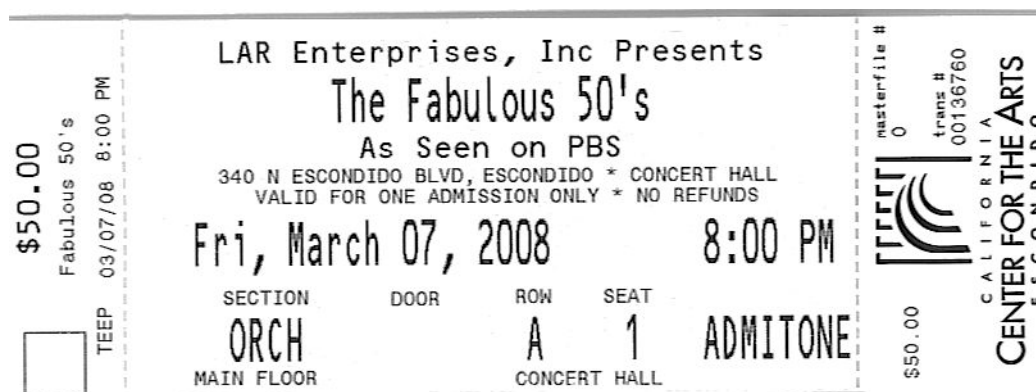
Ticket Office Services

All events must be ticketed through The California Center for the Arts, Escondido.

All lessees are required to sign a copy of the Ticket Services Agreement and complete a Ticket Order Form for all events open to the public.

Standard Ticket Office Services:

- Ticket Office hours are 12:00pm - 6:00pm and are included in your facility rental. The toll free number of the Ticket Office is 800-988-4253.
- All events held in the Concert Hall and Center Theater require the use of the Center Ticket Office and ticket printing services.
- Ticket prices at fifty cent increments.
- The Center accepts cash and American Express, MasterCard and Visa credit cards. The lessee is subject to reimbursement charges on all credit cards. See "Ticket Office Fees" for more information.
- For all rental events, the Ticket Office will be open from two hours prior to curtain until 30 minutes after scheduled curtain time at the lessee's expense.
- A major on-sale of a performance may be subject to additional fees especially if outside the normal operating hours of the Ticket Office.
- Ticket consignment is permitted with the receipt of an additional deposit of estimated labor cost. The Center reserves the right to request all rental fees be paid in advance prior to the receipt of consignment tickets. In order to serve your clients better, we suggest that a percentage of tickets are left in the Center's Ticket Office.
- The Ticket Office requires two weeks to process all Ticket Order Forms before tickets can be made available to the public.
- Please refer to the "Ticket Services Agreement" for more details on ticket services and charges.



Sample Ticket

Ticket Office Fees

Fees charged to ticket buyers at the California Center for the Arts, Escondido

Series/Subscription Fulfillment:	\$2.50 per order
Single Ticket Handling Fees:	
Window Sales	No charge
Mail Order	\$2.50 per order
Telephone Orders	\$2.00 per ticket
Fax Orders	\$2.00 per ticket
Exchanges	\$2.00 per ticket
Group Orders	\$5.00 per order

Fees charged to the lessee

Labor (Center Theater)	\$250 commercial/\$150 non-profit
Labor (Concert Hall)	\$350 commercial/\$250 non-profit
Patron User Fee (Tickets \$10.00 and over)*	\$2.00 per ticket
Patron User Fee (Tickets under \$10.00)*	\$1.00 per ticket
Internet Sales Set-up	\$100.00
Internet Sales Reimbursement	4%
Ticket Printing	\$0.25 per ticket
Credit Card fees	4% Visa/Mastercard
	4% Discover
	4% American Express
Refund Fees	5%
Returned consignment	\$.50 per ticket
Returned consignment day of event	\$1.00 per ticket
Returned consignment after the event	\$2.00 as Patron User Fee

***Patron User Fee:**

All events are subject to this fee. The Patron User Fee (PUF) is a rental supplement based on attendance. For tickets costing \$9.50 or less a Patron User Fee of \$1.00 will be charged. For tickets \$10.00 and up, a patron user fee of \$2.00 will be charged. Complimentary tickets are not charged a Patron User Fee.

