



The Renter's Guide to the Arcata Playhouse

Before using the Playhouse facility, read this completely. You are responsible for knowing this information, complying with the "Playhouse rules" and completing all of the duties listed within.

There is also information here that will help you to have a successful event.

Good luck!

Note: This document includes your rental agreement

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1. A description of the Playhouse facilities.

The Arcata Playhouse is located at 1251 9th Street, in 'The Old Creamery Building' in Arcata, California, just 3 blocks west from the Arcata Plaza.

The Old Creamery Building houses several performance venues however the Playhouse is the only one that faces 9th Street, so it is easy to locate.

The seating capacity of the Playhouse is 140 or fewer, depending on how the stage is set up. The acoustics are excellent and there is ample space for dancing, though this will mean fewer chairs can be set up.

The Playhouse lobby has two couches, chairs and a concessions area and is a comfortable space to spend some time while waiting for the curtains to open.

Generally, the Playhouse runs the concessions for all events, although your group may decide to rent the concessions and run it yourself or to have it shut down for your show.

Seating is comfortable, with no visual obstructions from any seat.

The dressing room behind the stage is equipped with chairs, make-up tables, large mirrors and plenty of light.

The stage can be reconfigured, if need be.

2. A menu of facilities and services, with prices.

(Only a., b. and c. are required. Everything else is your choice.)

- a. Rental of the Playhouse for a performance: \$250 on weekdays and \$300 on Friday/Saturday.
- b. Insurance per performance: \$50 (unless supplied by you)
- c. Deposit fee: \$100. (Returned in full within a week after your event, providing the Playhouse has been left clean and nothing is broken or damaged)
- d. Rental of the space for rehearsals, workshop or meetings: \$25/hr.
- e. Rental of the concessions: \$50
- f. Fee for us to supply a light/sound technician: \$50.
- g. Fee for us to supply a person for the Box Office: \$50.
- h. Fee for us to supply tickets for your event: \$30.
- i. Fee for us to take reservations for your event: \$20

The Playhouse reserves the right to have a 'venue manager' present during your event, who can answer questions and help solve problems as they may arise.

3. Playhouse rules.

- a. If you are going to run the concessions and serve beer or wine (must have a non-profit sponsor for this), you must first get a beer and/or wine permit from the State of California Alcohol Beverage Control Department, located at 1105 6th Street in Eureka. Their phone number is 445-7229. They are open from 8:00 a.m. through noon and are closed in the afternoons. In addition, they are closed on certain Fridays. Be sure to apply for your permit at least two weeks before your event. You must show this permit to the Playhouse staff before your event and have it posted in plain view during your event. If your event is an all-ages event, you may NOT serve beer, wine or any other type of alcoholic beverage.
- b. There is no smoking in the Playhouse or within 25 feet of the front door of the Playhouse.
- c. Sound level must be kept reasonably low. If the police come to the Playhouse regarding a complaint about noise, the show is over and done immediately, regardless of the time. Period. There will be no refund, in full or in part, of your rental-related fees.
- d. You may move around the chairs to suit your purposes. However, no changes to the lights, electrical system, stage, posters on the wall or anything else without the express permission of a paid Playhouse staff person prior to your making any changes.
- e. Access to the light room is through the office, therefore the office will be left unlocked for your access. However, nothing in the office may be used or taken without prior permission of paid Playhouse staff. Be sure to bring whatever supplies you may need for your event, including sound equipment, extension cords, tape, push-pins, and so on. Supplying you with these resources is not a part of our rental agreement.
- f. You may not sell more than 140 tickets unless some of your patrons have left for the evening and you are re-selling those vacated spaces. You are responsible for keeping track of your ticket sales. "Ticket sales" includes yourself, volunteers, friends, comps, tickets given away for free, etc.
- g. You must pay for the replacement of anything that you or any of your volunteers, patrons, etc. break or take.

4. When and how to make a deposit on the Playhouse, paying your rental fee and deposit return policies.

Rental agreements are made through David Ferney. He can be reached by calling (707) 822-1575 or you can e-mail him at david@arcataplayhouse.org.

Rental deposits must be made 30 days before your event and the rental fee is due the day of your event when you arrive. In the event that you cancel your engagement after you have paid your deposit you will not receive your deposit back. (This is because of the difficulty we will face in re-renting the facility on such short notice.)

After your event, you will receive your deposit back, providing you have completed cleaning the Playhouse according to the Playhouse Closing Check-list and nothing is missing or broken. Otherwise, the cost of replacing missing or broken items and of paying staff to clean up what you did not clean will be deducted from your deposit and the remainder of the deposit, if there is any, will be returned to you.

You will be charged for cleaning fees and for lost or missing items whose total value exceed the amount of your deposit fee.

