

City Performance Hall

Booking and Reservation Procedures

DRAFT 2 – ~~7/14/2011~~7/27/2011

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, 4th 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 ~~have been~~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 cultural¹ organization that (a) is based in the City of Dallas²; (b) has annual operating revenues³ under \$250,000; (c) does not own its facility, has a long-term lease or other preferential / committed access to ~~an Arts District~~ a performing facility; and (d) plans to present 80% or more of their regular season⁴ 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, has a long-term lease or other preferential / committed access to ~~an Arts District~~ 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 has a long-term lease or other preferential / committed access to ~~an Arts District~~ 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, has a long-term lease or other preferential / committed access to ~~an Arts District~~ a performing facility; and (d) plans to present any part of their regular season at the City Performance Hall.
- **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 between over \$1 million; (c) owns its facility, has a long-term lease or other preferential / committed access to ~~an Arts District~~ a performing facility; and (d) who plans to present any part of their regular season at the City Performance Hall.

¹ 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.

² 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.

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

⁴ 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 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:

~~September-October~~ 1, 2011 Schedule requests for dates between September 1, 2012 and August 31, 2013

~~September-October~~ 15, 2011 First draft of schedule requests confirmation to organizations

~~September-October~~ 30, 2011 Agreements sent to organizations

After ~~October-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 1st will be held for consideration after the November 1st 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 ~~first two weeks of December~~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 initial deadline; we anticipate multiple requests for the same dates and will use a~~An annual lottery will be planned to schedule~~ Holiday dates. requests for this timeframe????.

Single Night Rentals

In order to maximize the use of the space, it is anticipated that S~~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 consecutive 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

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

1. Contact the CPH Manager by phone or email to check on date availability.
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 Users Groups. During the initial years of CPH operations, it is expected that these procedures will require periodic revisions and fine-tunings.