

---

## Fowler Center Procedures and Guidelines

---

### Purpose

The purpose of these procedures and guidelines is to provide a clear explanation of the guidelines for reserving any part of the **Fowler Center at Arkansas State University**.

Any questions regarding these Procedures and Guidelines should be directed to the Fowler Center Director at (870) 972-2075. This establishes regulations for the use of the Fowler Center by external users, campus-based users, sponsored users, and student organizations in accord with the University's missions, goals, and policies. While ASU facilities and properties are utilized primarily to fulfill the educational mission of the University, certain University facilities and properties are made available for use by recognized student organizations, University Departments and public and non-public groups provided there is not a conflict with University scheduled events and that the usage and event does not detract from the University's mission. As part of the University's metropolitan mission rests upon a foundation of partnerships with the education, corporate and service organizations of Jonesboro, this guideline is mission driven to include the people, organizations and corporations of Jonesboro as users of ASU's Fowler Center facilities.

### Definitions

**Fowler Center:** Riceland Hall, Drama Theatre, Experimental Black Box Theatre, Bradbury Gallery and Grand Hall. Included in the definition of Fowler Center are all supporting amenities such as dressing rooms, class rooms, restrooms, scene shop, and various office and meeting rooms.

**Lobby:** The lobby of the Fowler Center is also referred to as Grand Hall and is frequently used as a meeting and/or performance space. Most of the walls surrounding the Grand Hall contain doors used as entry and exit points of the facility and its other performance spaces and therefore must be scheduled accordingly. The Bradbury Gallery and the Black Box theatre can be accessed without passage through the Grand Hall. Therefore, any event held in the lobby should be booked with those potential conflicts in mind. The furniture is placed in a way that is inviting and functional and therefore should not be moved, removed, or added to, without prior consent.

**Campus-based User:** Any ASU department or business unit using the requested facility for ASU business with appropriate authorization to provide an ASU account number to which any charges associated with the usage may be billed.

---

## Fowler Center Procedures and Guidelines

---

### Definitions (continued)

**External User (Off-campus user):** An individual or groups of individuals, organizations, associations, or businesses not affiliated with ASU.

**Student Performing Groups:** Groups formed in support of and complementing the regular curriculum.

**Other Student Organizations:** An active student organization recognized by the Office of Student Affairs and registered with the Office of Student Life.

**Affiliated User:** An organization, group, or individual which is affiliated with ASU by virtue of grants or mission consistent goals carried out by faculty and/or staff employed by the University.

**Fronting:** Permitting a non-university individual or organization to use University space/facilities and services under the guise that the activity is a University-sponsored program.

**Service:** Any University personnel support and/or expertise, technical equipment, supplies or special services provided to individuals or organizations conducting programs in University facilities or on campus grounds.

### Scheduling Priority

All requests for the Fowler Center must be submitted to the Fowler Center Director or his designee. Scheduling must be completed no later than two weeks prior to an event. Advance bookings for the following year will be accepted after April 1 for external users. The Fowler Center will not be considered reserved until User Group receives a Fowler Center Event Worksheet. A written contract, outlining all the details and applicable charges, will be submitted to users for approval and signature. A signed contract with all applicable attachments and deposits must be returned on or before its due date or the event will be cancelled.

**Academic and Student Related Groups** - During the first three (3) weeks of each semester, these groups are given priority in reserving space for the upcoming semester. Note that requests from performing groups for use of the Fowler Center will take precedence over any other campus-related groups i.e. Greek Groups.

---

## Fowler Center Procedures and Guidelines

---

### Scheduling Priorities (continued)

It is important that University calendars be planned well in advance for large events since our larger facilities are marketed externally.

**Conferences/Event Scheduling** - No University facilities or services are committed to external users more than twelve (12) months in advance.

**Facilities Refurbishment** - Facilities/Room maintenance and refurbishment are also considered a top scheduling priority. In order to maintain facilities in a manner consistent with the image appropriate for the University, it is necessary that regular maintenance and refurbishment be completed. Every effort will be made to complete maintenance and refurbishment at times throughout the calendar year that will not conflict with University events.

### Facilities Scheduling

**Hours Permitted** - All activities in the Fowler Center must occur between 8:00 a.m. and 12:00 midnight; this includes load-in and load-out of materials. Exceptions to this policy are to be approved in advance by the Director or his designee and additional charges may be incurred.

**Weekends, After Hours and Holiday Functions** - Events held on the weekends and after hours may be subject to additional charges. Events may not be held on the campus during official University holidays. All events, unless otherwise arranged, must conclude by 12:00 mid-night, including clean up, to avoid paying extra charges. To schedule an event at Fowler Center you may access the Fowler Center webpage and click Facilities Scheduling Request.

