

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission**



ARTS AND CULTURAL AFFAIRS COMMISSION

**MEETING AGENDA PACKET
THURSDAY, MARCH 23, 2023 – 5:00 P.M.**

**LOCATION:
WEST HOLLYWOOD PLUMMER PARK COMMUNITY CENTER, ROOMS 5 & 6
7377 SANTA MONICA BLVD.**

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING AGENDA**

**THURSDAY, MARCH 23, 2023 – 5:00 P.M.
WEST HOLLYWOOD PLUMMER PARK COMMUNITY CENTER, ROOMS 5 & 6
7377 SANTA MONICA BLVD.**

The West Hollywood Arts and Cultural Affairs Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6800 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, 323.GO.COMMUTE (323/466-3876) or go to www.metro.net.

Written materials distributed to the Arts and Cultural Affairs Commission within 72 hours of the meeting are available for public inspection immediately upon distribution in the Arts Division at City Hall, 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Arts and Cultural Affairs Commission meeting at the staff liaison's table. For a complete listing of arts and cultural programs, events and opportunities, please visit www.weho.org/arts, or follow @WeHoArts on social media.

1. CALL TO ORDER

- A. Land Acknowledgement
- B. Pledge of Allegiance
- C. Roll Call
- D. Approval of the Agenda
- E. Approval of the February 23, 2023 Meeting Minutes
- F. Public Comment (Page. 9)

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to two minutes each. If you would like to present public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.

2. CONSENT CALENDAR

The following routine matters can be acted upon by one motion. Individual items may be removed by the Commission for separate discussion. Items removed for separate discussion will be heard following New Business items.

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library and West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and file

3. UNFINISHED BUSINESS

A. Art on the Outside Subcommittee Report (Page. 10)

The Commission will receive a report from the Art on the Outside Subcommittee on its meeting held March 23, 2023, and consider ratifying recommendations proposed by the Subcommittee.

RECOMMENDATION:

Receive and file the Art on the Outside Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.

B. Urban Art Subcommittee Report (Page. 11)

The Commission will receive a report from the Urban Art Subcommittee on its meeting March 16, 2023, and consider ratifying recommendations proposed by the Subcommittee.

RECOMMENDATION:

Receive and file the Urban Art Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.

C. Performing Arts and Cultural Affairs Subcommittee Report (Page. 12)

The Commission will receive a report from the Performing Arts and Cultural Affairs Subcommittee on its meeting held March 9, 2023, and consider ratifying recommendations proposed by the Subcommittee.

RECOMMENDATIONS:

- 1) Receive and file the Performing Art Subcommittee Report, and consider ratifying recommendations proposed by the Subcommittee.
- 2) Recommend that the Arts and Cultural Affairs Commission approve the 2024 Arts Program grant guidelines for the Arts Project, Community Arts, Organizational Development, Transgender Arts Initiative, and WeHo Artist Categories.

4. NEW BUSINESS

A. Presentation from Tina Calderon about the Gabrieleño Tongva and Gabrieleño Kisch peoples

The Commission will receive a presentation from Tina Calderon about the Gabrieleño Tongva and Gabrieleño Kisch peoples and provide direction as necessary.

RECOMMENDATION:

Receive the presentation.

B. City Playhouse Steering Committee Update

The Commission will receive a presentation from the City Playhouse Steering Committee members regarding the March 14, 2023 meeting.

RECOMMENDATION:

Receive the presentation and provide feedback as necessary.

C. City Playhouse Programming Scenarios (Page. 13)

The Commission will review the proposed programming scenarios for the City Playhouse and provide feedback and guidance to staff.

RECOMMENDATION:

Provide feedback and direction to staff on the preferred programming scenario for the City Playhouse.

5. EXCLUDED CONSENT

6. PUBLIC COMMENT

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to two minutes each. If you would like to present public comment at the meeting, please see the section titled "TO PARTICIPATE IN THIS PUBLIC MEETING" at the top of the first page of this Meeting Agenda.

7. ITEMS FROM COMMISSIONERS

8. ITEMS FROM THE STAFF

9. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission will advise staff on development of the agenda for the meeting on Thursday, April 27, 2023.

