

# Marketing & Publicity

*When renting space from The Art Place - Mountain View, the following guidelines must be strictly observed.*



Please read carefully and call the Facility Coordinator if you have any questions.

1. A full description of the event, date(s), time(s), admission prices, etc., must be submitted to The Art Place - Mountain View Coordinator in writing with the return of the contract. The name and phone number of a contact person for information about the event must be included. A copy of a press release and/or fact sheet is sufficient. Media will be referred to the contact person.
2. The Art Place - Mountain View is not responsible for production or distributing press releases, PSA's, publicity photos and materials; nor for placing advertising.
3. All printed materials and media materials must refer to the PLACE of the event as THE ART PLACE - MOUNTAIN VIEW or THE ART PLACE - MOUNTAIN VIEW THEATRE. At no time can the following be used: The Art Place - Mountain View Company (presents), The Art Place (presents), or The Art Place - Mountain View (presents). Materials which use the incorrect phrases cannot be distributed in the Art Center. (This includes flyers, posters, programs, etc.)
4. Electronic marquee displays are not a part of the rental agreement. Upon availability, your event will be placed on the roadside marquee. **Please note The Art Place - Mountain View sponsored events, classes, etc. take precedence over rental information.**
5. House board displays may not be put up until the final dress rehearsal.

# the art place

M O U N T A I N V I E W



## Theatre & Facility Rental Guidelines

Guidelines revised 7-21-11

Booklet revised 8/21/00



The Art Place - Mountain View  
A Cobb County Facility  
3330 Sandy Plains Road . Marietta, Georgia . 30066  
770.509.2700/phone . 770.509.2704/fax  
[www.theartplace.us](http://www.theartplace.us)



the art place  
M O U N T A I N V I E W



The Art Place - Mountain View is a Cobb County tax-supported arts facility. This facility falls directly under the Cobb County Parks, Recreation and Cultural Affairs Department and the Cobb Arts Board. The Art Place was built for the arts and the community theatre/dance/instrumental groups, and arts group meetings. Therefore the facility is available for ARTS RELATED RENTALS ONLY. All rentals must be of arts/performance nature. All dates and activities must be approved by the Arts Center Coordinator.

The Art Place - Mountain View has a black box theatre with 2 dressing rooms, an outdoor stage with 2 dressing rooms, 7 classrooms, a gallery, a conference room and a catering kitchen. These areas can be rented or reserved as space allows, with the exception of the outdoor theatre.

14. The lessee agrees to release the Cobb County Board of Commissioners, Cobb Arts Board, Cobb County Parks, Recreation and Cultural Affairs Department, The Art Place - Mountain View employees, agents or volunteers from any and all damages to persons or property during its use of said building, grounds, and equipment. Lessee agrees to indemnify and pay The Art Place - Mountain View, for any damages to its property resulting from the use of said building, grounds or equipment by Lessee. Lessee also agrees to indemnify and hold harmless The Cobb County Parks, Recreation and Cultural Affairs Department and its agents, against all claims which may be made against The Art Place - Mountain View or its agents, for property damage or personal injuries sustained by any persons, including Lessee and Lessee privies, which may result from the use of said building, group and equipment by Lessee. The indemnifications herein agreed to by the lessee shall include indemnification for negligent acts of The Art Place - Mountain View or any of its agents, servants, volunteers or employees.

15. All technical equipment furnished as a part of this agreement shall be operated by personnel approved by The Art Place - Mountain View.

16. No nails, tacks, staples, brads, or other things shall be driven into any portion of the building, and no changes, alterations, repairs, painting, staining, or doing anything that will change the finish, appearance, or contours of the building, will be permitted without the written consent of the Lessor. Nothing, including pins, shall be attached to the curtains. **MUST USE GAFFERS TAP ONLY IN THE THEATRE, no DUCT TAPE.**

17. No animals, other than seeing eye dogs for the blind, shall be brought into the building without the express consent of the Lessor, and then under such regulations as may be made by Lessor.

