

Long Center for the Performing Arts Theatrical Rental Guide

The Joe R. and Teresa Lozano Long Center for the Performing Arts provides a haven for the arts and arts enthusiasts in Central Texas. Its flexible design coupled with a central location also offers a variety of performance and event spaces for both private and public functions, meetings, conferences and performances.

The Long Center includes venues such as the Michael & Susan Dell Hall with its superior acoustics and clean lines that will accommodate up to 2,442 patrons, the intimate Debra and Kevin Rollins Studio Theatre – an adaptable black-box theatre with seating configurations for up to 229 patrons and the City Terrace with breathtaking view of downtown Austin that can accommodate up to 2,000 guests for an outdoor performance or festival. The Long Center’s theatres, performance and event spaces will showcase your upcoming performance or event and make a memorable impression for years to come.



Debra & Kevin Rollins Studio Theatre



Dell Hall – Meredith Family Stage View



Long Center Keller Williams Drive & Entry



City Terrace & Hartman Concert Park



Eva & Marvin Womack Entry Plaza



Michael & Susan Dell Hall – Mezzanine View



General Guidelines/Rental Information

Michael & Susan Dell Hall, Debra & Kevin Rollins Studio Theatre

Rental Fees

Fees include basic lighting, heating, cooling, and normal maintenance for the building; Technical Supervision (see below); for Theatres - standard in-house sound, lighting equipment, and drapery materials (*except those items contained on the Schedule of Fees/Price List*); non-exclusive use of loading dock and venue lobby based on production or rental requirements; for Theatre's - dressing and wardrobe areas based on production or rental requirements; inclusion in Long Center marketing materials based on space availability (if applicable). Additionally, a staff member from our Guest Services Department will be on-site to assist during public performances. Other House Management (Long Center House Managers and Ushers are required; client may use additional volunteers with prior approval), Housekeeping, and Safety & Security Services may require additional fees which are contained on the Schedule of Fees or will be quoted upon request.

Deposits, Insurance & Production/Timeline Schedules

A Deposit of 50% of the License Fee, estimated Additional Charges (available at time of contracting) and proof of Liability Insurance must be made at the time License Agreement is signed for rental dates to be confirmed (space will be released if contract not received within 30 days of issuance). The Certificate of Insurance should list the Long Center & City of Austin as Additional Insured's and contain a Waiver of Subrogation. A Security Deposit may also apply for certain events. A Production Schedule/Timeline must be provided 21 days prior to the Licensee's Event or Performance (*failure to do so may result in additional applicable charges for Licensee's event or performance*).

Cancellations

In the event of a cancellation, paid deposits and any additional charges are non-refundable. For cancellations made more than six months prior to first event, deposits may be transferable to another date request at the Long Center's discretion.

Weekly Rentals & Dark Dates, Theatrical Rentals

For weekly rentals, the Long Center reserves the right to use requested space for other activities during periods of non-use. *Note: Preferred consideration given to requests that include mid-week public performances.*

Technical Assistance

For the Debra and Kevin Rollins Studio Theatre, one Technical Director will be provided to supervise the load-in, performances, and load-out of your production. For the Michael & Susan Dell Foundation Hall, one Technical Director, one Lighting Supervisor, and one Audio/Visual Supervisor will be provided as needed to supervise load-in, performances, and load-out of your production. Stage Rigging Supervisor assistance is available when requested.

- Specialized equipment or services may require additional fees which will be quoted upon request.
- Technical services and labor are the responsibility of the Licensee, however with adequate notice these services can be arranged by the Long Center through The Stage Alliance (Charges billed at the prevailing labor rates + a 4% TSA Coordination Fee).
- Venue Technical Specifications including equipment specifications and inventory lists are available on the Long Center website or by request.

Decibel Level Requirements in Theatre's

The Long Center is equipped with a complete sound system which can be used for all performances when reinforcement of sound is necessary. The Long Center sound system is capable of even coverage averaging 95 db. When the Licensee is traveling with a sound system, the Long Center's Technical Department may permit the Licensee's mixers and microphones to be attached to the house speaker system with a maximum sustained sound level averaging 95 db. Long Center reserves the right to determine acceptable sound pressure and audio quality throughout the venue for all amplified productions. In compliance with OSHA, sustained sound levels in excess of 95 db for a 2-hour period will not be permitted in the Long Center as measured by a member of the Long Center's staff using a professional sound meter on setting 'C'. The Long Center's representative shall be the final authority regarding sound levels. Licensee shall adjust sound levels immediately to a mutually agreed level in accordance with said request by Long Center's designated representative.

