

Front-of-House Rules and Procedures

Theatre Operations Manager

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Marketing / Calendar of Events

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Friends of the Performing Arts Center - Volunteer Ushers

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House Management

The Center will furnish a House Manager at each performance or event to supervise Front-of-House operations. The House Manager will report two hours prior to scheduled event. The house management fee covers a standard length of time of up to five (5) hours per event. Any additional time added to an event will be charged back to the client group at \$60.00 per hour.

The authority of the House Manager is absolute with regard to times of opening the house, lobbies, start of the program, length of intermission, safety of staff and audience and protection of the facility.

The Center will provide ushers, ticket takers, concessions staff and any other front-of-house personnel deemed necessary. If the PAC determines that additional security is needed, appropriate personnel will be hired and charged to the Client.

Usher Guidelines

The Theatre Operations Manager, in conjunction with the House Managers and Friends of the PAC Steering Committee, has developed an extensive training program for ushers who volunteer at the PAC. All ushers must complete the training program, including periodic refresher courses, in order to be eligible to volunteer at the Center. For specific usher guidelines, feel free to request a copy of the *Usher Handbook* from Nancy Cochran. Clients may provide their own volunteers to distribute programs, sell merchandise or greet patrons however; they may not work in conjunction with the trained ushers.

Usher Seats

The PAC reserves the right to place chairs in the back of the orchestra section for usher seating or emergency patron seating. The client can request the removal of these chairs but may be required by the PAC to reserve seats in the house for ushers to ensure the safety and security of patrons. These seats are typically aisle seats located near each exit on every level.

Run-of-Show

The PAC will open to the public one hour prior to a scheduled performance. The house will open for the audience one-half hour prior to scheduled performance unless otherwise directed by back stage personnel or client.

The House Manager will obtain the run-of-show from the stage manager or promoter of the event. This information will be used to determine late seating guidelines. Typically, the House Manager will hold late comers until an appropriate break in the performance. Client must communicate with the Stage Manager or House Manager prior to curtain if there are any late seating restrictions not included in the run-of-show or if patrons may be seated at any time during the performance.

Right of Entry

Client will afford the PAC staff the right to enter any part of the Center at any time in the performance of their normal job duties.

The House Manager will station ushers at doors leading to the back stage areas. If the client or associates of the client group require full access to the back and front of house, the client group must provide the House Manager with a list of names of those needing access to backstage, Green Room and/or dressing rooms. The Technical Director may provide client with back stage passes or name badges to allow access to all areas of the PAC.

Babies and Small Children

Children: All patrons entering the venue for a ticketed event must possess a valid ticket, regardless of age. Children are welcome at most family-designated events if publicized by the sponsoring group. Even though it may be possible for a small child to sit in the lap of an adult, the child must still have a ticket. If a child is acting in such a way as to distract other patrons or the performers, the accompanying adult must escort the child out of the venue until it is appropriate to re-enter.

Babies: Babies are not permitted into performance venues at the Center. This policy is strictly enforced out of respect for all audience members, and as a courtesy to our visiting artists. The only exception to this policy is if the sponsoring group has specifically advertised that “babies are welcome” in the venue. Patrons entering the venue for a ticketed event must possess a valid ticket, including babies.

Service Animals: Disabled patrons who are accompanied by a service animal will be admitted into the PAC provided that the animal is clean and under the owner’s control at all times. At the discretion of the building manager, the service animal may be removed if exhibiting any disruptive or dangerous behavior.

Photography, Video Taping, Recording

The taking of photographs and the use of an audio or video recorder *by patrons* during the performance are strictly forbidden at most events. Patrons must comply or they will be asked to surrender such equipment to the House Manager’s podium for the duration of the performance. If the client wishes an exception to this policy, please notify the House Manager or Operations Manager prior to the event.

If the client would like to professionally record or photograph their event, please indicate on the RFU. Video taping may reduce the seating capacity of the Concert Hall and must be discussed with the House Manager prior to the performance. If the recording is for commercial purposes, client must notify Managing Director.

Intermission

Standard length of intermission is twenty minutes. Please notify the Operations Manager at least 48 hours prior to event if there will be no intermission. (See Food and Beverage Concessions below).

Lobby Set-up

Furniture, benches, and other movable items in the lobbies of the PAC have been placed in standard and fixed locations. Client groups may not move or re-locate these items without prior consent of the Operations Manager. The client group will be responsible to return the Center's items to their standard location after the event or the labor costs will be charged back to the client.

