

**WALLACE HALL
FINE ARTS CENTER**

VENUE:
1001 GEORGE WALLACE DR
GADSDEN, AL 35903

CONTACT US
WALLACEHALL@GADSDENSTATE.EDU
256.549.8475



WALLACE HALL FINE ARTS CENTER

FACILITY USAGE POLICIES

This user guide outlines the policies applying to rental and use of Wallace Hall Fine Arts Center on the campus of Gadsden State Community College. The policies outlined are binding on renters' use of the facility. The policies, regulations, fees and procedures set forth are subject to change without notice.



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Rental Rates and Policies

EFFECTIVE JUNE 1, 2025 - SUBJECT TO CHANGE WITHOUT NOTICE

FOR-PROFIT RATES		NON-PROFIT RATES		EDUCATIONAL INSTITUTIONS		MEADOWS HALL	
Half Day (5 hours)	Full Day (Up to 10 hrs)	Half Day (5 hours)	Full Day (Up to 10 hrs)	Half Day (5 hours)	Full Day (Up to 10 hrs)	Half Day (5 hours)	Full Day (Up to 10 hrs)
\$600	\$1200	\$450	\$900	\$300	\$600	\$300	\$600

**Non-profit organizations will receive at 25% discount on all rental Rehearsal and Performance Rates. Proof of 501©3 status is required. All educational institutions will receive a 50% discount on Rehearsal and Performance rates. This discount does not apply to additional services such as technical needs and labor.*

****Official departments of service are government local, state, federal, and Alabama Community College System officials (no rental fee assessed unless the event is a fundraiser)**

Rental Fees include:

Stage area (plus lobby and theatre for performance rentals*), two technicians, HVAC, basic stage lighting (simple color changes), two microphones, and two folding tables. The theatre lobby and seating area is not included for Rehearsals.

Availability & Scheduling:

Events and rehearsals may be held
Between the hours of 9:00 A.M. and 10:00 P.M.
WHFAC shall not be booked for more than twelve hours (consecutively or otherwise) on any given day.

Event Insurance:

All renters shall provide written proof of current liability insurance that covers the event and all related activities within ten (10) business days of the start date of the lease. See Insurance requirements documents. All insurance coverage must be written with insurance companies authorized to do business in the service area. All insurance certificates are subject to the approval of Gadsden State Community College.

RTS & Key Policies:

- The rental time(s) must include all activities for the event, from loading in of materials through final loading out by renter. The renter cannot obtain access to the space before the "reservation time" begins.
- Open Rehearsals – ANY rehearsal attended by non-production personnel will be considered a performance and billed at the full-day rate.
- The Minimum charge for Event Security is \$150 per performance. A clean-up fee of \$150 will be charged per performance.
- Due to fire code, every person (of any age, regardless of age) is required to have a ticket.

Deposit:

Facility Use fees shall be paid upon execution and delivery of the Facility User Agreement. A minimum \$75 deposit and applicable paperwork must be received before reservation is confirmed. The remainder of the balance must be paid no later than 10 days after the event.

Booking & Cancellation

Booking requests shall be made to the Theatre Manager no less than sixty (60) days prior to the event. The Theatre Manager will attempt to accommodate requests received with less than a 60-day notice. Rental will be based on a first-come, first-served basis. A signed and paid user agreement constitutes priority. The College reserves the right to cancel facility use, at its sole discretion, with or without cause. If a lease is cancelled within thirty (30) days of an event, 50% of the rental fee is still owed to WHFAC. If lease is cancelled within five (5) days of event, 75% rental fee is still owed to WHFAC. The RENTER will still be responsible for all ticket fees, and refund fees incurred because of an event cancellation.

Rental Fees do not include:

Police/security staffing (as required by Gadsden State based on event attendance and event type), additional technical & house staff, additional microphones and lighting, piano, tables, padded/folding chairs, risers, staging, tablecloths, or rental insurance.

Prohibited Items:

Items which are prohibited include: open flames, glitter, confetti, sparkle spray, hay, fake snow, or other small confetti or glitter-like goods. Organization will be billed a minimum \$150 if any prohibited items are used at an event. No items may be attached to any walls with tape, glue, tacks, or other substances. Organization will be billed a minimum \$250 if any prohibited items are used at an event.

