

Wallis Annenberg Center for the Performing Arts

EXTERNAL RENTAL GUIDELINES RULES AND REGULATIONS

Introduction

Wallis Annenberg Center for the Performing Arts, a historic landmark building (former Beverly Hills Post Office) listed on the National Register of Historic Places, welcomes external rental inquiries subject to availability and at the discretion of The Wallis' administrative, production, and artistic staff.

The Wallis does not accept external rental requests for independently produced theatrical productions or inquiries regarding unsolicited scripts, private events such as birthday celebrations, weddings, engagement parties, bar/bat mitzvahs, memorials, funerals, and events that are religious or politically affiliated. External rental date consideration is subject to approvals by all departments of The Wallis.

The Wallis is a historic landmark building and great care of the venue is expected from all organizers, event producers and vendors who enter and work in the facility and campus.

First Steps

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

1. Submittal of a completed **External Rental Event Questionnaire Form** with details and estimated timeframe of the proposed event before availability and rates are provided
2. No event or proposed date will be considered without a completed Questionnaire Form
3. Approval by The Wallis of the nature of the proposed event, event date, **Timeline Document**, and technical requirements in order to be placed as a "Soft Hold" on The Wallis' Production Calendar
4. Approval by the Applicant of an initial **Cost Estimate**
5. Signed **Deal Memo** for the event which requires a professional event planner identified and a **Refundable Security Deposit** to officially hold proposed dates
6. Signed **Letter of Agreement** with specific terms and payment schedule outlined in Agreement
7. Receipt of a **Certificate of General Liability Insurance** per Agreement naming The Wallis and the City of Beverly Hills as additional insured

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.

Timeline Document & Cost Estimate

- An estimated Timeline Document (not in the body of an email) must be provided at the time of date consideration in order to provide an initial Cost Estimate. A Cost Estimate or any questions regarding estimated costs cannot be provided without a Timeline Document.
- An updated Timeline must be provided at least 10-days prior to occupancy to assure the appropriate labor and arrangements are scheduled. Updated Timelines not provided by 10-days prior may be assessed a penalty fee.
- The Cost Estimate is a fluid and ongoing document, which may change throughout the planning process and completion of the event.
- Cost Estimates may include Theater Production Department labor for technical and stage crew, Front of House Department labor for Grand Hall and theater ushers, bathroom porters, security,

pre and post cleaning including outdoor power-washing, sanitation fees, and potential landscape clean-up fees.

Rental Inquiry Tours, Walkthroughs & Site Inspections of The Wallis

- Rental inquiry tours of The Wallis are generally conducted Fridays at 12 Noon by appointment only. Tours are subject to availability and must be reserved in advance. Additional private tours or walk-throughs with special event personnel, vendors, rental equipment 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, Promenade Terrace and Sculpture Garden) are generally open to the public Monday thru Friday 10:00 a.m. – 6:00 p.m. Additional access to specific rental areas such as the 500-seat Bram Goldsmith Theater or the 150-seat Lovelace Studio Theater, Back Stage or meeting rooms must be coordinated with The Wallis staff in advance.
- A **Pre & Post-Event Inspection Walk-Through** of the proposed locations to be rented is required prior to the day of the rental event to assess existing damages and after load-out of the rental event to assess any potential damages caused by the event. If renter, renter's event planner or representative, declines to attend pre/post walk-through, the renter will waive the right to potential damage claims. It is also 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 & Damage Deposit

- A separate **Refundable Security Deposit** will be assessed according to the rental costs and will be deposited by The Wallis for a minimum period of 30-days. The entire Deposit will be refunded if The Wallis grounds and site are returned back to the exact condition they were in prior to the applicant's event and if all fees have been paid. 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 a portion or 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 and Fire Department. The hiring of fire, police, or traffic officers may be required by the City. If an event includes the installation of a tent, including an outdoor catering kitchen the applicant will be required to apply for a **Tent Permit** and any cooking with an open flame or the use of candles requires a **Fire Code Permit**. **Please Note: No cooking with an open flame is allowed inside the facility.**

Insurance Requirements

- All renters, 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 Directors, officers, agents, employees and volunteers as additional insured. The certificate of insurance must be received at least seven (7) days prior to occupancy. User is also 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 arrange sufficient security directly with The Wallis' required security vendor for the duration of the event, at the renter's expense.
- The Wallis must review and approve the number of security guards and schedule.
- Renter must provide Parking Validations for all Vendors including Security Guards.

Catering

- The Wallis does not have in-house catering services, however, a list of Preferred Vendors including preferred caterers who have experience with events at The Wallis will 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 or Lovelace Studio Theater at any time unless prior approval is given by The Wallis.
- 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 stations 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 inside bathrooms or 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 may be assessed.
- No cooking or open flames are allowed inside the facility. A designated outdoor area has been assigned for a permitted catering kitchen, which must be tented or hedged and protected from view.
- Scullery (cleaning of plates, glasses and utensils) is only allowed in designated areas and prior approval must be given by The Wallis.

