

Venue Management Booking Policy

Accommodations for individuals with disabilities in accessing these policies are available upon request by emailing accessiblepolicy@wcupa.edu

Purpose and Scope

The Performing Arts Center (to include the Madeline Wing Adler Theatre) and the Emilie K. Asplundh Concert Hall are intended primarily as an educational and cultural resource for the University, Chester County and the State of Pennsylvania. This policy outlines how and when the groups may use this space.

Policy Statement

The West Chester University Venue Management Booking Policy is an administrative policy that provides information and protocol for the use of the Performing Arts Center and the Emilie K. Asplundh Concert Hall.

Policy Framework

Priority for the use of Performing Arts Center and the Emilie K. Asplundh Concert Hall will be assigned to programs produced by venue residents, School of Music and Department of Theatre and Dance.

The facilities will also be made available to other organizations on an individual program basis for purposes that are compatible with, or enhance the mission of the University and are in the interest of the community.

All users will comply with the rules and regulations outlined in this policy. Official University Organizations will sign a Memo of Understanding or Non-University Organizations must sign a Facilities Use Agreement. The definition of University and non-university organizations may be found in the definition section of this policy.

For any given academic calendar year:

- Priority 1: President's Office may book at any time, no matter how far in advance
- Priority 2: Wells School of Music establishes an academic/performance calendar with College of Arts & Humanities residencies for theater & dance (no later than Feb. 15th of previous academic year)
- OVM and WSoM have established a one month "buffer" period from 2/15 - 3/15 to troubleshoot and adjust academic/performance calendar
- Priority 3: Conference Services/Cultural & Community Affairs/WCU Live/Town and Gown bookings will be accepted first beginning on 3/16.

- Priority 4: All other internal (WCU) departments, organizations and student organizations bookings accepted 2nd beginning on 3/16.
- Priority 5: All external bookings accepted third beginning 3/16

All Non-University Organizations will be required to sign a Facilities Use Agreement.

Event requests may be accepted or rejected based on anticipated audience size, technical requirements, past usage history, etc.

Staffing Procedures

Venue Manager or Technical Director will determine appropriate technical and guest services staffing in conjunction with venue user. Staffing estimates will be provided in the Memo of Understanding or Facilities Use Agreement.

The Office of Venue Management does not provide artistic designers, production managers, box office staff, or merchandise sales staff. All production management and design is the responsibility of the user. Any technical support and guest services support not provided by the Office of Venue Management will be covered by the user.

Tier 1, Tier 2 and Tier 3

All costs of Office of Venue Management technical staff and guest services will be covered by the Office of Venue Management.

Tier 4

The Office of Venue Management will provide 1 Light Board Operator, 1 Sound Board Operator, 1 Projectionist, and 1 Deck Hand as required by the event. The Office of Venue Management will also provide a minimum of 4 guest services staff for Asplundh and 2 for the Performing Arts Center. Any additional staff will be paid for by the user.

Tier 5

All staffing costs are the responsibility of the user.

Limitations on Performance Venues

The Office of Venue Management will retain certain days for restoration and general maintenance, and the facilities will not be available for use, except cases with special permission. Special rental rates will apply for all users on any University holiday in order to reimburse the venue for labor rates.

Cancellation Policy

The User must notify the Office of Venue Management in writing prior to three weeks before the date of the event. If the event is cancelled within three weeks of the

event, the User will be required to pay any required expenses and staffing fees and may lose the privilege of booking another event.

General Venue Usage Guidelines

Alteration and use of the premises: Users shall not alter, repair, add to, deface, improve or in any way change the university premises in any manner whatsoever, without the prior written consent of the Office of Venue Management. The premises shall be maintained and vacated, as and when required, in as good condition as it is upon entry of users, depreciation for reasonable wear and tear expected.

Displays and Decorations: Displays and decorations with the lobby areas of the Venues may only be erected by prior written approval of the Office of Venue Management.

