

# THEATER FOR THE NEW CITY

## TNC HOUSE RULES UPDATED 3/6/2024

Dear Production,

Welcome to Theater for the New City. We're glad to have your production taking place at our theater. Please treat the premises as you would treat your home, with care and respect.

TNC is a non-profit theater organization that produces plays, helps artists, and celebrates performance culture through festivals and other events.

Our space is divided into 4 theater spaces. The Joyce and Seward Johnson Theater usually called "The Johnson", the Cino, the Cabaret, and the Community Space.

We operate differently than most theaters in NYC. We have an open door policy that is based on mutual respect. That means our gallery space and lobby are usually open between 10am and 10pm. We have wireless Internet in the lobby, which you may use for light research. If you need to have a small meeting with your cast or crew, please come drop by and hang out in the lobby. These meetings do not need to be scheduled, as long as they are not during our peak hours (5 to 9pm Thurs-Sat, 12-5pm Sun).

Because of the freedom TNC allows for the nurturing of artists, it can get hectic at the theater. Please read and follow our House Rules below. This will help your production run as smooth as possible.

The best way to get familiar with our theater is to hang out and get to know the many faces that frequent our space and help make the theater run. It can be a little confusing, so this document should help clear things up.

Before your show can properly be produced, please take note of these house rules and rules for promotion of your production.

**YOU MUST READ AND ADHERE TO THESE RULES IN ORDER TO OPEN YOUR PRODUCTION ON SCHEDULE.**

Thank you, we hope you have a fabulous and rewarding show!

-Theater for the New City

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## HOUSE RULES

### I. GENERAL RULES

- A. Hours of Operation: The building is open from 10am to 10pm. If you need to have a read thru (not a full rehearsal) during off hours, please contact Jonathan Weber or Emily Pezzella.
- B. No smoking in the theater, as per New York law. You must smoke outside. Smoking in shows is approved per our fire code. They must be herbal (non- tobacco) cigarettes.
- C. TNC is not responsible for lost or stolen property. Do not leave valuables in the dressing rooms or anywhere in the building unattended.
- D. The phone in the office is strictly for business and may be used accordingly with consent.
- E. REHEARSALS: Please set up a meeting with Emily Pezzella to discuss your show's participation at the theater. If you will be rehearsing at TNC, please make sure your rehearsal dates are put in the rehearsal book in the office. All rehearsals must be approved by Crystal Field. Proposed schedules can be emailed to Crystal Field and Emily Pezzella.

### II. PERFORMANCES

- A. The standard performance schedule is Thursday through Saturday at 8pm and Sunday at 3pm. If you would like to schedule performances outside of these times, you must notify Crystal Field, Emily Pezzella and Alexander Bartenieff immediately. There is a fee of \$65 per performance outside of these times in order to pay our House Manager and Box Office Manager for the extra shifts. Our Technical Director will be on duty 2 hours before performances to address any technical problems. If you have additional performances scheduled outside of these times, please note that the Technical Director will not be present.
- B. You have the right to arrive in your theater space 2 hours before your show starts.
- C. Post signs on all exit doors to your theater space to avoid someone walking in during your performance (there are people working at TNC all the time.)
- D. Do not start your show later than 15 minutes after scheduled curtain.
- E. A curtain speech must be given before the performance in accordance with fire code. Our House Manager will make this speech. Productions are not allowed to

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make their own house speeches, as TNC's House Speech will include an audience request for the funding of our programs.

- F. All patrons and performers should vacate the theater within 30 minutes after the end of performances.
- G. Turn off all lights: Stage Lights, Work Lights, Booth Lights, Dressing Room Lights and any other lights located in the performance space.
- H. If you require air conditioning or heating, contact the house manager to adjust it for you. Your Stage Manager must see that AC/heat are turned off after your show.

## III. MAINTENANCE

- A. You must clean up after yourselves. Your theater space should be clean after your rehearsals and performances. That means no waste, food or scraps left behind. No programs left on the floor. Trash bags can be put in the trash room in the rear of the lobby next to the staircase. Mops are available for use; please contact the House Manager or Tech Director if you are in need of one.
- B. Recycling: Bottles and cans should be empty and thrown out in the proper recycling bins.
- C. If you damage anything, please notify us immediately.
- D. RECEPTIONS: If you wish to have a post-performance reception, you must clear this with Crystal Field beforehand. It is OK to use the lobby for a reception, however you may not use the lobby until all performances that evening have completed.
- E. CONCESSIONS: TNC has its own concession stand that is managed by Alexander Bartenieff. The concession is open on all performance nights and afternoon matinéés. You may not give away any food or drinks without permission from Crystal Field and Alexander Bartenieff.
- F. ALCOHOL POLICY: We have a wine and beer license, but serving or consuming hard liquor is prohibited. Please drink responsibly and do not share alcoholic beverages with cast members or crew who may be under 21 years of age.

