

## THEATRE ALLOCATION POLICY

\* Scheduled to go into effect for the 2011/2012 theatre season, beginning in October 2011.

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### THEATRE ALLOCATION PRIORITY LIST

Allocation of theatre dates and finalization of contracts will be done in the following order:

1. *City of Hermosa Beach Special Events, Annual City-Wide Events and city observed holidays, including, but not limited to:*
  - a. *Surfer's Walk of Fame*
  - b. *Art Walk*
  - c. *Fiesta (Memorial Day and Labor Day Weekends)*
  - d. *Taste at the Beach*
  - e. *Thanksgiving Holiday*
  - f. *Christmas Holiday*
  - g. *New Year's Eve*
2. *Civic Light Opera*
3. *Hermosa Beach Community Theatre Premiere Group*
4. *Hermosa Beach Community Theatre Spotlight Group*
5. *All other theatre users, New Premiere Group Members and additional date requests from current Premiere Group members*

### THEATRE ALLOCATION IMPORTANT DATES

1. **January 1**.....Deadline for Premiere Group membership applications for upcoming season
  2. **February 1**.....Community Resources Staff will notify groups of membership approval
  3. **March 1**.....Deadline for Premiere Group Applications, application fee and damage deposit
  4. **March 15**.....Spotlight Group (from previous season) eligible to reserve dates
  5. **April 1**.....**New Premiere Group** members and all other theatre users eligible to reserve dates
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*What is the difference between the Premiere Group and the Spotlight Group?*

- **PREMIERE GROUP**: This group is comprised of regular theatre users that meet the following requirements:
  - The group must use the theatre for:
    - 3 productions each year -or-
    - 30 days each year (when staff are present)
  - Groups granted membership are required to turn in rental applications for each production including corresponding \$100 application fee for each as well as the \$500 security deposit for each production by March 1 of each year.
  - Theatre users must apply to become a member of the Premiere Group and are granted lifetime membership unless they fail to meet one of the minimum qualifications.
- **SPOTLIGHT GROUP**: This group is comprised of returning theatre users from the previous season ONLY that do not meet the qualifications or choose to become a member of the Premiere Group. Spotlight Groups are given at least fifteen (15) calendar days to apply for theatre dates before the general public can turn in their applications. Membership is automatic and is only valid for each season following theatre use.

### HBCT PREMIERE GROUP

Any user group has the opportunity to become a member of the Hermosa Beach Community Theatre Premiere Group.

*Membership in this group allows users:*

1. A guarantee of the same production dates for the following year (unless confliction with City Event)
2. Priority approval of dates for the upcoming season

## *Membership Requirements:*

All of the following must apply in order to be considered a member of the Premiere Group:

1. The User must commit to producing a minimum of three (3) productions in the Hermosa Beach Community Theatre each season (October through September)  
-OR-
2. The User must commit to using the theatre, where City Staff are present, for a minimum of thirty (30) days each season (maximum of 90 days each season).  
-AND-
3. The User must submit all season dates to the Community Resources Office (including rehearsals and show dates) by the deadline of March 1 each year, and produce the following:
  - a. A completed Theatre Rental Application for each production
  - b. A \$100 application fee for each application
  - c. A \$500 damage deposit for each application

A Premiere Group Membership Application must be completed and returned to the Community Resources office by **January 1** of each year to be considered a member for the upcoming season's allocation process. Community Resources Department staff will review the application, and pending availability, will notify applicant by February 1 if the membership has been approved.

## **PREMIERE GROUP POLICIES**

- ❖ Once a user becomes a member of the Premiere Group, their approved dates will continue to be "locked-in" indefinitely until:
  1. A user falls below the minimum of three (3) productions a year or , or thirty (30) rental days a year  
-OR-
  2. A user fails to return their application and all applicable paperwork and fees by the March 1 deadline
- ❖ A user can reapply for membership at any time, although membership will only be approved, allowing additionally members, each January, for the upcoming season. The reserved dates under previous membership will no longer be valid; group must choose dates based on availability.
- ❖ New Premiere Group members are allowed to reserve their event dates on April 1. Once dates are chosen, those dates are included into the following years "guaranteed" dates and will be required to fulfill all the obligations of Premiere Group membership.
- ❖ In the event of a cancellation, user forfeits the \$500 damage deposit and the \$100 application fee.
  1. By canceling any dates from the original request, the user releases these dates from their priority for the following season.
  2. If a cancellation puts a user under the required minimum for membership, the user will be required to reapply for membership for the following year.
  3. The Community Resources Department may charge additional cancellation fees as necessary and will be determined at time of cancellation.
- ❖ If a member wishes to add additional show dates to their regular schedule, they must wait until **April 1** when all regular users (non-member groups) have requested their show dates and have been added to the schedule.
- ❖ Members can reserve a maximum of ninety (90) calendar days per season.

*\*Certain restrictions may apply. Dates are not guaranteed until a signed contract is received by the user from the Community Resources Department. City Staff will do their best to ensure fairness and that the restrictions of the Premiere Group are upheld, although certain situations may prevent them from doing so. Proper notification will be given to users should this very rare situation arise.*