



Athens Municipal Arts Commission (AMAC)

Public Performance Arts Program Policy and Procedures rev. 1 07/8/10

I. PURPOSE

The purpose of this document is to establish a Public Performance Arts Program through which the City of Athens (the City) can support, commission, acquire and accept donations of performance activities for public presentation on City property. The document establishes the goal, objectives and policies of the City's Public Performance Arts Program. It describes the role of the Athens Municipal Arts Commission (AMAC) in the process of review and recommendation for performance activities performed on City property. Supplemental documents provide application procedures for participation by producers/artists. These policies and procedures apply to all performance activities proposed to, commissioned by, acquired by, or donated to the City for presentation on City property.

For purposes of these policies and procedures "Performance Arts Activities" are defined to include (but not limited to) events that are related to performance arts, dance, music, theater, film/video or any combination of the above. A "Performance Project" is defined as a scheduled presentation of a Performance Arts Activity authorized by the City of Athens at a specific time and location on City Property.

The policies and procedures outlined below will be subject to periodic review. From time to time, the City may adopt and incorporate into this document such additional items as it deems necessary.

II. THE ATHENS PUBLIC PERFORMANCE ARTS PROGRAM

A. Goal

The goal of the Athens Public Performance Arts Program is to promote public performance arts and public arts on City property. The program's objectives are to:

1. Increase public performance opportunities for performance artists and technicians who live or work in and around Athens;
2. Encourage public participation and interaction within public spaces;
3. Enhance the existing cultural resources and encourage new opportunities; and
4. Strive for artistic diversity, reflecting the social, ethnic and cultural fabric of the city.

B. Funding

Public Performance Arts Projects may be funded through a variety of sources including (but not limited to):

1. Admission fees;
2. Percentage share of concessions or rentals;

3. Grants;
4. Corporate sponsorship;
5. Matching gifts;
6. Donated performances;
7. Fund raising by the Artist(s);
8. Private contributions;
9. Loans; and
10. Public funds.

C. Performance Project Authorization Criteria

The following criteria and policies apply to the selection of performance projects as part of the Public Performance Arts Program in the City of Athens:

1. Scope of Activity: Proposals from all performance areas/disciplines, by and for all age and demographic groups will be considered.
2. Audience: The performance activity will be suitable for display to diverse audiences.
3. Environment: The performance activity should be appropriate to the proposed setting. The City will not permit performance activities for public performances that could create a hostile work environment for public employees.
4. Scale: The performance activity should be suitable in scale, materials, and form to its surroundings/environment.
5. Range: The performance activity may be of any form (e.g. conceptual or representational, portable or site-specific, popular, folk art, craft, traditional, fine arts, etc.).
6. Condition & Permanence: The technical elements for the performance activity will be of materials and method of construction suitable to the venue, the activity and the safety of the participants and the audience. Facilities/sites will be resistant to theft, vandalism, weathering and constructed to avoid extensive maintenance and repair.
7. Production Feasibility: The Technical Requirements, including (but not limited to), electrical power, sound, staging, and equipment of the proposed production activity must be presented (in writing) as part of the Performance Project Application Form. Only those performance activities that the AMAC deems likely to be completed as presented in the Performance Project Application Form will be considered for authorization.
8. Venue Feasibility: Only performance activities for which there is an appropriate performance location or storage capability will be considered for authorization.
9. Fiscal Feasibility: Only production activities for which there is a plan for adequate funding will be considered for authorization. An initial estimate of required resources must be

included in the Performance Project Application Form. A final estimate of required resources will be a part of the Production Check Sheet.

10. Public Safety: AMAC will not consider performance projects that the City determines may pose a threat to public safety.

D. Maintenance, Protection, and Presentation of Performance Projects

All performance activities will be conducted in accordance with written agreements (the Performance Project Application Form and the Production Check Sheet) made with the producer or artist of the performance activity prior to the time of presentation of the work. The producer or artist will ensure that the production or presentation will be presented as proposed in written agreements. The Facilities and Programs Manager, under the supervision of AMAC, will:

1. affirm that the written agreement with the producer or artist includes the details of the responsibilities of each party prior to the commitment of resources (the completed Performance Project Application Form and the Production Check Sheet will provide the foundation of this written agreement);
2. exert reasonable efforts to protect the production/presentation from theft, vandalism and other damages;
3. ensure that insurance policies providing coverage for theft, vandalism or other damages to the presentation are in place;
4. exert reasonable efforts to ensure that the presentation is available as scheduled for public viewing and presented in an appropriate and respectful manner;
5. not intentionally destroy, damage, alter, modify or otherwise change any part of a performance project authorized as part of the Public Performance Arts Program.

E. Production of Special Performance Projects for City Sponsored/Supported Public Occasions

The City of Athens may commission, accept a donation, sponsor/support/encourage festivals and other occasions of cultural interest for the community (e.g. at a particular location or to commemorate an event).

1. Proposed Donations. When a performance project is proposed to be donated to the City, the proposed donation shall be reviewed by AMAC. AMAC may recommend immediate acceptance or rejection of the offer, or may convene a Performance Project Advisory Panel to assist in the review process. AMAC shall provide an opportunity for review of the proposed authorization by any other City Agency or Commission that might be affected.

2. Commissioned Performance Projects. When a performance project is to be commissioned for a specific purpose, AMAC shall propose, to the City of Athens, a resolution stating the purpose of the occasion and the process to be used for selecting the performance project to be supported. AMAC is encouraged to form and seek the recommendation of a Performance Project Advisory Panel in the selection process. AMAC shall provide an opportunity for review of the proposed authorization by any other City Agency or Commission that might be affected.

III. PROCEDURES

A. Scheduling of Performance Activities

A Facilities and Programs Manager, designated by AMAC, will coordinate the scheduling of all performance projects authorized for inclusion as a City of Athens Public Performance Project. Location and time of activities will be scheduled based upon space availability and appropriateness to an occasion.

B. Authorization of Commissioned Performance Projects

Authorized Performance Projects may be funded or supported by purchase, commission, donation, or long-term loan as follows:

Commission: AMAC may recommend that City Council award a commission to a producer or artist, selected by competition or invitation, to create original performance work for a specific occasion.

- a. Invitational competition: Selected producers or artists may be invited to submit a proposal from which one will be chosen.
- b. Open Competition: A producer or artist may be chosen through an open competition.
- c. Invitation: A producer or artist may be chosen by AMAC on the basis of their qualifications.

C. The Terms of the Authorization

At the time of scheduling of a performance activity, the relationship between the City and the producer or artist will be defined by a written contract addressing the terms of the activity; any instructions for proper care and maintenance of the work; any special agreements regarding production, copyright, reproduction and resale issues, and sale of related items; and/or the manner in which the production is to be presented or may be postponed/canceled.

D. Performance Project Sites

1. Site location. When identifying the proposed location of a performance activity, AMAC shall consider the following:

- a. Public safety;
- b. Public accessibility;
- c. Traffic patterns: interior, exterior, foot, and auto;
- d. Available lighting, sound equipment and utilities;
- e. Function of the existing facility or site;
- f. Appropriateness of the physical characteristics of the site; and
- g. Relationship of the proposed performance activity to other activities on the site.

2. Relocation, Cancellation or Re-scheduling of Performance Projects

The Facilities and Programs Manager may, as appropriate, transfer a performance activity from one public site to another, cancel a performance or performances, or negotiate an alternative schedule of the performance or performances.

Nothing in this document shall limit the City's ability to take whatever action is deemed appropriate to protect human health and safety in the event of an emergency.