



Performance Policies & Procedures Manual

Last updated 12/06/07

Thank you for selecting the Sharon Lynne Wilson Center for the Arts. Our mission is “to provide access to the arts, encourage life-long learning, and strengthen the sense of community throughout Southeast Wisconsin”.

We look forward to your performance and we have developed the following manual to answer many of the questions you will have about the facility. The pages that follow will help you get acquainted with how the Wilson Center operates and the procedures that will assist you before, during, and after the performance.

Your assistance and cooperation will enable our entire staff to help your organization throughout the planning stages. We strongly encourage you to familiarize yourself with this important information. Producing and presenting events is physically demanding, time consuming, and often frustrating without careful planning and good communication. Every event or performance that takes place at the Wilson Center is important to our staff and contributes to the overall success of the facility.

Thank you for taking time to review this important information. If you have questions, do not hesitate to contact a member of our staff. With your cooperation, we will be better able to assist and contribute to the quality of your program.

Sincerely,

The Wilson Center Staff

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Sharon Lynne Wilson Center for the Arts
19805 West Capitol Drive
Brookfield, WI 53045
www.wilson-center.com

Building Hours:

Monday through Friday 8:00 a.m. - 5:00 p.m.
Saturday (Box Office) 10:00 a.m. - 2:00 p.m.

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Responsibilities of the Rental & Events Department

Events held at the Wilson Center are arranged through the Rental & Events Department Staff.

The staff will assist with:

- Date Reservations, Contracts and communication of Policies and Procedures
- List of approved vendors (Catering, rentals, technical equipment)
- Contact and supervision of event deliveries and pickup (music, cake, floral, tables, chairs)
- On-site event management during event

Forms

Contract

Once you have decided to hold your performance at the Sharon Lynne Wilson Center for the Arts, the Events Department will begin processing your contract. When you have provided all details concerning the performance, a meeting will be scheduled for the contract signing and to review performance details.

Contract Payments

A deposit of 20% of the total balance will be due at the contract signing. The remaining balance will be due 90 days prior to the date of your performance. A late fee of 1.5% per month will be assessed for accounts 30 days past due. If the performance is contracted less than 90 days prior to the event, the full room rental will be due at the contract signing.

Performance Overview Form

The Performance Overview is a request for general information about your performance. The overview includes Contact Information; Technical Details; Intermission Services and other Front of House Details. Please complete the Performance Overview Form and return 90 days prior to the performance.

Box Office Form

The Box Office Information and Requirements Form is a request for information about the producing organization, performance date and curtain time, as well as length of production, number of intermissions, and description of the production. The form also includes ticketing information such as type of seating, ticket price, and the date tickets are to go on sale. The Box Office Form is due at least one week prior to your event being put up for sale.

Technical Fees Quote

Once you have discussed your technical needs with the Technical Director, a quote will be written and sent to you for review.

Performance Settlement

Within fifteen business days after the completion of the last performance, a check will be cut and mailed to you. Any fees incurred while using the Wilson Center will be deducted from that payment. If the Box Office proceeds from your performance(s) are not enough to cover these fees, a bill will be mailed for the remaining amount.

General Facility Guidelines

Smoking is prohibited everywhere inside of the building.

Any damage to Wilson Center Property will be noted in writing on the billing summary. This summary will be sent to the Renter within fifteen (15) days of the damage occurring.

(General Facility Guidelines continued)

The Wilson Center assumes no responsibility for the security and safety of stored goods during or after a performance. Due to limited storage space, the renter must remove all property from the facility at the termination of the performance.

The SLWCA's lost and found is in the Box Office. Items found should be turned in promptly. Lost and found items will be stored for 30 days. Please call 262.781.9470 for inquiries about lost articles.

The Renter will indemnify and hold harmless the Wilson Center, its agents and employees, against any and all damages, claims or other liability due to personal injury or death, or damage to or loss of property arising from its use of any and all Wilson Center facilities.

Client agrees that at all times they will conduct their activities with full regard to public safety, and will observe and abide by all applicable regulations and requests by agencies responsible for public safety. Children must be supervised at all times.

Please be aware that the Wilson Center is a multi-use facility with many activities throughout the building at one time. Every effort is made to coordinate all performances, classes, rehearsals and events as not to affect one another. Your cooperation with this is greatly appreciated.

