

Wallis Annenberg Center for the Performing Arts

RENTAL GUIDELINES RULES AND REGULATIONS

First Steps

Any and all rental use of The Wallis facilities is conditioned on the following factors:

- Submittal of a completed Rental Event Questionnaire Form with details and estimated timeline of the proposed event
- Approval by The Wallis of proposed event date, timeline, and technical requirements to be placed as a “Soft Hold” on Production Calendar
- Approval by the Applicant of initial Cost Estimate
- Signed Letter of Agreement
- A Refundable Security Deposit and initial Space Rental Payment per signed Agreement
- Receipt of a Certificate of General Liability Insurance per Agreement naming The Wallis and the City of Beverly Hills as additional insured

Note: The Letter of Agreement is a temporary agreement between The Wallis and qualified-users that infer neither legal claim to the facility nor any relationship other than one of a temporary nature as detailed in the Agreement.

Rental Tours, Walk Throughs & Site Inspections of The Wallis

Rental tours of The Wallis are generally conducted Fridays at 12 Noon. Tours are subject to availability and must be reserved in advance. Additional private tours or walk-throughs with special event personnel, rental companies, caterers, or technical staff are limited to a maximum of two prior to the event and must be scheduled and coordinated with The Wallis staff. The public areas of The Wallis (Grand Hall, Terraces and Gardens) are open to the public Monday thru Friday 10:00 a.m. – 6:00 p.m. Additional access to specific rental areas such as the Bram Goldsmith Theater or Lovelace Studio Theater, back stage or meeting rooms must be coordinated with The Wallis staff.

A Pre & Post-Event Inspection Walk-Through of the spaces being rented is required prior to the day of the rental event. It is recommended that a walk-through with all event staff, volunteers, caterers, etc. occur just prior to the start of the function to assure a smooth, coordinated and successful event.

Refundable Security Deposit

A separate Refundable Security Deposit will be assessed according to the rental costs and deposited for a minimum period of 30-days. The Deposit will be refunded if The Wallis grounds and site are returned back to the condition they were in prior to the applicant's event. Any part of the site not returned to their prior condition or any event related damage costs will be deducted from the Security Deposit for repair or restoration. Any rules and regulations not adhered to by the applicant may cause the applicant to forfeit the entire Security Deposit to The Wallis.

Permits

The applicant and its vendors will be required to apply for a Public Assembly Permit and other appropriate permits from the City of Beverly Hills. The hiring of fire, police, or traffic officers may be required by the City. If a catered event includes a tented field kitchen for cooking with an open flame, a Tent Permit and a Fire Code Permit will be required.

Insurance Requirements

All event producers, caterers and equipment rental companies must furnish for the duration of the event and at their own expense a certificate of public liability insurance and property damage insurance with liability limits of not less than \$2,000,000 (two million dollars) for any single occurrence, insuring against all liability of renter naming The Wallis Annenberg Center for the Performing Arts and the City of Beverly Hills, its Board of Trustees, officers, agents, employees and volunteers as additional insured. The certificate of insurance must be received at least seven (7) days prior to move in. User is required to maintain Worker's Compensation Insurance coverage as required by law for all paid or volunteer staff.

Security

The Wallis requires the rental event organizers to provide sufficient security for the duration of the event by The Wallis' preferred security vendor, at the renter's expense,

Catering

Currently, The Wallis does not have in-house catering services, but a list of preferred caterers who have experience with events at The Wallis may be provided. All proposed caterers, special event and equipment rental companies must be approved by The Wallis.

