



**ALEX THEATRE**  
PERFORMING ARTS & ENTERTAINMENT CENTER



# 2017-18 Rental Information

For more information, please contact:

Maria Sahakian, Director of Marketing & Events

Alex Theatre: 216 North Brand Blvd., Glendale, CA 91203  
Glendale Arts Administration Office: 116 West California Ave., Glendale, CA 91203  
Tel: (818) 243-2611 ext. 16 Fax: (818) 241-2089  
Email: [msahakian@glendalearts.org](mailto:msahakian@glendalearts.org)



## Welcome to the Alex Theatre

Since reopening in 1993, the Alex Theatre has been the centerpiece of Glendale's arts, culture, and community events.

A registered historic landmark, the "Alexander" Theatre began life in 1925 as a neighborhood vaudeville and movie house. Designed by architects Charles R. Selkirk and Arthur G. Lindley, the Alex hosted Hollywood previews and screened first-run films until the 1980s, when it closed after several years of decline. In 1992, the Glendale Redevelopment Agency invested \$6.2 million to transform it into a performing arts center and an anchor for their revitalization plans.



Today, the Alex Theatre hosts roughly 250 events per year and attracts approximately 100,000 patrons to the region. Its diverse schedule ranges from classical and contemporary concerts, theatre, dance, comedy, fundraisers, film screenings, TV / Film productions, and special events. The 1,413 seat venue is situated just north of Downtown LA and minutes from Hollywood, boasting a diverse cultural and economic demographic.

The Alex Theatre is operated by Glendale Arts, a private non-profit organization charged with managing the historic venue and coordinating resources that are designed to benefit Glendale-based artists, arts organizations, businesses, government agencies, and local schools.

In addition to managing the 92-year-old Alex Theatre, Glendale Arts manages the GA community website, operates the GA Tickets, GA Partners, GA Memberships, and GAedu programs, and presents programming at the Alex and around the local community, including Taste Walk Glendale and the Open Arts & Music Festival. Glendale Arts has generated over \$8.5 million dollars in earned income and hosted more than 2,500 community and professional performances.

We appreciate your interest in renting the Alex Theatre and look forward to the prospect of hosting your upcoming event!

## Renting the Alex Theatre

The 1,413 seat Alex Theatre is available to rent for performances, benefit concerts, dance and music recitals, business and corporate meetings, film premieres and screenings, civic gatherings, and commercial, television, and film shoots.

### **Alex Theatre Base Rental Rates Include:**

- Use of theatre from 7:00 AM of rental day until 1:00 AM of the following day.
- Use of theatre's in-house sound and lighting systems and equipment.
- Box office, concessions, and maintenance staff and ushers and ticket takers on performance days
- Box office labor charges for normal hours of operation.
- Event listing on the Alex Theatre and Glendale Arts websites, monthly newsletters, and the Alex Theatre.
- Porter service.

### **Non-profit Rates:**

To qualify for non-profit rates an organization must provide Glendale Arts with a copy of its Internal Revenue Service 501(c)(3) Acceptance Letter 1045.

# Alex Theatre Rate Card

Effective July 1, 2016 to June 30, 2017

<b>PERFORMANCES / SPECIAL EVENTS</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Commercial Events	3,500	4,000	5,000
Commercial Events – Additional Performance [Held on same day]	500	750	750
Nonprofit Events	2,975	3,400	4,250
Nonprofit Events – Additional Performance [Held on same day]	340	510	510

<b>FILM SCREENINGS</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Commercial Screenings	2,500	3,000	5,000
Commercial Screenings – Additional Screening [Held on same day]	500	750	750
Nonprofit Screenings	1,700	2,550	4,250
Nonprofit Screenings – Additional Screening [Held on same day]	340	510	510

<b>MEETINGS / GRADUATIONS</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Meeting / Graduation Ceremony	2,500	3,000	5,000
Meeting / Graduation Ceremony – Partial Day [6 hrs, Load-out must be completed by 2:00 p.m.]	1,750	2,100	3,500
Meeting/ Graduation Ceremony – Additional Meeting or Graduation [Held on same day]	500	750	750

<b>RECEPTIONS</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Receptions – Forecourt / Theatre Lobby / Alexander Terrace *	1,250	Inquire regarding availability	
Receptions in conjunction with a performance, meeting or graduation ceremony *	A \$200 cleaning and trash removal deposit will be required inclusive of a \$150 non-refundable cleaning fee.		