10. ADJOURNMENT

The Arts and Cultural Affairs Commission will adjourn to its **meeting on Thursday, April 27, 2023, at 5:00 p.m.** to be held at Plummer Park Community Center Rooms 5 & 6.

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING MINUTES
THURSDAY, FEBRUARY 23, 2023 – 5:00 P.M.
TELECONFERENCE MEETING***

I. CALL TO ORDER

The Arts and Cultural Affairs Commission meeting was called to order by Commission Chair Faltz at 5:01 p.m.

A. Land Acknowledgement: Chair Faltz read the Land Acknowledgement.

B. Pledge of Allegiance: Chair Faltz led the Pledge of Allegiance.

C. Roll Call:

Present: Commissioner Lindsey Deaton
Commissioner Martin Gantman
Commission Vice Chair Mito Aviles
Commission Chair Dan Faltz

Absent: Commissioner Moreno-Freedman

Also Present: Arts Manager Rebecca Ehemann
Administrative Specialist IV/Recording Secretary Dennice Ocegüera
Public Art Administrator Marcus Mitchell
Arts Coordinator Michael Che
Grants Coordinator Eva Angeloff
Arts Specialist Joy Tribble
Public Art Consultant Jessica Rich

D. Approval of the Agenda:

ACTION: Approval of the February 23, 2023 meeting agenda with item 4A tabled was **motioned by Commissioner Lee, seconded by Commissioner Gantman, and approved unanimously.**

E. Approval of the January 23, 2022 Meeting Minutes

ACTION: Approval of the January 23, 2023 meeting minutes was **motioned by Vice Chair Aviles, seconded by Commissioner Gantman, and approved unanimously.**

F. Public Comment None.

II. CONSENT CALENDAR

The following routine matter was acted upon by one motion.

Approval of the Consent Calendar was **motioned by Commissioner Gantman, seconded by Commissioner Lee, and approved unanimously.**

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library and West Hollywood Sheriff's Station.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

III. UNFINISHED BUSINESS

A. Art on the Outside Subcommittee Report

The Commission received a report from Commissioner Lee on the Art on the Outside Subcommittee for its meeting held February 23, 2023, and considered ratifying recommendations proposed by the Subcommittee.

Commissioner Lee shared that item 3A Sunset Arts and Advertising Program (SAAP) – 8775 Sunset Boulevard (Sunset Spectacular) was moved to the consent calendar.

Commissioner Lee also shared information regarding the artists and curators for a Public Art Exhibition (Santa Monica Boulevard at Doheny Drive Median) Request for Qualifications (RFQ) Application Review process.

Commissioner Lee also shared that the Subcommittee reviewed the descriptive plaque for the Temporary Art Project *Photographs* by Terry Konrath and provided feedback as necessary.

Commissioner Lee concluded her report by sharing that Alexandre Murucci's *LA Romance* remains on a standstill due to the determination of site. An update will be provided to the Subcommittee Meeting at a later date.

ACTION:

- 1) Received and filed the Art on the Outside Subcommittee Report.
- 2) Approved the Subcommittee's recommendation to approve the temporary art project proposal, *Untitled Translucent 2* by Andrea Marie Breiling, submitted by Orange Barrell Media, for exhibition on the electronic billboards at 8775 Sunset Boulevard (Sunset Spectacular) from February 28, 2023 – May 31, 2023. **Motioned by Commissioner Deaton, seconded by Vice Chair Aviles and approved unanimously.**
- 3) Approved the Subcommittee's recommendation to approve the temporary art project proposal, *Dual Carriageway* by Olivia Taussig and Tom Rees, submitted by Orange Barrell Media, for exhibition on the electronic billboards at 8775 Sunset Boulevard (Sunset Spectacular) from February 28, 2023 – May 31, 2023. **Motioned by Commissioner Gantman, seconded by Chair Faltz and approved unanimously.**
- 4) Approved the Subcommittee's recommendation to approve three semi-finalists by the names of Emily Womack (Dyson & Womack), Janet Zweig, and Matthew Mazzotta to develop and present a project proposal for a public art exhibition at

Santa Monica Boulevard at Doheny Drive. **Motioned by Commissioner Deaton, seconded by Vice Chair Aviles and approved unanimously.**

- 5) Approved the Subcommittee's recommendation to approve the qualified applications received for the Moving Image Media Art Program Prequalified List. **Motioned by Commissioner Williamson, seconded by Commissioner Deaton and approved unanimously.**

B. Performing Arts and Cultural Affairs Subcommittee Report

The Commission received a report from Vice Chair Aviles on the Performing Arts and Cultural Affairs Subcommittee for its meeting held February 9, 2023 and considered ratifying recommendations proposed by the Subcommittee.