Do not hang any posters or decorations on the interior or exterior walls of the building without approval of the Venue Manager or his/her designee.

NO Food or Drink is allowed in auditorium, stage or dressing rooms. User shall be responsible for seeking adherence to the food and drink policy for all performers, technicians, management personnel, and others who take part in the production of an event. Plastic water bottles may be allowed in the auditorium with approval of the Office of Venue Management.

Food is permitted in the Green Room, with approval of the Director of Venue Management.

NO food concessions are allowed.

Receptions are restricted to the Asplundh Green Room or the Lobby of the Performing Arts Center with prior approval from the Office of Venue Management

Any food or drink provided to the public during receptions must be provided by ARAMARK. Contact Catering at (610) 436-3130. West Chester University of PA has a fully executed contract with ARAMARK Educational Services, Inc. for ARAMARK to prepare and serve food in all University designated dining facilities. ARAMARK shall also be responsible for the preparation and delivery of food items as ordered to all other University facilities throughout campus and as designated by the University. ARAMARK shall have the first right of refusal for all catered affairs.

Alcoholic Beverages are not permitted on campus without the prior written approval of the President of the University. To request permission to serve alcohol you must obtain an "Alcohol Request Form" from the Office of Conference Services. This form must be obtained and processed at least 4 weeks before the scheduled event. If the request is received less than four weeks, no approval will be granted.

Security: Final determination for security needs will be made between the Director of Venue Management and the Department of Public Safety. If an artist contract

requires security, the User must contact the Venue Manager for approval before securing outside security agencies. An event may be stopped, cancelled, postponed or attendance limited due to security emergencies. The Office of Venue Management and Public Safety Department reserve the right to inspect all bags, backpacks, packages and containers.

Medical Emergency Inside Performance Hall: Should a medical emergency take place inside a performance space during a performance, the Director of Venue Management or designee will decide whether the performance should be stopped while the medical emergency resolved. The head usher will contact the stage manager to stop the show.

Emergency Medical Treatment: The Office of Venue Management reserves the right to determine if Paramedics/Emergency Medical Personnel need to be called for a specific incident. The Director of Venue Management or designee will make this decision. EMS will be called if there is any question about the nature of an injury.

It is recommended that the user bring a First Aid Kit.

In the event of an EMERGENCY CALL WCU Public Safety at 610-436-3311

Notify Director of Venue Management or his/her designee of ALL injuries.

A first aid kit is located in each venue. The first aid kit is for emergencies only.

In the event of Dance or Performance related injuries – the sponsoring organization will be asked to replace first aid supplies used.

Fire or Fire Alarm: If a fire alarm is activated, the building will be completely evacuated. The building will only be re-occupied after approval from WCU Public Safety and/or WCU Fire Marshall. If a fire is discovered, evacuate anyone in the immediate area and activate the fire alarm system then notify a member of the Venue Staff. Venue Management staff will assist with the evacuation of the building. Guest Services will be responsible for evacuating the Audience and Front of House areas. Production staff will be responsible for evacuating performers, backstage, dressing rooms and loading dock areas.

Once the building is evacuated Asplundh staff will meet in front of Filano Hall. Performing Arts Center staff will meet at the Matlack Street Parking Garage. Any persons not accounted for will be reported to the Director of Venue Management or designee.

Any Pyrotechnics, Smoke Machines, Confetti Launchers, Open Flames (candles, matches, etc), Firearms or similar special effects devices must be approved by the Director of Venue Management or his/her designee prior to arrival. There is to be no use in or about the premises of any substance of an explosive, corrosive or flammable nature, without the express written permission of the Director of Venue Management. All stage materials used shall be flame proofed. Any user shall not cause or produce to be caused or produced therein, or to emanate there from any unusual, noxious, or objectionable smokes, gases, vapors, or odors. The user is also

responsible for the use of theatrical smoke in such ways that the smoke alarms do not go off.