Event Labor:

Rentals include two Technical Production Staff Members. Additional Production Staff \$15/hour* includes Follow-Spot operators and stagehands. (*4-hour minimum). The Fly- System, Lighting System, and Audio System will be programmed and operated by WHFAC staff ONLY.

Box Office & Ticketing & Concessions:

Event ticketing will be handled by the Wallace Hall Box Office. Tickets issued from other sources are invalid. A Facility Renewal Fee shall be added to the base ticket price of all tickets sold. All Concessions will be handled by the Wallace Hall concession stand. Gadsden State has a contract with Pepsi, exclusive of all other soft drink companies. No other brand of soft drink, except Pepsi products, may be dispensed or sold at any GSCC campus.

Equipment Rental Services

Tablecloths (Black).....	\$3 each
Additional Folding Tables	\$2 each
Choir Risers or Portable Staging	\$10/unit
Orchestra Pit Reconfiguration	\$100
Projection System with DVD	\$30/day
Wireless Handheld and Lav Mics	\$15 ea/ day
Ballet Marley Dance Floor	\$300
Moving Light Package	\$350/ performance
Complimentary Tickets (up to 50)	\$0.50 each
Complimentary Tickets (51 +)	\$2.00 each

GENERAL POLICIES

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- The maximum capacity of Wallace Hall Fine Arts Center is 1,215 persons. Tickets shall not be sold more than this number, nor shall seats be added.
- GSCC reserves the right to make a pre-show announcement before any event detailing emergency procedures and other venue information.
- RENTERS are expected to always maintain a safe working environment. Children/guests shall not be permitted to run or play at any time. GSCC reserves the right to terminate an event if public safety is compromised in any way.
- It is not the responsibility of GSCC Staff to load-in, set-up, take-down any sets, props, and/or equipment that is property of the RENTER.
- Wallace Hall Technical Staff are to be provided with fifteen (15) minute breaks every three (3) hours and an hour (60 minute) break every six (6) hours.
- The RENTER agrees that there will be no discrimination in the use of this building regarding race, religion, sex, gender, or nationality.
- This document is subject to change at any time without notice.

SCHEDULING POLICIES

DAILY AVAILABILITY SCHEDULE:

Wallace Hall events and rehearsals may be held during the following hours:

Monday – Thursday from 8:00 am – 10:00 pm

Friday – Saturday from 8:00 am – 10:00 pm

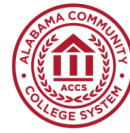
Sunday from 12:00 pm – 10:00 pm

- The facility will not be for more than twelve (12) hours (consecutively or otherwise) in any given day. For events that are unable to fit within the availability schedule or for events that exceed 12 hours in a single day, a rate of \$200.00 per hour will be assessed.
- Any event lasting more than eight (8) hours, requires a mandatory one (1) hour break for technicians, during which time the venue must be vacated.
- All bookings for events must be made no less than six (6) weeks in advance of the event date.
- Date Reservation Requests are available at no charge. Requests will be accepted in a "first come, first serve" basis. Requests will be held for up to thirty (30) days. If another request is made for the same date, the renter who made the request will have the first option to complete a Lease Agreement.
- Renters for any ticketed performance or any event charging an admission are required to submit a Box Office Service Agreement. Failure to arrange for Box Office Services for any event charging an admission will result in a \$300 Facility Renewal Fee assessment.
- A deposit may also be required of any new renter(s) or any renter in poor standing.
- If the WHFAC Manager has not received the Rental Agreement AND Box Office Service Agreement (if applicable) by four (4) weeks prior to the event, the Hall reserves the right to cancel the event and release the date(s).
- The Facility Usage Application AND Box Office Service Agreement must be submitted prior to ticket sales, promotion of the event, and occupancy of space. Failure to submit BOTH forms before load-in will result in a \$200.00 fine.
- Gadsden State Community College reserves the right to use WHFAC for any purpose during the term of the lease while the facility is not being used by the RENTER for production purposes. This includes events, educational programs, and maintenance work.