Renter groups are responsible for providing in advance a certificate of insurance indicating coverage for bodily injury and property damage liability with a combined single limit of \$1,000,000.00 naming renter as additional insured. A certificate of insurance must be received no later than 10 days prior to the function. Failure to comply with this stipulation will result in cancellation of the function at the sole of the Wilson Center.

Performance Spaces Available For Rental

Kuttemperoor Auditorium

In the Kuttemperoor Auditorium a level of intimacy is achieved for concert-goers and performers alike in this 619-seat performance auditorium. All seats, from boxes to balcony, have close proximity to the stage. The well-planned design provides the flexibility to accommodate orchestral and dance performances, plays, lectures, formal meetings, and seminars. Performance support includes sound and lighting equipment and control booths, dressing rooms with 16 stations each, and a truck dock at stage level to support delivery and setup of scenery.

Kuttemperoor Auditorium Stage Specifications

Proscenium width	50'	Proscenium height at CL	24'
SL wall to SR wall	84'	Plaster line to downstage edge w/o apron	4'
Plaster line to upstage wall	38'	Apron depth at center line	12'
Stage right wing	13'	Stage left wing	8'
Max. Batten travel	53'	Batten length	63'
Fly Rail is stage right		Counterweight system, single purchase on 9" centres	
4 Motorized Electrics		Orchestra shell back wall also motorized	
Orchestra Shell towers store stage left and cannot leave the stage			
The apron is a Wegner riser system with black decks			
The stage floor is a 2-layer black sprung plywood floor on sleepers			

Orchestra Pit

The Wenger risers covering the apron can be removed to allow use of the orchestra pit. The pit is approximately 25' wide by 7' deep and can accommodate about 20 musicians and instruments.

Elevator Access

There is elevator access to the first and second floors of the Wilson Center as well as the Orchestra Pit.

Dawes Studio Theater

Hardwood floors and an acoustically engineered room provide an elegant setting with a step-up stage, perfect for smaller performances and receptions, dinners, luncheons and indoor/outdoor receptions and ceremonies.

For performances, this flexible space can be set-up in a variety of ways to best meet the needs of your productions. The seating capacity varies based on this set-up and is as follows:

- Theater style seating – 160
- Theater-in-the-round seating – 150
- Cabaret style seating – 134

The Box Office Supervisor and Technical Director must approve any request for seating reconfiguration once tickets have gone on sale. Box Office requires two business days after this approval before changes can be implemented.

The adjacent Gerlach Outdoor Theater has a 30' x 50' performance tent up from June through August.

Receptions

The Grand Hall may be used for a reception before or after a performance in the Kuttemperoor Auditorium for no additional charge if it occurs during the contracted rental time.

The Harvey/Hefty Green Room may be used for a reception before or after a performance in the Dawes Studio Theater for no additional charge if it occurs during the contracted rental time.

Reception details must be arranged with the Events Department at the time the contract is written. Food and beverage services should be secured through by one of the Wilson Center Choice Event Partners.

Front of House Services

The Sharon Lynne Wilson Center for the Arts offers complete and professional management of all Front-of-House Patron Services, including Box Office Sales, House Management, Ushers, Concessions, and Programs. Outlined below are the benefits and fees associated with our services.

Box Office

All renters are required to use the Wilson Center Box Office for ticketing services. Ticketing services are \$250.00 and include printing and selling of tickets and online ticketing.

The Wilson Center uses the tickets.com ProVenueMax computerized ticketing software to facilitate all ticketing transactions.

Hours

Box Office hours are Monday through Friday 12:00 p.m. - 5:00 p.m.; Saturday 10:00 a.m. – 2:00 p.m.; and 2 hours prior to curtain.

Methods of Payment

The Wilson Center Box Office accepts cash, check, MasterCard, Visa, American Express and Discover as methods of payment.

Refund and Exchange Policy

The Wilson Center Box Office has a standard policy of no refunds. Any requests for refunds must be processed by the renting organization. Ticket exchanges are available for a customer fee of \$5.00 per transaction, to be retained by the Wilson Center.