*\*Includes a maximum of 5 hours of labor, tables, chairs, easels, and stanchions. Catering and bar/food services are not included.*

<b>EDUCATIONAL SCHOOL PERFORMANCES</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Performance	2,500	3,000	5,000
Additional Performance held on the same day	500	750	750
Free Performances	2,100	2,400	5,000
Free Performances – Additional Performance [Held on same day]	280	420	600

<b>LOAD-IN / REHEARSAL DAYS</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Commercial Events	1,500	3,000	5,000
Nonprofit Events	1,275	2,550	4,250

<b>FILM, TELEVISION AND COMMERCIAL SHOOTS</b>	<b>MON-THR</b>	<b>FRI, SUN</b>	<b>SAT</b>
Film, Television and Commercial Shoots – Theatre / Forecourt / Marquee	5,000	5,000	5,000
Still Photograph Shoot – Theatre / Forecourt	1,500	1,500	1,500
Student Film Shoots [Proof of enrollment in a student film program required]	Inquire for rate information		

## Reimbursable Labor Fees

All labor requirements for load-in/out, rehearsals and performances must be scheduled with the Alex Theatre Technical Director no later than fourteen (14) calendar days prior to the earliest date of an engagement. The minimum stage crew requirement is generally five (5) persons consisting of a Stage Crew Supervisor, Master Electrician, Head Sound Engineer, Head Carpenter, and Assistant Electrician/Stagehand. Some events may require a smaller minimum stage crew and the final stage crew call shall be determined solely by the Technical Director. All Alex Theatre employees have a four (4) hour minimum call.

<b>Stage Crew Supervisor</b> Call – 1 person	\$40.00 per person per hour; minimum four (4) hour call; \$60.00 per person per hour after 8 hours and up to 12 hours; \$80.00 per person per hour after 12 hours.
<b>Stage Crew Department Heads</b> Minimum call – 3 people	\$35.00 per person per hour; minimum four (4) hour call; \$52.50 per person per hour after 8 hours and up to 12 hours; \$70.00 per person per hour after 12 hours.
<b>Stage Crew</b> Minimum call – 1 person	\$30.00 per person per hour; minimum four (4) hour call; \$45.00 per person per hour after 8 hours and up to 12 hours; \$60.00 per person per hour after 12 hours.
<b>Parking Lot Security</b> Minimum call – 1 person	\$24.00 per person per hour; minimum four (4) hour call; \$36.00 per person per hour after 8 hours and up to 12 hours; \$48.00 per person per hour after 12 hours.
<b>House Security</b> Call based upon type of performance	\$25.00 per person per hour; minimum four (4) hour call; \$36.00 per person per hour after 8 hours and up to 12 hours; \$48.00 per person per hour after 12 hours.
<b>House Manager</b> Call – 1 person	\$31.00 per person per hour; minimum four (4) hour call; \$46.50 per person per hour after 8 hours and up to 12 hours; \$62.00 per person per hour after 12 hours.
<b>Asst. House Manager</b> Based upon anticipated attendance	\$26.00 per person per hour; minimum four (4) hour call; \$39.00 per person per hour after 8 hours and up to 12 hours; \$52.00 per person per hour after 12 hours.

Depending on the technical and staffing requirements of a production, the following labor rates **may** also be applicable:

<b>Contract Stage Labor</b>	\$42.00 per person per hour; minimum four (4) hour call; \$63.00 per person per hour after 8 hours and up to 12 hours; \$84.00 per person per hour after 12 hours.
<b>Stage Riggers</b>	\$69.00 per person per hour; minimum four (4) hour call; \$103.50 per person per hour after 8 hours and up to 12 hours; \$138.00 per person per hour after 12 hours.
<b>Film Projectionist</b>	\$40.00 per person per hour; minimum eight (8) hour call; \$60.00 per person per hour after 8 hours and up to 12 hours; \$80.00 per person per hour after 12 hours.
<b>Maintenance Labor</b>	\$20.00 per person per hour; minimum four (4) hour call; \$30.00 per person per hour after 8 hours and up to 12 hours; \$40.00 per person per hour after 12 hours.

## Front-of-House Fee

A flat Front-of-House Fee of \$700.00 will be assessed for all performance, meeting, graduation, and shoot days, inclusive of up to eight labor hours for the House Manager and Assistant House Manager, tables, linens, chairs, easels, stanchions, and basic maintenance. The above House Manager and Assistant House Manager hourly rates will be applicable when the eight hour allocation is exceeded.

## Insurance Requirements

Rental users must provide a certificate of insurance and additional insured endorsement for a broad form commercial general liability policy providing protection of at least two million dollars (\$2,000,000) per occurrence for Personal Injury, Accidental Death, and Advertising Injury, two million dollars (\$2,000,000) per occurrence for Bodily Injury or Property Damage, and two million dollars (\$2,000,000) in annual aggregate coverage, naming **Alex Theatre / Glendale Arts / City of Glendale / Glendale Economic Development Corporation** as an additional insured. Some types of engagements may require higher coverage levels. Please check with the Director of Marketing & Events. Rental users must provide Glendale Arts with proof of insurance no later than four (4) weeks prior to an engagement.

