



## **Theater Rental Guidelines**

**WACO Theater Center**

**5144 Lankershim Boulevard**

**North Hollywood, CA 91601**

**Phone: (818) 400-1151**

**Email for rental inquiries: [rentals@wacothatercenter.com](mailto:rentals@wacothatercenter.com)**

**[www.wacothatercenter.com](http://www.wacothatercenter.com)**

For informational purposes only; all content subject to change at any time.

**Last updated October 2018**

## *Plan your next event at the WACO (Where Art Can Occur) Theater Center*

Add a touch of distinction to your dance recital, artistic collaboration meeting, panel discussion, meet-and-greet, business dinner, or theatrical performance, by choosing the WACO Theater Center for your next event.

### **OUR PHILOSOPHY**

The WACO Theater Center (WACO) is dedicated to the empowerment of artists, and people in general, within the diversified pool of our Los Angeles communities and beyond. We encourage artists to find their true purpose and awaken their own individual power source, which fuels their art. As Pablo Picasso said; “The meaning of life is to find our gift. The purpose of life is to give it away”. Through the well-crafted guidance of our Artistic Directors, Richard Lawson and Tina Knowles Lawson, hundreds of artists and others will learn to reach tangible goals by applying a systematic road-map that allows them to put their dreams into action, resulting in monetizing their unique talent no matter what their ages are. “Dreams don’t have expiration dates.” We encourage artists, of all types, to leverage the artistic energy source inherently captured within the walls of WACO – Host your next event here, with us!

### **LOCATION**

WACO is located in the heart of the North Hollywood Arts District at 5144 Lankershim Blvd., North Hollywood, Ca. 91601. It is conveniently surrounded by an array of swanky shops and trendy restaurants with easy access to nearby freeways.

Thank you for considering the WACO Theater Center for your event.

### **CONFIGURATION AND CAPACITY**

WACO can be configured in variety of ways to accommodate a multitude of events including, but not limited to, dance and music performances, plays, lectures, recitals, rehearsals, special events, film screenings, premiers, conferences and full-scale film shoots.

The building consists of three distinct areas that are available for use during rental: 1) Lobby/Art Gallery; 2) Mainstage Theater; 3) Backstage Dressing Rooms.

### **Lobby/Art Gallery**

Upon entrance to the building, guests are immediately impressed by the upscale and unique art exhibitions on display in the lobby area. The lobby showcases a variety of art including paintings, photography and sculptures, by contemporary and classical artists. This area has a capacity of 70 and is often used for guest registration and small scale standing receptions.

### **Mainstage Theater**

The theater is typically used for the “main event” and has a capacity of 75 seats. The seats may be retracted in order to create an open dance floor and/or event space. The theatre boasts state of the art lighting and sound systems, in addition to cameras that can capture live events.

### **Backstage Dressing Rooms**

The backstage area includes two dressing rooms with seating for 10. The dressing room includes lighted mirrors and wardrobe racks, and restrooms in close proximity. Accommodations can be made in advance for a Green Room.

## **RENTAL PROGRAM REQUIREMENTS**

Any use of the WACO Theater Center facilities is contingent on the following factors:

- Approval of use / event by the Artistic Directors and the Director of Operations and Production, based on the logistics and technical requirements of the event;
- Completion of a Letter of Commitment (temporary agreement that implies neither legal claim to the facility nor any binding relationship between WACO Theater Center and the prospective tenant);
- Payment of a \$1000.00 non-refundable deposit;
- Presentation of a certificate of general liability insurance, including usual and customary coverages; a minimum of \$1,000,000 coverage for each occurrence; coverage for participants in the prospective tenant's programs; coverage for sexual abuse, harassment and molestation; Worker's Compensation and Employer's Liability Insurance; a waiver of subrogation against WACO Theater Center; and WACO Theater Center named as additional insured. Further requirements apply, and WACO Theater Center can provide a full list of requirements upon request.
- Receptions following or prior to performances are permitted inside of the lobby and upon approval, the performance space and must be scheduled at least 72 hours in advance.

Pre-show receptions must end ten minutes before curtain. Post-show receptions must end 30 minutes prior to the scheduled end of time of the rental.