5. How to effectively advertise your event.

The key to success for your event is early, blanket and repeated advertisement. You are responsible for all of the advertising for your show. The Playhouse will not be doing any advertisement for your show, so be sure to focus on this part of the production. Without vigorous advertising, very few people are likely to show up for your event. Even with vigorous advertising, there is no guarantee that you will draw a large crowd or that you will even earn back what you have spent to produce the show. The Playhouse will not give back any portion of your rental fee just because you have a poor showing so, again, spend ample time and energy on advertising.

Of course, you will want to notify your organizational and personal e-mail lists, facebook accounts, twitter and however else you normally communicate event information with others. Depending on your for-profit or non-profit status, you can also use either free or paid advertising.

FREE ADVERTISING

You can use free Public Service Announcements (psa's) to advertise your event.

These should be sent to **Newspapers:**

The Northcoast Journal, go to northcoastjournal.com/calendar/, then click onto 'calendar', then click onto 'submit your event'.

The Arcata Eye – go to fun@arcataeye.com, scroll down to and read through the 'General do's and don'ts', then submit your event.

Radio Stations:

KHSU – go to KHSU.org, click on ‘calendar’, then ‘calendar submission form’. They need a minimum of 10 days’ notice.

KHUM - e-mail your psa to psa@khum.com or to Brenda@khum.com. They need a minimum of two weeks’ notice. Events can also be posted on KHUM’s good Time Guide.

KMUD – e-mail your psa to psa@kmud.org or mail your psa to PSA, KMUD, P.O. Box 135, Redway, CA 95560. They need a minimum of two weeks’ notice.

KKDS – Blue Ox Community Radio (for youth programs.) E-mail: djlarryjackson@gmail.com. They need a minimum of three weeks’ notice. If you would like a booklet that explains how to make your own 30-second psa, call Larry Jackson, Program Director at 476-9333.

Television stations:

KEET – go to keet.org, scroll down on the left column until you see “Community Calendar”, click on it and follow the instructions. Generally, submissions must be received at least three weeks before the event date and event descriptions are limited to 250 characters – about 40 words. This free service is available to non-profit organizations only and cannot be used by for-profit organizations or by non-profit organizations for fund-raising.

Community Access Channels 11 and 12. Go to accesshumboldt.net and click on to ‘download forms’ in the left column, then click on to ‘request for program playback’. Fill it out and send it in. They will expect you to send your video segment along, too. If you need advice or help making your video announcement, contact Steve Spain, Production Manager, at 707-267-9122. Allow a bare minimum of one week lead time. Of course, the further ahead of the date of your event that you send it in, the more often your piece will get aired prior to your event.

You can find the names and phone numbers for other radio stations by looking in the Yellow Pages of your phone book under “Radio Stations.” Call them and find out their process and time-line for accepting and airing announcements about events.

You will also want to create and distribute **posters** for your event. The least expensive 11” by 17” posters are printed through KT (Kelly & Thonson) Printing. They are located at 1020 G Street in Arcata and you can reach them at 822-1587. You must design the poster yourself or find someone to design it for you. When it is ready, download it onto a zip drive and drop it off at KT. You may be able to e-mail them your poster design. Call them directly for more information. They can often have the posters ready for you within one hour of receiving your design. There is a minimum order of 20 posters and they will cost you 78 cents each. The printing is very good and the paper is relatively thin, but adequate.

Alternately, you can have your posters printed by Bug Press. They are located at 1461 M Street, Arcata and you can reach them at 822-2001. The quality is excellent and the paper is thicker than at KT. The price is something under one dollar each for an 11" by 17" poster, though you should call for an exact price.

How many posters should you have printed? We suggest printing 50 and then making sure that you get them all distributed about three weeks before your event.

When you distribute posters, make sure you bring a roll of cellophane tape and a box of push pins so you can hang your poster wherever you go. Some places prefer tape and other places prefer pins, so be prepared for either.

Where do you hang posters? Here is a list of some of our favorite and 'most-seen' spots. You will be able to find other spots as well.

Arcata:

The Recycling Center Thrift Store, The Arcata Co-Op, Hensel's Hardware, Wildwood Music, Los Bagels, Lotus Café, Northtown Books, Tin Can Mailman, Hunan Plaza, Peoples' Music, Solutions, Extreme Yogurt, Wildberries Market, Pete's Pizza, Redwood Yogurt, New World Water, throughout HSU. To hang posters at HSU, make sure to go to the information desk on the second floor, behind the clock tower on the HSU quad and have your posters pre-approved and stamped. Otherwise they will be taken down and discarded.

There are also a variety of places in Trinidad, McKinleyville and Eureka.

A note about poster-hanging etiquette: Always ask the store staff if it is o.k. for you to put up a poster. Sometimes the store staff prefer to put posters up themselves. Sometimes there is a box where you leave posters and the staff will hang them up later, when it is convenient for them. It may take several days or more before your poster is posted and that's why I recommend dropping off the posters at least three-weeks ahead of your event. Always be polite. Do not take down or cover over other people's posters unless the date on that poster has already passed. The competition for poster space is fierce and you will not always find space on any given bulletin board to post your poster. You simply have to skip that board for now and check for an open space on another day. Hint: Mondays are the best times to find expired posters/spaces to hang yours.