## Reimbursable Box Office Fees

The Alex Theatre Box Office is open Friday through Sunday from 12:00 PM until 5:00 PM and on performance days from 12 PM until one-half hour after the scheduled start time of an event. Arrangements can be made for the box office to remain open longer for an additional fee. Box office labor charges for normal hours of operation are included in the base rent of the Alex Theatre. Rental customers must submit a completed Ticket Set-up form to the box office to place their event on sale.

<b>Restoration &amp; Programming Fee</b>	<p>Consignment and/or rental user complimentary tickets will be charged a \$2.50 per ticket facility fee.</p> <p>Ticketed programs that are free will be charged a \$1.50 per ticket facility fee.</p> <p>Educational school programs will be charged a \$200 facility fee per performance.</p> <p><i>Funds collected through the Restoration &amp; Programming Fee are deposited into a restricted account and are used for capital improvements, maintenance projects, and programming at the Alex Theatre.</i></p>
<b>Ticket Service Fee</b>	<p>50¢ per ticket printed. (subject to change with 90 days notice)</p>
<b>Credit Card Fee</b>	<p>4.0% of gross sales via Visa, MasterCard, American Express, and Discovery.</p>
<b>Pricing Scale Adjustments</b>	<p>A \$100.00 fee will be charged for changes to the ticket pricing scale requested once a performance has been set up in the Theatre's ticketing system.</p> <p><i>The system requires that the performance be taken off-sale temporarily while the adjustments are being completed.</i></p>

## Ancillary Equipment Rental Fees

The following equipment is available for rent for your event from the Alex Theatre:

### Production

Dance Floor	\$ 175.00	per day
Digital Projector (2000 ANSI Lumens) & DVD Player	175.00	per day
Follow Spot Lamp Charge	60.00	per day, per follow spot
Music Chair, Stand, Light	10.00	per day, per set
Piano (Model B Steinway)	450.00	per day (includes one tuning)
Additional Piano Tuning	250.00	per additional tuning
Podium	35.00	per day

Seat Removal	35.00	per seat
Stage Risers	35.00	per riser section [4' x 8', heights of 8", 16", 24" and 32"]
Wireless Microphones	35.00	per day, per microphone
Outside Equipment Rental Arranged by Alex Theatre Staff	Cost + 10%	

**Front-of-House**

Red Carpet	300.00	(Forecourt gates to theatre lobby doors [696 sq. ft.]) *In the event of rain, the red carpet will not be used.
Event Day Forecourt Marquee use	100.00	

## Merchandise Sales

Souvenir programs, books, posters, recordings, or other non-food and beverage merchandise may be sold with advance notice and approval by the Alex Theatre. Merchandise will be inventoried by the House Manager prior to the opening of the theatre to the public. The standard house concessionaire's commission is 20% of gross sales for commercial rental users or 10% for non-profit rental users. The Theatre can provide a merchandise salesperson at no extra charge for commercial rental user performances or for the 20% commission rate for non-profit rental users. The request must be sent in writing to the Theatre's Event Services Manager at the latest two weeks prior to the first performance date. Settlement shall be made at the close of each performance day and shall be accompanied by a complete and detailed statement of sales. The Alex Theatre shall have the right to deduct from the final settlement with the rental user any monies outstanding. Payment of any local or other sales tax is the responsibility of the merchandiser and/or rental user. The sales of merchandise shall be conducted in such a manner as not to create undue noise or disturb or interfere with performances. Wi-Fi is available at the lobby merchandise counter for use of rental customers wishing to process credit card transactions.

## Smoke Free Facility

The Alex Theatre is owned by the City of Glendale Successor Agency and as such is designated as a smoke free facility under Section 8.52.010 of the Glendale Municipal Code. Unless otherwise posted, smoking is prohibited inside the Alex Theatre and in the exterior forecourt, box office, vehicle parking and adjoining areas and ways. A posted designated smoking area is located in the backstage parking lot for use by rental users and artists. This area is not available for use by Theatre patrons. Rental users shall use their best efforts to insure that their agents, employees, independent contractors, and artists adhere to the requirements of this ordinance and may be subject to fines imposed by the City of Glendale for noncompliance.

## Placing Holds on the Calendar

Glendale Arts will make every effort to provide rental customers with the specific dates they need to make their event a success. In cases where two or more customers wish to book the same date, the following policies and procedures will govern how the Alex Theatre will hold dates and allow customers to challenge dates that have been previously placed on hold.

