

# 2017 ARTS & CULTURAL PROGRAM

## DIRECTOR PARK & HOLLADAY PARK / URBAN PARKS

### MISSION OF URBAN PARKS

**Director Park:** To be a public space that provides an elegant, clean, safe, and versatile space that is actively programmed to complement downtown, support arts and culture, and highlight Portland Parks & Recreation.

**Holladay Park:** To build community through programs and events, ensuring the park is a welcoming, safe place for all.

### WHY PERFORM?

Looking for a place to promote your program or upcoming ticketed performances? Want to rehearse with an audience to work out the kinks or to promote your upcoming season? Have students that need more performance experience or want to do a performance at the end of a camp experience?



### ARTS & CULTURAL PERFORMANCES INCLUDE:

- Theatre
- Orchestral Performances
- Choir Performances
- Acoustic Music
- “Flash” Events
- Camp Performances
- Ballet/Modern/Jazz
- Aerial Acrobatics
- Opera
- Poetry Readings
- Open Art Painting and more...

### WHO CAN APPLY?

We encourage arts and cultural organizations, schools, non-profits, up and coming performers, etc., to apply. Please note, installations of public art, sculptures or similar pieces do not fall under this program.

### HOW TO APPLY?

Complete the application and email it to [directorpark@portlandoregon.gov](mailto:directorpark@portlandoregon.gov) or mail: 2909 SW 2nd Ave, Portland, OR 97201

### WHEN TO APPLY?

- Applications will be reviewed and evaluated based on site date availability, month requested, and their fit to the mission.

PERFORMANCE MONTHS	APPLICATION DUE DATE	OTHER
June - September 2017	March 14 2017	*Free Summer Arts & Cultural programs are printed into a brochure. Applications can be submitted after this date for summer performances but will not be in our print marketing collateral.
October - December 2017	Accepted year-round	
January - May 2017	Accepted year-round	

### APPLICATION FEE:

- Free:** Performances less than five hours in length from load-in, performance, and load-out time.  
**\$75:** Five hours or more in length, multi-day arts & cultural performances or applications submitted 14 days or less before requested performance date.

### SITE PERFORMANCE FEE:

- Approved performances less than five hours in length including set-up and clean-up time will not be charged a site fee.
- Depending on the size, scope, length, and nature of the performance, some hard costs may be incurred (noise variance, portable restrooms, etc.) and required by the site.
- Performances five or more hours in length and multi-day performances, will incur site hard costs and site usage fees at the rate of 25% the regular rental fee for the space(s). See Event and Rental Use packet for appropriate park for fees.

## PERFORMANCE CONDITIONS

Groups, performers, and artists are required to abide by the following conditions for their performances. Failure to follow the below conditions or omission of intent of performance may result in cancellation of scheduled performance, application of regular rental rates, and/or the inability to return for future performances.

- Performances and programs are presented outdoors.
- Performances and programs are to be open to the public and appropriate for a wide variety of audiences.
- Performances are to be actively marketed to the public by the performing group.
- Performances are required to start at advertised time as provided on the Arts & Cultural Application.
- Performers may hand-out event fliers and information about upcoming performances and their group.
- Programs must be able to load-in and load-out their equipment the day of the performance.
- Performances are required to submit Additional Insured Endorsement and Certificate of Liability. - forms on website.
- Equipment storage and dressing rooms are not available. Groups may set-up a 10 x 10 tent with sidewalls to change in.
- Performances may be amplified if you obtain a noise variance permit at your group's expense.
- Performances may require additional porta potties at the group's expense, depending on size of group and audience.
- Performers are to adhere to site rules and Rental & Event Use guidelines. Performers must submit required Event Permit Requirements a minimum of two-weeks before performance.
- Performers are responsible for their own equipment and personal property, Portland Parks and Recreation is not liable.
- Performances and programs are to enhance the mission of the parks.
- Performers are not to sell their CDs, T-shirts, alcohol, or any other merchandise/concessions.
- In Director Park, the Elephants in the Park tenant space and adjacent patio with red tables and chairs may not be used for your performance, staging, or audience. This space is only to be used by patron's purchasing food at the cafe.
- In Holladay Park, performers will perform on a 20 x 30 foot low profile stage located near the fountain.
- Arts & Cultural performances that cancel with less than 60-day notice may not be able to participate in this program in the future unless due to extenuating circumstances.
- All city parks are non-smoking parks.
- Public play fountains will not be turned off during Arts & Cultural Performances.

