



## **Moody Performance Hall**

### **Booking and Reservation Procedures**

**2020-2021 Season (September 1, 2020-August 31, 2021)**

#### **About the Moody Performance Hall**

Located in the Dallas Arts District, the Moody Performance Hall (formerly known as the Dallas City Performance Hall) is an optimal space for concerts, recitals, recordings, performances, lectures, meetings and similar events. Owned and managed by the City of Dallas Office of Cultural Affairs, the Moody Performance Hall opened September 2012.

The Moody Performance Hall (MPH) is available for rental for arts, cultural and other events consistent with the purpose and goals of the facility. These guidelines set forth the procedures to be used for the advance reservation and booking of dates and spaces within the Moody Performance Hall by both nonprofit and for-profit entities.

Requests for the use of the facility shall be directed to the **Moody Performance Hall, ATTN: Manager, 2520 Flora Street, Dallas, TX 75201.**

#### **Guiding Principles**

All efforts will be made to maximize the use of the Moody Performance Hall by providing as many organizations as feasible with dates for performances and accompanying rehearsals. The following guiding principles will be used to schedule the facility:

- Dallas-based small and midsize organizations that reflect the diversity and vibrancy of the cultural sector of our community will have priority access to scheduling the facility
- Year-round access to a varied selection of arts and cultural programs that include music, dance, theater, film, video, lectures, etc.
- Effective use of the facility, both in terms of the days booked and the audiences that will be served.
- Publicly-accessible programs will have priority over private events (galas) or corporate rentals

## Tiered System for Scheduling

The Moody Performance Hall will be operated as a multi-user facility without designated resident companies. A system of tiers has been devised to prioritize access to the calendar, focusing on emerging and midsize organizations as the primary users of the space. This tier system was also designed to accommodate future growth in the cultural sector, allowing for new and emerging organizations to have access to the space in the future and for organizations to grow into their own space outside of the City Performance Hall. The following definitions have been crafted in consultation with the cultural community and will be adopted for the Moody Performance Hall:

- **Tier I Organizations (Small without Own Space, Full Season)**

An IRS 501(c)(3) nonprofit arts and cultural<sup>1</sup> organization that (a) is based in the City of Dallas<sup>2</sup>; (b) has annual operating revenues<sup>3</sup> under \$250,000; (c) does not own its facility or have a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present 80% or more of their regular season<sup>4</sup> at the City Performance Hall. Community Artists Program roster artists (individual artists and non-incorporated artists groups), if self-producing an event, shall be considered as a Tier I organization for scheduling purposes.

- **Tier II Organizations (Mid-Size without Own Space, Full Season)**

An IRS 501(c)(3) nonprofit arts and cultural organization that (a) is based in the City of Dallas; (b) has annual operating revenues between \$250,001 and \$1 million; (c) does not own its facility or have a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present 80% or more of their regular season at the City Performance Hall.

- **Tier III Organizations (Small and Mid-size without Own Space, Some Events)**

An IRS 501(c)(3) nonprofit arts and cultural organization that (a) is based in the City of Dallas; (b) has annual operating revenues under \$1 million; (c) does not own its facility or have a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present a selected / limited number of events in the City Performance Hall and the balance of their season at other locations in the City of Dallas.

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<sup>1</sup> For purposes of these guidelines, "Arts and cultural organizations" shall be defined as those organizations whose primary mission is to present or produce programs of artistic or cultural content, including theater, music, dance, film, video, literature, storytelling, museums, heritage, folklife, visual arts, and the humanities.

<sup>2</sup> For purposes of these guidelines, "based in the City of Dallas" will be determined by (1) street address of the organization's main administrative office or headquarters, and (2) the address shown on the most recent IRS 990 Form.

<sup>3</sup> For purposes of these guidelines, "annual operating revenues" shall be calculated using the organization's most recently completed financial audit or IRS 990 Form.

<sup>4</sup> For purposes of these guidelines, a "season" shall be defined as the year-round program of public programs or events offered by the organization in the City of Dallas, excluding school-based programs. If an organization presents only one or two events a year (i.e., a festival or heritage celebration), these two events shall be considered the "season" for purposes of these guidelines.

- **Tier IV Organizations (Small and Mid-size with Own Space, Full Season or Some Events)**  
An IRS 501(c)(3) nonprofit arts and cultural organization that (a) is based in the City of Dallas; (b) has annual operating revenues under \$1 million; (c) owns its facility or has a long-term lease or other preferential / committed access to a performing facility; and (d) plans to present any part of their regular season at the City Performance Hall.
  