- Please Note: No food or beverages are allowed in the Bram Goldsmith Theater at any time.
- Catering in the Lovelace Studio Theater is limited and must be approved by The Wallis staff.
- Protective mats must be placed under any food or beverage station throughout the site and mats must extend two feet in front and behind. No ice or liquids can come in contact with any floors throughout The Wallis. This includes the outdoor Promenade Event Terrace.
- Any food or beverage stations placed in the historic Grand Hall must also have protective mats that extend two feet in front and behind. No ice or liquids can come in contact with the historic marble floors of the Grand Hall.
- No ice, coffee or slush can be dumped anywhere outside on The Wallis grounds including the gardens and street gutters. Specific floor sinks inside the facility are designated for ice, coffee and strained slush dumping. If ice is found in the gardens or on the property or gutters, a penalty will be assessed.
- No cooking or open flames are allowed inside the facility. A designated area has been designed for a permitted field kitchen, which must be tented and protected from view.
- Scullery (cleaning of plates, glasses and utensils) is only allowed in designated areas and must be prior approved by The Wallis

Trash Removal

- Trash removal is the responsibility of the applicant or caterer and specific instructions must be followed for the disposal of trash, coffee and ice on the property. Trash must be placed inside dumpsters on the Loading Dock. Boxes must be flattened and placed inside the dumpster.

Alcohol and Bar Services

- All bar services at The Wallis must be coordinated by our in-house concession and bar operator. Per The Wallis' current Liquor License, The Wallis must order and purchase any alcohol served at the venue and the cost passed on to the client.
- The Wallis' concession and bar operator may arrange bartenders to serve the liquor/beverages or the client's caterer may provide the bartenders.
- Sponsored or donated liquor may be brought on site and served by the bartender staff.

- If the client would like for The Wallis to provide a Cash Bar for a rental event, The Wallis will purchase and cover all costs for the alcohol, non-alcohol beverages, ice, bar supplies, and bartenders for the event provided that the Cash Bar's income to The Wallis covers all costs for the Cash Bar service. If the Cash Bar's sales do not meet or break even the total cost of providing all supplies and labor for the event, then the client is responsible for offsetting the difference to The Wallis.

Rental Equipment

- The applicant is required to rent their own tables, linens, chairs, podiums, etc. and The Wallis will provide preferred vendors who are familiar with the policies and procedures of The Wallis. All vehicles are required to check in and display the appropriate parking pass.
- The Wallis will review and may advise on equipment being rented and brought on to the property.

Load-In/Strike of Rental Equipment

- Loading in and striking rental equipment must be coordinated with the Event Manager.
- The applicant or event company supervising the event must be on site to accept any deliveries, load-in of rental equipment, as well as supervise strike and load-out. If the renter or event company is not on site for deliveries or load-in, The Wallis may refuse deliveries until the proper representative is on site to accept the delivery.
- All large rental and delivery trucks loading in on the Motor Court must provide "oil pads" under the vehicles to protect the concrete from oil drips and leaks.
- Delivery of rental equipment is limited to the day of the event. If delivery must occur a day prior or picked up a day after the event, additional fees may be assessed.
- Tenting and rental equipment items left outdoors overnight require the renter to provide a security guard at the renter's expense.
- All dollies, carts, tables, chairs, bars, and displays used in the Grand Hall and other parts of the facility must have rubber or plastic wheels or tips.
- All rental items brought on to the historic site must have protective pads anywhere that comes in contact with the historic exterior terra cotta and interior marble.
- Tenting must be self-sustained and cannot be attached to any railing or surfaces.
- Tenting or equipment cannot be placed in any gardens, flower beds or landscaping.
- No leaning of equipment, tools or any other items against the interior walls.
- No dragging of tables, chairs or any other rental equipment throughout the exterior or interior of the facility.

The applicant and special event rental and catering companies are required to provide the following in advance:

- Timeline and Schematic Plan of the event set-up on site are required prior to approval of rental event.
- A detailed diagram of where proposed rental equipment items are to be placed is required before the renter is allowed on site.
- Certificate of General Liability Insurance per Agreement naming The Wallis and the City of Beverly Hills as additional insured

Please Note:

- The Wallis is a no smoking venue. Smoking is not allowed within the site, including electronic cigarettes.
- Animals are not permitted on site unless otherwise approved.