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- Performance Rental Rates and Rehearsal Rates cannot be combined on a single day. The Renter must select the Performance Rate if the building will be open to the public on a given day.
- The Theatre Manger & Gadsden State Community College reserves the right to terminate the rental agreement for any reason. Should WHFAC exercise said right to terminate this agreement, the RENTER agrees to forego all claims against WHFAC and shall have no recourse of any kind.
- Flexible schedules will be emailed to the Theatre Manager, three (3) weeks before load-in.
- Finalized schedules will be emailed to the Theatre Manager one (1) week before load-in.
- If the facility is occupied past the rental term period the RENTER will be billed for additional hours of use as per the Wallace Hall Rental Rates document. At the conclusion of the rental term, all persons and property must be removed from Wallace Hall. GSCC shall not be held responsible for any equipment or property brought to or left on the campus. The RENTER may be billed for removal of all items left behind.
- Show/Production pictures must be taken by final dress. There will be no photo call after a production.

HOUSE/FACILITY POLICIES

- RENTER shall fully comply with the following House Rules and Regulations.
- All house staff, including but not limited to, House Manager or Assistant House Manager, Events Manager, ushers – when required, custodial staff and security, fire marshal, etc. shall be furnished by WHFAC and paid for by RENTER at prevailing rates. In addition, the House Manager may require additional support from RENTER's staff or WHFAC, at RENTER's expense, to ensure safety or where circumstances otherwise warrant in WHFAC's sole discretion. RENTER may use its own unarmed security personnel, with prior WHFAC Manager's approval, at RENTER's sole cost and expense. Special instructions for VIP seating, walk-ins, late comers, special holds, etc. may be arranged in advance with the Theatre Manager or House Manager.
- The doors (including the theatre seating area) always open a minimum of 30 minutes prior to the start of an event.
- RENTER shall not damage, mar, or in any way deface said premises and shall not cause or permit anything to be done whereby said premises shall be in any manner damaged, marred or defaced and will not drive or permit to be driven, nails, hooks, tacks, or screws into any part thereof and will not make or allow to be made any alterations of any kind therein.
- Glitter, streamers, confetti, sparkle spray, balloons, hair and body sprays, feathers, bean bags, hay, fake snow, and/or other small confetti or glitter-like goods are strictly prohibited from use in any way inside the Wallace Hall Fine Arts Center. RENTER will be billed a minimum of \$250 if any prohibited items are used at an event. Noncompliance may result in denial of future rental requests.
- RENTER shall strictly comply with all local fire and police regulations, including but not limited to occupancy limits. No cameras, sound, light, or any other equipment may be placed to block aisles or obstruct patrons in rows of seats, except with the loss of adjacent seating as required by fire regulations. If it is imperative for RENTER to block seating with equipment, this may only be done with notice to the Theatre Manager, and the hiring of additional public safety personnel at RENTER's expense, to ensure patron safety. In no event shall RENTER block fire exits.
- All play bills or programs must be at the theatre 2 hours prior to curtain.
- All children's' shows with large group sales which use buses to transport the audience or performers may need the assistance of the Theatre Manager. WHFAC's Theatre Manager or House Manager will advise and have final authority to hire the necessary personnel, at RENTER's expense, to ensure safety.
- Any and all caterers retained by RENTER shall be subject to WHFAC approval. All equipment deliveries and pick-ups must be arranged with the Theatre Manager or his designated representative. All caterers must

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show a certificate of insurance (acceptable to WHFAC) to WHFAC Theatre Manager or the House Manager. All caterers must comply with WHFAC's delivery, set up, staff, operation and clean up requirements and with all recycling laws. RENTER shall be responsible for all costs incurred by WHFAC because of a caterer's failure to comply with any of the foregoing requirements.