18. Lessor reserves the right at any time to order out any persons, animals, furniture, fixtures, and other things, and to terminate this contract without notice or liability for its so doing. Lessee specifically agrees to hold Lessor harmless for any such cancellation. Lessor agrees to provide a pro rated refund to Lessee within a reasonable time of cancellation.

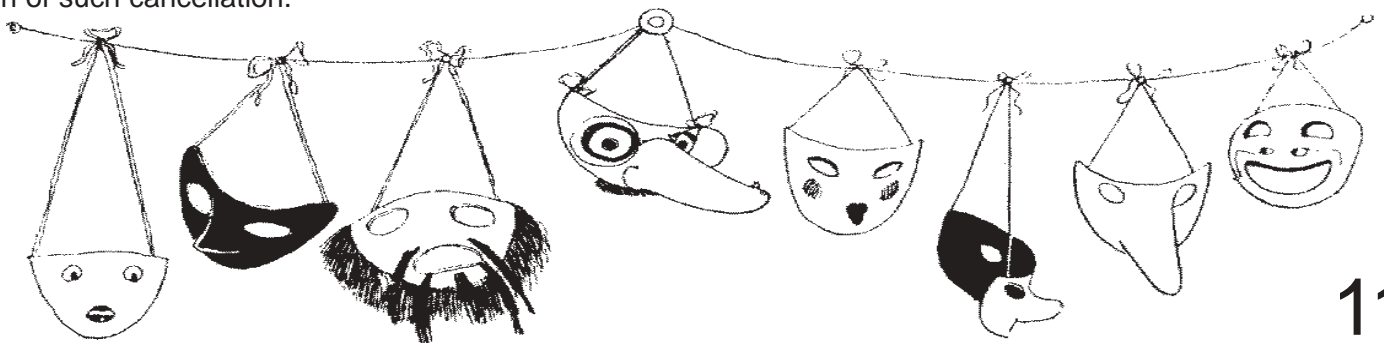
19. No food or other edibles, drinks or novelties shall be given away or sold in any building or grounds by Lessee unless authorized in writing by The Art Place - Mountain View.

20. Fees levied for the playing and/or performing of music or performing scripts under copyright to any licensing agency are the sole responsibility of the Lessee.

21. **SMOKING IS PROHIBITED** in The Art Place - Mountain View. Official Code of Georgia 16-12-2.

22. Lessor reserves the right, through its administration, to eject any objectionable party/parties from the building or grounds, and upon an exercise of the authority, through any of its committees, agents, or Rangers. Lessee hereby waives any and all claims for damages against The Art Place - Mountain View in the event of such an occurrence.

23. Lessor reserves the right, without notice, to cancel this lease at any time whatsoever, if, in the determination of the Lessor, cancellation is necessary to protect the health, welfare, morality, or safety of the public, or if the premises are used for any purpose other than that specified in this lease, or if Lessee's use constitutes a nuisance or is any other way in violation of the laws or ordinances of Cobb County or the State of Georgia, or the facilities and premises would be adversely affected by tenant's use, such adverse use not being contemplated upon execution of the lease or due to The Art Place - Mountain View's needs or activities; provided, however, that Lessor shall make every responsible effort to give Lessee prior notice of any such cancellation. In the event of cancellation by Lessor, money paid on account of Lessee allocated to any time or event during or for which Lessee does not have use of the premises by virtue of cancellation, shall be refunded to Lessee within a reasonable time. It is expressly agreed that in the event of a cancellation of this contract, lessee shall have no claim of any character against lessor by reason of such cancellation.



# Theatre Rental Fee Information



The rental fee includes house lights, stage lighting and seating as found, sound equipment, standard maintenance, air conditioning and/or heating, box office facilities, 2 dressing rooms and the use of theatre masking.

The rental fee does NOT include technicians, stage hands, ushers, Park Rangers, extra equipment, lighting design or other things not specified in the lessee's agreement. If, in the sole judgement of The Art Place - Mountain View Coordinator, Park Rangers are required, this cost will be extra ranging \$30-\$35 per hour, per ranger, paid at the beginning of the event.