Banners and Signs

If client wishes to furnish their own displays or signage in the lobbies, the Operations Manager must be notified prior to placement of these items. The Center will provide up to three easels for signs or poster boards.

Banners or signs may not be taped, hung or affixed to the walls, glass or railings of the PAC. Banners may be hung outside on the wall railing to the left of the plaza area.

Product Merchandising

A percentage of all charges for merchandise (tee shirts, CDs, concession items, etc.) must be assigned to the Performing Arts Center. If client group plans to sell merchandise, please notify the Operations Manager 48 hours prior to event date.

If a local non-profit client group sells their own merchandise, a 10% commission will be assessed on all products sold, not including 7.75% local sales tax on items. Local non-profit client groups may request the Performing Arts Center to sell their merchandise. The House Manager will assign ushers to sell merchandise and a 20% commission will be assessed on all items sold, prior to adding the 7.75% sales tax. The PAC will charge a 25% commission for all touring artists. The PAC will provide a commission settlement worksheet that requires all promoters to submit their Resale I.D. number or Federal tax identification number. Commission will be rendered by the promoter to the Operations Manager or House Manager at the end of the event or an agreed upon date after the sales have taken place.

Merchandise must be displayed in an attractive, well-arranged fashion. Merchandise tables must not block stairwells or doorways. All tables must be neatly clothed, with merchandise boxes stored underneath and away from public view. Items may not be hung, taped, stapled or attached to walls, glass or railings of the PAC. All merchandise displays must be free standing.

Food and Beverage Concessions

Campus Catering has exclusive rights to sell food and beverages at the concession area in the main lobby before, during and sometimes after public events, unless the event does not warrant these sales (no intermission, meetings, conferences, etc.). Client must notify Operations Manager at least 48 hours prior to event if there is no intermission scheduled as part of the run-of-show. If intermission is canceled without 48-hour notification, a \$100 cancellation fee will be assessed to client in order to cover cost of staffing concessions.

Clients are not permitted to sell food and beverage concessions in the PAC lobbies at any time (prior to performance, at intermission, or after performance). No food or beverage of any kind may be brought into the PAC's performance venues.

Alcohol Policy

If client requests to have alcohol sold to their patrons, it must be indicated on the RFU form. All requests will be submitted to the Managing Director for approval after receiving input from Catering, Public Safety and the President's Office. No unilateral decisions by the Center can be made regarding sale of alcohol.

All alcoholic beverages must be confined to the lobbies of the venue and are never allowed outside the doors of the facility. Only beer or wine can be sold; no "hard" liquor. No sales will occur after a performance, only pre-show and during intermission. Concessions staff always sells non-alcoholic beverages as well.

Parking

The campus is charged with providing adequate parking for scheduled events at the Center. There will be parking attendants posted at the parking structure closest to the Center for all public events. Patrons will be charged \$6.00 per vehicle to park in the designated "event" parking structure seven days a week. Patrons may purchase their parking permit in advance from the PAC's Ticket Office for \$5.00.

There will be no *Events Parking* at the PAC during WOW (Week of Welcome), December and June commencement, or Cal Poly's Open House which is usually scheduled on the third weekend of April.

Supporters of the Center through donations to the Foundation for the Performing Arts Center (FPAC) are entitled to park in the designated "preferred" area in the parking structure in front of the Center. Specifically, this applies to donors at the Founder, Patron, Sponsor and Center Circle Platinum levels. The structure is also reserved for patrons with 'disabled placards.'

Client groups can arrange to provide special parking privileges for their own donors/VIPs by contacting the Operations Manager at least 30 days prior to the scheduled event. The cost of this service will be charged back to the client.

Simultaneous Events

If two venues within the Christopher Cohan Center are being utilized at the same time and date, it is usually necessary for each client group to have separate house management

for their patrons. For example, if both Harman Hall and the Pavilion have an event at the same time, each event would be handled in a separate fashion. All patrons attending an event in Harman Hall would enter the facility through the main lobby doors, including those patrons who received tickets at Will Call. Patrons attending an event in the Pavilion would be directed through the doors closest to the stairs leading down to the Pavilion lobby. Stanchions to maintain the separate events would rope off the lobby. Patrons attending an event in the Philips Recital Hall (classroom) would be directed around the building to the Grand Avenue entrance near Spanos Theatre.

