

Broadway Center for the Performing Arts RFP/Q
Questions/Answers from October 31, 2005 Facilities Tour

Balcony – Pantages

Q: Are there any hanging points in the theater?

A: There is one hanging point. They are going to bring an engineer in to look at it. There are no other hanging points.

Q: How much weight can it support?

A: 51 pipes and arbors – can support 1,000 pounds each

Q: Who is the owner of the lighting and gear?

A: The City of Tacoma

Q: Who owns the lights on Theater on the Square?

A: The City owns half and Tacoma Actor's Guild owns half.

Q: How many seats (total) in the facility?

A: 1169 seats. (400-500 seats in the balcony)

In the House – Pantages

Q: When were the current seats put in?

A: They were reupholstered in 1983.

On State – Pantages

Q: Are the hard legs load bearing?

A: Yes. They don't like them, but it would cost \$1.2 million to have them taken out.

There is a lower and upper rail; 20 years old but overall in good shape—55 lines.
The box has 400 amps of power.

Q: What about the grid?

A: There is a grid; it is from 1918; steel and reinforced in the 1980 remodel.

Q: What is the condition of the rail?

A: The rail was all new in the 1980 remodel.

Q: What is the total weight capacity on the grid?

A: Don't know, but there was no problem with total weight. ***See attached document from maintenance and operations.***

Discussion on capital campaign. Stated focus now is on the front of the house.

Q: Can we get a copy of the drawings for removal of the hard lights?

A: **See attached document from Ken Cornwall**

Q: After the remodel of the lobby area, will you relocate the concession in the area?

A: Yes. And there will also be portable concessions open.

Q: Does the Broadway Center do the concessions?

A: Yes. We do our own concessions.

Green Room:

No questions were asked here. Only discussion.

Load Elevator:

Q: How are ticket sales handled?

A: We have a box office management ticketing system. We have our own box office staff and have an agreement with Ticket Master. We do not have Ticket Master in-house. Ticket Master does the ticketing for us. It is not an on-line system.

Q: Do you sell tickets for the other theaters?

A: Yes, we sell tickets for NW Sinfionetta and Tacoma Symphony. We have an Art soft program right now, but we are looking for another system because they are not going to provide service after June 2006. Tacoma Actor's Guild has their own box office and sells their own tickets.

SubBasement:

Q: Do you have emergency lighting?

A: Yes, we have emergency lighting for the Pantages Theater. The emergency generator gets tested every week.

Q: Is this building on the National Register of Historic buildings?

A: Yes it is and any improvements are subject to Landmark Preservation Commission review.

Q: How many square feet is the building?

A: See attached document from Ron Francis

Q: Is the capital campaign going to utilize national tax programs?

A: No. There is America's Treasures. We are not aware of tax credits that they are going after.

Q: Are you using federal tax credits for the capital campaign?

A: No. They have received congressional appropriations.

4th Floor:

Q: What type of security is there for the building?

A: The front doors are kept locked during office hours, but at other times they are open. We do not have a security system.

Q: Is the building air conditioned?

A: No. But the theater is air conditioned.

Admin Offices of the Broadway Center:

Q: What are the box office hours?

A: Josie provided a copy of the November ticket office staff schedule.

The Jones Building:

Q: Is there a charge to the organizations to use this rehearsal hall?

A: Yes.

Q: How many days per year is the Pantages used?

A: ***On average – 112 days per year***

Q: How many days per year are each of the theaters used? And who is doing what?

A: ***(Need answer) For use of the rehearsal hall, once a year we meet with the arts organizations and they sign up for time in the theaters. We are planning to do this in January. (This is done for theater use also). Events in the theaters/rehearsal halls for 2006-07 have been booked. The 2007-2008 events have not yet been set. The theatres have a combined usage of 599 dates a year. Our Resident Artist Organizations are Tacoma Philharmonic, Tacoma City Ballet, Puget Sound Revels, Northwest Sinfonietta, Tacoma Opera, Tacoma Concert Band, Tacoma Actors Guild, Tacoma Symphony Orchestra. Other rental organizations include Warren Miller Productions, Jo Emery Ballet School, Elite School of Dance, Willie Adams and Metropolitan Ballet.***

Q: What percentage of tickets are sold at walk up?

A: We do a lot of weekend on-line and night of show sales at walk up. Based on the 2004-2005 season plus our current 2005-2006 season, about 5% of sales are generated from Day of Show walk-up purchases. We also have zip codes to show demographics as to where people are coming from to attend arts events at the theaters.

Tacoma Actor's Guild:

They are going through restructuring.

Q: How much rehearsal time do they have in the theater?

A: For the opera and rehearsal, they are in all week to practice with a performance on Saturday and Sunday.

Q: How are the arts organizations booked into the theaters?

A: The resident arts groups look at the calendar and book their events and then we fill in around it. There are a lot of days that there could be things going on in these theaters.

Q: How many seats are in the TAG Theater?

A: There are 301.

Q: When was the TAG Theater built?

A: 1993

Q: Who uses the theater?

A: TAG is the primary resident. They are talking about ways that the theater can be used more and not exclusive to TAG. It has a lot of potential to its use. It has a fully functional stage.