**The custodial fee will be assessed, as needed, at the close of the performance run. To avoid this fee, the facility must be left in the condition in which it was found. This includes sweeping, mopping and cleaning the dressing rooms and sweeping the theatre. Any items left in the dressing rooms after move out will be discarded after 5 days.**

The theatre floor carpet is covered by masonite and held together with gaffer's tape. This floor may not be removed; however, the renter group may paint the theatre floor with LATEX PAINT ONLY. The floor must be painted back to BLACK LATEX PAINT as provided by the maintenance staff before the lessee's move out is complete.

All attendance reports are due to The Art Place within 5 working days of the lessee's move out date. All technician(s) fees must be paid directly to the technician(s) at the last performance. Any failure to comply with this request will result in action taken by the Cobb County Finance Department and/or the Cobb County Park Rangers as needed by either department.

Cancellation Policy (as adopted by BOC on 9/12/95): An organization or person requesting facility use dates must sign a facility use agreement within ten working days of the request. An Administrative Fee is due when the agreement is signed within a year of the event date. Deposits will not be required for holds which are to take place the next fiscal year until the fiscal year begins. The agreement will be based on the county fiscal year which is from October 1 - September 30. When the event is to occur in less than a year, the lessee will be contracted to provide the Administrative Fee for processing the lease date.

Out-of-County Fee: This fee is to be charged to any individual or group that resides or is based outside of Cobb County. This fee is the same as a one day rental \$120 and is paid per contract.

# The Art Place - Mt. View LEASE AGREEMENT Facility Use Guidelines / Terms / Conditions

1. Lessor will furnish air conditioning, heating, and house lighting which, in its sole opinion, is adequate with respect to the intended use under this rental agreement. The failure to furnish air conditioning, heat, or house lights shall not abrogate this agreement and shall not entitle the Lessee to any rebate on the rental costs.

2. Lessee accepts the building in good order and repair, and agrees to return it to the lessor in the same condition, normal wear excepted. Lessee agrees to reimburse lessor for any expenses Lessor incurs in returning the facility to its condition prior to the lease.

3. The Cobb County Arts Board and the Division Director of the Cobb County Parks, Recreation and Cultural Affairs Department reserves the right to review any contracts between the lessees and other parties involved in using The Art Place - Mountain View.

4. This contract does not cover any space or accommodations other than those specified on the "Theatre Rental Contract".

5. In the event of inclement weather, the Cobb County Parks, Recreation and Cultural Affairs Department will determine The Art Place - Mountain View closing. However user group may choose to cancel their event.

6. Lessor is required to provide a building supervisor for the leased facility. Lessee shall maintain at the rented facility a contact person who shall remain in attendance until the event is completed and who shall be responsible for communications between the Lessee and those in attendance.

7. As deemed necessary by the Lessor, the lessee will be required to hire a Cobb County Parks Ranger for security purposes during the event.

8. Lessor reserves the right to remove from the building all property remaining in the building after the time specified in this agreement, or to charge the Lessee \$120.00 for the first day and \$80.00 per day thereafter, up to 30 days at which time all equipment, props or effects will belong to The Art Place - Mountain View.

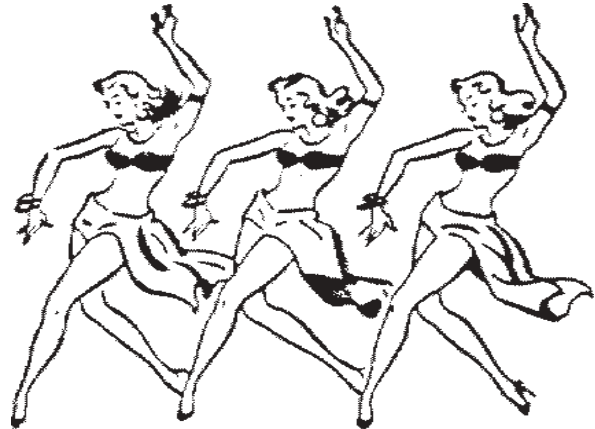
9. All facility charges are calculated from the time The Art Place is opened until it is closed. All checks are to be made payable to The Art Place - Mountain View. Lessees may book dates with no money down until another individual or group requests the space or contract is signed. At that time a \$60 deposit and minimum hourly/daily fee is required for recitals and 50% of hourly/daily fees due with \$250 deposit for theatre groups, etc. Remaining 50% will be due 30 days before move in.