- Smoking is not permitted in the theater or lobbies and only in designated areas outside.
- NO BALLOONS ARE ALLOWED IN THE THEATRE AT ANY TIME.
- RENTER may not SELL OR OFFER alcoholic beverages for any event.
- WHFAC reserves the sole and exclusive right to sell concession items (soda, coffee, cookies etc.) within the Venue.
- No food or drinks are permitted inside the auditorium at anytime. (unless sold by GSCC staff).
- Food or drink items are prohibited (except bottled water) on stage, backstage, dressing rooms, and classrooms. The RENTER shall be billed a \$100.00 fee for each incidence that food or drink items are found backstage.
- RENTER may sell boutique items, raffle tickets, or similar merchandizing items for fund raising purposes subject to WHFAC's approval as to the items to be sold and RENTER's compliance with House rules as to location, staffing, set-up, etc.
- The performance/event start time (curtain time) will not be held beyond the advertised start time except for the following reasons: equipment malfunction, weather, or traffic conditions as determined by the WHFAC Theatre Manager, illness, or tardiness on the part of a key performer. The WHFAC Manager makes the final decision determining the holding of a curtain time in consultation with the RENTER and the House Manager.
- All displays, decorations, etc. must be freestanding. No items may be attached to the walls, doors, ceilings, or any other surface. Lobby display must be completed for final dress. Lobby display may include balloon arch/photo wall or 1 folding table. All other displays or tables shall be set up FOH exterior entrance. Balloon arch/photo wall can be arranged by Wallace Hall techs for an additional fee. No property, signs, or decorations are allowed on the building exterior or sidewalk.
- To maintain compliance with Alabama Fire Code, all exit paths and open areas must be always kept 100% clear. Access to all doors, water fountains, and equipment must be always kept clear. Any extension cables used must be completely taped down to prevent a tripping hazard.
- Lobby doors open a minimum of thirty (30) minutes prior to house open.
- RENTER acknowledges that RENTER has inspected the Venue and found it to be adequate for the planned event, in terms of occupancy limits, layout and available facilities and equipment.
- All hospitality will be purchased by RENTER and staffed by WHFAC personnel.
- All parking requirements for unloading and loading, buses, trucks, VIP parking etc. will be arranged in advance with the Theatre Manager. RENTER will be responsible for any additional costs associated with such parking or loading and unloading arrangements.
- Mic Check will be no later than 30 mins before doors open.
- The classroom wing may be closed to an event if classes or other GSCC functions are disturbed in any way by persons affiliated with the RENTER's event.
- At the conclusion of events, only GSCC Staff, the RENTER's staff & performers are permitted on stage. Parents, fans & guests must remain on the house floor.
- The RENTER's performers, staff, and volunteers will not enter facilities prior to Theatre Manager or designee for events. Failure to do so will result in a fine of \$250.00.
- RENTER agrees that they will be the first of their party to enter facility.

ADVERTISING AND PUBLICITY POLICIES



RENTER understands and agrees that:

- WHFAC has no obligation to assist in any media advertising for the Event.
- RENTER is solely responsible for all its advertising and publicity costs.
- Promotional graphics may be displayed on the digital signage at WHFAC with prior permission of WHFAC's Manger.
- All such materials (as well as media advertising) are subject to WHFAC's prior review and approval. WHFAC may edit or modify all printed or radio or television media to protect its interest as owner of the Venue.
- It is the sole responsibility of the RENTER to ensure that proper rights are acquired to produce copy-written works (music and theatre). The RENTER agrees that they hold the necessary license for any music or other work that will be used in a Wallace Hall Fine Arts Center event. GSCC may refuse to permit the use or performance of any work that is copyrighted when the RENTER has failed to provide appropriate documentation that rights have been acquired. The RENTER shall be fully responsible for any charges, fees, payments, or legal dues to the owner of copyrighted works used in an event in any fashion.
- Advertising an event prior to rental acceptance is prohibited and grounds for rejection of future rental applications. Failure to submit Facility Usage Application before advertising event will result in a \$200.00 fine.