## WHAT URBAN PARKS WILL PROVIDE

- **Park Host:** A Park Host will be on-site during your scheduled load-in, performance, and load-out times. Staff will open up the electricity, answer questions, and enforce your permit guidelines and park rules.
- **Marketing:** Marketing includes our website, Portland Online, e-newsletter, and on-site.
- **Park Furniture:** Cafe tables & chairs are available at both locations for park users.
- **Restroom:** Director Park: One single-stall accessible restroom. Holladay Park: A porta-potty.

## OTHER THINGS TO KNOW

**Weather:** Parks are an outdoor venue and subject to changing weather conditions including wind and rain. Be prepared.

**Noise:** Performing in Urban Parks, you will experience bustling city noise including noise from the MAX train, helicopters, vehicles, construction, wind, and other unforeseen external elements. Performances should be amplified to be heard.

**Parking:** Metered street parking, and private parking lots are adjacent to the parks.

**Load-in / Load-out:** Loading zones may be available to use but are not guaranteed and performers must abide by PBOT loading zone regulations. Vehicles are not allowed to block traffic on public streets or sidewalks. Vehicles are not allowed on Director Park.

**Cancellation:** Urban Parks reserves the right to cancel and reschedule free arts and cultural events with advance notice due to paid rental requests, weather, maintenance, change in nature of original permit, or unforeseen conflicts.

**Arts & Cultural Permits:** Determination regarding the alignment of a performance or program with our mission is at the discretion of PP&R. Those events not directly meeting the mission & goals of the Urban Parks Arts & Cultural Program will be considered a rental event and charged regular rental rates. Events that misrepresent their event as Arts & Cultural program may be charged regular rental rates after their performance.



Updated Feb 2017



# DIRECTOR PARK & HOLLADAY PARK / URBAN PARKS 2017 ARTS & CULTURAL APPLICATION

- This application can be used for Director Park and Holladay Park, part of Portland Parks & Recreation.
- Application review timeline will be 14 calendar days.
- Please fill out to the best of your ability or for assistance, please contact 503.823.8087.

## APPLICANT & ORGANIZATION INFORMATION

Date of Application: \_\_\_\_\_

Event Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Pager: \_\_\_\_\_

Day of Event Contact Name: \_\_\_\_\_ Cell: \_\_\_\_\_

## PERFORMANCE INFORMATION

### I am interested in performing at: Check all that apply

**Director Park - 877 SW Park Ave, Portland in downtown Portland**

Performance Date(s) -1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

Audience numbers expected? \_\_\_\_\_ # of Performers: \_\_\_\_\_

Park Areas Requested To Perform In (check all that apply):

Lower Terrace (under glass canopy)  Bosque (SE corner of park, Big Chess area)  Plaza

Note: Director Park leased café space, adjacent outdoor terrace with red furniture, and parking garage buildings are not available for use.

What is the...	Set-up time:	From _____ to _____
	Performance time:	From _____ to _____
	Tear-down time:	From _____ to _____

**Holladay Park - NE 10th & Multnomah St., Portland - south of the Lloyd Center, by the Double Tree Hotel.**

Performance Date(s) -1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

Audience numbers expected? \_\_\_\_\_ # of Performers: \_\_\_\_\_

Park Areas Requested To Perform In (check all that apply):

20 X 30 Stage in center of the park  Other: \_\_\_\_\_

What is the...	Set-up time:	From _____ to _____
	Performance time:	From _____ to _____
	Tear-down time:	From _____ to _____

Is this a "Flash Event" - Public gathering where people perform a random act and then disperse.  Yes  No