10. The lessor must be made aware of and copies given to the lessor concerning all functions held at The Art Place - Mountain View. No publicity shall be released naming The Art Place - Mountain View until all contracts have been signed.

11. No person shall be permitted to bring to the building or grounds or keep therein anything which shall increase the rate of fire insurance on the building or on any property herein. Such items as gasoline, explosives, oils, or any artificial lights shall not be permitted in the buildings or on the grounds without the consent of Lessor in writing. The Cobb County Parks, Recreation and Cultural Affairs Department reserves the right to limit the number, amperage, and wattage of lights, fixtures or equipment for any event. All decorative materials must be flame-proofed before taken in the building or on lessor grounds. After unpacking all boxes, cartons, etc., packing and wrapping must be replaced in boxes and removed.

12. Nothing contained in this lease shall be construed to prohibit the Department of Public Safety, Health Department, Police Department, Fire Department, or any other department of the Cobb County Parks, Recreation and Cultural Affairs Department, its agents or employees, from entering the leased premises for the purpose of discharging their lawful duties. The sidewalks, passageways, halls, stairways, seating and exits specifically shall not be obstructed by Lessee or any other person.

13. The lessee herein shall be liable for any and all damages caused through its own acts or the acts of any of its employees or agents or anyone visiting the building or grounds upon the invitation of the said Lessee, caused to the building or any portion thereof, or to persons or property upon Lessors premises.



# Lease Types, Fees and Deposit Information

## 1. HOURLY LEASES ONLY:

- a. Hourly leases are required to pay \$20 per hour with a 4 hour minimum. or \$120 for the day max. Show days are \$150 a day, two show max.
- b. Includes all rentals from 8:00 AM - 11:00 PM.
- c. Kitchen Fee: \$25 per contract. This fee will be implemented to control kitchen utilization and leaving the facility ready for the next user.
- d. Deposit Policy: A \$60 deposit fee is required for recitals, \$250 for theatrical productions, both due with hourly fees upon contract signing.
- e. Cancellation: 30 days or less will result in loss of entire deposit.

## 2. MASTER TECHNICIAN:

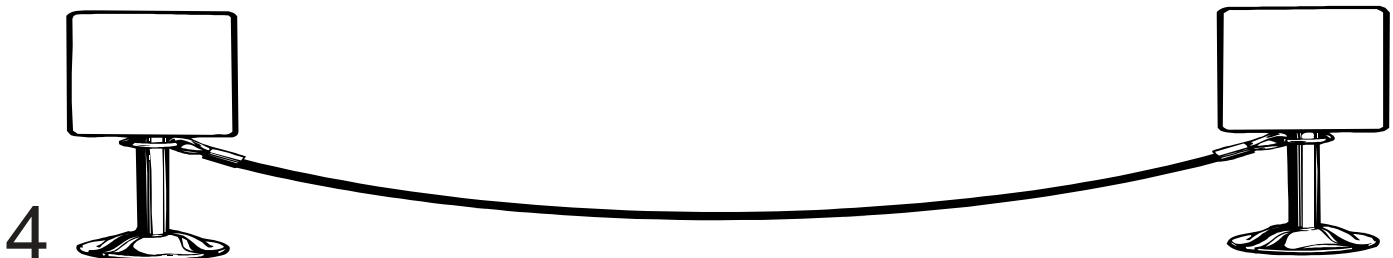
- a. Required by any lease using more than basic house or theatre lighting.
- b. Fee equals \$20 per hour with a 4 hour minimum. (total payment \$25 per hour, TAP pays \$5 per hr fee).
- c. Payment is due to the Master Technician at the conclusion of the final performance, no exceptions.