Signage and Property Decoration

- All signage, press walls, step & repeat panels, and other displays, as well as their location, must be approved by The Wallis.
- User shall not post or permit to be posted anywhere upon the premises signs, nails, hooks, adhesive fasteners, tacks, screws, or objects to be taped, tacked, secured, fastened or anchored to any building part, wall, pillar, railings, doors, window or drapery, without the prior written approval of The Wallis.
- Reserved signs for theater seats cannot be taped or affixed to the fabric or wood, however, a tent sign can be draped over the top of a seat to indicate a reserved or blocked seat.

Parking and Valet

- The City of Beverly Hills owns and operates the three level 475 space subterranean Crescent Parking Garage located at 450 N. Crescent Drive adjacent to The Wallis.
- The Garage is operated by Parking Concepts, Inc. (PCI) and is an automated self-park, pay-as-you-go lot. PCI also provides valet services for The Wallis and special events.
- The applicant or event planner is required by the City of Beverly Hills to make special arrangements with PCI for any self-parking, hosted or un-hosted valet services as well as validations for vendors and catering staff.
- Elevators and escalators are located on the north end of each parking level that conveniently bring guests up to the ground level on The Wallis property.

Additional Considerations

- The Wallis' special event space rental and labor rates are based on an eight (8) hour window of consecutive eight hours during a 24-hour period starting at 12 midnight and ending at 11:59 p.m.
- Additional hours past the eight hour window will be charged at the appropriate pro-rated hourly rate for the activity being performed.
- The historic building contains irreplaceable craftsmanship and materials. All specified protective measures must be taken by applicant.
- The Wallis staff must supervise lighting, sound and set installations. At the discretion of the Director of Production, the applicant's staff under special circumstances may be permitted to run lighting and sound boards and install specialized rigging, but The Wallis personnel are required to be on hand at all times and the applicant will be charged accordingly.
- If photography or videography will occur, The Wallis must be informed in advance and the Director of Production will determine any additional technical needs and location of the videographer.

Theater Rental Labor

- A Wallis crew member must be present whenever anyone from an outside event or production company is working on site and in the theater.
- House equipment is to be operated by The Wallis employees only, unless prior written approval is received from the Director of Production.
- All crew schedules for load- in/ out must be arranged in advance with the Director of Production and in no event later than fourteen (14) days prior to move in. If schedules are not timely received from User, the Director of Production will estimate crew requirements and schedule accordingly.
- The Wallis' Front of House Ushers is required to be hired by user. The 500-seat Bram Goldsmith Theater requires ten (10) Ushers when there is a full house. If the Mezzanine (Balcony) will not be used then eight (8) Ushers are required.
- The Wallis Grand Hall Greeter representative is required to be hired by the user.

User is responsible for providing all design staff (lighting, sound, sets, etc.), a Technical Production Coordinator and a Stage Manager. The Wallis Director of Production will estimate the timeline for deliverables (e.g. set, sound & lighting plots), ensuring adequate technical staffing. User is responsible for obtaining plots from designers and providing a technical schedule.

All personnel are subject to the following restrictions:

- 4-hour minimum call out. A day is considered to be 8 hours.
- A 15 min. break must be taken within the first 5 hours of work and a one hour lunch and dinner break must be scheduled in timeline.
- Hours 9-12 will be paid at time and a half.
- Over 12 hours will be paid at double-time.
- All scheduling must include a turn-around of at least 8-hours.
- Changes to scheduling shall not be made within 24 hours of crew call. You will be charged the 4-hour minimum for any crew scheduled and not cancelled prior to 24 hours of call time. We will do our best to schedule any additional crew required, but cannot guarantee crew availability without at least a two-week notice.