**Placing a Hold on a Date**

Glendale Arts will allow approved rental customers or rental customers who have submitted a customer application that is pending approval to place a hold on a requested date provided that there is not already a signed licensing agreement with another customer for that date. The first customer to request a hold for a specific date will have the first hold on the date. First hold status provides the customer with the first right of refusal so that Glendale Arts will not sell the date to another customer without first providing the customer with first hold status an opportunity to "confirm" the date by executing a licensing agreement and paying the required deposit as defined under Deposits.

If a first hold has already been placed on a date in which a customer is interested, the customer will have the option of placing a second hold on the date. Second hold status provides the customer with the option to execute a licensing agreement and pay the required deposit should the customer with the first hold status decide to not confirm the date within the required time period defined under Hold Policies or in the event of a challenge as defined under Challenging a Date on Hold. A maximum of three (3) holds may be placed on a date at any given time.

Rental customers may have a maximum of four (4) holds on the calendar at any given time. Requests to place more than four (4) dates on hold must be approved by the Executive Director.

To be considered an approved rental customer, a customer must have previously rented the Alex Theatre and have no outstanding invoices, or have a customer application on file that has been previously approved. If approval of a customer application is denied, any holds on the calendar held by the rental customer shall immediately be removed.

### **Hold Policies**

A hold may be placed on any date for which a licensing agreement has not been executed. Holds will be accepted up to twelve (12) calendar months in advance of a proposed date. Any requests to place holds on the calendar more than twelve (12) months in advance will require the approval of the Executive Director. The scheduling of events produced by Glendale Arts and Alex Theatre resident company performances take precedence over all other holds on the calendar.

Once a customer has placed a hold on the calendar, Glendale Arts will mail the customer a confirmation of the hold and notice of the date on which the hold will expire. Customers are responsible for keeping track of the expiration dates for any holds they may have on the calendar.

Glendale Arts will hold dates on the calendar until the earlier of:

- Ninety (90) calendar days following the date the hold was first placed, or
- Forty-five (45) calendar days prior to the event, whichever comes first.

At that time, the customer with the hold will be required to confirm the date or it will automatically become available to any customer with a second hold and then third hold, or to other interested rental customers. If the customer confirms the date, they must execute a licensing agreement and pay the required deposit within fourteen (14) calendar days or their confirmation will be released and the date will be made available to other interested customers.

### **Challenging a Date on Hold**

Should a rental customer wish to confirm an event on a date that is on hold by another customer, the following policies and procedures for challenging the date shall apply:

- The customer shall notify Glendale Arts in writing that they wish to challenge the customer with first hold status for the date in which they are interested and post a one thousand dollar (\$1,000.00) deposit.
- Upon receipt of the customer's written challenge request and deposit, Glendale Arts will inform the customer with first hold status that they have two (2) business days in which to confirm or release the date. This process shall start with the customer with first hold status and if applicable, continue with the customer with second hold and then third hold status. Should the customer being challenged confirm the date, Glendale Arts will refund the deposit on account belonging to the customer issuing the challenge once a deposit has been received from the customer confirming the date.
- If the customer being challenged chooses to confirm the date they shall pay the required deposit within two (2) business days and execute a licensing agreement within fourteen (14) calendar days. If Glendale Arts does not receive the deposit and executed licensing agreement within the required timeframe, the confirmation and hold will be removed from the calendar and the date will be made available to other customers.
- If the challenge is successful and the date is released to the rental customer issuing the challenge, the customer shall pay the remainder of the required deposit within two (2) business days and execute a licensing agreement within fourteen (14) calendar days. If Glendale Arts does not receive the deposit and executed licensing agreement within the required timeframe, the original thousand dollar (\$1,000.00) deposit will be forfeited and the date will become available to other customers.

## Brokering Dates

Glendale Arts does not allow rental customers to broker dates that they have on hold or have confirmed. A rental customer with a hold or a confirmed date may not under any circumstances sell that date to a third party. The signatory on the licensing agreement must be the signatory of the organization placing the hold and presenting or producing the event. Glendale Arts reserves the right to prohibit any customer who is found to be brokering dates from placing future holds on the calendar or renting the theatre.

## Licensing Agreements

All licensing agreements must be signed and returned by the rental customer and submitted with the required deposit within fourteen (14) calendar days of the date the licensing agreement is issued. If a licensing agreement is issued as a result of a challenge, then the required deposit is due within two (2) business days and the executed licensing agreement is due within fourteen (14) calendar days. If the customer fails to return the executed licensing agreement and deposit within the required timeframe, the event confirmation and hold will be removed from the calendar and the date will be made available to other customers.