6. Staffing you will need for your event.

To run a successful event, you will need several staff people. If cost is not an issue, hire the capable staff from the Playhouse to work your event (see the fee schedule in section 2.) If cost is an issue, then you will need volunteers. Here are the positions you will need and, briefly, a description of the duties of each of those positions.

- a. Advertising. This is essential to having a successful show, so be sure to spend adequate time doing this.
- b. Box Office. You will need one or two people to staff the box office to sell tickets on the evening of the event. Be sure to have a supply of smaller bills (called a “float”) in order to make change for \$20 bills. At the Playhouse, we usually find that about \$80 in ones, fives and tens is sufficient. Be sure to bring your own float as the Playhouse cannot supply change to you.
- c. Performer merchandise table. If the performer(s) for your event has CD’s or other merchandise to sell, you will need someone to staff the table, especially before and after the show and during the intermission, if there is one.
- d. Sound. You will need someone to run your sound system. The more pieces in the band and the more elaborate the sound, the more experienced the person will have to be. If you need to hire someone, we recommend Tofu Mike at 707-498-8638 or James Westfall at 707-616-0527.
- e. Unless the lights will be unchanged throughout the show, you will need someone to run the lights.
- f. If you are going to run concessions, you will need one or two people to run concessions, depending on how busy you expect to be. Make sure to purchase your own food and drinks as these are not supplied by the Playhouse.
- g. House manager. You or someone from your group should be available throughout the show to handle any questions or problems as they may arise. (Sometimes, the Playhouse will elect to provide a House Manager for a show, at no cost to you.)

7. The basics about our sound system.

We offer only a very basic sound system. Our equipment consists of:

Two house powered speakers
16 channel Mackie board
16 channel snake
CD player

Additional equipment for rent:

Four microphones (2 Shure beta 58s and 2 beta 57s)
Two microphone stands

If you need more equipment, you may be able to rent it from:

If you need an experienced sound person or to rent gear, we recommend contacting Tofu at 707-498-8638 or James Westfall at 707-616-0527.

8. The basics about our lighting system.

The Playhouse lighting system consists of:

10 fresnels
30 Elipsodals (6x9s and 6x12s)

A collection of gels
28 dimmers
ETC computer board

Basic lighting is available with rentals. There is a rep plot which covers the stage. Changes to the lights need to be approved by Playhouse staff and returned to their original positions after your event.

Please contact David Ferney for specific technical questions regarding lights and sound at 822-1575 or david@arcataplayhouse.org



Closing Check-list

You will receive your full deposit back ONLY when the Playhouse is left clean and in good shape. Here is a list of the cleaning chores you and your volunteers must do at the end of the night. These chores **MUST be done the night of the show and can **NOT** be left until the next day. Make sure you line up volunteers to help you with this task.**

1. Kitchen:

- Wash and put away dishes.
- Sweep and mop floor.
- Replace any Playhouse supplies you used; do not take anything from the kitchen that you did not bring in yourself.

2. Lobby:

- Sweep and mop floor.

3. Back Stage:

- Pick up all trash and belongings.
- Vacuum.

4. Stage:

- Sweep and pull up any tape you may have used.

5. Theater:

- Sweep under and around chairs on the audience risers.
- Sweep and mop main floor.

6. Trash cans:

- Take away all garbage, then put new bags in the trash cans.

Please remove all garbage. We charge \$8 for every full or partial garbage can or bag of garbage left here. Also, if the Playhouse isn't cleaned thoroughly, we will clean it ourselves and charge you \$20 per hour for our staff to clean it. This charge will be deducted from your deposit.

Notes: The broom, dustpan, mop and bucket are in the janitor's closet near the long couch. The vacuum cleaner/shop vac is backstage. Garbage bags are in the kitchen under the counter. The Playhouse staff will take care of the bathrooms and the hallway. Empty dirty mop-water into the men's toilet. Return the mop, bucket, broom and dustpan to the janitor's closet.

When the cleaning is done, make sure the back door is locked, turn off all the lights and lock the front door. For more detailed information about the lights, etc. look in the drawer in the kitchen for the white binder that says: Clean-Up Checklist.

Please check off each item as it is completed, sign this form upon completion, and give it to a Playhouse representative, if one is present, or leave the form in the office – on the desk nearest the door.

The return of your full deposit is dependent upon your group restoring the Playhouse to the same level of cleanliness as it was when you received it.

Your Group's Name: _____

Responsible person: _____ Phone: _____

Date: _____

Important Phone Numbers:

Dave and Jackie: Home – 668-9759; Cell – 601-2170

Fhyre Phoenix: Home – 826-7367