

# METROPOLITAN EXPOSITION-RECREATION COMMISSION

## RESOLUTION NO. 94-41

Approving scheduling policy and procedures for Broadway and Musical Theatre Series at Civic Auditorium.

### The Metropolitan Exposition-Recreation Commission finds:

1. That policy governing the booking and scheduling of events at PCPA has evolved over time, without formal consideration and action by the Commission;
2. That effective management of time in the four performance spaces is critical in addressing the financial crisis which is outlined in the PCPA Business Plan, approved March 30, 1994, and that separate policies may be required for each facility in order to take advantage of their respective special characteristics and opportunities;
3. That Civic Auditorium has excellent facilities for performance of opera, dance, and touring Broadway Shows or Musical Theatre, creating very high demand for its scheduling and use;
4. That incorporation of subscription series events into an already busy schedule requires a detailed policy which replaces previous informal practices, while assuring fair and orderly treatment of non-profit Resident Companies, recognized Commercial Resident Companies, and other commercial or non-profit users of the facility;
5. That on July 13, 1994 the Commission determined it desirable to adopt a scheduling policy for a period of thirty (30) days, subject to further revision or amendment after further work and recommendation by staff;
6. That the interim policy has been reviewed by Resident Companies, the PCPA Advisory Committee and other interested parties to make any recommended refinements or changes.


BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission approves the Scheduling Policy and Procedures for Broadway and Musical Theatre Series at Civic Auditorium attached as Exhibit A.

Passed by the Commission on August 10, 1994

Approved as to Form:  
Daniel B. Cooper, General Counsel



Chairman



Secretary/Treasurer

**Scheduling Policy and Procedures for  
Broadway and Musical Theatre Series  
at Civic Auditorium**

When booking events in the Civic Auditorium, first priority in scheduling is given to local, producing, non-profit performing arts organizations which have been accepted under the standards for Resident Company status in that facility. The Metro Exposition-Recreation Commission, at its discretion, may designate commercial presenters of annual series of full-week events for Resident Company status for the purpose of scheduling only, and determine their rank in scheduling priority. The following is the recognized listing of Resident Companies having priority for use and scheduling of Civic Auditorium.

1. Portland Opera Association \*\* (Non-Profit)
2. Oregon Ballet Theatre \*\* (Non-Profit)
3. Oregon Children's Theatre Company \*\* (Non-Profit)
4. Resident Commercial Presenters (equal rank)
  - \* Dan Bean Presents Broadway Series
  - \* Portland Opera/Jujamcyn Productions Company Musical Theatre Series
5. Live From the Civic (Non-Profit)
6. One Voice Productions (Non-Profit)

**RESIDENT COMPANY BOOKING:**

Each major Resident Company (noted \*\* above) is required to complete booking with firm commitments for dates by January 1 for the performance series which begins June 1 or later in the next calendar year (i.e., January 1, 1995 for the 1996-97 season). All remaining dates are claimed and controlled by the Facility for allocation in accordance with policy and business priorities.

**RESIDENT COMMERCIAL SERIES BOOKING:**

Portland and its performing arts facilities have had an uneven record of success over the past 5 seasons for the presentation of touring musical theatre events. The 1990-91 season offered the highest selection with Musical Theatre of Oregon in its subscription series offering 4 shows with week-long runs, plus a 2-week run of Les Miserables, and 4 weeks of shows sponsored by others -- 9 shows with 10 weeks of performances. The following year MTO collapsed and only 1 week-long touring show was presented, plus a scattering of limited engagements. The successful presentation of a 5-week run of "Phantom of the Opera" and other week-long show successes in 1993-94 rekindled commercial producer interest in Portland. A 3-year Agreement for 5 shows and 40 performances per year was entered into by MERC in March 1994, to begin presenting in the 1994-95 Season; subsequently, the

Portland Opera/Jujamcyn Productions Company was approved for a multi-year agreement to present musical theatre productions in the same PCPA facility. Because of the uncertain market for week-long presentations, and unpredictability of the supply of appropriate touring productions from year to year, it is appropriate that MERC undertake affirmative management of the calendar of Civic Auditorium to honor existing commitments and to make reasonable accommodation of the growth in market demand for dates. In the interest of fairness to presenters and to balance events throughout the calendar year, it is also reasonable to establish spacing between shows of each series. The process for scheduling the Broadway Series together with the Musical Theatre Series shall be phased-in and limited to a 3 year period beginning with the 1994-95 season, and concluding June 30, 1997.