Fees

A service fee is added to all ticket purchases made via phone. This fee is collected at the time the order is placed and is retained by the Wilson Center. The fee is \$2.00 per order if the highest ticket price is \$10.00 or under or \$4.00 per order for ticket prices over \$10.00. This service fee is waived for all walk-up ticket orders.

Additionally, any credit card processing fees incurred by the Wilson Center will be passed on to the Producing Organization. These fees are incurred whenever a credit card is used to make a purchase.

Forms

The Box Office Form is included in the contract folder and must be completed and returned to Wilson Center at least one week prior to your tickets being put on sale. New events are placed on sale on Mondays only, unless otherwise prearranged with the Box Office Supervisor.

Please take time to fill out the form completely as the information included on the form tells Box Office staff ticket prices, quantity, and any additional information to be printed on the ticket.

Reports

Computerized sales reports are available upon request. Please contact the Box Office Supervisor to discuss the types of reports available and/or to set a delivery schedule for desired reports.

A mailing list of all production ticket buyers is available upon request in a variety of formats after the completion of your final performance.

House Managers and Ushers

A House Manager and Ushers will be provided free of charge for all performances.

The House Manager is the main point of contact for front of house concerns at the time of the performance. He/She is responsible for the opening and supervision of the Wilson Center, supervision of concessions, receptions before or after a performance and management of Ushers.

Ushers are responsible for collecting tickets, distributing programs and seating patrons.

The House will open ½ hour prior to the start of each performance. This is required to allow smooth movement of the audience through the lobby and to allow the performances to begin on time.

Merchandise Sales

The Wilson Center can supply tables in the lobby of your performance venue to accommodate merchandise sales. Please inform us at the time of contracting if you plan to sell merchandise. The Usher staff can assist in any sales before the performance and/or at Intermission. The Wilson Center will take a 15% House Cut on all merchandise sales.

Intermission Service

Intermission services are provided at no charge to performance groups by Wilson Center approved vendors or House staff. Performances in the Kuttemperoor Auditorium will be provided by Ellen Zilli's Catering and performance in the Dawes Studio Theater will be provided by the SLWCA House Manager and Ushers.

Wilson Center Choice Event Partners

The Sharon Lynne Wilson Center for the Arts has a list of approved vendors who can help you create the perfect event. Please contact them directly to secure services.

*Alcohol service can be secured exclusively through Ellen Zilli's Catering as they hold the Wilson Center's liquor license.

Full service caterers:

Ellen Zilli's Catering

613 N. Grandview Boulevard
Waukesha, WI 53188
262.547.9447
www.ellenscatering.com

Gracious Events, Catering & Event Design

957 N Glenview Avenue
Wauwatosa, WI 53213
414.777.0440
www.graciouscatering.com

Lee John's Catering

821 Perkins Avenue
Waukesha, WI 53186
262.549.0006
www.leejohns.com

Saz's Catering

5501 W. State Street
Milwaukee, WI 53208
414.256.8765
www.sazs.com

Shully's Cuisine & Events

146 Green Bay Road
Thiensville, WI 53092
262.242.6633
www.shullyscuisine.com

Tres Bon Catering

17165 W. Bluemound Road
Brookfield, WI 53005
262.784.8300
www.tresboncatering.com

Specialty Catering:

Four Seasons Coffee

3815 N. Brookfield Rd. Ste 103
Brookfield, WI 53045
262.781.4521
www.fourseasonscoffee.com

Grasch Foods, Inc.

13950 W. North Avenue
Brookfield, WI 53005
262.782.9330
www.graschfoods.com

Loaf & Jug

18895 W. Capitol Drive
Brookfield, WI 53045
262.781.1789
www.foodspot.com

Table and Chair Rental

The SLWCA has approximately 160 black chairs available for \$1.00 each. Tables needed for this area should be ordered through caterer/vendor. All tables and chairs needed for the Grand Hall should be ordered through caterer/vendor.

The SLWCA has twenty (20) cabaret/bistro tables that can be rented with white linens. Two (2) 8 foot tables are included with rental. Linens and skirting may be rented through the SLWCA or one of the Choice Event Partners. Requests for tables must be made one (1) month prior to event in order to guarantee set up.

All other needed linens, plates, glasses, etc should be ordered through caterer/vendor.