From the Fowler Center webpage select, complete and submit the **Preliminary Information Form**. The submission of this form does not guarantee a reservation it only notifies the Administrative Office of the Fowler Center of your Facility Scheduling Request. You will receive notification that your request was received and is under consideration.

**Supervision** - All events scheduled must have an identified person, who is responsible and present, at all times including load-in, rehearsals, performances and load-outs. Access to the Fowler Center may be denied unless this person(s) is/are present.

---

## Fowler Center Procedures and Guidelines

---

### Event Specifics & Restrictions

**Liability** -ASU reserves the right to inspect and control all functions. Liability for damage to the premises will be charged accordingly. ASU cannot assume responsibility for personal property and equipment brought onto the premises or for damage or loss of any articles or merchandise left on campus.

**Decorations/Props** - Decorations and Props are not provided by ASU or the Fowler Center to external user groups. Existing props, decorations and equipment are for the exclusive use of the Theatre Department and are not available for use. Exceptions may apply as determined by the Theatre Department Chair. The entrances and exits to the Auditorium **are not** designed for passage of set pieces, stage props or concert equipment (chairs, music stands, instruments etc.). All set pieces, stage props or concert equipment (chairs, music stands, instruments etc.) must be brought in through one of the loading doors.

**Signage/Banners** – Any signage or banners used in, on, or around the Fowler Center Complex must be approved in advance and in writing by Fowler Center Management.

**Engineering, Electrical and Audiovisual** - Special engineering or electrical requirements must be specified at least three weeks prior to a function. Charges may result and will be based on the labor involved and power needed. A limited selection of audiovisual equipment and services are available and will be coordinated through Fowler Center administrative personnel.

**Tobacco** - The use of tobacco products is prohibited inside the Fowler Center building. An exception may be made on stage during a rehearsal or performance when the script specifically calls for a tobacco product. A fire extinguisher must be present in the back stage area when smoking occurs as part of a performance.

**Insurance and Indemnification** - Guests shall indemnify and hold the Arkansas State University and its affiliates harmless from any and all claims, suits, losses, damages, and expenses on account of injury to any party in connection with the function or resulting from damage or destruction of any ASU property by guests/attendee of the function on ASU premises

---

## Fowler Center Procedures and Guidelines

---

### Event Specifics & Restrictions (continued)

**Damages** - Any damages to ASU facilities, property, equipment or other items are the responsibility of the user. Replacement or repair costs will be assessed by ASU and/or Fowler Center staff, faculty or administration and are the responsibility of the user unless otherwise determined by ASU personnel.

**Security** - The Fowler Center requires security personnel for your function and will bill you for security charges.

**House Manager** - It is the policy of the Fowler Center that a House Manager or Technical Director is to be on duty whenever the theatre is occupied; this includes load-in, load-out, rehearsals, and performances. In most instances this charge is included in the rental fee. If the user group is not being charged a rental rate then these charges will be billed separately.

**Setups** - Any setup in the lobby should be approved by the Fowler Center Director or his designee. If the setup requires the movement of furniture, it will require Director approval and it will be the responsibility of the person in charge of the event to see that the lobby is returned to its original setup. If not, the organization holding the event will be charged. No setup can occupy or block emergency exits. The Fowler Center is not responsible for items not removed immediately following the load-out of a performance. Overnight storage is not permitted without prior approval.

### Facilities Use Procedures and Guidelines

**Printed Materials** - All references to the facility should read:

**Fowler Center  
Arkansas State University**

**Capacity** - The normal theatre seating capacity for Riceland Hall is 970. Due to fire codes, all aisles must remain free of obstacles. Standing or sitting in the aisles is not allowed under any circumstances: it is the user's responsibility to notify guests not adhering to the policy. Anyone in the aisles will be asked to leave the theatre by the House Manager or ushers. All events in Riceland Hall will require a ticketed seating arrangement. The arrangement for your organization will be determined by the Fowler Center Director and/or ASU Box Office personnel.

---

## Fowler Center Procedures and Guidelines

---

### Facilities Use Procedures and Guidelines (continued)

**Reserved** - Tickets with the date and seat number printed on them.

**Festival** - Tickets printed with only the date. A maximum of 945 seats will be available.

**Food and Beverage** - Food and beverage are not allowed in any of the performance halls with the exception of Grand Hall. Food is anything edible, including candy, gum, snacks, and baby food. Special consideration will be determined by the Director for cast, crew, event personnel, and organizations using the theatre. The Fowler Center will provide ushers for an event and bill the user for services provided. Ushers will be policing the theatre and ensuring that food or drink is not brought into the theatre. ASU reserves the right to ask for the removal of food or beverage from the Fowler Center performing arts spaces or other non-designated areas. Food and beverage are only permitted in the main lobby (Grand Hall) of the Fowler Center. All requests for food or beverages in other areas must be approved by the Fowler Center Director. **Alcohol is not permitted on the site.** All food and beverage requests to be provided by ASU through its catering contract with SODEXO. No outside caterers are permitted.