## 3. CUSTODIAL/DAMAGE FEE:

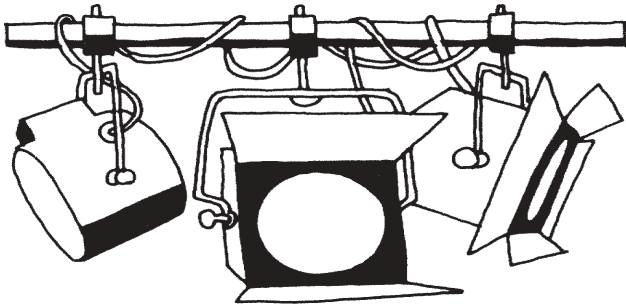
- a. TAP Staff and Lessee will do a walk through before and after your event. Damages, if any, be assessed at the conclusion of lessee's move out. Fee based on damage and time taken to return facility to original condition, the initial costs will come from lessees' deposit.
- b. Facility must be left in same condition in which it was found.

## 4. PARK RANGER FEE:

- a. Required at the judgement of The Art Place - Mountain View Coordinator.
- b. Fee equals \$30 - \$35 per hour with a 4 hour minimum, paid directly to ranger before event begins.







**\*Please note: Equipment status can change due to age, damage or new purchases made by the county or MVAA grants.\*Last update: 7/21/11**

## \*Seating Risers

- 13 sections = 3 feet x 6 feet x 8 inches tall
- 15 sections = 3 feet x 6 feet x 16 inches tall
- 16 sections = 3 feet x 6 feet x 24 inches tall
- 19 sections = 3 feet x 6 feet x 32 inches tall
- 20 railing sections = 3 feet
- 6 triangle section = 8 inches tall
- 2 step units = 8 inches tall
- 4 step units = 16 inches tall
- 4 step units = 24 inches tall

## Stage Dimensions

- Depth (wall behind traveling curtain to light booth wall): 45 feet
- Width (rolling door wall to solid wall): 59 feet, 9 inches
- Stage Floor to Grid: Wall with traveling curtain = 16 feet, 11 inches
- Wall with light booth = 16 feet
- Rolling door height = 8 feet

Seating arrangement choices will be discussed at production meeting prior to event.

## \*Electrics

Light Board -(purchased by MVAA with a matching grant) 48/96 ETC Lighting Control system with monitor and remote system. The electrical inventory consists of 16 Lekos and 41 Fresnels. Also available are (2) Light Trees.

## \*Sound Equipment

- (1) (purchased by MVAA, matching grant ), Mackie CFX20 Sound Board, Monitor, and programming remote.
- (2) (purchased by MVAA, matching grant), Bose 80Z Speakers.
- (1) (purchased by MVAA, matching grant ),Bose Controller.
- (1) (purchased by MVAA, matching grant), Tascam CDA-500. CD-500, CD Player and Tape Deck.
- (4) Corded Microphones
- (5) Microphone/Headset Cables
- (5) 50 foot Microphone and headset cables
- (5) BP-1002 Telex Headphone Power Supply
- (5) HR-1 Telex Headsets
- (1) Cordless Microphone.

## \*Theatre Masking\*

- (1) permanent Traveling curtain (on wall across from lighting booth)
  - (14) legs (black velour) = 6 feet x 16 feet (this # varies depending on damage, etc)
- Please note: legs are tied to existing grid poles, any damage to legs or traveler will mean replacement by rentee.**





# Booking Information/Theatre Groups

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The theatre may not be rented for longer than a 14-day consecutive period. The majority of the 14-day rental must be performance. All move in days during this period may not begin on a Saturday or Sunday. Move in on a Saturday or Sunday could cause another group to lose performance times. A request for a Saturday and/or Sunday move in may be submitted no more than 6 WEEKS prior to current move in date. **If a move in date is approved on a Saturday and/or Sunday, the hourly fee will be charged.**

Groups or individuals may **hold** up to a 3 year consecutive period at any given time. The only exception to this rule are Piano Recitals (see page [6 #4](#)).