INSURANCE POLICIES

- RENTER must present a certificate of insurance complying with the requirements of this section to WHFAC at the same time as RENTER submits the FUA. If the certificate of insurance is not presented at this time, WHFAC shall have the right to terminate this Agreement, and retain any fees paid by RENTER without recourse of any type against WHFAC. The certificate of insurance provided to WHFAC by RENTER must be issued by an insurer duly licensed and operating in the State of Alabama and must be in a format satisfactory to WHFAC.
- The certificate of insurance shall confirm that RENTER is covered by, and the WHFAC and its officials, officers, directors, employees, agents, and contractors are named as additional insured parties under, an insurance policy which shall remain in full force and effect during the entire time of use and occupancy of the venue by RENTER, and which shall provide the following coverages:
 - Public liability insurance in general liability form covering:
 - Bodily injury liability with a minimum coverage of one million dollars (\$1,000,000) for injury or death per occurrence.
 - Property damage liability in the amount of one million dollars (\$1,000,000) for each occurrence.
 - General Aggregate liability with a minimum coverage of two million dollars (\$2,000,000) for injury or death per occurrence.
- RENTER will not do, or permit to be done, anything in or upon any portion of WHFAC premises which will in any way conflict with the conditions of, or result in a denial of coverage under, any such insurance policy, or which will in any way increase any rate of insurance of WHFAC.
- RENTER shall indemnify and hold harmless WHFAC and its officials, officers, directors, employees, contractors, and agents against all claims, and causes or action, damages, costs and liabilities in law, in equity, of every kind and nature whatsoever, directly or indirectly arising out of RENTER's use or occupation of the Venue or caused by RENTER or any of its officers, employees, agents, guests, patrons or invitees.
- RENTER agrees, at its sole cost and expense, to defend any and all suits, actions or other legal proceedings which may be brought against WHFAC, its officers, directors, employees, contractors or agents on account of any such claim, demand, or cause or action, further agrees to pay for any and all damages to the



WHFAC's premises caused by RENTER, its officers, agents, employees, guests, patrons or invitees, as well as any and all legal fees incurred by WHFAC in enforcing this obligation.

- Notwithstanding anything contained herein to the contrary, RENTER shall indemnify and hold harmless the WHFAC, its employees and volunteers from all claims, liabilities, losses, damages, liens, and expenses including, without limitation, reasonable attorney's fees, in any way relating to or arising directly or indirectly from negligent acts or omissions of RENTER, its agents or employees.
- The indemnity and hold harmless provisions herein include reasonable attorney's fees for enforcement thereof.

TECHNICAL POLICIES

- No person may be supported from any overhead rigging or support regardless of proposed use.
- RENTER is responsible for providing 9-Volt alkaline batteries for all wireless microphones.
- The RENTER shall not permit any person to secure anything to floors, walls, doors, chairs, curtains, ceilings, and/or any other surface by use of nails, screws, bolts, staples, tape, glue/adhesives, or any other method that might cause damage.
- The RENTER will be financially responsible for any and all damages.
- WHFAC staff must approve any scenery, backdrops, theatrical cloths, set-pieces, theatrical equipment, and/or other items to be attached to the rigging or otherwise utilized in an event.
- No scenery or any other object may be attached to the curtains or other soft goods. The RENTER will be billed for the FULL cost of replacement of any curtain, scrim, cyclorama, or screen that is damaged in any way including rips, tears, paint spills, or other stains.
- RENTER may rent equipment from WHFAC, for a nominal charge. Any such rental arrangements, including the rental charges, shall be made by RENTER with WHFAC in advance. The equipment rental fee will be itemized on the final settlement.
- RENTER is solely responsible for full compliance with all contractual commitments entered into by RENTER with outside vendors and/or performing artists, including with respect to artist's technical rider(s).
- All stagehands shall be furnished by WHFAC. WHFAC stagehands will unload, set up, rehearse, run, maintain, strike, and load all equipment, or any event-related items. RENTER will be responsible for all stagehand charges, a breakdown of which will appear on the final settlement. The WHFAC Theatre Manager will review RENTER's needs with RENTER in advance.
- Production Manager furnished by WHFAC must be present whenever stagehands are on a call, and/or the facilities are in use. RENTER will be responsible for all Production Manager charges, a breakdown of which will appear on the final settlement.
- Each performance, rehearsal, audition, or meeting on stage must have a WHFAC representative on site. RENTER will be responsible for all these payroll charges, a breakdown of which will appear on the final settlement. RENTER agrees that if RENTER engages or retains its own technical staff, stagehands, stage manager, etc. WHFAC's prior approval must be obtained.
- Only one RENTER (director/technician) allowed in the technical booth. No children are allowed in the tech booth. Children are defined as below the age of 17.
- Facility RENTERS will be provided with up to 4 headsets.
- Fly system, Sound system, and Lighting system will be programed and operated by Wallace Hall Techs. DMX Lighting will be programed by Wallace Hall Staff unless approved by Theatre Manager.
- No construction or painting is permitted other than that which is required to install previously constructed scenery or equipment. Should the stage require repainting following an event, the RENTER shall be billed \$350.00.

