



# POP: PERFORMANCE OPPORTUNITY PROJECT

## PROGRAM GUIDELINES: 2022-2023

(Updated August 2022)

### COVID-19 POLICIES AND PROCEDURES

---

For all who visit Gibney, we have developed operations and safety plans for reopening amid the COVID-19 pandemic. These plans are forward-thinking and flexible, incorporating all the knowledge and resources made available to us by the state of New York, the CDC, WHO and the guidance of experts in the fields of medicine, operations, HVAC and sanitation.

All renters must adhere to the following policies and procedures:

- Beginning **September, 7<sup>th</sup> 2021** all visitors will be required to show their **proof of full COVID-19 vaccination** in order to access the Sign in App and enter Gibney Center.
  - a. Please provide proof of vaccination 72 hours in advance using [this secure form](#).
  - b. **Beginning on September 22, 890 Broadway's building-wide policy will require advance vaccine verification to enter.** This means that all individuals visiting Gibney 890 Broadway, Floor 5 must submit proof of vaccination 72 hours in advance. **Visitors will not be allowed in the building without doing so and verification will not be possible upon arrival.**
- Each day, a health screening must be completed on Sign In App with the successfully passed health screening notification displayed to Security in order to gain entry. Any individual who does not pass the health questionnaire will not be permitted entry.
  - a. The questionnaire used for screening changes intermittently based on evolving CDC guidance, new information around COVID-19, and to ensure the public is actively reading and responding to each question.
  - b. For those submitting vaccination proof for the first time, that proof in addition to a valid ID will also be required for upload as part of the screening, allowing a personal Sign In App account to be created for future use.
  - c. Your information is kept confidential. A valid ID must also be shown upon arrival to the security onsite.
- **POP Performance audience members only will be allowed to enter the premises up to 15 minutes prior to the start time of each performance upon providing proof-of-vaccination in-person at the entrance of the 280 Gibney Center.**
- Masks/face coverings are **currently required** at Gibney center in the common areas and for audience members.
- Do not visit Gibney if you have a fever or do not feel well.
- Frequent hand washing with soap or hand sanitizer is necessary.
- Avoid touching your eyes, nose, and mouth. Cover your cough or sneeze with a tissue, an elbow or your shoulder.

Prepare Before You Arrive:

- Please review Gibney's [Plan Your Visit](#) page for the most up to date COVID-19 safety protocols and guidance for visiting our centers.



890 BROADWAY  
FIFTH FLOOR  
NEW YORK, NY 10003  
TEL: 212 677 8560

280 BROADWAY  
ENTER 53A  
CHAMBERS NEW  
YORK, NY 10007 TEL:  
646 837 6809

## **OVERVIEW**

POP: Performance Opportunity Project serves the dance community by providing space, support, and subsidized theater rental rates for performances to non-profit companies and individual dance artists. POP programs are presented in The Theater, Gibney's (116-seat) performance space at 280 Broadway.

Artists participating in the POP performance series receive time for technical rehearsal and a three-night performance run. Technical and dress rehearsals take place on Wednesday, with performance nights Thursday-Saturday. Performances will begin either at 7pm or 7:30pm, pending length of show and to be determined by Gibney's Production Manager. **Show run time is limited to 75 minutes including any intermissions.**

Mariana Kao (Director of Center Rentals) and Nigel Campbell (Center Artistic Director) will review prospective POP requests as they are submitted through the Jotform application.

If she has any follow-up questions, Mariana Kao may contact the prospective Renter.