For free or invitation only events, a flat rate Patron User Fee will apply per performance:

Concert Hall PUF

\$900

Center Theater PUF

\$500

Lessee Responsibilities

ADA Compliance

It is the lessee's responsibility to comply with Americans with Disabilities Act requirements e.g., patron requests for signing interpretation at the lessee's expense for the hearing impaired. The California Center for the Arts, Escondido meets or exceeds all requirements for accessible seating, and also provides infra-red listening devices. For events with consigned tickets, the Center will retain all accessible seating. Patrons requesting accessible seating may inquire at the Ticket Office.

Insurance

All events require \$1,000,000 Bodily Injury and Personal Liability insurance with a Best Insurance Rating of no less than A.VII., licensed to do business in the State of California. The policies must name as additional insured The California Center for the Arts, Escondido and the City of Escondido and their respective elected officials, officers, employees, agents, volunteers and representatives. The lessee shall promptly furnish the Center with copies of all such policies and certificates showing proof of insurance at least fourteen days prior to the Lessee's use of the Center's facilities. If you are unable to supply insurance, Special Event Insurance is available through the Center at competitive rates.

Music Rights

The lessee represents and warrants that all copyrighted material will be performed or produced with express permission from the copyright owner; that the appropriate license fees have been paid to such licensing agencies (such as ASCAP and BMI); and, when necessary, intellectual or creative property use authorizations have been obtained.

Video and Recording Rights

All productions that are either video, audio, or digitally taped for distribution, sale or broadcast must contain a credit line recognizing the California Center for the Arts, Escondido as the location for the recording and give credit to appropriate Center staff. Specific wording is subject to approval. Any recording must be pre-authorized and must not violate copyright laws.

Promotions and Advertising

It is the lessee's responsibility to advertise, promote, and in all ways market its event to the public. The California Center for the Arts, Escondido offers the following complimentary services:

- A maximum of 500 event pamphlets, brochures and flyers can be stored at the Center and made available to inquiring patrons. Materials can be delivered anytime after tickets have gone on sale.
- Rental events open to the public can be listed on both the Center's marquee and website (www.artcenter.org) as a complimentary service. Listing however is not a contractual guarantee under the License Agreement and may not be possible due to technical difficulties or space limitations.

- All advertising, promotions and event programs must clearly state your organization as the presenter of the event with the Center as its location. Examples: Pacific Coast Entertainment presents *Jazz Fest 2008* at the California Center for the Arts, Escondido. Oak Creek School presents *Peter Pan* at the California Center for the Arts, Escondido.
- The proper name of the venue (California Center for the Arts, Escondido) must be used in all materials promoting the event. No variations or abbreviations of the name can be used (i.e., The California Center for Performing Arts, the Escondido Arts Center). The performance halls should be referred to as the Concert Hall and Center Theater. The logo of the California Center for the Arts, Escondido and any electronic material gained from its website may not be used by lessee.
- The Center may create and publish, broadcast, duplicate or otherwise disseminate corporate logos, trademarks, slogans or other written, verbal or visual material for the purpose of marketing the Center and its various programs. The reproduction, presentation, or any other use of said material by Lessee is strictly prohibited. The use by Lessee of Center's logo, any portion of or recreation of the logo, and any artwork that could reasonably be construed as a copy of the Center's logo is strictly prohibited.
- The lessee shall not display any advertising material on the interior or exterior of Center property. Unauthorized advertising materials will be removed. The lessee agrees that all advertising for the intended use shall be truthful and include accurate information. A marketing addendum will be issued with the License Agreement stipulating the promotional and advertising responsibilities of the lessee.
- Printed program(s), i.e. written or printed material of the type typically distributed to audiences immediately prior to and in connection with a public lecture, performance or presentation shall conform to the following requirements:
 - 1) Facilities and Safety Information. All programs shall contain an announcement concerning management of the facilities listing appropriate Center's staff members, and basic facility and safety information as supplied by the Center.
 - 2) Approval. The contents of any printed program distributed in connection with the event are subject to the approval of the Center. The Lessee shall furnish for the Center's review and approval a correct copy of the proposed program to be reviewed before distribution.
 - 3) Center Distribution. The Center retains the right to distribute additional programs, announcements, disclaimers or other materials as it sees fit.
 - 4) Center Program. Notwithstanding the above, the Center reserves the right to supply the program for Lessee's event.