## Deposit Requirements

A deposit (inclusive of any challenge deposit already on account) of fifty percent (50%) of the rental fee must be received from the customer with the executed licensing agreement. A second deposit equal to the balance of the rent and estimated labor, rental equipment, box office and user fee expenses is due thirty (30) calendar days prior to the first date of the engagement. If a customer fails to pay the second deposit by the required deadline, the event will be considered cancelled and the customer will be liable for the appropriate cancellation fee.

All deposits must be made by cash, money order or certified check unless special arrangements are made in advance with the Director of Finance. Bounced deposit checks will result in the immediate release of a date and the customer will be responsible for a \$25.00 returned check service fee.

## Event Cancellations

Cancellation of an event by a customer after a licensing agreement has been executed will be subject to the following schedule of cancellation fees and forfeiture of deposits on account.

- More than 60 calendar days notice: \$1,000; 100% of any expenses incurred
- Less than 60 calendar days notice: 50% of the rental fee; 100% of any expenses incurred
- Less than 30 calendar days notice: 75% of the rental fee; 100% of any expenses incurred
- Less than 14 calendar days notice: 100% of the rental fee; 100% of any expenses incurred

Expenses include, but are not limited to, box office ticket fees, credit card fees, equipment rental fees and labor fees.

Notice of all cancellations must be received in writing as required in Paragraph 25 of the Licensing Agreement.

A portion of a cancellation penalty may be returned to a customer if the Glendale Arts can successfully rent the cancelled date to another customer. The customer canceling the event will remain liable for any difference between the original contracted rental rate and the new contracted rental rate in addition to a five hundred dollar (\$500.00) administrative re-rental fee and for any expenses incurred for their event prior to the notice of cancellation.

NOTE: The Rental Policies and Procedures was originally adopted on April 6, 2005. This policy incorporates the previous Hold policy and Rental Deposit policy. The Hold policy was originally adopted on May 19, 2003 and subsequently revised on July 13, 2004 and September 10, 2004.



# Marketing Services

The Glendale Arts Marketing Department offers a wide variety of marketing services to assist you with promoting your event.

**Glendale Arts and Alex Theatre Enewsletters** – A monthly enewsletter that is distributed by email to more than 5,000 patrons per month. Glendale Arts offers one reasonably priced “event spotlight” listing per issue. The Backstage spotlight offers rental users with an opportunity to increase patron exposure to their event and increase click-through rates to their event listing page on the Alex Theatre website.

**Glendale Arts Website** – As a rental user of the Alex Theatre, you will be listed on the Glendale Arts’ community arts website ([www.glendalearts.org](http://www.glendalearts.org)). The Glendale Arts’ website features a searchable calendar of events, a directory of arts organizations and venues as well as local retail, dining and city/community resources. Additionally, local artists are able to create individual profiles with the ability to upload images, video and music files and share blogs and events with fans, friend and interested community participants. It is the perfect marketing companion to the Alex Theatre website ([www.alextheatre.org](http://www.alextheatre.org)).

## **Banner Ads on Glendale Arts & Alex Theatre Websites**

The Glendale Arts and Alex Theatre websites get roughly 50,000 hits per month and offer advertisers an opportunity to market their business to people interested in Glendale’s rich artistic community, events, dining, and shopping options. Its user-friendly navigation and targeted audience make it the perfect place to promote your business or event.

## **Additional Marketing Services**

**Alex Theatre Forecourt Marquee:** Use of the Forecourt Marquee is available to rental users on the day of their event for a fee of \$100. This service is based on availability and Glendale Arts retains the first right of refusal for use of the marquee space. Rental users who wish to use the Forecourt Marquee must submit a written request for approval by the Executive Director at least two (2) weeks prior to the event date.

**Broadcast Partners/Media Buying:** Negotiated rates on print, radio, and television advertising.

**Graphic Design Services:** Direct mail postcards, program books, posters, and promotional flyers.

**List Rental:** Glendale Arts maintains an active patron database of more than 25,000 unique addresses that is segmented by interest (i.e. dance, music, et al) and zip code. The database is purged yearly to maximize campaign effectiveness.

**Mailing House Services:** Mailing house services through a third party vendor.

**Public Relations/Media Relations:** Press releases, identifying segmented media (current local media database includes more than 500 contacts), pitching story ideas to the media, calendar listings, and email blasts to media.

For more information regarding any of Glendale Arts’ Marketing Services, please contact Maria Sahakian, Director of Marketing & Events, at (818) 243-2611 ext. 16 or via email at [msahakian@glendalearts.org](mailto:msahakian@glendalearts.org).