Canopies Party Rental

Contact: Ken Hudak
 7234 N. 60th Street
 Milwaukee, WI 53223
 414.760.0770
info@canopiesevents.com

Keehn's Valet Parking Service, Inc.

4810 S. 76th Street, Suite 204
 Milwaukee, WI 53220
 414.282.7060

Wilson Center Inventory***Tables:**

- 8' x 30" banquet table (10 available) \$6.00 each
- 5' x 30" banquet table (10 available) \$5.00 each
- 24" round table 30" or 42" height (20) available \$5.00 each
- 8' banquet linen (8 available) \$10.00 each

Linens (white only):

- 5' banquet linen (10 available) \$10.00 each
- 120" round line (10 available) \$15.00 each
- 90" round linen (15 available) \$10.00 each
- 14' skirting (2 available) \$20.00 each

Black Chairs (160 available) \$1.00 each
 Furniture removal (Elmbrook Rotary Fireside Lounge) \$100.00
 Gerlach Outdoor Theater stage (tear down and set up) \$200.00
 Wilson Center Technician \$25/hour (4 hour minimum)
 Cleaning fees and damage fees will be assessed if they occur and billed to renter after event.

Please inquire about Technical inventory available for rent

*subject to availability

Marketing Opportunities and Guidelines

In order to help ensure that success the Wilson Center requests the right to proof any and all marketing materials. These materials should be submitted to the Box Office Supervisor at least three (3) business days before going to print.

Below are a list of opportunities and guidelines to help assist your marketing efforts.

Approved Use of Name Guidelines

The Wilson Center requires that the use of its name and affiliated information be employed with the parameters outlined below. It is understood that users and renters of the facility will be required to use the Center's name and describe it accordingly in marketing and other promotional materials related to the event for which the facility is used. Adherence to these parameters is required by all those who use the center's name.

Name:	Sharon Lynne Wilson Center for the Arts
Location:	19805 West Capitol Drive Brookfield, WI 53045 262.781.9520
Description:	The Sharon Lynne Wilson Center for the Arts is one of greater Milwaukee's newest visual and performing arts venue. The Center provides a state of the art educational facility and a professionally managed setting for regional arts organizations and touring artists.

Logos

The Wilson Center logo can be provided to add on to your marketing materials upon request. The logo can be provided in either color (Wilson Center green - PMS 5555) or greyscale. It is not a requirement that it be used but under no circumstances may you attempt to recreate or alter the logo.

Map

The Wilson Center can provide a map with directions to the Center to be added on to your marketing materials if desired. It is not a requirement that it be used, but under no circumstances may you create or use any other map.

Posters

All performance groups are able to place a poster of their Wilson Center performance outside of the Box Office beginning one month prior the corresponding performance. Poster size may not exceed 11"x 14".

Fliers

Fliers for the Wilson Center performance may also be placed in the rack across from the Box Office beginning the date the performance goes on sale. Flier size may not exceed 5.5"x 8.5".

Please deliver posters and/or fliers to the Box Office Supervisor. All posters and fliers will be removed the day after the performance by the Wilson Center staff.

Internet Sales

All performances are listed free of charge on our Calendar of Events posted on our web-site: www.wilson-center.com.

Internet ticketing is also included with Box Office services. Additional service fees will be assessed to each patron at the time of their web purchase based on the ticket cost for the performance.

Lobby Displays and Handouts

Displays may be set-up in the lobby during the contracted rental times. Tables should be requested in advance from Event Coordinator. Linens may also be provided for an additional fee.

Any literature that is to be handed to the patrons should be done at the conclusion of the performance.

Programs

Professional performance groups and Wilson Center Tenants are required to use *Footlights* Programs which are provided free of charge by Marcus Promotions. Each applicable performance group is permitted 2 pages in the *Footlights* publication. If additional pages are necessary, they can be purchased for approximately \$125.00 per page.

Your pre-formatted *Footlights* program copy is due **the first week of the month prior to your performance**. For example, if your performance is held in the month of March, your copy would be due the first week of the preceding February. Please contact the Box Office Supervisor for further instructions on *Footlights* Program format.

In exchange for complimentary *Footlights* programs, Marcus Promotions reserves the right to request up to 20 complimentary tickets per production.