**Statement Required in Printed Material** - The following statements must appear in all programs for activities in the Fowler Center:

- No food, drink, or tobacco allowed in the Performance Halls.
- Please refrain from flash photography during the performance.
- Please turn off all pagers and cell phones.
- Please remove disruptive/noisy children from the performance.

**Ushers** - All events in the Fowler Center must have an appropriate number of ushers; Fowler Center Management will determine the number required. The Fowler Center will schedule and provide ushers trained in the appropriate procedures and bill the event for the services.

**Box Office** - The Box Office is staffed by ASU personnel for all events at the University including the Fowler Center. All tickets must be printed through the Box Office. The user must provide an off campus contact number for information. Theatre Management reserves the right to approve and oversee all Box Office operations.

---

## Fowler Center Procedures and Guidelines

---

### Equipment Use & Restrictions

**Scene Shop & Equipment** - Due to liability considerations, the scene shop and its equipment are only available to the Theatre Department and other persons as designated by the Theatre Department Chair. Use of this area and its equipment are governed by a separate set of policies and procedures that must be followed by anyone utilizing this area or its equipment.

**Counterweight and Rigging System** - Due to liability considerations, use of the counterweight and rigging system are only available to the Theatre Department and other persons as designated by the Theatre Department Chair. Use of this system is governed by a separate set of policies and procedures that must be followed when using this equipment.

**Sound and Lighting** - Sound and/or lighting will result in additional charges as determined by the Fowler Center Director. Operation of the sound and lighting system is prohibited by non-ASU staff unless otherwise arranged by the Fowler Center Director or his designee.

**Follow Spots** – Follow spots to be operated by Theatre Department personnel or qualified students assigned by the Theatre Department Chair or his designee.

**Green Room** - There is no Green Room available to user groups. Limited classroom space may be available, subject to approval by the Director.

**Postings and Advertisements** - Flyers, posters and all other printed materials shall not be posted in any portion of the facility without prior approval from Fowler Center Management. Exceptions will be made for bulletin boards found in various locations throughout the facility. On a permanent and/or temporary basis, performing and visual arts will display works of art, photographs and show posters in the lobby and entrance corridors to Riceland Hall and Drama Theatre.

**Piano** - Use of pianos must be approved by Fowler Center Management. All requests must be made in advance no less than two weeks prior to the event. Additional charges will apply for tuning the piano.

**Fog Machine/Open Flame** – Fog machines, open flame and all other special needs request must be approved in advance by the Fowler Center Director or his designee. Theatre Department use of such items to be approved by Theatre Department Chair or his designee.

---

## Fowler Center Procedures and Guidelines

---

### Service and Fee Rates

Of those individuals and/or organizations that have access to facility and service use at ASU, fee charges- ranging from no fee, discounted fee, non-profit fee or full fee - will be charged in accordance with the following group descriptions. All individuals and/or organizations will be charged for Personnel, Technical Support and running crews, based on their needs unless otherwise stated in this document.

**Student Activities or Programs** - (including regularly scheduled academic classes, exams, and special academic presentations). The University, recognizing that campus facilities are primarily here to benefit and support student activities and interests, provides students groups the first opportunity to schedule space at no charge. However this does not exclude cost for support personnel, tech support and running crew fees.

**Student Performing Groups** - Activities that are in direct support of academic programs: ASU Choir, Jazz Band, Symphony, etc. are exempt from personnel, tech support and running crew charges. However, co-curricular programs will be charged for a front of house manager and ushers as determined by Fowler Center Management.

**Faculty/Staff conducting University business** - The University, recognizing, that campus facilities are primarily here to benefit and support University activities and interests, provides faculty and staff groups an opportunity to schedule space at no charge in University Facilities. However this does not exclude cost for support personnel, tech support and running crew fees. Events such as orientation and open house would be exempt from setup charges but would pay house manager, usher, and running crew fees. For all no charge reservations, the Fowler Center reserves the right to closely monitor the time allocated for the scheduled event to ensure we are maximizing the use of all campus facilities.

**Affiliated Groups** - defined as co-sponsored and/or adjunct organizations for which facilities fees are waived. However this does not exclude cost for support personnel, tech support and running crew fees.

Note: Cost recovery rates will be charged for all events and activities when a registration or a testing fee is required to take part in the activity.



---

## Fowler Center Procedures and Guidelines

---

### Service and Fee Rates (continued)

There are two basic user types included in this group:

**Co-sponsored events** – Activities or programs which are provided through the University but involve non-University clients.