# Catering

In partnership with local restaurants, Glendale Arts can provide catering services ranging from Hors d’oeuvres for receptions to a la carte lunches and multi-course dinners. For more information, please contact the Maria Sahakian, Director of Marketing & Events at (818) 243-2611 ext. 16 or via email at [msahakian@glendalearts.org](mailto:msahakian@glendalearts.org).

# Alex Theatre Technical Specifications

The historic Alex Theatre was built in 1925 and is a three-tier house with dual level lobbies, excellent sight lines and an extensive technical inventory.

## House Capacity

Orchestra .....	768	[includes 28 partially obstructed view seats and seating for 16 wheel chairs]
Terrace .....	181	
Balcony .....	464	
<b>TOTAL SEATS</b>	<b>1,413</b>	[total does not include obstructed view seats]
Forecourt .....	343	
Orchestra Level Lobby .....	315	
Mezzanine Level Lobby .....	343	
Dressing Room / Green Room Area .....	160	

## Stage Dimensions

Proscenium Height .....	27' 0"
Proscenium Width .....	46' 0"
Stage Depth .....	28' 9"
Apron Depth .....	5' 6"
Center Line to Stage Right .....	31' 0"
Center Line to Stage Left Clear .....	36' 0"
Center Line to Stage Left Wall .....	47' 0"

There is access from the front of the house to backstage from house right hallway.

*NOTE: Please request a stage diagram from the Technical Director for DSL and DSR obstructions.*

### Stage Floor

The stage floor is black tempered Masonite.

### Dance Floor

The dance floor is a reversible grey/black Harlequin in five (5) 6' 6" x 48' sections.

## Fly System

### House Curtain / Grand Drape

- Burgundy drop curtain with center opening.
- Operated as guillotine from stage right locking rail or as a split traveler from stage right.

### Fire Curtain

The historic fire curtain is made of encapsulated asbestos, counterweighted and motor-operated with fuseable link and pull-pin emergency operation. The stage deck directly beneath the path of the fire curtain must be clear of all obstructions at all times.

### Rigging System

Grid Height .....	57' 6"
Type .....	Sets #0-6 are double-purchase Sets #7-42 are single purchase
Line Sets .....	42 sets at 8" o.c. with 5 lift lines per set
Arbors .....	1,000 lbs. capacity
House Pipes .....	52' long; low trim 5' 0"; out trim 55' 0"
Traveler Tracks .....	3 available [including house curtain] 1 motorized traveler at 14' per sec. on LS 3
Operation .....	From lockrail stage right. Loading at grid level. There is no pin rail.

A mobile capstain winch is available.

## Soft Goods

5	.....	Flat black velour borders
6 pair	.....	Flat black velour legs [2 @ 12'w x 30'h; 3 @ 8'w x 30'h; 1 @ 9'w x 30'h]
1	.....	Flat black velour drop [52'w x 29,h]
1	.....	Flat black velour traveller – [2 panels 27'w x 29'h]
1	.....	30' x 52' seamless white cyc
1	.....	30' x 52' bounce cloth
1	.....	27' x 21' flat black tab curtains stage left & stage right
2	.....	30' x 52' black sharkstooth scrim
1	.....	30' x 52' White sharkstooth scrim
1	.....	Lined beige traveler 50% fullness [2 panels 27'w x 29'h]

## Orchestra Pit

- Pit can accommodate approximately 20 musicians [15.4 sq. ft. per musician].
- 309 total sq. ft.; 125 sq. ft. is movable; 184 sq. ft. at 8' below stage level.
- Apron overhangs upstage wall of pit 4' 3".
- Front section adjustable from stage level to 8' below stage level.

## Backstage

### Loading Dock

Location	.....	Loading dock is located on Maryland Avenue behind the theatre.
Trucks	.....	One at a time
Ramp	.....	13' x 40" ramp available
Freight Elevator	.....	The freight elevator provides access to the stage level and basement. Dimensions are: 12' high, 13'9" wide 12'2" deep; the doors are 10' high.
Street Level Doors	.....	Doors are located on Maryland Ave. The doors are 13' high, 8' wide and are 8' above the stage floor.

### Wardrobe

Location	.....	Basement
Access	.....	Stairs located stage left and stage right and passenger elevator.
Facilities	.....	2 Washers, 2 dryers, and steamer available. Please check with the Technical Director regarding the availability of wardrobe racks.

### Dressing Rooms

Access	.....	Stairs stage right and stage left and passenger elevator.
Star Room	.....	One (1) in basement with shower, toilet and sink; capacity 1-2 persons.
Private Rooms	.....	Four (4) in basement; capacity 1-3 persons; three with sinks.
Chorus Rooms	.....	Four (4) in basement; capacity 1-15 persons; three sinks, no sinks.
Showers	.....	Restroom facilities with showers are located in the basement.
Green Room	.....	In the basement; soft drink machine, sink, mini refrigerator, and microwave.