Absolutely no inserts can be made to the *Footlights* programs, other than for the purpose of announcing last minute cast changes.

Other rental performance groups may provide their own programs. The renter must deliver programs to the House Manager a **minimum of two hours prior** to performance start time. The House Manager will then have the Ushers distribute the programs.

Production Department

Production Meetings

In order to make your production run as smoothly as possible, please contact the Technical Director to schedule a production meeting. These meetings should be scheduled at least 60 days prior to your event to go over all technical details.

Technical Support

Wilson Center Technical Staff

Included in the basic theater rental is one (1) facility manager. This staff member does not function as part of your production crew, but is here to oversee the Wilson Center. (1) Technician is required with the rental of the venue. All general labor will be billed at \$25.00/hr with a four hour minimum.

Additional Technical Support

The Wilson Center Technical Director will determine the total number of technical staff required per event.

If Wilson Center requested production crew is provided, the renter will be charged a minimum rate of \$25.00 per person per hour which includes all loading, rehearsal and performance times. Higher rates may apply based on the technical service provided by the crew member. A four-hour minimum will apply to each work call.

The Wilson Center reserves the right to replace or remove any non-Wilson Center staff that is unable to safely or correctly function as a crewmember.

Building Policies

- NO food or drink is allowed in the HOUSE, ON STAGE or IN THE CONTROL BOOTH.
- Shoes must be worn at all times inside the building.
- The Technical Director must approve any smoke and/or fire effects prior to use in a performance. Failure to do so could result in fines from the city/state and/or termination of the event.
- The Technical Director must approve any and all set construction on stage. No painting of any kind is allowed in any space.

Backstage Facilities

Dressing Rooms

With the rental of the Kuttemperoor Auditorium come two (2) chorus dressing rooms for up to 15 people each with shower, toilet, sinks, counters, and make-up mirrors.

With the rental of the Dawes Studio Theater comes one (1) star dressing room for 1 or 2 people with sink, counter, make-up mirror and seating area. Shower and toilet facilities for this room are directly across the hall.

All dressing rooms are handicap accessible.

At times, these dressing rooms will serve both the Kuttemperoor Auditorium and the Dawes Studio Theater. All efforts to coordinate use of dressing rooms between these spaces will be made, but it is possible that performers in both spaces may need to share facilities.

Monitors in each dressing room provide sound feeds from the Kuttemperoor Auditorium stage.

Laundry / Wardrobe Facilities

A small washer and dryer are available for your use at the Wilson Center if you provide your own laundry supplies. Please ask before using this equipment.

Each of the dressing rooms has an iron and ironing board available. There is one steamer available for use.

Several wardrobe racks are available for your use.

Load in / Load out / Restore of Facility

Load-in and Truck Parking

The service road on the north side of the theater accesses the loading dock and stage doors. We have one (1) loading door at grade level as well as one (1) at dock height. The loading dock doors clear 7'6" wide and 12'0" high.

Truck and bus parking is available in the parking lot in the loading area.

All deliveries that are made to the stage/backstage areas must be arranged with the Technical Director. Failure to do so will result in the refusal of deliveries.

The loading docks are intended for loading and unloading only. Do NOT park in the loading zone.

All hanging or rearranging of soft goods, lighting equipment, and etc. must occur during the Renter's contracted period of time unless otherwise arranged. Any work occurring outside of this period will be billed at the hourly rate per technician.

Load-out / Restore of Facility

All items used for an event must be removed immediately following the final performance. Failure to do so will result in the disposal of items. The renter should have an authorized representative available to do a walk through of the space, backstage, and dressing rooms with the Wilson Center Technical Director or another representative to confirm all items have been removed.

Any damage to equipment or facility will be charged to the user at the replacement or repair cost. Any damaged items will be noted in writing within (5) calendar days of damage.

The renter will not be considered clear of any space until it has been restored. Typical restoration includes the restoring the repertory light plot and soft good hang, and removal of all items brought for the event by the user. Any crew that has been provided by the client should not be released until the facility has been completely restored.

Technical Addendum

Upon completion of your event you will be mailed a Technical Addendum that will list all equipment charges. These fees will be deducted from Box Office Income or the client will be billed if the amount exceeds the proceeds.