If yes, do you want this marketed?  Yes  No

Will you be setting up tents for your event?  Yes  No Size: \_\_\_\_\_ # \_\_\_\_\_

Will you be using a stage?  Yes  No

If YES, what size : \_\_\_\_\_ (please show stage location on your site plan at end of this application)

Will you have any delivery trucks for your performance?  Yes  No

If YES, please explain what they are delivering, how long it will take them to unload, how many trucks and their delivery plan? \_\_\_\_\_

What is your plan in the case of rain? (cancel event, reschedule, event goes on no matter what, set-up tents, etc.): \_\_\_\_\_

#### EVENT EQUIPMENT

Director Park & Holladay Park has the following equipment that can be used by performers with **14 day advance notice** and availability. Please indicate which you'd like to use. These are provided at no additional cost unless indicated or if there is loss or damage as a result of your performance. (Check all that apply)

6 foot tables (3 available): How many? \_\_\_\_\_  Extension cords (2 available): How many? \_\_\_\_\_

Use of potable water spigot

Will you require electricity?  Yes  No

What will you be using electricity for? \_\_\_\_\_

\*Director Park has 110v/20amp power on three outlets. If you need more than one small generator (diesel not allowed), you must use our Vendor of Record for electricity, Hollywood Lights. mike.pratt@hollywoodlights.biz or by phone at 503.232.8855.

\* Holladay Park has event power available.

Will you have drums in your performance?  Yes\*  No

Will you have amplified sound or music?  Yes\*  No

(\*If yes, you will be required to obtain a noise variance permit at your expense)

#### MARKETING INFORMATION

How will your group promote the performance? \_\_\_\_\_

Are sponsors involved? Will there be sponsor signage?  Yes  No

Will goods / promotional materials be distributed for free?  Yes  No

Please write a 1-2 sentence description of your performance that we can put on our Facebook, website calendars and our email newsletter: \_\_\_\_\_

Who can the PUBLIC contact for more informaton? Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

ORGANIZATION INFORMATION

Are you a non-profit organization?  Yes  No Non Profit Tax I.D. #: \_\_\_\_\_

How did you hear about the Arts & Cultural Program?

Website  In the Park  Other: \_\_\_\_\_

SITE PLAN

- A completed site plan is required with your application with performance area, stages, tenting, etc., listed.
- A final site plan is due a minimum of 14 days before your event. Urban Parks staff will do one set-up only from the final submitted site plan. Site plans submitted less than 14 days before event date will not be set-up for your event.

ARTS & CULTURAL PERFORMANCE CONDITIONS AGREEMENT

- I have read and understood the Performance Conditions in the Arts & Cultural Program information sheet.
- I understand and agree that if I make changes or omit to share information about the intent of my Arts & Cultural event that do not follow the Performance Conditions, my permit will be changed and I will be charged the regular rental rates for the space after the fact and failure to pay may affect future Portland Parks & Recreation permits.
- I understand that Arts & Cultural performances are not allowed to sell items.
- I understand that there may be city noise associated with being in a public park that may affect the performance and is out-of-control of Urban Park staff.
- I understand that our performance is to start on time, per the stated time on the application.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