Alcoholic beverages can only be sold upon the procurement of a liquor license.

- Outside technicians are not permitted to operate WACO Theater Center's equipment. Upon execution of the rental agreement, and upon agreement of the costs, WACO will provide technicians who can provide light looks, mix live sound and run the lights and sound boards for your tech rehearsals and performances.
- Upon execution of the rental agreement, and upon agreement of the costs, WACO House Staff will set up the seating area as well as the lobby and box office area, usher in late seating at appropriate breaks in the show, and help enforce building and fire codes. They can also place 'Reserved Seating' signs, and assist with reception set up and removal.

- You will be required to provide a Stage Manager/Backstage Supervisor to remain in communication with the Production Coordinator and House Managers throughout the entire performance.
- Based on the demands of your production we reserve the right to require you to provide additional staff or provide additional WACO staff at your expense. The additional WACO Crew/Stagehand rate is \$25 per hour, per person.
- You will be allowed into the space during your scheduled times as listed on your invoice. Access to the theater outside of those hours must be scheduled in advance.
- Extending past your scheduled rental time may result in a fee of \$70.00 per half hour.
- You must have a WACO staff member present for Load In, Load Out and any Technical Rehearsals and Performances.
- Load in and load out will take place during the rental hours listed on your invoice. A WACO staff member must be present at all times. All items to be loaded in must be approved at the production meeting. We do not have a loading dock. All items, set pieces, etc., must be brought in through the building's main entrance and must register, upon each visit, through the Envoy system.

# **PRODUCTION MEETING**

Upon receipt of the deposit and execution of the rental agreement, your booking is confirmed and WACO's Theater Technical Manager will contact you to schedule a production meeting. This meeting should take place no later than two weeks prior to your first day of technical rehearsals.

At the production meeting all technical needs of your production must be laid out clearly. A diagram and/or list of scenic elements, furniture, and major props must be presented to the Theater Technical Manager for approval at the time of the production meeting.

Meeting agenda may include but is not limited to:

- Load in and load out schedules
- Tech rehearsal schedules
- Show runtime
- Performance start times
- Production staff
- Lobby needs
- Audience size
- Marketing
- Technical Elements including (lights, sound, video, scenic elements, etc.)
- Scenic elements
- Receptions

This meeting is mandatory and the following staff must be in attendance:

- Producer (the person renting the space)
- Stage Manager (the person designated by the Producer to supervise backstage)

## **Publicity and Marketing**

Please refer to the venue name in all publicity materials as follows:

WACO Theater Center

The address should be listed as:

WACO Theater Center  
5144 Lankershim Boulevard  
North Hollywood, CA 91601

WACO will not be responsible for the marketing or rental events.

We can display a promotional poster (provided by you) in our theater lobby if mounted on foam board with an easel (provided by you).

### **Playing Area**

Please note, we only allow spike tape, glow tape and electrical tape on the marley floor. Any tape you put down for your performance must be removed during your load out.

Our basic performance set-up for the playing area is 20 feet deep by 22 feet wide.

Please note that we do not have a fly system.

Black drapes hang on a track that allows them to be moved to create a 'black box'. Drapes are not on a pulley system and must be moved manually.

Should you wish to hang, attach or drape anything you must first receive permission from WACO's Theater Technical Manager or Director of Operations and Production. These individuals must also be present during the install. Anything hung must have a safety chain and must be removed during your scheduled load out.

### **Marley Dance Floor**

A black marley-type dance floor covers the playing area. Furniture or set pieces that may damage the floor will not be permitted. The surface of each and every item coming into contact with the marley flooring must be covered by felt or carpet. This includes any set pieces such as furniture, flats, platforms and costume accessories. Items should be covered before or during your load in, and must be covered by the start of your tech rehearsal.

### **Scenic**

We do not allow drilling into the walls or floor of the performance space.

We reserve the right to prohibit use of anything in the theater that may be damaging to the crew, space, performers or audience.

As this is a multiuse facility you may be required to clear your props/set pieces and any other equipment from the performance area after every rehearsal and performance.