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## IV. ADMINISTRATIVE RESPONSIBILITIES

- A. **REACHING OUT:** Every email concerning Crystal Field or Emily Pezzella should be cc'd to Jonathan Weber, Managing Director at jon@theaterforthenewcity.net. This will ensure that your requests have been addressed.
- B. **CONTACT SHEET:** A company contact sheet must be turned in to Jonathan Weber or Emily Pezzella, 3 weeks before your show opens. This should include your cast/crew/producers names, phone numbers and emails.
- C. **TICKET PRICES:** Our Ticket Prices go from Free to \$18. Most shows have ticket prices of \$15 or \$18. We like most shows to sell \$15 tickets, but if your show is going to charge over \$18 a ticket, you must have one performance a week Pay-What-You-Can. Please coordinate with Crystal Field regarding your ticket costs.
- D. **TICKETING:** Online ticketing is handled via Ovationtix.com. TNC has an agreement with Ovationtix and all productions (rentals excluded) must use Ovationtix for their online ticket sales. There are no exceptions. You must provide the following information by e-mail to Jonathan Weber and Roy Chang so they can set up your show: Performance Schedule, Ticket Prices, Approximate Length of show, intermission time, Press Agent (if applicable), and if you would like to set up a discount code. TNC will not list more than 60% of the house for sale via Ovationtix so as to accommodate Walk-up sales and complimentary tickets. If you wish to do otherwise, you must tell Jonathan, Emily and the Box Office Manager, Bill Bradford, what you plan to do in advance.
- E. **COMPLIMENTARY TICKETS:** Generally, we allow each show to offer two complimentary tickets to each performer/production staff member for the run of the show, and offer \$5 tickets to friends and family. If you wish to handle this differently, it is OK. If you wish to offer tickets to other services such as Goldstar or TDF, you may do so. TDF tickets can be set up through Jonathan Weber. If you wish to paper your house, we can offer tickets to our large Free Ticket Program, as well as to papering services such as Audience Extras or Play-by-Play. If you would like to do this, you must specify how many tickets you would like to offer and how you would like us to offer them no later than Tuesday of your performance week. Whatever you choose to do, you must meet with Emily Pezzella so we do not oversell or over comp the house. If you are compiling a list of production comps internally, you must give your list to Bill Bradford 1 hour before the performance.

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- F. ACTORS EQUITY ASSOCIATION (AEA): Please speak with Crystal Field or Jonathan Weber regarding the use of Actors Equity Association's NYC Showcase Code.
- G. PROGRAM: Your production is responsible for creating and printing your program. Your program must be formatted in a standardized format that TNC uses (4 or 8 pages, folded in half and double sided), including proper credit for TNC at the top of the cover page. TNC's credit must be at least ½ the size of the title of the play. It must be approved by Jonathan Weber and Crystal Field. It is best to present two weeks prior to your opening. TNC will not make copies of your program except in an emergency situation (i.e. If you run out of programs before curtain time). The TNC program cover must be used on all programs. TNC will print and supply this cover.
- G1. DIGITAL PROGRAMS: If you would like to distribute programs digitally, a QR Code must be provided to the Box Office so that patrons can scan and access the digital program on their smartphones. You must provide TNC with a digital or printed copy of the program for our archives.
- H. PUBLICITY: All printed material (press releases, flyers, programs, etc.) MUST be proofread and APPROVED BY CRYSTAL FIELD before printing. All printed material must credit TNC in LEGIBLE PRINT above the title in the following manner:

**“THEATER FOR THE NEW CITY (must be in caps)**

**Crystal Field, Executive Director  
Presents”**

prior to opening. Theater for the New City's name must appear no less than half the size of the title of the play. All shows will be listed on TNC's website ([www.theaterforthenewcity.net](http://www.theaterforthenewcity.net)) and a link will be provided to Ovationtix for ticket sales. All Press Releases must read “THEATER FOR THE NEW CITY Presents” at the top of the Release. All flyers, postcards and any media output must have the logos for the New York City Department of Cultural Affairs (DCLA) and the New York State Council on the Arts (NYSCA). It should say “This Production is funded in part by the DCLA and NYSCA. You can contact Jonathan Weber for these logos, or visit the websites of the respective agencies to obtain their logos.

- H1. POSTERS: You may supply us with posters for our outside showcase boxes on 1<sup>st</sup> Avenue and 10<sup>th</sup> Street. All posters can be given to Dan Kelley for display. Posters cannot be larger than 11”x17” as they will not fit in our boxes. There may be four shows going on. Space must be shared.

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H2. ADVERTISING/IMAGES: Please speak with Crystal Field or Jonathan Weber regarding print advertisements. At this time we are not doing any weekly print advertising, but we can make arrangements should you wish to do so. Advertising is done digitally with the Village Sun and via Social Media. If you wish to do any additional Social Media advertising beyond what John David West will post, please let him know.

H3. CREDIT AGREEMENT: All Resident and Presenting productions must sign off on our credit agreement. If you have any questions regarding the credit agreement, you must speak with Crystal Field.