Trash Removal

- Trash removal is the responsibility of the applicant and caterer and specific instructions must be followed for the disposal of trash, coffee, strained slush, and ice. Trash must be placed inside dumpsters on the Loading Dock. All boxes must be flattened and placed inside the dumpster. If these trash removal rules are not followed, a penalty may be assessed.
- Sanitation fees for additional dumpsters and additional pick-ups, if needed, may be assessed and charged to the renter.

Cleaning and Landscape Fees

- Each individual space rental will automatically be charged a \$500 per space per day fee for post cleaning.
- Labor Estimates will include Bathroom Porters and Cleaners who will be scheduled prior to, during and after the event to ensure the inside facility is clean for the duration of the event. Wallis Cleaners will not be responsible for cleaning up outdoor trash left by caterers or equipment rental vendors. Outdoor trash clean-up is the responsibility of the renter.
- A Landscape Clean-up Fee and Power Washing Fee may be included in the Cost Estimate and charged for outdoor events.

Alcohol and Bar Services

- Per The Wallis' ABC Liquor License, The Wallis is required to order and purchase any

alcohol served at the venue and the cost will be passed on to the client.

- All bar services for alcohol or non-alcoholic beverages at The Wallis must be ordered, coordinated and served by The Wallis' in-house beverage and concessions bar operator. The renter is required to contract The Wallis' in-house beverage and concessions bar operator for any event serving beverages.
- The Wallis' in-house beverage and concessions bar operator will design a detailed Bar Services Package that will include alcohol and non-alcoholic beverages and a complete bar staff to accommodate the client's needs. The renter will be responsible for supplying glassware, trash cans and liners, chilling tubs, floor mats, bussing and service trays and non-existing bars of which The Wallis's in-house beverage and concessions bar operator will consult and advise.
- Sponsored or donated liquor, wine, beer, or other beverages may be brought on site for an event, but not sold. The Wallis' in-house beverage concessions bar operator must be contracted to handle, coordinate and serve all beverages.
- Any sponsored or donated wine will be assessed a \$20 Corkage Fee per opened bottle.
- No alcohol product purchased by The Wallis' in-house beverage and concessions bar operator for an event may be removed at the end of the event from the Wallis.
- If the client would like for The Wallis to provide a Wallis Cash Bar for a rental event, The Wallis' in-house beverage and concessions bar operator will arrange, purchase and cover all costs for the alcohol and non-alcohol beverages, ice, bar supplies, and bartenders for the event, provided that the event's Cash Bar income to The Wallis covers all costs for the Wallis Cash Bar services. 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 equipment including tables, linens, chairs, power distribution equipment, etc. and The Wallis will provide a list of Preferred Vendors who are familiar with the policies and procedures of The Wallis.
- All vendor vehicles upon arrival are required to check in with the Front Desk and Event Manager and display the appropriate Temporary Parking Pass on their dashboard to be allowed to park on the front Motor Court.
- The Wallis will review and may advise on equipment being rented and brought on to the property. The Wallis has final say as to where rental equipment and/or furniture is to be placed onsite.
- A site drawing of rental equipment placement is required for Wallis approval at least 30-days prior to occupancy and prior to the renter submitting the drawing to the Beverly Hills Fire Department to apply for a Public Assembly Permit. The Wallis has final approval of equipment placement locations onsite.
- All rental equipment (tables, chairs, bars, buffets, tech tables, etc.) must clear 8-10 feet of any doors, steps, railing, ADA ramps, and exits for appropriate egress.
- All rental equipment from an event must be removed from all areas immediately after the conclusion of the event and before 2am. If any equipment is left on the outdoor premises, additional fees may be charged and 24-hour overnight security must be scheduled until the equipment has been removed.

Load-In/Strike of Rental Equipment

- Arriving vehicles for loading in and striking rental equipment must be coordinated with The Wallis' 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 on the front 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 will be assessed.
- Tenting and rental equipment items left outdoors overnight require the renter to provide an overnight security guard at the renter’s expense.
- All dollies, carts, tables, chairs, bars, and displays used in the Grand Hall and throughout 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.
- Any carpet installed in the historic Grand Hall or throughout the Terrazzo floors must use approved protective painters tape (or similar safety tape) directly on the flooring before any other adhesive tape is used to secure the carpet. Any repair costs from residue resulting from adhesive tape will be charged to the renter.
- Any adhesive material proposed to be used on any surfaces or glass windows must be pre-approved and pre-tested in advance of occupancy.
- Tenting must be self-sustained and cannot be attached to any railing or surfaces.
- Tenting, cables, or equipment cannot be placed in any gardens, flower beds or landscaping.
- No leaning of equipment, tools or any other items are allowed against the interior walls.
- No dragging of tables, chairs or any other rental equipment is permitted throughout the exterior or interior of the facility.