Vice Chair Aviles shared that the Subcommittee received a presentation from consultant team Kimberli Meyer and Sara Daleiden and documents pertaining to the development of the Laurel House Artist Residency Program.

Commissioner Gantman asked what kind of feedback is being received by the community for this project.

In response to Commissioner Gantman's question, Arts Manager Rebecca Ehemann stated that the community is showing support and the feedback is positive. She also noted that a summary of the feedback received from the December community meetings is included in the agenda packet.

Arts Manager Ehemann also provided information of what is to follow in the progression of the Laurel House Artist Residency Program.

ACTIONS:

- 1) Received and filed the Performing Arts and Cultural Affairs Subcommittee Report.
- 2) Approved the Subcommittee's recommendation to approve developing a draft program using the Flexible Inter-Disciplinary framework that will include social practice art as a possible artform for the Laurel House Artist Residency Program. **Motioned by Commissioner Lee, seconded by Commissioner Deaton and approved unanimously.**

IV. NEW BUSINESS

A. Presentation from Tina Calderon about the Gabrieleño Tongva and Gabrieleño Kisch peoples

Item was tabled.

ACTION: None.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

None.

VII. ITEMS FROM COMMISSIONERS

Commissioner Deaton thanked staff for putting together Art on the Outside Subcommittee's packet of 900 plus pages. She also thanked Commissioner Gantman for his time in the Commission and said he will be missed.

Commissioner Lee echoed Commissioner Deaton's words, she expressed her gratitude for Commissioner Gantman. Also stated that he will be missed in the Commission.

Vice Chair Aviles also thanked Staff for their efforts in putting the Art on the Outside Subcommittee packet. Vice Chair Aviles also shared that he's attended several Arts events and they have been great; encouraged his fellow Commissioners to attend Arts events. Vice Chair Aviles also thanked Commissioner Gantman for his time in the Commission.

Chair Faltz also thanked Staff for their hard work. Also shared that Commissioner Gantman will be very missed in the Commission and shared his gratitude for the mentoring opportunity Commissioner Gantman provided for him.

Commissioner Gantman shared that the Arts and Cultural Affairs Commission will always have a really special place in his heart. He also thanked everyone for everything and hopes to see everyone in future Arts events.

VIII. ITEMS FROM THE STAFF

Public Art Consultant Jessica Rich thanked Commissioner Gantman for his time and service in the Commission. Also shared that exciting things are to come in the MIMA Program.

Grants Coordinator Eva Angeloff also thanked Commissioner Gantman for his time in the Commission. Eva shared the following grantee events information: MashUp Contemporary Dance Company presents *International Women's Day* on March 3 at 10:30 a.m., and Chanel Lumiere presents *100 Faces 100 Stories The Collective* on March 24 at 6:00 p.m., Eva also thanked Commissioner Aviles for attending the first City Playhouse Community Meeting. Eva concluded her comments by inviting everyone to the second public meeting for the City Playhouse on February 28 at 6:00 p.m. at Plummer Park Community Center Rooms 5 & 6.

Recording Secretary Dennice Oceguela thanked Commissioner Gantman for his time in the Commission.

Arts Coordinator Michael Che shared that about 75 patrons attended the kickoff for the 2023 WeHo Reads series on February 8. Michael shared that the next WeHo Reads event is called *Crafting Literary Legacies* and it will take place on March 22 at 6:30 p.m. Michael also shared that the new WeHo Reads: Road to Joy photo exhibition is now on view at the Library. Michael also shared that the Call for Visual Artists for Winter Holidays Artwork (RFQ) is open to apply until March 20, 2023 and the Call for 2023-26 West Hollywood City Poet Laureate (RFQ) is open to apply until April 4, 2023. Michael

concluded his comments by thanking Commissioner Gantman for his time in the Commission.