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- No scenery or any other object may be attached to the curtains or other soft goods. RENTER will be billed for the FULL cost of total replacement of any curtain, scrim, or projection screen that is damaged in any way including small rips, paint spills or other stains.
- RENTER is responsible for providing batteries for all wireless microphones.
- It is not the responsibility of WHFAC/GSCC Staff to load-in, set-up, or take-down of any sets, props, and/or equipment that is property of RENTER.

UNFORSEEN EVENTS POLICIES

- Should the Venue be rendered unusable or unsuitable for the Event due to occurrences beyond WHFAC's control, this Agreement shall terminate, and the RENTER shall be responsible for paying only that portion of the Rental Fee and Estimate of Costs for the Venue attributed to the use of the Venue by RENTER, if any, prior to such termination. If RENTER has not made any use of the Venue prior to such occurrence, WHFAC's liability to
- RENTER shall be limited to refund of any Rental Fee, Estimate of Costs, and ticket receipts that WHFAC has collected, less expenses incurred by WHFAC in connection with the Event up to that point. WHFAC shall not be responsible for any losses or damages of any type to RENTER in the event of such occurrence.
- WHFAC shall not be obliged to perform any term or condition of this Agreement if such performance is prevented by: Act of God, War, acts or public authority, labor disputes, national or local calamity or emergency, fire, or any other cause beyond WHFAC's reasonable control. "Labor dispute" will be deemed to include strikes, lockouts, or picketing of the venue by representatives of any labor union having or claiming to have jurisdiction. In the event of any such occurrence which prevents the use of the Venue by RENTER, WHFAC's liability to RENTER shall be limited to refund of any Rental Fee, Estimate of Costs, and ticket receipts that WHFAC has collected, less expenses incurred by WHFAC in connection with the Event up to that point.

TERMINATION POLICIES

- If RENTER cancels the Event, RENTER shall forfeit all rental fees paid to WHFAC without recourse to WHFAC of any type. A delay in the scheduled start of the Event of more than one hour shall constitute a cancellation by RENTER.
- In the event a performance is cancelled, the RENTER is still responsible for all Box Office Fees incurred to that point. Additionally, the RENTER will be assessed a 10% fee on the total amount credit charges to date
- at cancellation, to cover resubmitting charge cards for credits. A service charge of \$250.00 will be assessed for all cancelled events.
- WHFAC may terminate this agreement without cause 30 days before the advertised Event Date. WHFAC's liability to RENTER in the event of such a termination shall be limited to refund of any Rental Fee, Estimate of Costs, and ticket receipts that WHFAC has collected.
- In addition to any other legal or contractual remedies which WHFAC may have, WHFAC will have the right upon forty-eight (48) hours' notice to RENTER to terminate this Agreement in the event that (i) RENTER breaches any of the terms, provisions, covenants or conditions of this Agreement, or (ii) WHFAC, in its sole discretion, determines that the event may expose WHFAC to liability for damages, fines, penalties, revocation of license or any legal action of any kind or proceeding by reason of copyright infringement or otherwise. In addition to its other available legal remedies, a violation by RENTER of any of its material obligations under this Agreement shall entitle WHFAC to retain all monies paid to WHFAC by RENTER as liquidated damages.



SAFETY POLICIES

- No person may be supported from any overhead rigging or support regardless of proposed use.
- No flammable or combustible materials shall be brought into WHFAC's premises, without WHFAC's prior approval. All materials used on stage must be resistant or flame retardant and in accordance with local and state fire regulations.
- Firearms, weapons, alcoholic beverages, tobacco products and illegal drugs of any kind are strictly prohibited on WHFAC property.
- All required Security services must be provided through the College's Office of Safety and Security at the rate of \$150 per performance. For all events, a minimum of one security officer shall be employed; additional officers may be required according to expected attendance or event. Security will be required from time of entering facility until final clean-up is performed.
- RENTER is expected to maintain a safe working environment at all times. Children shall not be permitted to run or play at any time.
- There shall be no persons permitted backstage that are not directly participating in an event.
- No person(s) will be allowed to throw any object or substance from the stage or elsewhere.
- Hallways, aisles, doorways, stairways, and other means of egress must be kept clear of persons and equipment at all times. Fire equipment may not be blocked.
- WHFAC Staff may limit the number of participants allowed on stage/backstage during any production to prevent unsafe crowding of wing space and exits.