Weapons: Weapons are not allowed on campus. Weapons include objects or substances designed to inflict a wound, cause injury, or incapacitate, including, without limitation, and whether real, fake, disabled or rigged, all firearms, BB guns, air guns, pellet guns, switchblades, knives with blades five or more inches long. This extends to any activity, class, rehearsal and performance, without the express written permission of the Director of Venue Management.

Venue Access: The Director of Venue Management or designee reserves the right to assign card access to the User. Under most circumstances a representative from the Office of Venue Management will be on-site during the duration of the event.

Venue Safety: The Director of Venue Management or designee reserves the right to inspect production areas and audience areas and require necessary corrections to provide a safe environment for staff, venue users, and the public. The West Chester University Fire Marshall or Public Safety Office may be consulted.

A minimum 4' aisle way must be kept clear in backstage and front of house. This aisle must be sufficiently illuminated to provide emergency egress.

All emergency exits must be kept clear at all times.

All scenery is subject to flame proofing inspection, rigging inspection, and structural inspection. Scenery must be constructed to accepted industry standards. A user may be required to provide a third party inspection of scenic rigging and set construction. This inspection will be performed at the cost of the User.

Traffic and parking: NO Parking is allowed in the loading dock area except for minimum time for loading and unloading of props/scenery. At that time, please see the Venue Manager or his/her designee for a limited-use permit.

It is understood and agreed that the User, its agents, employees, guests and patrons, will be subject to all West Chester University traffic and parking regulations. Parking at the stage loading area is strictly regulated and limited to vehicles required for the loading and unloading of material required for the event. Improper parking or blocking of the loading dock risks removal at vehicle owner's expense. There is to be no idling in the loading dock area.

Photography, Audio and Video Recording: Cameras, Audio & Video recorders, and broadcasting equipment may only be used in University facilities by the with the written permission of a University official, which shall be evidenced by initials of the proper University official in Paragraph 3.24, of the Facilities Use Agreement. Printed programs issued by the User shall include the statement "The use of cameras, Audio

& Video recording and broadcasting equipment, is prohibited in the University's facilities."

Smoking: All campus buildings are smoke-free buildings. Smoking is permitted only outside the building in designated areas. User shall be responsible for seeking adherence to smoking regulations for all performers, technicians, management personnel, and others who take part in the production of an event.

Storage: Limited storage is available with prior consent from the Office of Venue Management. West Chester University is not responsible for loss or damage of stored items. Any items left on the premises two days following the last public performance of an event will become the property of the University to dispose of as they wish.

Animals: Except for working dogs, public safety dogs and animals required as part of a performance, animals are not allowed in campus facilities. Venue management must be notified in advance if the production requires the use of animals so that necessary arrangements for caging, clean up, safety and other precautions may be taken.

Rehearsal and Production Guidelines:

Audience Seating Areas: During rehearsal, set-up, and strike periods, User shall restrict their activities to the stage, backstage, and production areas. When it is necessary for a director, designer, or stage manager to view a rehearsal or set-up from the audience area, use of the seating areas are restricted to directing and technical personnel. When the audience seating areas are used for directorial activity in connection with the rehearsal or production of an event, the user will be responsible for the clean up of the area so used. The audience seating areas are not to be used for the storage of coats, personal belongings, musical instrument cases, or other paraphernalia associated with the pre-performance production of an event. **Food and drinks are strictly prohibited in the seating and performance areas of the venues.**

Scheduled rehearsal and set-up/tear-down times will be enforced. **These times must be adhered to, due to other users schedule, scheduled maintenance, and staffing restrictions.**

During rehearsals Users should enter/exit through the loading dock door at rear of building. **All other doors will be locked and or alarmed.**

Performance Guidelines

House Opening and Capacity: The House will open ½ hour prior to the stated curtain time following consultation between Venue Management at each performance. The stated capacity for each venue will be enforced.