Arts Manager Rebecca Ehemann introduced our new Public Art Administrator Marcus Mitchell who went ahead and shared a little bit about himself and showed his excitement about joining the Arts team. Marcus also wished Commissioner Gantman the best as he departs the Commission.

Arts Specialist Joy Tribble thanked Commissioner Gantman for his contributions to the Commission and shared a special memory. Joy also shared that the final Winter Sounds Concert Series event will take place on February 25 at 5:00 p.m. in the West Hollywood City Council Chambers and will feature Juliana Riccardi. She concluded her comments by stating that the WeHo Sounds open call for musicians and performers is open and that the deadline to apply is on February 28, 2023 at 5:00 p.m.

Arts Manager Rebecca Ehemann echoed everyone's comments on how Commissioner Gantman will be missed and how grateful for his service in the Commission. Rebecca concluded her comments by sharing that the next Laurel House Residency meeting *Neighborhood Conversations: Let's Talk about an Artist Residency* will take place March 17 at 5:00 p.m. at Plummer Park Community Center Rooms 5 & 6.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission authorized staff to develop the agenda for the meeting on Thursday, March 23, 2023.

X. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:02 p.m. to its meeting scheduled on March 23, 2023, at 5:00 p.m. at Plummer Park Community Center Rooms 5 & 6.

APPROVED BY A MOTION OF THE ARTS AND CULTURAL AFFAIRS COMMISSION ON THIS 23rd DAY OF FEBRUARY 2023.

DAN FALTZ
COMMISSION CHAIR

ATTEST:

DENNICE OCEGUERA,
RECORDING SECRETARY

Rebecca Ehemann

From: voweho@gmail.com
Sent: Tuesday, March 14, 2023 11:58 AM
Subject: Public Outreach and Engagement Need Improvement

Good Tuesday Noon, Ms. Ehemann, and thank you for calling me regarding this coming Friday's neighborhood conversation regarding the planned Artist Residency Program being established at Laurel House. You caught me as I was actually walking down Laurel with my groceries, having just an hour before taken several distressing photos.

Posted on the outside and the inside of the front gate to Laurel House were laminated flyers announcing December 2-3 neighborhood conversations regarding the artist residency plans. Here are my questions and concerns:

*Why were these outdated flyers still posted on the gate? And why were new flyers not posted announcing the March 17 conversation that's actually being held in Plummer Park?

*Why in a city that touts its commitment to diversity, equity and inclusion, is this 5:00 pm Friday, March 17 conversation scheduled on St. Patrick's Day? I have heard from several folks that this timing is bad, not only because it's coming just as the work week ends but also because it indicates an insensitivity to Irish and Roman Catholic sentiments and residents.

I am dismayed by this inadequate public outreach and wonder how true community participation and engagement can be assured when the simple task of posting relevant meeting information is not available at least two weeks in advance. I suggest the March 17 in-person neighborhood conversation be rescheduled and that it also be accessible via Zoom with the public commenters visible and not just heard through the telephone.

I also ask that this message be put into the public record and be posted online under public comment for the March 20 City Council meeting and for the March 23 Arts and Cultural Affairs Commission meeting. Public outreach and engagement need improvement in the city so let the community conversation begin.

--Victor Omelczenko, 21-Year West Hollywood Resident

The Arts and Cultural Affairs Commission may refer to the Art on the Outside Subcommittee Agenda to discuss **item 3.A.**

The **Art on the Outside Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3FyOW7I>

The Arts and Cultural Affairs Commission may refer to the Urban Art Subcommittee Agenda to discuss **item 3.B.**

The **Urban Art Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3muoW6D>

The Arts and Cultural Affairs Commission may refer to the Performing Arts and Cultural Affairs Subcommittee Agenda to discuss **item 3.C.**

The **Performing Arts and Cultural Affairs Subcommittee Agenda** is available for viewing and download at this URL:

<https://bit.ly/3mulF6m>

ARTS & CULTURAL AFFAIRS COMMISSION
NEW BUSINESS

MARCH 23, 2023

SUBJECT: **CITY PLAYHOUSE PROGRAMMING SCENARIOS**

PREPARED BY: **ARTS DIVISION**

(Rebecca Ehemann, Arts Manager)

(Eva Angeloff, Grants Coordinator)

STATEMENT ON THE SUBJECT:

The Commission will review the proposed programming scenarios for the City Playhouse and provide feedback and guidance to staff.