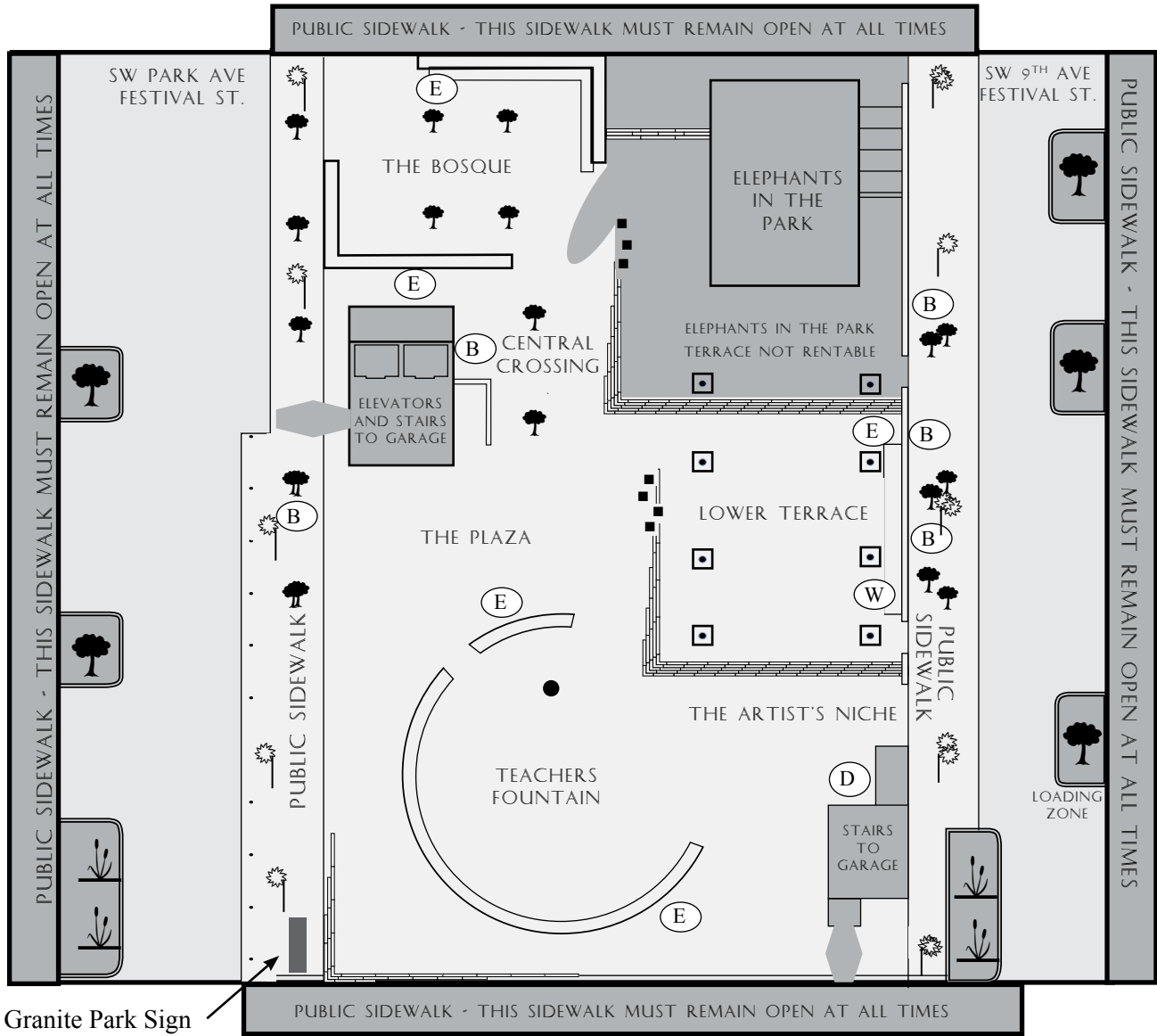
SUBMITTING YOUR APPLICATION:

Submit your Arts & Cultural application for Director and/or Holladay Park one of three ways:

- By E-mail:** DirectorPark@portlandoregon.gov  
Include appropriate attachments for PC download (MS Word, Excel, or PDF)
- By Mail:** Director Park – Portland Parks & Recreation 2909 SW 2nd Avenue, Portland, OR 97201
- In Person:** 877 SW Taylor St - Call in advance for best hours - office hours change seasonally.

# DIRECTOR PARK SITE PLAN

--- SW TAYLOR STREET ---  
**Park & Both Festival Streets: 15,750 Sq. Ft.**  
**Director Park: 7,550 Sq. Ft.**



==== MAX LINE ====  
 --- SW YAMHILL STREET ---

## MAP LEGEND

	: Storm water planters		: Trees		: Space not rentable		: Street Lights		: Bollards		: Electricity
	: Bike Racks		: Support columns for terrace canopy		: Teachers Fountain Ball		: Drinking Fountain		: Water		: Mini Bench Seats

\*Map is not drawn to scale

# HOLLADAY PARK SITE PLAN