Actual Start Time of Performance:

Actual start time of the performance will be decided by consultation including House Management, Venue Management and the Production Stage Manager. It is the Venue's intention to begin each performance at the published time.

Intermission:

Standard Intermission will be 15 minutes in duration.

Access to Ticket Office:

Access to the Ticket office will be restricted to the Ticket Office and Guest Services Personnel only.

Late Seating: Late seating will be at the discretion of the Director of Venue Management or designee. Late seating will occur during the first opportunity (break in performance). Until that time, audience members will be held outside the auditorium. The appropriate "break" will be determined in consultation. How and where late arrivals are seated will be venue specific. Audience members that arrive after the advertised start time of the production will be directed to the first available seat.

Backstage Access: Audience members and guests will only be admitted backstage in accordance with the wishes of the artist(s), in coordination with venue management. The House Manager must escort audience members, who wish to go backstage. The escorting of audience members to the backstage areas will be secondary to other House Management functions. At no time are guests permitted to walk through or around the main curtain or across the stage.

Objectionable Patrons: Venue management reserves the right to eject, or cause to be ejected, from the premises any objectionable person or persons. Venue management will not be liable to User for any damages that might be incurred through the execution of this right.

Children & Infants: The Venue believes in exposing young people to the performing arts at an early and appropriate age. We encourage parents to prepare their children for the experience by explaining basic audience etiquette to them. Children talking or moving around in a manner that is distracting to other patrons may be asked to move or leave the theatre. All children under the age of 12 must be accompanied by an adult and have their own seat. Strollers and carriages are not permitted in the venue.

Weather and Emergency Closures: In the event that classes are cancelled or the University is closed, all events in the Performing Arts Center and Asplundh Concert Hall will also be cancelled. West Chester University will not be held responsible for any costs, damages, or losses that result from and Emergency Closure. The User shall be responsible for notifying potential invitees how to obtain notice of Emergency Closures.

Under no circumstances will the University compensate or issue a refund to the User in an amount greater than the deposit.

The auditorium, stage, dressing rooms, bathrooms & Green Room should be left in the same condition as when you arrived.

- All garbage should be placed in the appropriate container.
- All equipment (chairs, tables, ladders, stage equipment, etc) should be returned to their proper storage locations.
- Stage should be swept and if necessary mopped before and after rehearsals/performance.

Advertising Guidelines:

Any advertising is to include the full name of the concert hall or theatre:

Emilie K. Asplundh Concert Hall, Philips Memorial Building

or

Madeline Wing Adler Theatre

Definitions

Tier 1- Presidents office may book events at any time.

Tier 2- Academic Performing Arts Events - This includes: School of Music events and Department of Theatre and Dance events.

Tier 3- Town and Gown organizations – This includes Brandywine Ballet, Gilbert & Sullivan Society of Chester County and Kennett Symphony.

Tier 4- Administrative Events and other Academic Events - This includes: Office of Cultural and Community Affairs, Orientation, and MLK events.

Tier 5- Student Organization and SSI Sponsored Events

Tier 6- Non-University organizations and Recording requests from **ANY** organization.

University Organizations – Organizations on campus whose members consist of faculty, staff, administrative offices or departments and the event the group is hosting is primarily for members of the WCU community and/or the benefit of West Chester University.

Non-University Organizations – Organizations who host programs or activities that are not part of the organizational structure of the University and who request to use University facilities for the benefit of their own program.

Facility Use Agreement – An agreement executed between West Chester University and an outside organization granting access to our facilities. It outlines the terms of the rental, any costs, and rules that must be followed while occupying our facilities.

References

[Facility Use Policy](#)

Reviewed by: John Rhein, Director of Cultural and Community Affairs

Policy Owner: Joshua Browns, Director of Venue Management

Approved by:



John Vilella, Ed.D.

Vice President of University Affairs & Chief of Staff

2/3/31

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