

PROPOSAL STATUS: _____ RENTAL MONTH: _____

DROP OFF DATE: _____ PICK UP DATE: _____



GALLERY PROGRAMMING PROPOSAL & AGREEMENT Today's Date: _____

This agreement is between Marion Cultural Alliance, Inc. (MCA) and the Artist / Lessee listed below for limited use of the following facility:

Brick City Center for the Arts | 23 SW Broadway Street | Ocala, FL 34471

Contact Information:

Name: _____

Address: _____

Phone: _____ Email: _____

Website / Social Media handles: _____

Current MCA Member Not a Member Yet (Membership is REQUIRED)

Program Title: _____

Presenting Artist(s): _____

Presenter Social Media Handle: _____

Proposed Price: _____

Program Capacity: _____

Proposed Date(s): _____

Proposed Timeframe: _____

Describe the theme / idea for this special program:

What is your target audience? What is the proposed experience level?

What do you hope to accomplish as result of this programming?

How does the proposed exhibit support MCA's mission? (Visit mcaocala.org for more!)

Along with the complete proposal, please include the following materials via email in a PDF or Word Doc. Note: *Incomplete proposals will not be considered.*

1. **Artist Bio and/or Resume**
2. **Artist Images** – Include 1 self portrait AND examples of your work (jpeg or PDF).
3. **Proposed Materials List** (for art workshops)

LESSEE'S INITIALS

MCA INITIALS



Marion Cultural Alliance, Inc., (MCA) a 501(C) 3 non-profit organization, operates *Brick City Center for the Arts* (BCCA) to further its mission of supporting the arts and cultural activity in Marion County. BCCA is a historic building that is owned by the City of Ocala, operated as an art center since 1992. Monies earned through rentals assist in funding the operation and maintenance of the building, keeping it available for the public in the heart of historic downtown Ocala.

BCCA consists of a main gallery, a courtyard area and a non-cooking kitchen in which food can be stored and staged for presentation, the MCA Gallery Shop, and a loft area containing the business office of MCA. The courtyard area is accessible by stairs from the interior. The main gallery area has the capacity for up to 80 people inside, with 40 in the courtyard, which brings the capacity up to 120 people. Maximum seating capacity is 60 people for a dinner style event, and 75 for a theatre style setup. Use of tables, chairs, patio tables, bar area, and the use of MCA's Clavinova Piano are included in the rental agreement *if needed and requested*.

Important Information Regarding Your Event from the Board at MCA:

MCA wants you to have a wonderful experience in its facilities and does its utmost to provide you with a unique space for your event, maximizing the resources at its disposal. Knowing and understanding the requirements and limitations of time, space, and assistance in this agreement will allow MCA and you to work together to ensure your event is a successful one. **Please read the following important guidelines for renting BCCA.** We welcome your feedback.

- **Preparation:** To ensure a successful program, MCA recommends that all activities of the event be planned out well in advance. Facility needs for event are to be discussed upon booking, but no later than one month prior to event. This includes area set up (tables, chairs, hi-tops, etc.) podiums, portable walls, easels, electrical access, projector, etc. **ALL PROGRAMMING MUST BE DURING GALLERY HOURS**, unless previously approved by the Events Manager. Additional hourly fee will apply for any event that extends past the established event end time. (To avoid additional charges, we recommend that you allow 45 minutes for breakdown time) Please make note of all payment and cancellation deadlines, as deposits can be forfeited if these deadlines are not met.
- **Staffing of Event:** is the Lessee's responsibility. MCA will not provide staff to assist. A staff member will be available to open/close the facility. Staff assistance is not included. Lessee's use of the facility for this rental is strictly limited to rental period. No space is available for pre- or post-event storage. Lessee contact MUST ensure that all Equipment and furniture rental pick-up and drop-off can be accommodated; however, arrangements and times must be arranged in advance with the Events Manager during initial gallery walk-through. If your event occurs during normal business hours, be aware that the MCA staff will be working in its office in the gallery loft which is accessed through the gallery (BCCA). Sorry, no pets except for official service dogs.
- **Custody & Care of Facility & Artwork:** Special events must be organized so that the works of art are not endangered in any way. Artwork may not be touched, moved, or altered by the Lessee. The Gallery Director can only accommodate movement of fragile artworks. No holes or hanging devices are to be added to the walls, floors, podiums, or portable walls. No table glitter, confetti or bubbles allowed inside the building, or additional cleaning charges will be applied. MCA Gift Shop, bar top and piano are to remain in place. Please ask staff if you have special requests or needs regarding these items. ***MCA reserves the right to refuse rental for any events deemed inappropriate for the space or potentially damaging to the***

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artwork. Safety is paramount: No candles or open flames at any time. The gallery is a no-smoking facility, including the patio and entrances.

- **Liability insurance:** General Liability coverage in the amount of \$1,000,000 per occurrence and \$2,000,000 General Aggregate is required. If alcohol is being served Host Liquor Liability or Retail Liquor Liability (if selling) should also be provided. MCA should be listed as Additional Insured in regards to both coverages aforementioned. Documentation must be on file at least 2 weeks prior to event. Events that do not have the appropriate liability insurance will be *canceled* with any all deposits and payments forfeited. Please review insurance provisions carefully to understand & comply with Lessee’s responsibilities and liabilities regarding these facilities, their contents, your property, and the actions of your guests. If you are planning on serving alcohol, please pay careful attention to this section of the agreement, and contact MCA with any questions.
- **Set Up & Breakdown, Clean Up:** Lessee is responsible for leaving the facility restored to condition found prior to event. This includes kitchen, floors, and restrooms. ALL WASTE IS TO BE REMOVED BY LESSEE FROM FACILITY (INCLUDING COURTYARD) AT THE END OF THE EVENT. Failure to do so may result in a \$50 fee.
- **Availability of Space:** All pre-show preparation, set up, break down and cleanup must be scheduled within the time frame of the rental agreement. No space can be provided for pre-or post-event storage. If special arrangements need to be made for removal of rentals, please advise. BCCA has a small kitchen space, appropriate for food and beverage service. All materials stored in the cabinets and kitchen are property of MCA and are not available for use. There is no dishwasher or icemaker.

RENTAL FEES:

ONE-TIME SPECIAL EVENT - \$150 per hour (based on availability) / *Includes tables, chairs and access to gallery. Lessee is responsible for all aspects of this event/program. A non-refundable 50% deposit is required to reserve dates with MCA*

PROGRAMMING PARTNERSHIP – *Check with Gallery Director for all details.*

- Event will be listed as an MCA program in pARTnership with lessee.
- MCA staff will design and produce promotional (online) materials for the event, ticket sales, event marketing, etc. – however, lessee is responsible for sharing event information with their contacts to expand audience reach.
- If applicable, lessee agrees on a 70/30% split of admission price in exchange for use of gallery space – MCA will pay 70% to the lessee up to 15 days after event concludes.
- Lessee is responsible for providing any materials and supplies needed for the event.
- Lessee is responsible for setting up on the day of the event, and providing any desired supplies to enhance the event, including food and/or beverages (not required).

NOTE: All MCA programs are coordinated and promoted by MCA staff. All rentals include use of gallery space, tables and chairs. Gallery will be OPEN to the public during gallery hours, unless specified. Lessee is responsible for soliciting sponsorships and providing any logos, and/or promotional materials to MCA staff in advance.

Lessee Name Print: _____ Date: _____

Signature: _____

_____ LESSEE’S INITIALS

_____ MCA INITIALS