- **Tier V Organizations (Large with or without Own Space, Full Season or Some Events)**  
An IRS 501(c)(3) arts and cultural nonprofit organization that is (a) based in the City of Dallas; (b) has annual operating revenues over \$1 million; (c) owns its facility or has a long-term lease or other preferential / committed access to a performing facility; and (d) who plans to present any part of their regular season at the City Performance Hall.
  
- **Tier VI Organizations**  
All other types of organizations, including (a) arts and cultural nonprofits based outside of the City of Dallas; (b) other types of nonprofits, based in or outside of the City of Dallas; (c) for-profit enterprises, based in or outside of the City of Dallas. If a conflict exists between a City of Dallas-based entity and one outside of the City, priority will be given to the organization based in the City of Dallas.

### **Schedule Requests**

Requests to schedule events or activities at the Moody Performance Hall may be submitted a maximum of 12 months in advance of the beginning of the season. For the 2020-2021 season (September 1, 2020-August 31, 2021) the following schedule will apply:

- September 30, 2019**      Priority schedule requests for dates between September 1, 2020 and August 31, 2021 (Tier system applies)
  
- November 15, 2019**      Calendar open to all interested parties, with schedule requests reviewed in the order in which they are received (not by tier)

Any facility request received after **September 30<sup>th</sup> 2019** will be held for consideration after the **November 15<sup>th</sup>** date.

## **Review of Schedule Requests received by Priority Schedule Date**

Schedule requests received by the September 30, 2019 deadline will be reviewed in the following order:

1. Tier I and Tier II Organizations
2. Tier III and Tier IV Organizations
3. Tier V Organizations
4. Tier VI Organizations

Organizations may submit hold dates to accommodate the events that they wish to present at the MPH. In crafting their schedule request, the organization should consider (a) load-in and load-out; (b) tech; (c) rehearsal; (d) performance time, including audience ingress and egress; (e) post-event Q&A or other type of activity.

## **Criteria for Resolving Conflicts**

When two or more organizations of the same tier request the same date, all efforts will be made to discuss available dates with the organizations and reach a resolution that is mutually satisfactory. If this is not achieved through alternate scheduling, staff will apply the following criteria to determine which organization's schedule request is approved:

- Maximum utilization of the venue (bookings for three or more days will have priority) (30 points)
- Diversity of programming in the Arts District (artistic disciplines or heritage programs not represented elsewhere in the Arts District) (25 points)
- Attendance (realistic estimate of attendance for the public events; organization's attendance history in other locations will be considered) (25 points)
- Readiness of the organization to execute contract and pay deposit (15 points)
- Traditional booking patterns of the organizations (5 points)

## **Date Challenges**

Once an organization in a lower tier has a confirmed hold and prior to the payment of the deposit (the "Original Date Holder"), if a scheduling request is received from another organization (the "Challenging Organization"), the following challenge process will be used:

1. The Challenging Organization must submit the required deposit [50% of expenses] and execute the Rental Agreement, subject to the release of the dates from the Original Date Holder. [Please note that the Challenging Organization's deposit check will not be cashed immediately but will be held by

the MPH until the challenge is resolved in the 72-hour (3 business days) period; if the challenge is not successful, the check will be returned to the Challenging Organization.]

2. OCA will contact the Original Date Holder to notify them of the date challenge; the Original Date Holder will have 72 hours (3 business days) to pay the appropriate deposit fee and execute the Rental Agreement.
3. If the Original Date Holder does not respond within the prescribed 72 (3 business days) hours, the dates will be released and contracted to the Challenging Organization.
4. If the Original Date Holder responds within the prescribed 72 hours (3 business days), the organization must (a) execute the Rental Agreement for the entire time period; and (b) provide the deposit to cover the entire time period covered in the Rental Agreement. In cases of a challenge, if the date is more than six months in advance of the event and the Original Date Holder is a Tier I through IV organization, the deposit needed to retain the challenged date is 25%; for all other organizations, the customary 50% deposit will be required.
5. If the Original Date Holder or Successful Challenging Organization cancels the booking after the execution of the Rental Agreement and payment of the deposit, the full deposit amount will be forfeited.

In the event of multiple challenges received for the same date, please note that the challenges will be addressed in the order in which they were received (by date of receipt of the Challenging Organization's deposit and signed Rental Agreement). In the event that two organizations submit a challenge for the same date on the same date, priority will be given to the lowest tier organization (Tier I before Tier II, etc.).