**Adjunct organizations** - Programs which are sponsored by a University-sanctioned group directly related to the mission of the University. In special circumstances, courtesy adjunct organization status will be extended to individuals and organizations with which the University has significant educational and strategic relationships. The Chancellor or her/his designee may grant this status. Individuals and organizations listed under affiliate groups who have required a fee for entry into an activity or event will be charged cost recovery rates based upon direct hourly costs for the respective auxiliary department, services, and facilities provided. Direct costs include the labor for setups and breakdowns, housekeeping, utilities, etc.

**External Groups and Organizations** - All groups falling into the off-campus individuals or organizations, for-profit and not-for-profit, using University facilities and/or services category will be charged market rates adjusted annually for facility rentals and other services. Faculty, staff or students using facilities to conduct outside activities or as a representative of a non-University organization not associated with their role as an agent of the university will be charged a rate below the not-for-profit rate.

A not-for-profit organization must be a corporation, trust, or unincorporated association, which meet the following requirements:

- Organized and operated exclusively for a charitable purpose.
- Net earnings may not inure to the benefit of any private individual or shareholder.
- No substantial part of its activity may be attempting to influence legislation.
- No action of the group may intervene in political campaigns.
- No part of the purposes or activities may be illegal or violate fundamental public policy.

Exceptions to rate charges require the approval of the Chancellor's Office.

---

## Fowler Center Procedures and Guidelines

---

### Service and Fee Rates (continued)

Use of the Fowler Center falls into three categories: Academic, University, and non-University. Rental periods begin with load-in and end with load-out. Rental is determined by the total time the facility is booked for the event (taken off-line so that other events cannot use facility), not the amount of time the facility is occupied. Additional time may be billed as deemed necessary. There is a 4 hour minimum on all calls.

**Academic:** Academic is defined as University group (including students) doing things for a University audience only. And not charging admission or otherwise making a profit. The academic rate is free (except for direct costs such as a house manager, stage manager or technical director).

**University:** University groups doing things for an audience which includes University and non-university members and for student groups doing things to make money (like step shows and beauty pageants.) The University rate for Riceland Hall is \$375, for Grand Hall is \$375, and for Drama Theatre is \$250. For Riceland and the Grand Hall, or Drama Theatre and the Grand Hall it is \$500.

**Non-University:** Includes everything else that is not covered in the first two categories. Non-university user groups pay full price on the use of the facility. Facilities and service fee rates are reviewed and set annually. The current schedule of fees is attached and/or available on the Fowler Center webpage. See rates for Academic, University and Non-University usage.

### Fee Payment

**Deposits** - A deposit is required for all functions in the Fowler Center. Advance deposits are 100% refundable up to 30 days prior to an event. After the 30 day notice to cancel has been eclipsed a 50% refund will be due unless the event is rescheduled within a three month period. Rescheduling is based on facility availability. Deposits will be applied toward the total event cost only if contractual agreement in this and other documents is met.

**Billing** - The estimated payment for most functions is due on the last business day before the event occurs. Only certified funds or cash will be accepted as payment, unless otherwise arranged with Fowler Center Management. Additional charges, if necessary, will be billed following the

---

## Fowler Center Procedures and Guidelines

---

### Fee Payment (continued)

event as determined by Theatre Management and/or ASU staff, faculty or administration.

**Fee Waivers** - ASU reserves the right to reduce or waive facilities and property charges where a compelling public need or interest is served; an example is using a designated facility as an emergency shelter for hurricane evacuation or other disasters.

All requests for fee waivers must be submitted in writing to the Office of Special Events and Facilities Scheduling and will be reviewed by the Facilities Policy Usage & Review Committee and approved by the Chancellor.

### Cancellation Policy

**Client Cancellation Provisions** - Notification of cancellations must be made five working days prior to the event. For cancellations made without five working days notice, the user will be responsible for any costs incurred for the event and no refund will be due. In extremely rare situations, due to factors beyond the control of the University, such as weather conditions, unavailability of facilities due to physical damage, or mechanical breakdown of support systems, etc., the University may cancel a previously scheduled non-University event without penalty. In the event of a weather emergency in which the University is closed, external events being catered and facilities reservations may be cancelled.

If an event is cancelled, the Fowler Center or representatives of ASU will contact the primary responsible party listed on the reservation sheet to discuss the cancellation and rescheduling opportunities.

### Changes to Policy and Failure to Comply

All Procedures and Guidelines presented in this document are subject to review and change without notice. Facilities and services fees will be reviewed annually to assess and establish fair and reasonable costs and charges. Failure to comply with the policies described may result in the assessment of charges to recover the costs of services scheduled and/or performed, the suspension or revocation of scheduling privileges, and/or the closing of an event requiring restitution for expenses or damages.