Theater Stage Equipment Charges

- The Bram Goldsmith Theater and Lovelace Studio Theater provide basic “House” lighting for rentals. Additional lighting may be arranged with the Technical Director and additional fees will be charged accordingly.
- User may rent additional sound and lighting equipment at User's own expense only upon approval by the Technical Director who will determine whether such equipment is compatible with the house.
- For audio visual needs, user may rent the Bram Goldsmith Theater’s Barco 23-B-2K – DLP Projector and a StereoView Digital 3D Movie Screen. Associated rental and labor costs as well as recommended video and audio formats will be provided by The Wallis’ Technical Director.
- Movie Screenings may require the rental of an augmented audio “full movie system”. Rental costs and associated labor will be provided by The Wallis’ Technical Director.

Ticket Services

- Applicants who rent the Bram Goldsmith Theater or the Lovelace Studio Theater for rental events must handle their own ticketing.
- The Wallis may provide and print ticket stock for the user for an additional fee.
- The applicant must provide a separate phone number, website or company for ticketing purposes and questions.
- Applicants and outside ticketing companies are responsible for ensuring that all ADA seating and ticketing needs are properly met.
- All information appearing on invitations, websites, flyers or any other marketing materials for tickets must be approved by The Wallis.
- The Wallis Ticket Services Manager may consult and provide seating charts upon request.

Marketing Promotion

- Rental events may not be promoted until a Letter of Agreement has been signed and accepted by The Wallis and a deposit received, unless otherwise agreed in writing between User and The Wallis.
- All advertising, marketing and signage, flyers, poster, press releases, invitations, and programs must be reviewed and approved by The Wallis in writing before written or electronic broadcast or publication to ensure compliance with requirements and regulations.

- All marketing and public relations materials must have contact phone number and/or website for information and ticketing. It must be clear that The Wallis is not ticketing the rental event or answering questions regarding the event.
- The Wallis must be consulted if an automobile or airline company sponsorship will be displayed on site.

Retail Merchandise

- A Merchandise Sales Addendum must be agreed to and signed if there will be any kind of retails/sales made available at the event. This includes, but not limited to, CD sales, DVD sales, T-Shirt sales, etc.
- Applicant must contact the House Manager directly to obtain and file the Merchandise Sales Addendum.
- The Wallis shall not provide staff for merchandise tables unless requested 72 hours prior to event. If The Wallis staff is requested, there will be labor charges assessed for house staff reflected on the final invoice.

Staging - Sets and Scenic Elements - Storage

- All staging elements brought into the Bram Goldsmith Theater or The Lovelace Studio Theater must be approved in advance in writing by the Director of Production before installation.
- Nothing, including sets, signs, or notices, may be attached in any way to any walls or floors without the prior written approval of The Wallis.
- All scenic elements must be built and painted off-site prior to being brought into the Theater. Building or painting, other than touch-up, is not allowed in the Theater.
- Backstage storage space is very limited. House staff will strictly enforce all Beverly Hills Fire Department safety regulations.

Pyrotechnics/Smoke Effects

- Atmospheric: Oil-based smoke machines are always prohibited.
- Water-based haze machines, etc. are permitted only with the prior written approval of the Director of Production and the Beverly Hills Fire Department. Additional charges will be required.
- Beverly Hills Fire Department regulations require the issuance of a permit for any stage effects involving open flames, cigarettes/ cigars/ pipes, flash boxes or any other incendiary device. The Director of Production must coordinate any such approval through the Fire Department and such approval must be obtained no later than 21 days prior to event.
- Use of unapproved effects will result in the immediate cancellation of the Agreement and the performance. Additional charges may be incurred.
- Applicant is responsible for creating and displaying appropriate warning signs in the theater lobby advising patrons of any pyrotechnic, haze, strobe or smoke effects.

Rehearsals

- All rehearsals must be scheduled in advance with the Director of Production.
- Additional hours needed for rehearsals may be charged accordingly.
- A Front of House staff member must be present whenever work is in progress.

Note: These Guidelines are for information only. They are not intended to create any legal relationship between the reader and The Wallis and are meant to provide you with the highlights of the rental process. The information is part of the entire Letter of Agreement, which contains other information and requirements. Our goal is to help clients create the most successful event or production possible.