Q: How many dressing rooms are there in TAG Theater?

A: Three dressing rooms, each one having a shower. Two larger rooms have restroom facilities, 2-3 water closets, sink and shower.

Q: What is the status of Tacoma Actor's Guild?

A: Last December they were in financial difficulty and closed for the season. They entered into a contract with Kent Phillips. There is a \$225,000 debt. They will be reevaluating their program to best meet the needs of Tacoma.

Q: What about the light rail system?

A: The light rail system runs by the theaters. The Theater District is at the terminus of the light rail system—connects the communities to the Tacoma Dome Station. Parking is free at the Tacoma Dome Station and the light rail transportation is free. It stops running around 9:00 pm during the week.

Q: Is the concession permanent in TAG.

A: Yes, it is permanent and it is plumbed.

Rialto Theater:

Q: Could you get us the Pierce County demographic information?

A: Yes, we can get you diversity status, economic status and zip code information for ticket sales. *Still researching*

Q: What is the feed in the Rialto?

A: There is a 100 amp box that can be tied into in the back.

Q: Could you upgrade the stage power?

A: Yes, we could upgrade stage power.

Q: Twelve years ago you raised money to create the theater district. How much money and where did it go?

A: A group of individuals who started out with the Pantages Theater raised money for the purchase of the Pantages Theater. The City purchased the building and sold the tax credits and is leasing back the building. We are 15-20 years into that and we could buy out the lease but there is a question about the money.

Q: Question was asked who the other party was?

A: There was a briefing paper that was done. If interested, that information could be provided or can look it up on the City's website—(www.cityoftacoma.org).

Q: Was the City of Tacoma the leasee or leaser?

A: We had to sell the lease and then lease it back. It was very complicated.

Q: What about the Temple Theater?

A: It is owned by Kevin Phelps and partners. It is used for holding meetings and convention center and for some presenting of performances.

Q: How many patrons do you have a year?

A: 200,000; don't know how many are donors. We have a subscribing base and it is part of Art soft.

Q: Does BCPA own the list?

A: Yes, the subscriber list belongs to the Broadway Center.

Q: How many are subscribers and how many are donors?

A: **269 patrons of which 137 are donors**

Q: Do you have patron ADA issues to address in the Rialto?

A: Yes, we need elevator access to the lobby. Court C doors can access wheelchairs.

Q: Are there ADA bathrooms on the main floor of the Rialto?

A: Yes.

Q: How much room is available for wheelchair patrons for performances in the Rialto & Pantages?

A: There is room for 3-4 at one time in the Rialto and 12 in the Pantages.

Q: Is there a local master calendar for the local groups?

A: Yes, but it changes.

Q: Could you share a calendar for 2006-2007?

A: ***Once complete, it will be posted***

Q: What is the plan when the theater closes for the remodel?

A: They go dark.

Q: Are there any outdoor activities?

A: Yes. There is Farmer's Market on Thursdays in the summer from June through October—street is closed. The Park District does outdoor concerts and 4-5 outdoor movies. The Ethnic Fest also takes place outdoors in Wright Park.

Q: What are the surcharges per ticket?

A: (\$3) Building Improvement Fund (bif) is \$1.50 per ticket (have \$183,000 in fund now) and part of user fee, \$1.50, is used to cover operation costs.

Q: Do you have many rental opportunities for employee meetings in the facilities?

A: The Russell Company meeting is scheduled in the Rialto Theater on December 18. Between 1991 and 1996 some meetings have been held here, and we could do more. This is a good opportunity. The Rialto was once used for a Women's Conference and Church services. Another time, a group used the annex. If there is a conference at the Convention Center, possibly a theater production opportunity could be part of their package.

The School of the Arts uses the Rialto as a classroom. They are booked here to do performances. Showcases are also done here. They bring in artists to show the students what a professional show is like.

The Pantages is also used for graduating classes and dance school recitals.

Q: What is the School of the Arts?

A: The School of the Arts is a Tacoma Public High School with a curriculum of arts and integrated sciences and humanities. It also includes a photography dark room and theater technicians. It is very high level. In its third year of existence, there are currently 400 students, with a 100% graduation rate.

Q: Who goes after the bookings in these facilities for traveling artists?

A: The Broadway Center for Performing Arts worked with their Board on the selection of productions. In January they will be going to a conference in New York to look at the 2006-2007 season. It is the intent of the Broadway Center to keep presenting. The Broadway Center is a non-profit organization independent of the City. They are the contractor that operates and manages the theaters and are a presenting organization. They are also applying for the RFP/Q. (They are a managing and presenting entity).

Q: How is the staff organized right now?

A: We have the following staff: Executive Director, Executive Assistant, Deputy Executive Director, Development Director, Education Manager, Events Services Director, Facilities & Production Director, Finance Assistant, Front Of House Managers, Marketing Manager, Annual Fund Manager, Production Manager, Receptionist, Sponsorship and Grants Manager, Ticket Office Manager and Assistant Ticket Office Manager. The crew at the BCPA is contracted with Local 15 (contract expires June, 2006). The contract is not with the City.

****Answers to questions will be put on the website. Additional questions may be submitted according to the deadlines as stated in the RFP.**