RECOMMENDATIONS:

Provide feedback and direction to staff on the preferred programming scenario for the City Playhouse.

BACKGROUND / ANALYSIS:

The City Playhouse will replace the former Coast Playhouse, located at 8325 Santa Monica Boulevard, across the street from West Hollywood City Hall on Santa Monica Boulevard, between N. Sweetzer Avenue and Kings Road. The site is within a block of the Kings Road parking structure and a block of the City Hall parking structure.

Proposed as a new 99-seat, approximately 5,000-square-foot venue, the Playhouse will serve as an arts and cultural event facility that will support artists and nonprofit arts organizations by providing an accessible venue in the center of West Hollywood. The project will include public programming and an outdoor landscaped civic space. Architectural firm, Perkins & Will, has been selected to design the Playhouse. The City Council Playhouse Design Steering Committee is providing guidance and direction on the development of the site plans.

MISSION

Staff recommends establishing a mission statement, a shared vision, to communicate to the rest of the world what the Playhouse is about, why we do it, and how we do it. The following statements may inform the development of the City Playhouse mission statement:

- Activate presentations that reflect and promote diverse voices, genres, and points of view.
- Dedicated to enriching the cultural life of West Hollywood.
- Engage the spirit of West Hollywood audiences through the programming of outstanding theater, music, dance, film productions, comedy, and cultural presentations.
- Empower performing artists and audiences to celebrate live programming.
- Employ an artistic and administrative staff.
- Is a multidisciplinary center for the visual and performing arts that presents new and innovative work.
- Maintain an intimate and fluid theater space that is accessible and welcoming.
- Present stories that inspire empathy and create dialogue toward a more just future.
- Utilize the best equipment available.
- Values inclusion, transformational learning, participation, and professional presentation.
- Other, suggestions are welcomed.

GOALS

In addition to the mission of the City Playhouse, the Arts Division's goals are:

1. To be a home for leading, world-class performing artists, while nurturing established and emerging artists and arts organizations with a primary focus on the communities in West Hollywood.
2. To serve as a center for community celebration, gathering, belonging; ensure that

fair and equitable access is provided to artists and community-based organizations that focus on engagement, partnership, equity, racial justice; and deliver high quality programming at affordable rental rates and ticket fees.

3. To promote the City Playhouse as a local center for artistic expression, an anchor and catalyst for economic development, while reaffirming its place as a hub of cultural activity that specializes in presenting performing arts which reflect the diverse community of West Hollywood.
4. To safeguard the City's significant level of capital investment by ensuring the theater's building, advanced technology, and equipment, are safe, clean, consistently maintained and regularly updated so that the facility will continue to be a cultural asset for the City.

PLAYHOUSE USAGE

It is anticipated that the demand for use of the City Playhouse will remain high for several years after the grand opening. Staff would like input from the Commission to define the appropriate balance of community use and city use of the space.

Community Use of the facility will be made available at a reduced fee pursuant to the City's booking/rental fees policy. There will be two use rates: 1) the Non-Profit rate, and 2) the Commercial/For-Profit rate. The rates will be designed to be affordable, and the fees will be approved by City Council. Exceptions to approved fees will be subject to negotiation and may require a city agreement.

Community Use will include current Arts Grantees, West Hollywood-based independent performing artists and arts organizations, arts non-profits, commercial/for-profit arts agencies, producers, and cultural/education organizations.

City Use of the facility will be available and are referred to as City Days. City staff will be allowed to book the venue without a rental fee, however labor and other fees may be required. City Days will be subject to availability. City use of the facility shall be done pursuant to the City's rental policies. Council Office or City Department-sponsored events qualify for City use and may be counted towards public use of the facility.

PROPOSED PROGRAMMING SCENARIOS

Staff is presenting three scenarios of programming for the space. The three scenarios are examples of real theater operations from existing theatres in the region. The scenarios consist of A – Non-Profit Residency, B – “Curated Season” Community Arts Program/Rental House, and C – Combination of A&B. Potential schedule charts of each scenario are attached (Attachment A).