Facility & Box Office Fees/Charges for Theatrical Rentals

For Events and Performances in Dell Hall, the Long Center Box Office must be used for all ticket sales. For Rollins Studio Theatre, the use of the Long Center Box Office is optional for ticket sales (additional fees/charges apply and restrictions & terms of sale apply). For ticketed Events and Performances in the Long Center, a Facility Maintenance Fee of \$4.00 per ticket applies for Dell Hall or a \$4.00 per ticket (tickets priced at or above \$20.00) or \$2.00 per ticket (tickets priced below \$20.00) applies for Rollins Studio Theatre. A Handling Fee (see below schedule) will apply to all tickets sold. A 3% Credit Card Fee applies to all applicable ticket sales. A \$200.00 Engagement Build Fee applies for any License Period consisting of more than five (5) events or performances in the Debra and Kevin Rollins Studio Theatre. Tickets may not be offered for sale prior to executing the License Agreement with Long Center.

Michael & Susan Dell Hall:

Debra and Kevin Rollins Studio Theatre:

| Ticket Price | Handling Fee | Ticket Price | Handling Fee |
|--------------|--------------|--------------|--------------|
| \$55 + | \$7.00 | \$55 + | \$7.00 |
| \$45-\$54 | \$6.00 | \$45-\$54 | \$6.00 |
| \$25-\$44 | \$5.00 | \$25-\$44 | \$5.00 |
| \$24 - | \$4.00 | \$20-\$24 | \$4.00 |
| | | \$19- | \$3.00 |

Concessions, Merchandise/Novelty Sales & Displays

The Long Center has an exclusive agreement with an in-house concessionaire, and as such Licensee shall not sell or distribute food and beverage during rental period(s). Merchandising/Novelty sales are subject to approval of the Long Center and are charged at a rate of 20% Soft Merchandise. -10% CD/DVD (Licensee sells) or 30% Soft Merchandise.-15% CD/DVD (Long Center sells). Live or Silent Auctions benefiting a qualified Non-Profit Organization will be exempt from the Merchandise/Novelty sales requirements. Use of tables, chairs, and linens may incur additional charges – standard black or purple linens are required for all public areas outside Theatre's (all tables, chairs or other items used for any purpose including displays of Licensee materials placed in common areas must be approved in advance by the Long Center). Long center will remit any applicable sales tax due (8.25%) unless otherwise arranged and deduct a Credit Card Processing Fee of 3% for Credit Card Sales processed (using Long Center credit card terminals).

Catering & Bar Service

If you wish to include a Reception, Catering or Bar Service for your event, please contact Sterling Events at the Long Center at sterlingevents@thelongcenter.org or 512.457.5121 for more information and rates. The Long Center provides Bar Concessions for most public and private performances and events in the facility. Bars in the facility are located on each lobby level and in the Kodosky Donor Lounge. Alcohol and Catering restrictions apply and are subject to Long Center's exclusive concessionaire agreement. Bar Concessions for public performances or events: require a sales minimum of \$200.00 per regular bar and/or coffee bar – if minimum is not reached, client will be charged the balance under minimum amount. For events with donated alcohol a Service Fee applies on the total value of donation to cover Sales Tax, payable to Long Center Concessionaire.

Marketing & Advertising, Photography or Film Shoots

All Marketing and Advertising is the responsibility of the Licensee. Based on availability, the Long Center may be able to provide online and /or print information about your event to the general public (Theatrical Performances Only). Please contact the Programming Department concerning guidelines for photography or film shoots or additional information/ inquires concerning Marketing and Advertising for your event or performance. Currently the Palmer Events Center Marquees (2) are not available for special events or general performances.

Plasma Screens, Exterior Banners or Signage, Exterior Lighting

Plasma Screens located on all Lobby Levels (Entry, Orchestra, Mezzanine, Balcony) in the building may be available for your event or performance depending on availability and other booked events in the Long Center (DVD or PowerPoint/No Menu must be provided 2 weeks in advance to the Technical Operations Department, content may be looped for Events/Performances or live with audio for Theatrical Performances). Exterior banners, applied graphics or other signage on Entry Level or on City Terrace/Orchestra Level must be approved in advance at the discretion of the Long Center, certain restrictions apply. Exterior lighting including colored gels (building and/or ring beam wash effects) or compression ring (programmed multi-light effect) must be approved in advance, certain restrictions apply. Evening Gobo projection on the Long Center may be available (restrictions and additional charges apply).