Sales and Catering



The California Center for the Arts, Escondido is the exclusive food and beverage contractor for all events held in public areas of the Center. Only food and beverages provided by the Center may be sold, distributed or consumed on the premises. The Center features a full service kitchen, Executive Chef, and an outstanding catering staff to make your event an unforgettable success.

The lobbies of the Concert Hall and Center Theater, the Museum Courtyard, our Lyric Court along with other beautiful intimate spaces are perfect locations for your next pre- or post-performance event. Pair just the right setting with our expert culinary crew and create a unique and memorable evening. For bigger events, our 9,000-square-foot Conference Center is a prime location for trade shows, charity galas, wedding receptions-even fashion shows!

Backstage Catering

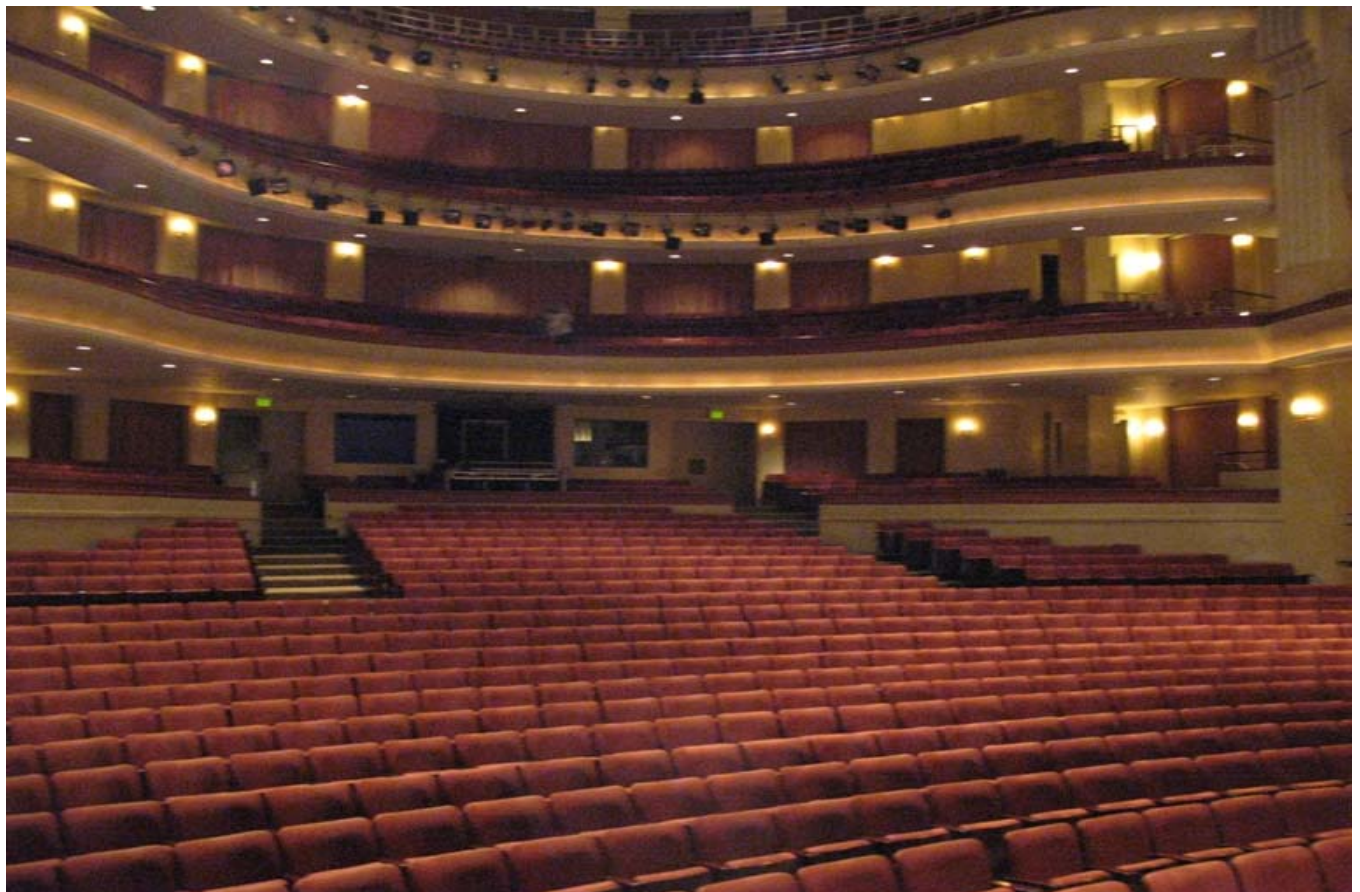
The Center offers complete food and beverage service backstage for your cast and crew in the green room, Actor's Lobby and Concert Hall rehearsal studio. Selections vary from coffee and muffins, sodas and chips to a delicious three course meal. Buffet style dinners to black-tie service options are available. Catering is available at load-in, rehearsals and pre-or post-performance.