SCENARIO A = Non-Profit Residency

This scenario intends to reserve the majority of the playhouse time for one arts organization to provide programming throughout the year. As an example, the LATC (Los Angeles Theater Company), a 5-theatre performing arts complex owned by the City of Los Angeles, hosts the Latino Theater Company in their space to provide a world-class arts center for those pursuing artistic excellence; a laboratory where both tradition and innovation are honored and honed; a place where the convergence of people, cultures, and ideas contribute to the future. The Latino Theatre Company presents a season at the LATC and manages rentals for the complex. In general, the LATC is programmed 3-weeks per month with rehearsal/presentations occurring 4-months per year. Community rentals, including grantees, have limited access to the space, approximately 1-week per month.

Staff analysis of Scenario A: This scenario engages a non-profit art organization to facilitate space usage and provides a rehearsal and performance home for no/low cost. This scenario may be difficult to reserve space for community use and confuses the Playhouse identity with identity of the resident org. This scenario is problematic for a non-profit organization because they are only guaranteed a performance space for a limited time.

SCENARIO B = “Curated Season” Community Arts Program / Rental House

This scenario operates a traditional theater season and presents new works, by new artists/organizations, on a monthly basis. As an example, the Miles Playhouse, a municipal theater owned by the City of Santa Monica and operated

by the City of Santa Monica Cultural Affairs Division, is solely available to non-profit organizations presenting performing arts events (music, theater, and dance) that are open to the public and appropriate for youth. ("Youth" is defined as 24 and under.) They are also available for general performing arts-related rehearsals, single events, and readings when schedule allows. The Miles Playhouse does not rent the playhouse for private events such as weddings, bar mitzvahs, benefits, fundraisers, birthday parties or social clubs. They do not rent the playhouse to "For Profit" entities or producers unless they are affiliated with non-profit and dedicating proceeds to the non-profit organization. In general, the Miles Playhouse is booked 6-months in advance.

This scenario would open the City Playhouse for a minimum of 22 rental opportunities and maximum 12 presenting opportunities. A month's schedule would include a 2-week rehearsal, 2-weekend show run, and 2 weekends for short-term rentals.

Staff analysis of Scenario B: For this scenario to be successful the city must hire a Venue Manager. The Venue Manager will curate the overall vision and identity of the Playhouse, recruit world-class performances, and balance the curated season with community rentals. This scenario provides the most opportunity for cultural growth. By creating a unified vision, and being involved in the local theatre ecosystem, the Playhouse will become a valued, necessary, and desired, stop on a local circuit tour for mid-sized companies seeking to expand their reach. This scenario also provides the opportunity for organization shadowing and partnership, as well as the prestige associated with being part of a curated season.

SCENARIO C = Combination of Scenario A & B

This scenario is a little bit more nuanced and in general will split time 60/40 between a Non-Profit Residency company (21 weeks, 4 presentations) and Community Arts Programs (26 weeks).

Staff analysis of Scenario C: This scenario provides a lot of opportunity for

community rentals as well as space for a non-profit resident organization house their annual season performances. A city staff person will oversee rentals and the resident organization but will not have as much opportunity for curated programming. Similar to Scenario A, this scenario may be difficult to reserve space for community use and confuses the Playhouse identity with identity of the resident org. This scenario limits the ability to become a necessary stop on the local tour circuit for mid-sized professional companies seeking to expand their audiences, reach, and opportunities.

Staff recommends scenario B which offers the most balance between community needs, audience preferences, and access to the space. Scenario B also provides the best opportunity for the city to curate a professional season of performing arts at the Playhouse.

STAFF AT THE PLAYHOUSE

Staff have identified three significant positions that should be retained prior to opening the theater. These positions are vital to the success of the City Playhouse.

Venue Manager – Full Time Staff Person

General duties: Facility management and oversight; operations plan and staffing; fiscal management; fundraising/development; ticketing and marketing; booking and programming / event management; community engagement / communications planning; management of principal users / anchor organizations.

Technical Director – Full Time Staff Person

General duties: Operates, maintains, and safeguards all technical assets (including lighting, sound, communications equipment, set loading, props, and costumes); coordinating, orienting, and monitoring artistic presenting parties; maintain inventory; attend technical meetings and rehearsals; develops technical plans and required staffing.