Parking

General parking for the Long Center is located in the Palmer Events Center Parking Garage, which can be accessed off Riverside Drive (North Entrance) or Barton Springs Road (South Entrance). This public garage is managed and owned by the City of Austin. The current rate, set by the City, is \$7.00 per car. Other parking options including Valet Parking (currently \$18.00.per car) may be available upon request depending on size of event. The following Artist and Production Staff parking are included free of charge: for Rollins Studio Theatre rentals (7 spaces in Long Center Service Yard) and Dell Hall rentals (10 spaces in Long Center Service Yard). Vendor parking for events may be arranged through Long Center Safety & security Office. Passes or User List required in advance for Long Center Service Yard. Additional off-site parking for Licensee may be available upon request (charges may apply).

Service Yard Access, Deliveries & Loading Dock for Rental Spaces

All event related deliveries for Catering, Rentals, Decorations, Equipment or other items should be directed to the Debra and Kevin Rollins Studio Theatre Loading Dock located in the Long Center's Service Yard. Certain items for events on the Michael & Susan Dell Hall Stage may require deliveries to the Loading Dock for that Theatre. Please arrange in advance with your Event Manager to schedule any deliveries and obtain access information. Deliveries for to the Orchestra/Stage Level may be made by using the Freight Elevator accessed through the Stage Door Entrance. Deliveries for the Mezzanine and Balcony Levels must use designated regular Patron/Guest Elevators with appropriate protective blankets and be escorted by a Long Center Building Operations staff member if necessary.

Other Items

Items not included in the rental fees are: all costs associated with designing, setting, staging, and striking the performance(s) or event(s), restoration of performance venue to original configuration; tables & chairs, set-up & tear-down event labor; box office fees; pre-production management; stagehand labor and musicians; piano rental & tuning; inventory items listed on the current Schedule of Fees; additional sound, lighting, and special effects equipment; special event rentals; housekeeping; building operations and security above basic facility services.

Permits & City Ordinances

City of Austin Permit (s) may be required for events on the City Terrace and West Donor Lounge (Terrace) for sound amplification. The Long Center maintains an Outdoor Music Venue Permit (Restrictions: 85 decibel limit, use between 10:00 AM – 10:30 PM Sunday thru Wednesday, 10:00 AM - 11:00 PM on Thursday, 10:00 AM - 12:00 PM Midnight on

Friday thru Saturday), special lighting, or events requiring food vendors, portable facilities, tents, street closure, or fireworks. Open Flame/Pyrotechnic Permit when applicable is required in facility (\$50.00/City of Austin). All Fees and Permit requests are the responsibility of the Licensee.

Food and Beverages

Food and beverages are only allowed in designated areas of the performance venues. At no time are foods or beverages allowed in the Theatre or Stage areas (bottled water permitted), except where indicated in the guidelines or License Agreement of the Long Center or by written permission in advance from the Technical Director or Managing Director.

Decorating Guidelines

- Your Floor Plan should be submitted to your Event Manager at least 21 (twenty-one) days prior to your event. Final changes must be approved for any decorating plans at least 48 hours in advance of your event.
- Tape or Adhesives of any kind may not be used on any painted or wood paneled surface including columns or walls or on windows, carpet, or portable bars in the building. Tacks, nails, etc. may not be used on the walls or any other surface of the Long Center.
- No Helium Balloons are allowed in Theaters or Lobby Spaces (use in other rental spaces or rooms must be approved in advance).
- For Weddings or Receptions the following items are strictly prohibited for use inside the Long Center: Bird Seed, Rice, Fresh Flower Petals (Thrown or on Tables), Confetti, Glitter, Silly String, Loose Streamers or Tinsel, Potpourri, Oils, Noise Makers – Bells/Whistles/Etc. Please consult with your Event Manager for approved items for External Spaces at the Long Center.
- Decorations and Other Items are to be removed immediately after your event. The Long Center cannot accept responsibility for loss or damage to any items left after the event.
- Furniture and Fixtures may not be moved without supervision and approval of the Long Center and Building Operations Department staff. Rental Furnishings must be approved in advance by the Long Center.
- Decorations of any kind must be completely constructed and painted before they are brought into the building.
- City of Austin Fire Code prohibits the use of liquid-fueled items. Any open flames in the building must meet code and be approved in advance. Candles, votives, sparklers or similar items are prohibited.
- Decorating must be done from Ladders (supplied by Building Operations Department) – please do not use chairs, tabletops or other surfaces to stand on while decorating for your safety.
- Any Items or Decorations that are to be hung from the ceiling or any other surface must be approved in advance and will require implementation by Long Center's Building Operations Department staff – additional fees may apply.
- Contact Housekeeping Personnel or your Event Manager immediately if something is spilled or broken – a minimum of one Housekeeper will be available during your event.
- Obstruction of Hallways, Entrances, Exits, Other Common Areas and Light Fixtures is prohibited. Do not place tables, chairs, booths, or other items in these areas. Do not place paper or fabric over or on light fixtures of any kind.