ADA Compliance

It is the Client's responsibility to comply with ADA programmatic requirements, e.g. providing sign interpretation for the hearing impaired. The PAC meets or exceeds all physical requirements for wheelchair accessibility. Prior to all public events, the PAC provides front-of-house staff to assist in the removal of seats to allow for wheelchair access. The PAC also provides wireless infrared hearing devices free of charge. Patrons should inquire at the House Manager's podium.

ELEMENTS OF SIGN LANGUAGE INTERPRETATION PROTOCOL

1. PACSLO will meet or exceed legal requirements and standards established for sign language interpretation for performances.
2. PACSLO will make every effort to provide qualified interpreters for a performance with 14 days advance notice. Seats held for patrons who are deaf will be released at this point if not purchased. Requests for interpretation made after that time frame will be honored if at all possible.
3. Internal protocol:
 - Ticketing Services Manager will hold a block of seats in the front of the orchestra level left or dress circle left, depending upon prescribed location of interpreter. Note: of course, patrons who are deaf may choose to sit anywhere they wish, if seats are available. The PAC will attempt to provide good line-of-sight to the interpreter and the center of the stage.
 - Ticketing Services Manager will be informed of all requests for signed interpretation.
 - The Operations Manager will be informed of all requests and is in charge of obtaining text or scripts where possible.
 - The Administrative Assistant for Technical Services will be informed of all requests. The AA will:
 1. contact the artist's production manager to determine whether the spoken word is part of the performance and requires interpretation. This information needs to be shared with Ticketing Services.
 2. consult with the artist about the location of the interpreter in the hall and communicate findings to Ticketing Services.
 3. communicate with the Operations Manager to make sure that scripts, if available, are put in the interpreters' hands in a timely manner.

4. arrange for interpreters and provide an estimate of costs for PAC client groups.
 5. include costs for signed interpretation in the settlement provided to client groups.
4. PACSLO's standard location for sign language interpreters will be on the stage for theatrical performances and in dress circle left for music and dance performances. It is understood that placing the interpreter on the stage may not always be the best solution for the patron who is deaf and/or the artist. A secondary location will be in front of the stage, house left. The location of the interpreter will be determined in advance of the date, if possible.

The PAC will make every effort to provide adequate special lighting on the face and hands of the interpreters. The production stage manager will be directed not to begin the show or any pre-show announcements until the interpreter is in position.

5. During runs with three or more shows, at least one performance will be pre-designated and advertised as interpreted; if a Saturday performance is involved, the Saturday performance will be designated as interpreted.
6. If a performance has been pre-designated as interpreted, the 14 day advance notice requirement is reduced to 5 days.
7. Interpreter dress code
Interpreters will wear "standard interpreter attire;" typically meaning plain, solid-color blouses or shirts, slacks or skirt. Clothing should contrast with skin tone.
8. Publicity
 - Web site – accessibility information in patron service section
 - Quarterly calendar – accessibility information + designation of interpreted performances
 - The weekly PAC ad in Tribune's Ticket and the New Times
 - Sign in lobby for interpreted performance
 - "Icon" to designate services for patron with hearing loss in TV ads

EMERGENCY PROCEDURES

House Management has been instructed that regardless of the specific situation, **the most critical response in any emergency situation is to remain calm.** All House Managers have been certified by the American Red Cross in CPR and First Aid training.

- **The emergency number to call on the CAL POLY campus is 9-1-1.**
- There is a first aid kit located at the House Manager's podium for minor medical needs.
- House management will call Public Safety at 6-2281 for all non-life-threatening injuries. Public Safety will determine if the injury merits medical attention.

Fire Alarms / Evacuation Procedures:

In the event of an alarm, everyone will be required to evacuate the premises, even whether the alarm is perceived to be false. Ushers and staff have been instructed to assist patrons in an orderly, safe evacuation.

Normal Evacuation Route:

If the alarm is false, PAC staff will still need to initiate an evacuation. The House Manager will direct the floor captains to open all main lobby doors. The patrons will be instructed to exit the same doors that they entered through and leave the facility through the main lobby doors.

Once the patrons have exited the building, they will be directed to the nearest parking lot in front of the PAC. Even if this is not an emergency, the Fire Department will still report to our location and we can not have patrons blocking their access to the building. When emergency personnel have determined it is safe to re-enter the building, the House Manager will let the ushers and patrons know if the performance will continue or be canceled.

If this is a true alarm, ushers and staff will check the designated exit route. If there is no obvious threat (smoke, flames) patrons will proceed as stated above.