House Manager – Part-Time Staff Person

General duties: Operates, maintains, and safeguards the patron experience (including providing customer service, conflict resolution, program distribution, and theater safety); coordinate with groups to ensure house management needs are met (including staffing); coordinate performance timelines (including preshow chat, curtain speeches, and intermission); maintain appearance of lobby and all public areas; train, schedule, orient, and manage any volunteer ushers.

Staff recommends hiring the Venue Manager first (their hiring should coincide with the preparation of the first season of presenting at the Playhouse and should therefore be hired approximately 6 months prior to Playhouse opening); quickly followed by the Technical Director, so they can orient themselves with the tech at the facility and to work with the Venue Manager on the needs of the presenting artists within the first season. Finally, the House Manager should be hired prior to the Playhouse opening.

ATTACHMENT:

ATTACHMENT A - Programming Scenario Charts

SCENARIO A = Non-Profit Residency

This scenario would offer a resident company the opportunity to program 3-weeks per month with rehearsal/presentations occurring 4-months per year. Community rentals, including grantees, have limited access to the space, approximately 1-week per month.

Month	NPR	CAP
January	3-week	1-weeks
February	Rehearsal and presentation	None
March	3-week	1-weeks
April	3-week	1-weeks
May	Rehearsal and presentation	None
June	None	4-weeks
July	Rehearsal and presentation	None
August	3-week	1-weeks
September	Rehearsal and presentation	None
October	3-week	1-weeks
November	3-week	1-weeks
December	3-week	1-weeks
Approximate totals	33 weeks rehearsal (includes performances)	11 weeks of available rehearsal and performance

SCENARIO B = Curated Season - Community Arts Program / Rental House

This scenario would open the City Playhouse for a minimum of 22 rental opportunities and maximum 12 presenting opportunities. A month's scheduled would include a 2-week rehearsal, 2-weekend show run, and 2 weekends for short-term rentals.

Month	Curated Presentation	CAP
January	2-weeks	2-weeks
February	2-weeks	2-weeks
March	2-weeks	2-weeks
April	2-weeks	2-weeks
May	2-weeks	2-weeks
June	2-weeks	2-weeks
July	2-weeks	2-weeks
August	2-weeks	2-weeks
September	2-weeks	2-weeks
October	2-weeks	2-weeks
November	2-weeks	2-weeks
December	2-weeks	2-weeks
Approximate totals	24 weeks rehearsal (approx. 12 performances)	24 weeks of available rehearsal and performance

SCENARIO C = Combination of Scenario A & B

This scenario is a little bit more nuanced and in general will split time 60/40 between a Non-Profit Residency company (20 weeks, 4 presentations) and Community Arts Programs (26 weeks). An annual schedule could look like:

Month	NPR	CAP
January	1-week	3-weeks
February	Rehearsal and presentation	None
March	1-week	3-weeks
April	1-week	3-weeks
May	Rehearsal and presentation	None
June	None	4-weeks
July	Rehearsal and presentation	None
August	1-week	3-weeks
September	Rehearsal and presentation	None
October	None	4-weeks
November	None	2-weeks
December	None	4-weeks
Approximate totals	20 weeks rehearsal (4 performances)	26 weeks of available rehearsal and performance

	Scenario A – Resident Org	Scenario B – Curated Season	Scenario C – Rental House
Community Presentations (Rentals)	1 performance per month 1 week of rehearsal per month	2 weeks of rehearsal available 2 weekends of performance available	3 weeks of rehearsal available 3-4 weekends of performance available per month
City Programming	If available	If available	If available
Curated Performances	none	2 weeks of rehearsal available 2 weekends of performance available	none
Residency Org Performances	Quarterly performances 3 weeks of rehearsals per month	none	1-4 weeks of rehearsal available depending on month 8 weekends of performance available per year
Pros	Engages non-profit arts org to facilitate space usage; provides rehearsal and performance home for no/low cost	Staff person oversees vision, identity of Playhouse; brings world-class performances; balances community rentals; provides opportunities for cultural growth	A lot of opportunity for community rentals, and space for resident org to house their annual season performances
Cons	Difficult to retain space for community use; confuses the Playhouse identity with identity of resident org		Staff person oversees rentals and resident organization, but isn't given control over vision or mission; no curated programming