## **TECHNICAL PERSONNEL**

- Gibney will provide each production with 3 crew members, one or all of who may be a participant in the Gibney Resident Production Training Program. Each production is staffed with one (1) Light Board Operator, and one (1) Sound/Video Operator, and one (1) Deck person. If Renter's production requires additional personnel or Renter feels that trainees cannot handle the production needs, the Renter is responsible for hiring additional personnel at the Renter's own expense. Please inform Gibney if you intend to hire additional personnel for your production at least 30 days in advance of performance.
- Renter must provide a Lighting Designer to create the shows lighting design during the technical rehearsal, and a Stage Manager available for calling cues during each performance.
- Leading up to the rental, Gibney's Production Manager will act as liaison with the Renter and Renter's Lighting Designer to assist in the planning of the show.
- The Renter and Renter's Lighting Designer must have a production meeting with Gibney's Production Manager at least one-month before the performance date.
- The Renter must schedule all photoshoots and close up filming during the dress rehearsal. This will not be allowed during the performance nights. Should the renter want to film the performance nights the videographer may reserve a ticket and sit at the top row. This should be scheduled in advance with the Production Manager in order to reserve a seat.



## **BOX OFFICE AND TICKET SALES**

- Each artist receives an individualized performance page in the Performance Series section of Gibney's website through which tickets are sold.
- The first 14 tickets are priced at \$15 for early bird web sales up to 2 weeks prior to the performance. All remaining web sale tickets will be \$20 for general admission and tickets at the door will be priced \$22.50. The artist will receive 60% per ticket sold. Gibney will issue the agreed payment from the box office to the POP Rental Artist after the close of performances.
- Gibney provides a Box Office Manager to oversee the ticket sales and distribution for each evening, as well as manage comp ticket requests. There is a limit of 4 total comp tickets that the artist can use towards the 3 performances. The Box Office Manager will provide artist with weekly ticket sales reports leading up to the performance, and daily ticket sales reports the week of the performance run.
- Box Office will open 1.5 hours before curtain time and is located in the Gallery or lobby outside of the Theater.
- Gibney will provide a concession stand. Renter cannot provide additional concessions.
- **Renter is responsible for their own marketing and development strategies in order to promote their POP performances.** Renter must have a plan to generate audience members to insure that the event is well attended, with at least three quarters of the seats filled. As a reference, there are 116 seats in Gibney's Theater and three quarters of the audience filled is 87 tickets sold.

## **MARKETING**

- All events taking part in the POP: Performance Series are listed on Gibney's website and included in digital marketing. POP: Performance Series events also receive two Gibney social media posts.
- Gibney must approve promotional materials created by the artist prior to being released to the public. In any promotional materials, including posters, flyers, e-blasts, etc, as well as any printed program, artists must include the POP logo and the following line:
- *This performance is a part of Gibney's POP series, a program supporting the dance community through subsidized theater rental.*
- Gibney's location should be listed in one of the two following ways:
  - Gibney: Agnes Varis Performing Arts Center or  
Gibney: Agnes Varis Performing Arts Center 280 Broadway (entrance at 53A Chambers) New York, NY 10007

## **FRONT OF HOUSE**

- Gibney provides a staff House Manager to oversee the Front of House for each performance.
- Artist must provide 2 nightly ushers to assist with program distribution, ticket taking, and patron seating. Ushers must arrive one hour before curtain.
- Audience members arriving for performances are to use the 53A Chambers Street entrance as the point of entry/exit.
- Gibney will provide printed programs for each performance night. Program copy is due at least one week in advance of opening night. A proof of the program will be sent to artist for approval.



890 BROADWAY  
FIFTH FLOOR  
NEW YORK, NY 10003  
TEL: 212 677 8560

280 BROADWAY  
ENTER 53A  
CHAMBERS NEW  
YORK, NY 10007 TEL:  
646 837 6809

### **ADDITIONAL SERVICES**

- The artist may rent the Gallery space for a one-hour post-show reception for an additional fee of \$95 per night.

### **POP RATES**

The POP: Performance Opportunity Project package is \$5,500. In addition, the Renter is required to pay a \$200 cleaning and damages deposit, which will be returned to the Renter three weeks after the engagement, assuming no damages are incurred. A \$800 non-refundable rental deposit is due at the contract signing, with \$2,350 due 60 days before performance date and the remaining balance of \$2,350 is due 30 days before performance date.