Alternate Evacuation Route:

If the normal exit route is blocked, patrons will be directed to an alternate path. In most cases, patrons seated in the orchestra section will exit through the side doors on the right and left of the concert hall; or if in the pavilion, the doors opposite the original entrance doors. If the event is being held in the lecture hall/classroom and the rear entrance door is blocked, patrons should be directed to the doors at the front of the classroom. Patrons should proceed to the left through the double exit doors.

The PAC will not allow anyone to use the stage as an escape route. Patrons will be directed away from stage to avoid injury.

“House right Orchestra” and “Dress Circle right” patrons will proceed through the doors leading to the backstage, past the Pavilion. The exit paths are well marked with wall signs and a fluorescent stripe along the lower wall. Once patrons have left the building, they will be directed to the grass area outside the Cal Poly Theatre.

“House left Orchestra” and Dress Circle left” patrons will exit through the doors next to the Green Room (see map). Again, the exit paths are well marked with wall signs. Once these patrons have left the building, they will go to the parking lot in front of the PAC, via the loading dock area.

Patrons seated in the center Dress Circle section will be directed to the left or right grand staircases and exit with the Orchestra level patrons.

Patrons seated in the balcony and gallery levels will be guided toward the exit doors leading to the backstage stairwells. Once these patrons have left the building, they will go to the parking lot in front of the PAC, via the loading dock area or if they exit through the

double doors next to the lecture hall/classroom, to the grass area outside Cal Poly Theatre.

Disabled patrons should be escorted to the designated “sanctuary” area near the elevator on each level. No one should attempt to use the elevator until emergency personnel have arrived on the scene and indicate it is safe to do so. Ushers will assure the disabled patrons that help is on the way and if at all possible, remain with them until they can be safely removed.

The PAC staff will not let patrons interfere with emergency personnel.

The technical crew will evacuate performers on stage, in the dressing rooms and Green Room according to their plan.

Earthquakes:

Some earthquakes may be very minor and may or may not disturb the performance. In the event of a major earthquake that requires building evacuation, the front-of-house staff observes the following procedures:

- Personal Safety

Make sure patrons are in a safe place and stay there until the shaking stops.

- Attempt to Calm Patrons

Talk to patrons and relate that exits are being checked to determine safe evacuation routes. Until they are determined, patrons are safest in their seats. Should a large quake hit and cause ceiling debris, have patrons get below the back of the seat level and cover their heads. Do not look up due to possible falling debris.

- Wait for Evacuation Procedures

The House Manager and PAC staff will check for safe evacuation routes. When the routes have been determined, ushers will be given instructions on how to direct patrons.

- Assist with Evacuation

Follow the instructions by PAC staff and direct patrons to safe evacuation routes. Disabled patrons should be escorted to the designated “sanctuary” area near the elevator on each level. Do not attempt to use the elevator until emergency personnel have arrived on the scene and indicate it is safe to do so. Ushers will assure the disabled patrons that help is on the way and if at all possible, remain with them until they can be safely removed.

Pre or Post Receptions

Client groups must indicate on RFU if a pre-event (lecture, reception, etc.) or post-event (meet and greet, Green Room reception, etc.) will take place as part of the event. Campus Catering must approve any reception involving food or beverage. Additional House Management may be required and charged back to the client. If candles will be part of the decorations, please check with the Operations Manager prior to the event. Candles must of the votive type; lit tapers are not allowed. Helium balloons are not allowed inside the Center.

Founders Lounge

The primary use of the Founders Lounge is reserved for Founder level patrons of the PAC during public events in Harman Hall. A list of the Founders will be provided to an usher who will serve as a greeter at the entrance of the Lounge during events. The Founders Lounge doors will remain in the closed position at all times, with the greeter standing outside of the doors. Founders may invite guests to join them. Front-of-House staff will arrange the Lounge prior to public events; the drapes will be drawn across the windows overlooking the balcony lobby. Campus Catering will be responsible to prepare the room prior to intermission and will sell concessions to the guests during intermission.

Other groups may rent the Founders Lounge during non-performance times. Meetings may not exceed the time of 1:00 p.m. on days of public events.

Publicity & Marketing

I. Identity Standards Handbook

The Performing Arts Center has produced an *Identity Standards Handbook* to define uses of name and logo identity systems for the Performing Arts Center. Please refer to this handbook when developing advertising for events held in the Performing Arts Center.