How to Plan Your Event

| Performance & Event Timetable | | |
|---|----------------|---|
| When | Date Completed | Action |
| As soon as your group considers presenting a Performance or Event | | <p>Contact our Programming Manager regarding available dates and/or complete a Rental Request Form to inquire about dates. Please provide proof of non-profit status (as required)</p> <p><i>*Please be aware that it may take up to two (2) weeks to confirm availability of your dates due to scheduling restrictions. At that time a Contract and Questionnaire & Information Forms will be sent to you.</i></p> |
| Request approved and contract issued | | Once we have approved your request and placed a hold on the date(s) for your reservation, a request for contracting may be made. If your date(s) is not confirmed and contract requested within 30 days of approval, date(s) is automatically released. |
| Within two weeks of date of issuance of the License Agreement | | <p><u>Complete and Return via Email/Regular Mail/Fax:</u></p> <ul style="list-style-type: none"> • Two signed License Agreements(if mailed) • Certificate of Insurance • Pre-Payment/Deposit Amount (as required) |
| Once License Agreement is signed | | Schedule initial planning meeting with Programming Manager and Long Center Team to go over performance or event details – including your Technical, Box Office and Front of House needs. Please return all Questionnaire forms to assist us with the initial planning meeting. Note: Ticket Sales cannot commence until contract is signed. |
| At least one week before your advertising begins | | Submit advertising samples to the Long Center for review. Please see the Advertising & Marketing Guidelines provided for in the General Conditions of License attached with your License Agreement. |
| One month before Performance or Event | | Final Production Schedule/Event Timeline and final walkthrough due (please schedule in advance with the Programming Manager). In order to ensure that your needs can be met, production/event details must be finalized at least 21 days prior to your performance or event – this includes AV needs, Layouts, details related to receptions or associated special events and Production Contact Sheet. |
| Day of Performance or Event | | Contact Programming Manager or Technical Director assigned to you upon arrival. All Load-in/Strike for performance or event must occur within the reserved time listed on your contract (additional charges will apply for facility use beyond this period). |

General Contact Information:

Programming Manager:

Karen Jantsch

512.457.5120

kjantsch@thelongcenter.org

Key Long Center Contacts:

Jim Larkin

Technical Director

512.457.5130

jlarkin@thelongcenter.org

Tony Jilek

Ticketing Manager

512.457.5

tjilek@thelongcenter.org

Kyle Sigrest

Guest Services Manager

512.457.5170

ksigrest@thelongcenter.org

Physical Address:

Long Center for the Performing Arts

701 West Riverside Drive

Austin, TX 78704

Mailing Address:

Long Center for the Performing Arts

P.O. Box 301449

Austin, TX 78703

Fax Line Number:

512/457-5110



View from Riverside Drive



IMPORTANT PARKING INFORMATION FOR EVENTS:

Riverside Drive

For **Valet Parking & Handicapped or Accessible Drop Off** please stay in the right hand lane of Riverside Drive and turn into the first circular drive , Valet Parking (\$18.00/per car for)

For **Self Parking** please stay in the left hand lane of Riverside Drive and turn into the second drive to access the North Entrance of the Palmer Events Center Garage (Parking \$7.00/per car)

Barton Springs Road

For **Self Parking** turn left (Eastbound) or turn right (Westbound) off of Barton Springs Road into the drive to access the South Entrance of the Palmer Events Center Garage (Parking \$7.00/per car)

PARKING & DIRECTIONS TO THE LONG CENTER

PUBLIC PARKING

Parking is available in the Palmer Events Center Parking Garage located between Riverside Drive, South First Street and Barton Springs Road just south of Lady Bird Lake in downtown Austin (cost: \$7.00 per car, fee paid at booths upon entering garage).