Consistent with best practices in venue management, once a Rental Agreement is signed and the deposit is paid, the date is not subject to challenge.

### **December (Holiday) Dates**

Historically, there is a higher demand than typical for Holiday-related programming during the Holiday season, which generally begins immediately after the Thanksgiving weekend and lasts through the end of December. For this time period, bookings may not exceed seven consecutive days (Monday through Sunday) and may include only 1 weekend. Organizations interested in Holiday dates should submit their request by the **September 30, 2019** deadline (for Holiday / December 2020 dates); we anticipate multiple requests for the same dates and will use an annual lottery if necessary to schedule Holiday dates.

## **Single Night Rentals**

In order to maximize the use of the space, it is anticipated that single night rentals may require flexibility to schedule. Staff will make all efforts to “match” single-night requests to allow for full weekend utilization; this may require that the “matched” organizations work with a shared light plot, have flexible rehearsal times, shared storage, and may impact the types of sets that can be used. For example, an organization requesting a Friday night rehearsal for a Saturday night performance may be asked to move the rehearsal to Thursday night and be “matched” by an organization that will perform on Friday night and rehearse on Wednesday night. Organizations interested in single-night events are encouraged to look at non-peak times or to partner with another organization.

## **Multi-Day or Multi-Week Events**

Organizations may book no more than 21 consecutive days (three weeks) or three consecutive weekends (Thursday-Saturday) for an extended run. No more than one week / one weekend of this term may be “dark.”

## **Facility Reservation Steps – Annual Deadline for Priority Schedule (September 30, 2019 for the September 2020-August 2021 season)**

1. By the annual deadline, please submit the Facility Request form to the OCA / MPH Manager.
2. The OCA / MPH Manager will review all Facility Request Dates using the Tier System and other policies outlined in these procedures.
3. Dates will be placed as “holds” on the calendar and the organizations will be notified.
4. Based on the information in the Facility Request form, a Cost Estimate and Rental Agreement will be prepared and sent to the organization. MPH staff may need to discuss technical rider and program details with the organization to provide a rental and cost estimate for the event.
5. The Organization will have 10 days from the time of issuance to return the signed Rental Agreement with the deposit to confirm the reservation.
6. If the Organization does not return the signed Rental Agreement after the 10-day period, the date will remain in the calendar as a “hold” and will be open to challenges.
7. Rental Agreements that are not executed 120 days prior to the first day of the rental period shall be null and void; the date(s) will be released from any holds and will be available for other rentals.

### **Facility Reservations – After the Annual Priority Schedule Deadline (after September 30, 2019 for the September 2020-August 2021 season)**

1. Contact the MPH Manager by phone or email to check on date availability. [Please note that availability information will be provided after the date requests received by September 30, 2019 are processed – This information will most likely not be fully processed until late October 2019).
2. If an available date is found and agreed upon, the Organization will be asked to submit the Facility Request Form within 48 hours. The date will be placed as a “hold” on the calendar for 48 hours.
  - a. Upon receipt of the Facility Request Form, MPH staff will discuss technical rider and program details with the organization to provide a rental and cost estimate for the event.
  - b. Based on the discussion with the organization, a Rental Agreement will be prepared and sent to the organization.
  - c. The Organization will have 10 days from the time of issuance to return the signed Rental Agreement with the deposit to confirm the reservation.
  - d. If the Organization does not return the signed Rental Agreement after the 10-day period, the date will remain in the calendar as a “hold” and will be open to challenges.
  - e. Rental Agreements that are not executed 120 days prior to the first day of the rental period shall be null and void; the date(s) will be released from any holds and will be available for other rentals.
3. If no available dates are found, and the Organization wishes to challenge a date, MPH Manager will implement the Challenge Process as outlined in these guidelines. A Facility Request Form must be fully completed in order for MPH Staff to develop a Rental Agreement and determine the deposit amount. Challenges will not be processed without a Facility Request Form.

### **Short-term Scheduling**

In the event that a reservation is requested for an event that is for a date closer than 30 days, the turnaround times for forms, signed agreements and payments will be determined at the sole discretion of the MPH Manager.

### **Periodic Review of the Reservation Procedures**

The Moody Performance Hall Booking and Reservation Procedure will be reviewed periodically by a task force of User Groups. During the initial years of MPH operations, it is expected that these procedures will require periodic revisions and fine-tunings.