## Electrics

The Alex Theatre has a flexible house plot suitable for all types of events. The client is responsible for all crew expenses to restore the setup back to the existing house plot.

### Road Service Power

- 1 – 400 amp 3-phase DSL for electrics/dimmers [Camlocks]
- 1 – 200 amp 3-phase DSL for sound [5/8" lugs]
- 1 - 100 amp 3 phase in projection booth [Camlocks]

### Distribution

324 – 20 amp wired stage circuits [all circuits w/grounded stage pin connectors] as follows:

FOH Cove .....	Circuits # 1-36
2nd Box Booms .....	Circuits # 37-52
Balcony Rail .....	Circuits # 53-72
1st Box Booms .....	Circuits # 73-84
1st Electric .....	Circuits # 85-120
2nd Electric .....	Circuits # 121-156
3rd Electric .....	Circuits # 157-192
4th Electric .....	Circuits # 193-212

*Stage & Floor*

Floor Pockets .....	Circuits # 213-234 [6 x 3 circuits, 2 x 2 circuits]
US Wall .....	Circuits # 295-300
Drop Boxes .....	Circuits # 235-252 & 265-288 [6 x 3 circuits]
DS Proscenium .....	Circuits # 253-262 SL & 258-262 SR
Orchestra Pit .....	Circuits # 263-265
DSL .....	Circuits # 301-324 [4 x 6 Socopex] off stage left

Light Instrument Inventory

<i>Quantity</i>	<i>Type</i>	<i>Watts</i>
2	5° Source Four	575
8	10° Source Four	750
48	19° Source Four	575
83	26° Source Four	575
80	36° Source Four	575
10	Altman 6" Fresnel	750
30	Source Four Par	575
30	Altman Far 64 (MFL and WFL)	1,000
6	Altman Far CYC - 3 Circuit	1,000
4	9' Altman T-3 Striplights, 3 Circuit	500
6	6' Altman Zip Strips MR 16 3 Circuit	75
2	Lycian 1290 XLT Follow Spots	2000 W Zenon
6	ETC Selador Paletta	
17	Martin MAC Aura	

- Working inventory of 5', 10', 25', 50', 100' cable; 50' & 100' multi-cable, barn doors, top hats, 2 fers and side arms.
- Follow spot booth located at the top of upper balcony.

**Lighting Throw Distances to Curtain Line**

Projection Booth .....	110'
Cove .....	66'
Box boom #1 .....	16' to 28'
Box boom #2 .....	44' to 40'
Balcony Rail .....	35'

**Dimming**

EDI Mark VII Dimmer bank w/324 – 2.4kw Stage Dimmers

**Control**

ETC ION Control Console

**Houselights**

Control via ETC Unison Control System  
Also accessible via ION console

## Tech Table

Located in center section orchestra level. Includes: 3 – video sends; 4 – intercom sends; production page and lighting control console tie-in.

## Sound System

### Mix Console

Yamaha PM5D-RH w/ 48 inputs; 4 stereo inputs; 24 aux sends; effects, EQ, gates, & compressors.

### Monitor Console

Yamaha M7CL-48

### Mix Position

Lower Balcony house right

### Speakers

- L'Acoustics KUDO Stereo Line Array
- Front Fill Speaker System
- Under Lower Balcony Delayed
- L'Acoustics SB118 Sub-Woofers

### Monitors and Spares (Quantity/Item)

- 6 Apogee SSM
- 4 Apogee AE5
- 4 Apogee AE3M
- 8 Shure PSM1000 In-Ear Monitors

### Auxiliary Equipment (Quantity/Item)

- 8 DBX160XT Compressor / Limiters
- 4 DBX166 Dual Gate/Compressor/Limiter
- 1 DN514 Klark-Technics Quad Gate
- 3 DN360 Klark-Technics 1/3 Octave Equalizers
- 2 Lexicon LXP-15 Effects
- 1 Lexicon 300 Effects
- 2 BSS FCS-926 Varicurve Programmable EQ
- 1 BSS FCS-920 Programmable EQ Slave
- 1 BSS TCS-804 DDL
- 2 Sony CDP-D11 CD Player
- 1 Sony MDS-E11 MiniDisc Recorder
- 2 Vega Dynex II Wireless Channels
- 10 Shure U4D Wireless Channels
- 1 BSS DPR-901 II Dynamic Equalizer
- 1 Tascam CD-RW901SL CD Recorder

### Microphones (Quantity/Type)

- 5 Shure SM 57
- 6 Shure Beta 58
- 1 Shure SM 58S
- 2 Electro Voice RE20
- 4 Sennheiser MD 421
- 3 AKG C408 Micro Mic
- 3 AKG C300B w/ 91, 92, or 93 Capsule
- 4 AKG C414B