BOX OFFICE AND TICKETING POLICIES

If tickets are being issued for the Event, RENTER agrees as follows:

- RENTER must use WHFAC's box office services.
- The RENTER will appoint one person to be the contact person with the Box Office. All changes, comp requests, and requests for event financial information must come through that person.
- The WHFAC Facility Renewal Fee charge will apply to ALL tickets. Facility Renewal Fee charges must be included in the full price of the ticket advertised to the public. All ticket prices shall be whole dollar amounts.
- A minimum Facility Renewal Fee of \$250 shall be assessed for all events using the WHFAC Box Office.
- WHFAC retains sole and exclusive control and supervision over the box office and its personnel.
- RENTER will follow the attached format for ticket printing and choose only one seating/price determination. All tickets must clearly indicate the Event name, Event start time, ticket price and Venue.
- As required by Alabama Fire Code, all persons (regardless of age) must have a ticket for an individual seat. Children may sit on the lap of a parent, but that child must have a ticket to their own seat.
- WHFAC reserves the right to hold twenty (20) tickets without cost for its own use or distribution, for locations to be selected by WHFAC. If these tickets are unused by WHFAC, they will go on sale 24 hours before the event.
- RENTER is responsible for the payment of all taxes or other charges imposed on ticket sales or theatre admissions by any tax or governmental authority and will indemnify and hold WHFAC harmless from and against any liability for such taxes or charges including reasonable attorney's fees related thereto.
- For the enjoyment of all patrons, WHFAC recommends that children under the age of 5 only attend shows promoted for that age. Patrons, of any age, whose behavior is not appropriate, will be asked to leave the theatre. (No refunds or exchanges.)

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- RENTER shall comply with all statutes and applicable laws regarding the sale of tickets and shall maintain accurate records of sales and receipts.
- Tickets for events shall go on sale on a Tuesday, Wednesday, or Thursday at 12:00 noon.
- Tickets pulls, i.e., RENTER taking tickets without paying for them, for sale by RENTER to private groups, clubs, friends, etc. are prohibited without WHFAC's prior approval.
- If audience members request a refund because (i) a performance is cancelled; (ii) advertised performers do not actually participate in the performance, or (iii) for other reasons constituting "good cause" in WHFAC's sole discretion, WHFAC may refund the full purchase price for tickets sold through its box office without recourse of any type.
- WHFAC will hold (and has a consensual lien on) all box office receipts and use these funds to satisfy any outstanding debt owed to it pertaining to the Event. A final settlement statement will be sent to RENTER with an invoice stating either a balance due WHFAC, or a balance due RENTER. If the latter, the statement will be accompanied by remittance of net box office revenue due RENTER.
- Box Office settlement checks are issued by Gadsden State within fifteen (15) business days of the event.
- Gadsden State Community College shall have exclusive control over the design and content of any printed ticket.
- WHFAC Staff will not permit individuals to reserve seats for any purpose. Reserved seating for graduation ceremonies is exempt. Approximately 15 seats may be reserved by WHFAC for disabled persons. Any seating reservations done by someone other than WHFAC Staff may be removed. No exceptions will be made.
- WHFAC may, at times, close seats for access to technical areas, or for any other reasons.
- RENTER agrees to hold an intermission of not less than fifteen (15) minutes for any program lasting more than 90 minutes, unless a written agreement is reached between WHFAC and the RENTER.

DEFINITIONS

Renter – The person renting the facility on behalf of a group or organization. This person is responsible for following the policies, regulations, and procedures contained within the user guide and passing along all pertinent information to staff, participants, performers, and audience members.

Performance - A full run of the production with audience present, utilizing costumes, make-up, and all technical elements. Complete house, stage, and technical staffing are required.

Rehearsal - Rehearsal of any or all of a production utilizing rehearsal lighting, without any audience, technical support, or technical equipment. Supervisory staffing is required.

Load-In - Load-in comprises delivery and set-up of all stage equipment that the RENTER requires for the production. It is the exclusive responsibility of the renter to load-in any equipment or scenery.