### **Lighting Equipment**

The Theater Technical Manager or Assistant Theater Technical Manager can program the light board and design basic lighting for performances including dance as well as run the light board during performances.

If you choose to provide a lighting designer, the Theater Technical Manager will serve as light board operator during technical rehearsals and performances.

### **Backstage Storage**

Backstage storage is not available. Please plan accordingly.

## **FACILITY RENTAL RATES**

### **Weekly Rates**

Main stage Theatre Performances (Minimum 3 consecutive weekend performances - Maximum 4 performances per weekend) Friday-Sunday.....	\$2,325 / week (\$775/show)
Extra Saturday or Sunday performance.....	\$425
Less than 3 consecutive weekend performance.....	\$2,400 / week (\$800/show)

### **Tech Rehearsal Daily Rates**

Load in, set-up, tech rehearsal .....	\$350 /day
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### **Hourly Rates**

Rehearsals (Monday – Friday) (during and in conjunction with main stage theater rental)

Daytime (10 a.m. up to 5:30 p.m.).....	\$45 / hour
With technical equipment.....	add \$5 / hour

*Weekends subject to availability*.....\$75 / hour

With technical equipment.....add \$5 / hour

**Note: Each rental day starts after 10 a.m. and must end by midnight (Friday-Sunday) or 5 p.m. (weekdays). A rental day is defined as a 12-hour day that includes two meal breaks of one-hour each. Any time over 12 hours, before 9 a.m., or past midnight will be assessed at the rate of \$50 per half hour, plus labor.**

### **Other Rates**

Dark day Fri - Sun or during run of show (set remains on stage).....	\$100 / day
Refundable cleaning deposit.....	\$200
Video Projector.....	\$100 / day
Lobby rental for receptions (during and in conjunction with main stage performance rental).....	\$100
Tables/Chairs - \$15 (up to five tables and ten chairs; \$0.75 for each additional table and \$0.15 for each additional chair)	

Film Shoot.....Contact for rates

Dance / Other rehearsal rental.....\$75 / hour



Class Teaching / Lectures (Richard Lawson Studios (RLS) classes exempt)  
 With six month lease.....\$120 / hour  
 Without six month lease.....\$110 / hour

Film screening.....Contact for rates  
 Photography Shoot .....Contact for rates  
 Special Event buy out.....Contact for rates

Other costs, including labor, ticketing, concessions/merchandise, and other various rates and charges will be described in their respective sections.

**Discounts**

*Organizations with proof of a non-profit 501(c)(3) status may receive a discount off of facility rates. To be eligible for discounted rates, WACO Theater Center must have a current copy of client's 501(c)(3) certification on file.*

**Labor Requirements and Rates**

With the exception of the Theater Technical Manager, WACO Theater Center crew for both back of house (BOH) and front of house (FOH) are overhire staff with professional training and supervision. WACO Theater Center will provide all house management, ushering, box office, stage labor, and other FOH and BOH staff. WACO Theater Center strictly follows California overtime law, and tenants will be expected to pay one and one-half times or double the rates below, in compensation of overtime worked.

Minimum crew requirements, and associated rates, for facility rentals are as follows:

**Front-of-House**

1 House Manager .....\$20 / hour (4 hour minimum)  
 3 Ushers.....\$45 flat rate

**Back-of-House**

Theater Technical Manager.....included in facility rental rate (may vary depending on technical needs of show)  
 Lighting Technician..... \$30 / hour (4 hour minimum)

WACO Theater Center will schedule additional staff/crew members based on each event's needs or requirements, and consult with each prospective tenant regarding the staffing required for their event.

**Ticketed Events**

Add 1 Box Office Supervisor and 2 Ticket Sellers to minimum crew requirements for events, outlined above.

Minimum Crew Requirements for ticketed Events.....	See Rates Above
Box Office Supervisor.....	\$25 / hour (day of performance and pre-work)
2 Ticket Sellers.....	\$20

Ticketed Event Policy

If a tenant wishes to charge for admission or issue tickets for an event, the WACO Theater Center Box Office must oversee reservations and ticketing for the event. It is recommended that the details necessary to ticket an event are submitted to WACO Theater Center staff by two months prior to each event, or at least two weeks prior to the desired on-sale date.