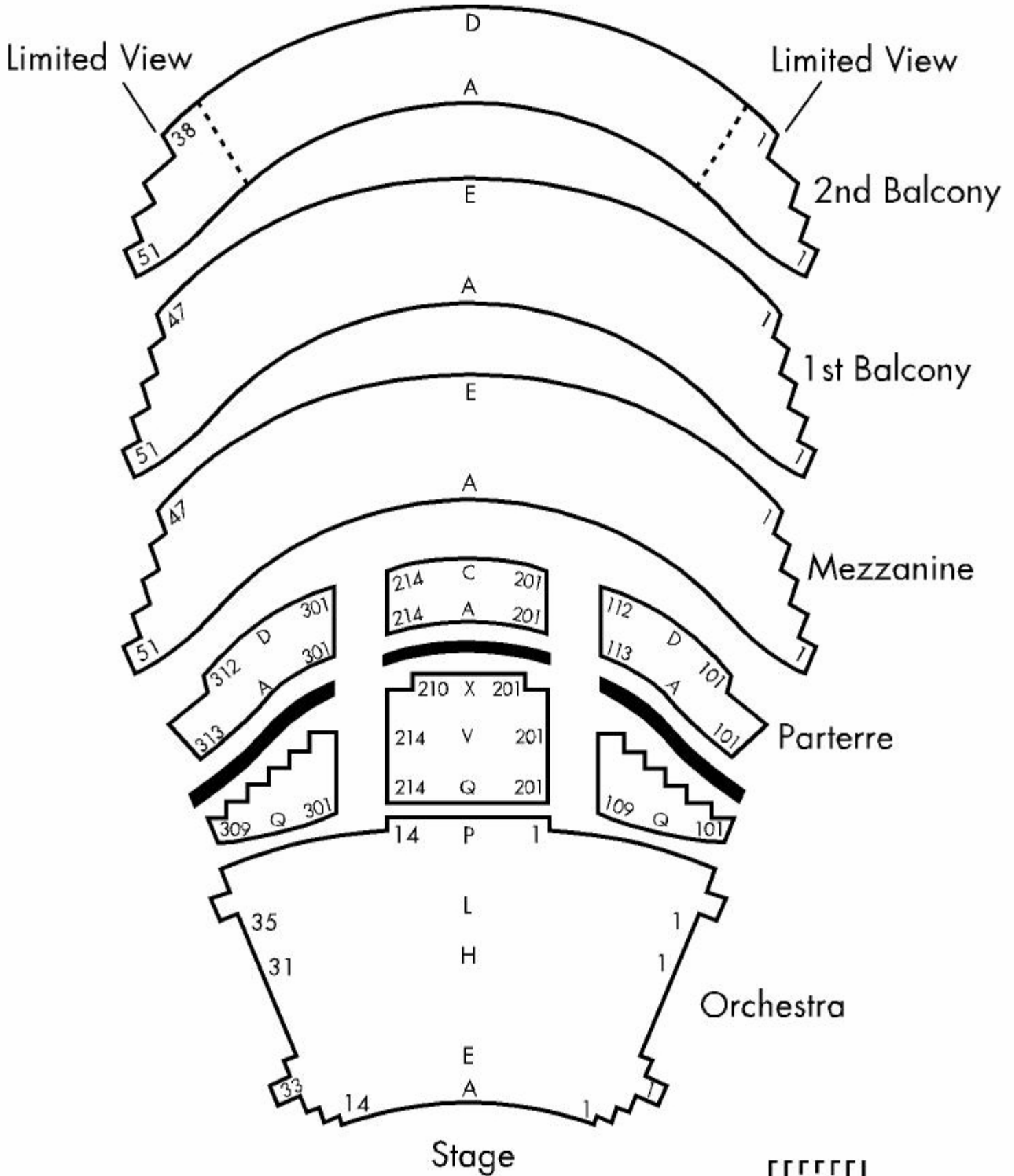
Seating Capacities and Seating Breakout

Both theaters are equipped with removable accessible seating. Capacity will vary slightly depending upon configuration. The placement of video cameras, extended sound and lighting consoles, or any other technical equipment will also affect seating capacity. Equipment placement in the seating area must conform to all fire code and ADA regulations. There is no standing-room and maximum seating capacity must never be exceeded.

CONCERT HALL

Orchestra Lift 1	36
Orchestra Lift 2	53
Orchestra	560
Parterre	138
Orchestra and Mezzanine Box Seats	28
Mezzanine	249
1 st Balcony	249
1st Balcony Box	12
2 nd Balcony	92
2nd Balcony Box	8
Total	1,523