- 4 Neumann KM-140
- 3 Crown PCC 160
- 2 Audio Technica AT815R 18" Shotgun mic
- 4 Sennheiser MKE2 Lavaliers
- 6 Countryman E6 Headset mic
- 1 Shure WCM16 Isomax Headset mic
- 5 Shure WH30TQG Headset mic
- 2 Vega Dynex II Wireless Hand Held w/ SM87 capsule
- 2 Shure U2 Wireless Hand Held w/ Beta 87C capsule
- 4 Audio Technica AT4073a Shotgun
- 2 Countryman B3 Lavaliers
- 4 Active DI Boxes
- 4 Passive DI Boxes
- 1 PCDI Whirlwind
- 1 Shure BETA 98AMP with A75M Universal Microphone Mount.

**Wired Microphone Inputs**

A total of 94 wired inputs are available as follows:

On stage .....	62
Orchestra Pit .....	24
Balcony Railing .....	3
Grid .....	3

**Monitor Sends**

A total of 15 monitor sends on stage and in orchestra pit are available.

**On Stage and Orchestra Audio Monitors**

Orchestra to stage, stage to orchestra, and stage to dressing room systems are available.

**Communications**

Intercom System Clear-Com MS-400A Main Station

7 headsets and beltpacks available

**Video Monitor System**

Video input locations as follows:

Orchestra Pit .....	1
Balcony Rail .....	2

Outputs available to orchestra pit, stage, tech table position, mix position, follow spot booth, last row of orchestra level.

**Hearing Impaired/Assisted Listening Devices**

Sennheiser system for the hearing impaired –11 headsets available

**Road Console Tie-In**

All mic lines terminate at house mix position in house right lower balcony. Snake for stage to road console needed.

Tie-lines between various parts of the building, including road console position to house mix position, also available.

**Piano**

The Alex Theatre’s house piano is a 7’ Steinway Model B. Check with the Technical Director for more information.

## Internet

Wired and wireless DSL service available; check with the Technical Director for more information.

## Cinema Film System

Screen Size ..... 21' 6" x 46'  
Lens Format ..... 1.33, 1.37, 1.66, 1.85, 2.5 [Cinemascope]  
Projectors ..... 35mm Simplex XL Projectors, 4,000 watt xenon lamps

## Sound

Behind Screen ..... Three (3) JBL 4648 low frequency drivers, three (3) JBL 2446 high frequency horns, two (2) JBL 4642 dual sub woofers  
Surround Channels ..... Fourteen (14) JBL 83340A speakers  
Processors ..... Dolby 650 Digital Processor with Kelmar LED Readers (digital and analog) DTS Digital Processor

## General Information

**Theatre Address** 216 North Brand Boulevard  
Glendale, California 91203-2610

**Tours of the theatre by appointment only.** Please contact the Director of Marketing & Events at (818) 243-2611 ext. 16 to make arrangements to view the theatre.

Tel: (818) 243-7700  
Fax: (818) 243-3622 (Box Office)  
Fax: (818) 243-3650 (Production)

**Administration Offices** Glendale Arts  
116 West California Avenue  
Glendale, California 91203-2212

Office Hours: Monday-Friday 10:00 AM to 5:00 PM

Tel: (818) 243-2611  
Fax: (818) 241-2089

**Email Address:** rental@alextheatre.org

**Website:** www.alextheatre.org

**Box Office:** The box office is open on Monday-Thursday event days starting three hours prior to the start time of a performance and Friday through Sunday from 12:00 PM until 5:00 PM and until one-half hour after the scheduled start time of the event on performance days. Box office hours are subject to change. The box office number is 818-243-ALEX (2539).

## Staff Contacts

Elissa Glickman	Chief Executive Officer	(818) 243-2611 ext. 14 eglickman@glendalearts.org
Maria Sahakian	Director of Marketing & Events	(818) 243-2611 ext. 16 msahakian@glendalearts.org
Ben Karasik	Director of Operations	(818) 243-7700 ext. 220 bkarasik@alextheatre.org

Alexis Colett	Event Manager	(818) 243-2611 ext. 15 acolett@glendalearts.org
Colin Perkins	Event Manager	(818) 243-2611 ext. 24 cperkins@glendalearts.org
Judith Baker	Box Office Manager	(818) 243-7700 ext. 216 judith@alextheatre.org
Bob O'Neill	Technical Director	(818) 243-7700 ext. 229 bob@alextheatre.org
Rafa Posada	Assistant Technical Director	(818) 243-7700 ext. 225 rposada@alextheatre.org