Strike - Strike is the removal of all scenic materials and equipment modified or added for a particular event or production. Please note that renters must remove all scenic items and materials that they brought in during strike. Dumpster facilities are NOT available. The renter can be billed for any item left.

Door Sale Hours - Box Office hours on Performance days run from two (2) hours before curtain through Intermission. Curtain shall mean the time printed on the tickets.

WALLACE HALL FINE ARTS CENTER

VENUE:
1001 GEORGE WALLACE DR
GADSDEN, AL 35903

CONTACT US
WALLACEHALL@GADSDENSTATE.EDU
256.549.8475



Contact Person - The RENTER will appoint one person to be the contact person with the Box Office. All changes, comp requests, and requests for event financial information must come through that person.

Complimentary Tickets - The RENTER pays \$0.50 for each requested complimentary ticket. Maximum of 50 comps per event. Wallace Hall Fine Arts Center reserves the right to use, at its discretion fifty (50) complimentary tickets per event in locations to be determined by the Hall. If unused, these will be added back to the ticket pool. These tickets may be used for promotional purposes in any way desired by the center.

House Accessibility - If a patron in a wheelchair requests balcony seating, the box office is legally required to seat the patron on the orchestra level at the balcony ticket price. Our accessibility policy may be reviewed at anytime and is compliant with ADA.

Refunds - Our policy is no refunds, no exchanges. If a patron requests a refund, they will be informed of the Wallace Hall policy which prohibits refunds and directed to call the ticketing contact person designated by the RENTER. If an event is cancelled due to bad weather, previously purchased tickets shall be honored on the rescheduled performance date. If the event is not rescheduled, only then, will there be a refund be issued. The Theatre Manager will make the final call.

Settlement - All monies from website and credit card sales will be paid out to the RENTER by a check as determined on the Box Office Services agreement. The RENTER shall be required to sign the Settlement document before the net ticket revenue will be paid out.

Ticket Prices - The Wallace Hall Facility Fee charge will apply to ALL tickets. Facility Fee charges must be included in the full price of the ticket advertised to the public. All ticket prices shall be whole dollar amounts.

Ticket Design – The Wallace Hall Fine Arts Center shall have exclusive control over the design and content of any printed ticket.

Advertising – The Wallace Hall Fine Arts Center requires that the Facility Renewal Fee be included in the total advertised ticket price. A disclaimer stating “Facility Renewal Fee included in price” may be listed at the discretion of the RENTER.

Cancellation - In the event a performance is cancelled, the RENTER is still responsible for all Box Office Fees incurred to that point. Additionally, the RENTER will be assessed a 10% fee on the total amount credit charges to date at cancellation, to cover resubmitting charge cards for credits. A service charge of \$250.00 will be assessed for all cancelled events.

Sales Tax - Presenter is solely responsible for submitting Sales Tax on all tickets sold.

Ticket Holder Age - As required by Alabama Fire Code, all persons (regardless of age) must have a ticket for an individual seat. Children may sit on the lap of a parent, but that child must have a ticket to their own seat.

Ticket Holder Behavior- For the enjoyment of all patrons, The Hall recommends that children under the age of 5 only attend shows promoted for that age. Patrons, of any age, whose behavior is not appropriate, will be asked to leave the theatre. (No refunds or exchanges.)

Advertising - The following information must be included in all materials released by the RENTER:

- Name of Venue: The Wallace Hall Fine Arts Center.
(Not Wallace Hall at GSCC or other incorrect variations.)
- Address of Venue: 1001 George Wallace Drive, Gadsden, AL 35903

**WALLACE HALL
FINE ARTS CENTER**

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- No advertising or publicity may state or imply that GSCC/WHFAC sponsors or is responsible for the user's activities during the period of use.
- If there is objectionable or adult language or situations, a statement to that effect must be printed on all advertising, promotions, and literature.

Theatre Manager – The Full-time position over all operations for The Wallace Hall Fine Arts Center.

Production Manager – The presiding technical manager for any event at The Wallace Hall Fine Arts Center.

House Manager - The presiding FOH manager for any event at The Wallace Hall Fine Arts Center.

FOH – Front of House.

WHFAC – The Wallace Hall Fine Arts Center