**1994-95 Season:** Dan Bean Presents (DBP) has identified dates and shows to be presented on a subscription series beginning October 1994 and continuing through August 1995. These dates and shows were determined by May 31, 1994. The PCPA Broadway Series by Dan Bean Presents is the sole series for the 1994-95 Season.

**MEGA-HIT 1995:** A mega-hit has been booked by PCPA to play dates in summer 1995, requiring a total 8 weeks of calendar time and offering a maximum 40 performances. This event has a significant impact on the availability of time for other major events at Civic Auditorium in the 1994-95 Season. Recent history shows that such mega-hits might occur every two years at this facility, creating special demands for the management of dates.

**1995-96 and 1996-97 Seasons:** Time on the calendar of Civic Auditorium shall be affirmatively managed in order to balance the presentation of Broadway/Musical Theatre throughout the year, and to foster the success of both series. For the purpose of scheduling subscription series, the booking season shall be defined as beginning on June 1 and running through May 31 of the subsequent year. The performance season shall be divided into quarters, as follows:

Summer:	June/July/August
Fall:	September/October/November
Winter:	December/ January/February
Spring:	March/April/May

Each commercial subscription series shall endeavor to spread its bookings throughout the year; however, each series shall have a 9-month period of primary emphasis, as shown below. Each series shall be limited to a maximum of two (2) shows per quarter.

Broadway Series--Fall thru Spring (September - May)  
Musical Theatre Series--Summer thru Winter (June - February)

Dates available for full week engagements would be made known to each of the commercial series presenters on a specified date of each year, after non-profit Resident Companies had finalized their respective performance dates. Thereafter, each commercial series may formally request that PCPA reserve specific dates in their name for a period of 75 days, while efforts proceed to book specific shows. Only one series would be named for each available week, at the discretion of PCPA. If after 75 days engagements have not been secured for the reserved weeks, the dates return to control of PCPA for reallocation at their discretion. As

shows are secured for the reserved weeks, documentation of control of the show sufficient for a firm contract must be submitted to PCPA for acceptance. Thereafter, the event(s) may be authorized for announcement to the public.

For the 1995-96 Season: Available dates shall be announced on July 5, 1994

For the 1996-97 Season: Available dates shall be announced on July 3, 1995.

In general, PCPA will refer inquiries about date availability from agents or producers of full-week musical theatre events to the Resident Commercial Presenters; however, PCPA reserves the right to hold calendar dates for particular shows seeking to perform at Civic Auditorium. The Agent or Producer may contract with a Resident Commercial Presenter or other qualified presenters to make the event available to Portland audiences, as stipulated by PCPA.

#### **OTHER EVENT BOOKING:**

Upon completion of booking dates for Resident Companies and Resident Commercial Series, PCPA will work with the remaining non-profit Resident Companies to book their seasons of events. Also beginning this date, PCPA will accept requests to hold dates from other commercial and standard non-profit presenters for specific shows or events.

#### **MEGA-HIT AND SPECIAL EVENT BOOKING:**

Because of the artistic merit, technical complexity, as well as economic importance of mega-hits ("Phantom of the Opera", etc.) PCPA will accept agent or producer requests for reservation of dates (first hold) at Civic Auditorium; reservations may be a maximum 2 years in advance of the run of the show. Other major events (conference, conventions) may also be given priority for advance booking of firm dates.

*Subject to the priorities set forth above, the Director may find it necessary to exercise discretion as to the issuance, modification or termination of scheduling commitments.*

#### **SPECIAL CONSIDERATIONS:**

It is the responsibility of the PCPA management to operate the facilities in a business-like manner in an effort to fulfill its mission and ensure the financial stability of the PCPA. The following factors shall be given consideration when booking and contracting the facilities: *projected revenue* - both in terms of direct rental revenue as well as projected revenue from concessions and other facility charges; potential for *repeat booking*; *cultural/entertainment value* to the community; projected *overall economic impact* on the community at large. Consequently, PCPA management reserves the right to promote, solicit, develop and make reservations for any activity deemed appropriate to PCPA objectives, and to qualify all activities requesting utilization of the facilities.