II. Advertising

If the Client wishes to place any advertisements in any media promoting the availability of tickets to its events or activities in the Performing Arts Center, it shall include the name, address, and Ticket Office telephone numbers of the Center as prescribed in the *Identity Standards Handbook*.

III. The Tribune Ticket, New Times, SLO City News

The Performing Arts Center prepares a weekly calendar of events, which is included in the Thursday edition of the *New Times* and the *Tribune's Ticket* and bi-weekly in the *SLO City News*. Your organization's event will be automatically listed if a contract for that event is signed prior to the publication date.

IV. Quarterly Calendar of Events

The Performing Arts Center will prepare and distribute a quarterly calendar of events for promotional purposes. It will include a description of events scheduled for the Performing Arts Center, including both the Performing Arts Center and the Spanos Theatre. Clients will be asked to provide a description of 25 words or less about their event, along with photographs if available. Photographs are published at the editor's discretion and will be returned to the organization if requested.

Deadlines to submit descriptions for the Calendar of Events:

Fall - Second week of July

Winter - Second week of October

Spring - Second week of February

Summer – Second week of May

V. *Telephone*

The Performing Arts Center will record a phone message on its administrative line, 756-7222 that will offer the patron a chance to receive a schedule of upcoming events by mail. If patrons need to be reached during a performance, the phone located at the House Manager's podium is 756-6284. They should also give their name and seat number to the House Manager prior to entering the performance.

VI. *Web Site*

The Performing Arts Center's web site is www.pacslo.org. A portion of this web site is dedicated to promoting upcoming events and includes a calendar of events. In addition to a listing, it may be possible to utilize client group audio and/or video as promotion for an upcoming event. Links can be provided to a client web site.

VII. *Displays*

Clients may display signage in the lobbies by utilizing up to three easels that will be provided by the PAC. Posters, signs or displays may not be taped, hung or affixed to the walls, glass or railings of the PAC.

The display case in the lower lobby may be available from time to time, length of use is typically scheduled in 6 week blocks. Please contact the Marketing Coordinator to schedule a block of time. Items may not be hung, taped, stapled or attached to walls of the display case.

VII. *Brochure Display at the Performing Arts Center*

Client groups may display flyers and materials promoting their upcoming events in the lobby during the day of their show. At no time may flyers be distributed outside the PAC, on the plaza or on car windshields, etc.

VIII. *Event Programs*

The client is responsible for the production, printing and delivery of the event program to the Center. Event programs must be delivered to the House Manager's podium at least two (2) hours prior to the scheduled performance. The Center's house ushers will be responsible for assisting with the distribution of the client's programs. Any remaining programs will be discarded or recycled immediately after the performance unless prior arrangements have been made with the Operations Manager.

If a promoter would like to advertise an upcoming event with flyers inserted in another client's program, it the responsibility of the promoter to contact the client for permission. It is also the responsibility of the promoter to insert the flyers in these programs prior to being delivered to the Center.

Glossary

Babes in Arms:	Infants, usually under 12 months old, who cannot sit by themselves.
Green Room:	A theatre term for the area behind stage where performers often wait prior to going on stage. Green for “go” to allow quick access to the stage. This room is also used as a hospitality area for Performers and their guests before or after events.
Front-of-House:	This is the public area of the Center, which includes all lobbies, restrooms, ticket office, administrative offices, parking, plaza and seating.
House:	The performance area of the concert hall or pavilion that includes the seats and stage but not the lobby.
House Manager:	Performing Arts Center Staff person in charge of front-of-house during an assigned event.
Late Seating:	Patrons who arrive after the performance has begun will be seated at the earliest appropriate pause in the performance. Late seating breaks are determined by the by the House Manager in consultation with the promoter or stage manager and vary by the type of performance or event.
Meet and Greet:	A brief reception either prior to or after a performance to meet the artist(s) for book signings, autographs, etc.
Podium:	Location in main lobby where the House Manager is stationed during an event.
Promoter:	The Client who has rented the Performing Arts Center for an event or performance.
RFU:	Request for Use form completed by client group prior to event.
Run-of-Show:	The itinerary of the performance which includes the length and order of the show, and length of intermission if applicable. The standard intermission time is 20 minutes.
Theatre Operations Manager:	Supervises all patron services, except ticketing; promotes, the Cultural events presented in the center and promotes the use of the facility. The Theatre Operations Manager is responsible for establishing and maintaining a positive public image for the Facility.