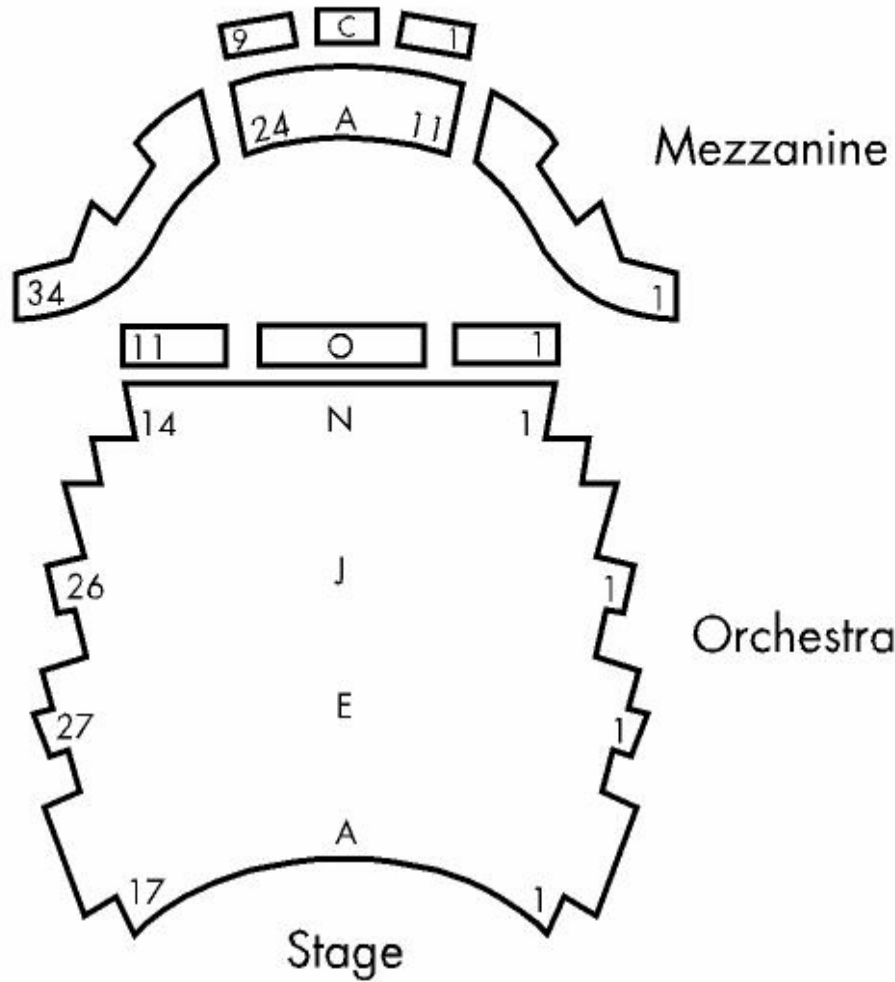


CONCERT HALL
1523 SEATS

CENTER THEATER

Orchestra	287
Orchestra Lift	39
Mezzanine	72
Box Seats	6
Total	404





CENTER THEATER
404 SEATS



Studio Rentals

Need a smaller space or a place to rehearse for your theater event? The Center has three studio rooms available for rent with rates starting at \$20 per hour.



Our Art Studio is 1,000 square feet with a concrete floor. Tables and chairs are available for art classes or multi-purpose use.

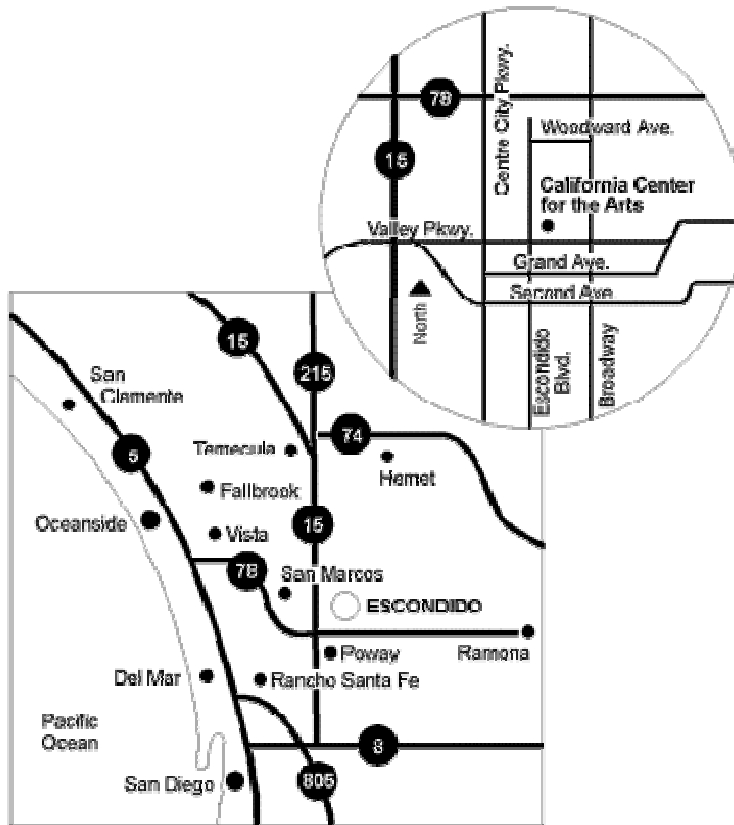


The Multi-purpose Studio is 1,000 square feet with carpeted floor. Tables, chairs, and A/V are available for classroom style seating. An upright piano is available for music and dance rehearsals/classes as well as floor mats for exercise and martial arts classes.



Our Dance Studio is 2,000 square feet with a sprung wood floor, dance mirrors, ballet bars and baby grand piano.

**California Center for the Arts, Escondido
340 North Escondido Blvd.
Escondido, CA 92025**



From San Diego:
Travel north on I-15.
Exit at Valley Parkway and turn right.
Turn left on to Escondido Blvd.
The Center is two blocks down on the right.

From Coastal North County:
Travel east on Hwy. 78. Stay on 78 until it ends, and turn right on to
Broadway.
Turn right on to Valley Pkwy. Turn right on to Escondido Blvd. The
Center is on the right.

There is no charge for parking