*All ticketing and sales must go through the WACO Theater Center Box Office.*

*Patrons will be expected to pay per-ticket and per-order fees according to regular box office protocol.*

*If an event is ticketed, the tenant will be responsible for an administrative fee. The Tenant's patrons should be notified in advance of the event that they will be required to follow WACO Theater Center security protocol, which may include the signing of a non-disclosure agreement.*

**PAYMENT SCHEDULE**

**Letter of Commitment**

Upon booking the theater we will issue a Letter of Commitment. The Letter of Commitment must be returned to WACO Theater Center along with a \$1000.00 non-refundable deposit within ten days. Your reservation will be cancelled and the date will be released if both of these items aren't received within this time period.

Upon receipt of the Letter of Commitment, WACO Theater Center will issue a contract to the Tenant. The executed contract must be returned to WACO Theater Center within 2 weeks.

**30 days prior to the rental**

The balance of the original estimate and proof of insurance is due. Event will be cancelled if both of these items aren't received by this day. Within 30 days prior to the rental Cancellation results in the loss of 100% of Rental Fee. Within 15 days prior to the rental Cancellation results in the loss of 100% of Rental Fee and 50% of labor fees. Within 7 days prior to the rental Cancellation results in loss of all fees. Within 30 days after the rental If the actual cost of the event exceeds the estimate, tenant must pay WACO Theater Center the difference. For each day this payment is late, 1% of the final balance will be added to the amount owed. If the estimate for the event exceeds the actual cost, WACO Theater Center will issue a check and mail it to the tenant.

**TECHNICAL ELEMENTS**

WACO Theater Center's technical inventory is limited and all shows coming in should be self-contained. We will provide general area lighting, and basic sound equipment as part of our service. Any technical requirements beyond these standard set-ups must be arranged a minimum of one

month in advance with the Director of Operations and Production and the Theater Technical Manager and will require additional labor and set-up time.

If Tenant wishes to use any technical equipment that is not included in WACO Theater Center's inventory (Theater Technical Manager can provide full rental inventory), Tenant must make arrangements with the Theater Technical Manager at least one month in advance to have such equipment rented and/or delivered to the venue (to be paid for by the tenant). Some WACO Theater Center inventory items are available to use at an additional cost and with an additional crew member.

The following items may not be moved from their permanent positions:

Drapes and soft goods, lighting instruments, sound equipment, film screen, furniture, and dressing room equipment.

To ensure the safety of all WACO Theater Center staff and event participants, tenants must discuss all scenic elements with the Theater Technical Manager at least one month prior to load-in.

All theatrical effects – including strobe lights, atmospheric effects (haze), unusually loud sound effects, and other dangerous or alarming elements – require approval from the Theater Technical Manager at least one month in advance of the event. Not all requests will be approved. Many effects require that warnings be posted by Front-of-House staff.

WACO Theater Center strictly follows Los Angeles and California Fire Code, as well as venue-specific orders from the Fire Marshal. Hallways, doorways, aisles, and exit routes must be kept clear, and storage limited to areas approved by WACO Theater Center staff. If an event presents added risk (e.g., due to the use of haze), WACO Theater Center will schedule an additional crew member for fire-watch.

## **CONCESSIONS AND LOBBY SALES OF SOUVENIRS AND PROGRAMS**

The WACO Theater Center lobby is available for usage during contracted performance times. Lobby set-ups, concessions items, and merchandise/souvenirs will need to be approved by WACO Theater Center staff. Each tenant is responsible for providing volunteers or staff to supervise lobby sales, paying all applicable sales tax, and paying to WACO Theater Center a 10% commission on gross sales.

**WACO THEATER CENTER CONTACT INFORMATION** For all booking, scheduling, BOH, FOH, and initial technical inquiries, contact Steven Foley, Director of Operations and Production at (818) 606-2985 or Courtney Nichole at (818) 400-1151.

Disclaimer: These program guidelines are for informational purposes only and are subject to change at any time. They are not intended to be complete or to create a legally binding relationship between the reader and the WACO Theater Center.