TEMPORARY & HANDICAPPED/ACCESSIBLE PARKING

3 M Box Office - Fifteen (15) minute Temporary Parking is located in our Keller Williams Circular Drive, directly in front of the Long Center. We invite you to park there to pick up your tickets, make a quick drop-off, or inquire about upcoming events at our 3M Box Office.

Handicapped/Accessible Parking is available in the Palmer Events Center Garage and at the Valet drop-off during events/performances. Please see Accessible Parking under **Visit** the Long Center on our website for more information.

VALET PARKING

Valet Parking is available for most public events and performances at the Long Center (\$18.00 per car). Please access the Keller Williams Circular Drive for Valet parking drop-off by driving eastbound on Riverside Drive and entering the first drive on your right past the Long Center (please stay in the right hand lane of the Keller Williams Circular Drive).

LONG CENTER VENUES

The Debra and Kevin Rollins Studio Theatre

AT&T Education Room

Is located on the Entry Level off the Rollins Studio Theatre Lobby.

The Michael & Susan Dell Hall

Is located off the City Terrace on the Orchestra Level (proceed up the Grand Staircase just past exterior 3M Box Office windows) or enter through the Rollins Studio Theatre Lobby on Entry Level and proceed to Orchestra Level from Elevators located to your left after passing through Lobby.

Kodosky Donor Lounge

West Donor Lounge & Lobby

Are located on the Mezzanine Level, the Kodosky Donor Lounge is to your right when exiting the elevator or stairs.

PALMER EVENTS CENTER PARKING GARAGE

900 Barton Springs Road

PALMER EVENTS CENTER GARAGE ENTRANCES:

North Entrance - located off Riverside Drive next to the Long Center (accessed by driving Eastbound on Riverside Drive and turning right into the garage drive across from Auditorium Shores). Use the second driveway entrance past the Long Center.

Special Note: If traveling westbound on Riverside Drive you cannot turn left off of Riverside Drive into the PEC Garage/North Entrance drive or the Long Center Circular Drive, please proceed until you reach the traffic circle and go around until you are in the Eastbound lane.

South Entrance - located off Barton Springs Road next to the Palmer Events Center (accessed by driving westbound on Barton Spring Road and turning right into the Palmer Events Center drive in front of the water fountains).

TO ACCESS THE LONG CENTER FROM PALMER EVENTS CENTER GARAGE

On Levels 2, 3 & 4 proceed to the elevators located on each level at the north east side of garage (pedestrian directional signs will guide you) and go down to Level 1/Ground Floor, exit carefully through the garage entrance to your left and proceed to the walkway around the Keller Williams Circular Drive and into the Entry Level Lobby (next to the 3M Box Office).

AREA PARKING MAP



ONE TEXAS CENTER PARKING GARAGE

505 Barton Springs Road

EVENT & OVERFLOW PARKING

Event & Over-flow parking at One Texas Center Parking Garage will be available for certain major events and over-flow parking when the Palmer Events Center Garage reaches capacity. The One Texas Center Garage is available to the public after 6:00 PM on weekdays and during the day or evening on weekends (cost: if open on a fee basis - \$7.00 per car, fee paid at booths upon entering garage). The garage is located next to the Homestead Suites Hotel on the south east corner of Barton Springs Road and South First Street behind the One Texas Center building. The garage may be accessed by Haywood Avenue (off of Riverside Drive), the drive off of Barton Springs Road, or the drive off of South First Street.

Palmer Events Center and One Texas Center Garages are public parking facilities managed and operated by the City of Austin. Fees for all garages are determined by the City of Austin and are subject to change without notice. Activities in the vicinity of the Long Center including those at Auditorium Shores or public races or rallies may affect access to certain events or performances at the Long Center. Please provide adequate time for access and parking when major public events are occurring in the area.

DIRECTIONS TO THE LONG CENTER

From the South, I-35

Take I-35 North

Exit Riverside Drive and head West (left)

The Long Center is on the left just past the intersection at South First

From the South, MOPAC (Loop 1)

Take MOPAC (Loop 1) North

Exit 1st Street, and follow 1st Street Bridge across Lady Bird Lake

Turn right onto Riverside Drive, follow the traffic circle around

The Long Center is on the right, just before the intersection at South First

From the North, I-35

Take I-35 South

Exit Riverside Drive and head West (right)

The Long Center is on the left just past the intersection at South First

From the north, MOPAC (Loop 1)

Take MOPAC (Loop 1) South

Exit 1st Street, and follow 1st Street Bridge across Lady Bird Lake

Turn right onto Riverside Drive, follow the traffic circle around,

The Long Center is on the right, just before the intersection at South First