Rehearsal times are scheduled upon availability of the facility. Rehearsal times can be scheduled no sooner than 6 weeks prior to the move in date and availability of specific rehearsal rooms.

The Art Place - Mountain View is a multi-purpose facility and other programs may occur in the theatre during the run of your show. These programs usually include music rehearsals and small meetings. Every care will be taken to keep persons away from sets and equipment.

Usage after 11:00 PM and before 8:00 AM must be approved by the Cobb County Parks, Recreation and Cultural Affairs Director 30 days in advance, in writing. A fee will be added if this time is approved. **After approval, fees will be doubled.**

A change in Board President(s) will require contracts to be resigned to keep rental information current. Contracts not corrected will not be held legal by The Art Place - Mountain View.

The address information listed on contracts must be a deliverable address, not a post office box. The Art Place - Mountain View will keep P.O. Box information on file, but can not use this information on contracts.

The Art Place - Mountain View will use the estimated attendance figures for reports. Groups must submit an email address as that is how contracts are sent.

## Pyrotechnics & Fire.....

All pyrotechnics and use of fire in any way will be executed within the rules and regulations of the Fire and Safety Code of Cobb County and the State of Georgia (as per clause II of the lease agreement) and as approved by the TAP Coordinator.

## Ticketing.....

ALL PERFORMANCES MUST USE NUMBERED TICKETS. Tickets must be numbered. This is the only means of keeping a correct number count in the theatre so that over-booking is not a problem. **The Art Place - Mountain View requests 10 complimentary tickets per performance run.**

**As of October 1, 2010 a Theatre Rental Attendance Report must be submitted 5 days after your last event. These information is used in monthly county reports.**

## Concessions and Alcohol.....

Arrangements for concessions sales must be made in advance, in writing to the Facility Coordinator. TAP is an approved facility for the serving of alcohol. All requests must meet the following requirements: Approved by department director for events that are private, a defined guest list, ticketed where the alcoholic beverages are not for sale, but included as part of the event fee. The event must have a Cobb County Police Ranger present and pay the ranger fees of \$30-35 an hour, 4 hour minimum, on the day of the event.

PLEASE NOTE: Lessee may not offer ANY item (programs, foodstuffs, drinks, or articles of any kind) for sale without submitting written permission to The Art Place - Mountain View Coordinator.



## Technical Information

### Seating Capacity.....

The Art Place - Mountain View Theatre is a modular performance space and seats 170 maximum and maximum room capacity of 200. This 200 person maximum includes performers, technicians, audience members, etc. that are in the theatre during the run of a performance or rehearsal. The theatre can be arranged to suit a variety of seating configurations. Five basic seating plans are available, however Lessee may create their own configuration **but will require a special set up fee after approval.** Lessee must give seating requests **30 days prior to the move in date for approval.** Regular seating arrangements can be given at production meeting.

# Recital Information

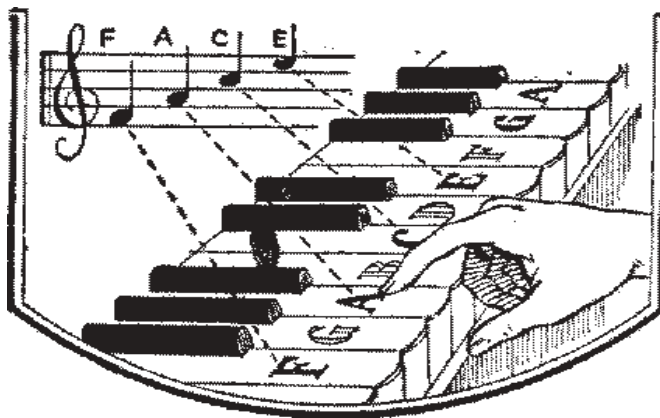
The Art Place Theatre is available for piano, honors, instrumental, vocal and Senior recitals. The following are the regulations for booking recitals of any type as of October 1, 2011.