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

- Detailed timeline and schematic plan of the event set-up on site prior to approval of rental event.
- Detailed diagram of where proposed rental equipment items are to be placed before the renter is allowed on site.
- Power needs for caterers must be provided in advance.
- Certificate of General Liability Insurance from applicant and vendors per Agreement naming The Wallis and the City of Beverly Hills as additional insured

Please Note:

- The City of Beverly Hills is a non-smoking City and The Wallis is a non-smoking venue. Smoking is not allowed inside or outside of the building, including e-cigarettes.
- Animals are not permitted on site unless they are officially designated service animals or 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.
- Helium balloons inside the facility are not allowed.

Parking and Valet

- The City of Beverly Hills owns the three level 475 space subterranean 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 is also the required provider of valet services for The Wallis and special events.
- The applicant 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.
- The front Motor Court is for temporary parking, loading/unloading only and all vehicles must check in with the Event Manager. If an Event Manager is not available, then the vendor must check in with the Front Desk to obtain a Temporary Parking Permit before allowed to park on the Motor Court.
- All vehicles must park in designated areas and maintain a fire lane open at all times.
- The Motor Court must be cleared of all vehicles no later than 2.5 hours prior to the scheduled start time of the event.
- Please note: The subterranean parking garage has height restrictions. If vehicles cannot fit in the garage, they must find parking offsite.

Additional Considerations

- The Wallis' special event space rental and labor rates are based on a minimum of eight (8) consecutive 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. Official business hours are 10am-6pm M-F, which excludes both theaters spaces.
- All doors and gates to the facility must be secured and the building vacated before 2am when alarms are automatically set. Additional hours after 2am must be requested at least 7-days in advance and will require additional penalty charges and alarm fees.
- The historic building contains irreplaceable craftsmanship and materials. All specified protective measures must be taken by applicant.
- The Wallis staff must supervise any lighting, sound and theater 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 supervise 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.
- The Wallis has limited Public Wifi available throughout the building. It is highly recommended that the renter provide additional "hot spot" Wifi for their event, if needed.

Ticket Services & Box Office Use

- Specific rental events determined by The Wallis that occur in the Bram Goldsmith Theater or Lovelace Studio Theater must utilize The Wallis Box Office and a Ticketing Package will be designed with associated costs for each client.
- Applicants who rent the Theaters for rental events must have "Assigned Seating", no "General Admission" seating is allowed, unless otherwise determined by The Wallis.
- The Wallis will provide and print ticket stock for the user with the client's limited character event information printed on the face of the ticket stock.
- All applicants must provide The Wallis and Ticketing Services with the event's guest list in advance.
- The applicant must provide a separate phone number, website or company for detail information purposes and questions.

- Applicants are responsible for ensuring that all ADA seating needs are properly met.
- All information appearing on invitations, websites, flyers or any other marketing materials for tickets must be approved in advance by The Wallis.
- The Wallis Ticket Services Manager will consult and provide theater seating charts for client.

Marketing, Public Relations, 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 renter 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 regarding the event. It must be clear that the client's event is a "Leased Event" and not produced by The Wallis.
- The Wallis' in-house press and communications manager must be advised and consulted in advance with rental event press arrangements, step & repeat and press list.
- The Wallis must be consulted if an automobile or airline company sponsorship will be displayed on site.
- The Wallis has the option to provide season or promotional brochures in the clients Gift Bags and if there is a "partnership" or "collaboration" arrangement with the organization, The Wallis has the option to be included on the Press Wall Step & Repeat.
- The Wallis has the option to greet or make brief welcoming announcements from the stage during client's events.

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.

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 are required to be hired by renter. The 500-seat Bram Goldsmith Theater requires a minimum of ten (10) Ushers when there is a full house. If the Mezzanine (Balcony) will not be used and closed, then a minimum of eight (8) Ushers are required.
- A Wallis Grand Hall Attendant representative is required to be hired by the renter for all events.

If needed, the renter 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. sets, sound & lighting plots), ensuring adequate technical staffing. Renter 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 the 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 provides basic “House” repertory lighting for external rental events. Additional lighting may be arranged with the Technical Director and additional fees will be charged accordingly.
- Renter may rent additional sound and lighting equipment at renters 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’ A/V Supervisor.
- Movie Screenings may require the rental of an augmented audio “full movie sound system”. Rental costs and associated labor will be provided by The Wallis’ Technical Director.

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 Production Supervisor and Technical Director 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 extremely limited. House staff will strictly enforce all Beverly Hills Fire Department safety regulations.

Pyrotechnics/Smoke Effects

- Atmospherics: 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 may 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 or Production Supervisor 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 in any of the theaters must be scheduled in advance with the Production Supervisor and must be included in all Timeline Documents.
- Additional hours needed for rehearsals may be charged accordingly.
- A Front of House and Production Department staff member must be present whenever work is in progress.
- Please Note: The Wallis backstage Greenroom is a shared space with Wallis staff, actors, production and technical crew.

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 possible.