1. Any recital booked from 8:00 AM - 11:00 PM, Monday thru Sunday, shall be subject to a \$20 per hour fee with a 4 hour minimum and a \$60 deposit. (Deposit is returned if facility and piano left as found)
2. The Art Place owns a RX-2, 5'10" Kawai grand piano. It is tuned twice a year, (Spring, Fall). If the lessee would like the piano tuned especially for his/her recital, lessee must use The Art Place Tuner at a charge of the current rate. Payment and notification must be done 10 working days prior to the lessee's rental.
3. Receptions are permitted following the lessee's recital, however they are limited to The Art Place lobby. Receptions are also subject to availability when booking.
4. Piano recitals may be booked up to one year from the month requested in advance. Please note that only one week is available for December recitals.
5. Seating and lighting is at the discretion of The Art Place Coordinator. The current seating and lighting configuration will be used. Lessee's rental does include a basic "theatre" lighting plot.
6. All lessee's must leave the facility in the same condition in which it was found. Custodial charges will be assessed as needed.
7. The Art Place Theatre has a capacity limit of 200 people. This includes all performers, teachers, technicians, audience members, etc. Our largest seating configuration is 170 seats(This configuration requires special set up. A fee will be assessed if 170 seating is requested). Seating configurations average 130 - 150 seats. Please keep these figures in mind, when considering using The Art Place for your recital.

One final note:

The Art Place keeps a current list of Piano Instructors that are taking new students. Please let The Art Place Coordinator know if you would like to be added to that list. We are asked from time to time for this type of information.



## Technicians.....

The lessee must meet within one month prior to the first date of the rental with the Master Technician and TAP Coordinator to determine the specific needs of the production. Lessee should be ready to discuss sound and lighting requirements, light plot, sound plot, scenic and rigging requirements, load-in schedule, tech schedule, rehearsal and performance schedules, strike and load-out schedules, dressing room needs and seating chart choice.

The lessee must contract our Master Technician whenever stage lights (other than work lights) are used for hanging, focusing, cueing, rehearsals and performances. There is a four hour minimum for the use of the Technician. The lessee must also use our Master Technician whenever any sound equipment (including tape machines and microphones) is used in rehearsals or performances. It is at the discretion of The Art Place Coordinator to substitute TAP Staff for the Master Technician.

Additional crew members may be required at the discretion of the Master Technician, in conjunction with the lessor, depending upon the complexity of the production. Upon determining this need, an additional fee will be added.

Master Technician fees are \$25 per hour for rentals, this is done as \$20/\$5 split between rentee and TAP with a four hour minimum. **TAP paying the \$5. All technicians must be paid at the conclusion of the last performance.** Failure to make this payment will result in actions taken by the Cobb County Parks Rangers.

## House Management / Ushers.....

The lessee must use TAP House Manager (always a TAP Administrative Staff person). The House Manager is required to be on hand one hour prior to, as well as, the entire performance. The TAP Coordinator **may** be able to provide ushers for any event at no extra charge and must have at least two weeks notice. All ushers must be given complimentary tickets. Standard dress for ushers shall be white shirts with black pants or skirts.

## Dressing Rooms.....

Men's = 5 - 7 persons  
Women's = 5 - 7 persons

Indoor dressing rooms are equipped with wardrobe racks, counters, chairs, mirrors, makeup lights, toilets, sinks and showers. The dressing rooms must be left clean and presentable **EVERY NIGHT** after rehearsal or a performance. The lessee is responsible for returning the dressing rooms and stage to their original condition, assessed during move out. Clean up includes sweeping, mopping and cleaning counters and sinks.