I. WEBSITE: We list all productions on our website, [www.theaterforthenewcity.net](http://www.theaterforthenewcity.net). You must contact Roy Chang about your production 1 month prior to your opening. You can e-mail a Press Release or synopsis of your show, Photographs/graphics, Ticket Prices, Run Time, Cast, Production Team to [roy@theaterforthenewcity.net](mailto:roy@theaterforthenewcity.net) and he will add it to the website.

J. SOCIAL MEDIA: TNC is on Facebook, Instagram, TikTok and other Social Media sites. John David West is in charge of the content on these sites. It is best recommended that if you post information about your production, make sure to tag Theater for the New City. (@theater\_for\_the\_new\_city on Instagram, @TNCinNYC on Twitter).

John David West will handle all in-house posting on Social Media for your productions. This service is provided at the cost of \$37.50 per week. This expense will be deducted off the top of the Gross Box Office proceeds at the close of your production.

K. PRODUCTION EXPENSES: If Theater for the New City is holding the funds for your production, all requests for checks must be sent to Jonathan Weber at [jon@theaterforthenewcity.net](mailto:jon@theaterforthenewcity.net) at least three days before you need your checks. You must designate a contact person from your production (Director, Production Manager, Playwright, etc) to submit these requests. He will not issue any checks for your production unless they are sent to him by your production's designated contact.

L. If your production is splitting the Box Office with TNC, Jonathan Weber will be handling the paperwork for this. You can typically expect to receive your share of the Box Office approximately 1 to 2 weeks after the close of your production.

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## V. PRODUCTION DETAILS

- A. **TECH RENTALS:** All borrowed or rented equipment must be returned upon the completion of your strike. Please schedule a meeting with Alexander Bartenieff for Lights and Jonathan Weber for other rentals. TNC reserves the right to keep deposits if the theater is not restored to its original condition. Someone from your production has to be here for drop offs and pick ups of rented equipment to TNC.
  
- B. **COSTUMES / PROPS:** In order to borrow costumes and/or props from TNC storage, 3 hours of clean up time must be contributed. Coordinate cleanup and borrowing with Susan Hemley.
  
- C. **SET / SHOP:** Any scenic elements borrowed from TNC (i.e. platforms, flats or lumber) must be cleared with Mark Marcante. If you wish to borrow scenic elements, you have to schedule three hours of work with Mark Marcante for shop maintenance. All reserved lumber has to be marked for your production. All productions must purchase their own paint.
  - C1. **NO DRILLING** is allowed into the Community Space Theater floor. Any and all wall drilling must be approved by Mark Marcante.
  
  - C2. **SCAFFOLDING:** The Scaffolding in the Johnson Theater will remain in the Johnson Theater at all times and cannot be removed from the Theater. It is stored on the house left side by the risers. Please do not paint it or cover it up, and it cannot be used as a set piece.
  
- D. **SOUND:** TNC will supply 2 speakers, an amp and a mixer only. Any other equipment must be brought in. Please arrange in advance with the TD about availability, set-up and strike time for all equipment. The production is responsible for the set-up and running of all sound equipment. To deter theft, all sound equipment must be locked up when not in use.
  
- E. **LIGHTING:** Two weeks prior to your load-in date, you must submit a preliminary plot or channel hook-up to Alexander Bartenieff. A \$100 fee will be charged if you do not submit these documents on time. This makes extra work for us. All productions are guaranteed 25 lighting instruments of TNC's choosing. Additional instruments are available if the production purchases lamps. All purchased lamps become property of TNC. There is a fee of \$20.00 per instrument for every instrument you use over the 25 you are given. All dimmers are 2.4k (1.5k in the Cabaret) and circuit load is 1.5k. Please be careful to not overload any circuits or dimmers. If you require more dimmers beyond what the space provides, you are responsible for arranging a rental. There is a \$100.00 tie-in fee if you bring an extra

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dimmer pack. Lighting instruments should only be used during tech runs and performances. Only Gaffer's tape can be used on equipment. ANY other tape will be removed immediately! Perishables are not provided by Theater for the New City. If equipment is damaged the cost will be charged to your production.

- F. **SPRAY PAINTING:** No spray painting in the building. You can do it outside the shop door if you put down a mat.
- G. **LOAD IN / LOAD OUT:** Please coordinate your load in and load-out with Mark Marcante and cc Jonathan Weber and Emily Pezzella. Most load-ins should take place two-three days before you open. Load-out is completed by 10am the following morning after your last performance.
- H. **STRIKE FEES:** You are responsible for your own strike. For rentals, \$500 will be held to cover any strike details you overlooked to complete. If you meet all strike requirements, this money will be returned.
- I. **SET STRIKE:** Scenic elements and stage curtains must be restored back to their original locations. The theater should be clear of all set pieces unless otherwise noted. Any rented or borrowed TNC pieces should be put in their rightful place. All other materials must be cleared from the building and disposed of properly. You are responsible for disposing all trash. Please do not put set trash in our receptacles. Any minor trash accumulated during the performances must be tied up and placed in the Maintenance closet.
- J. **LIGHT STRIKE:**
  - J1. Alterations to the repertory plot must be restored.
  - J2. All gobos and gels removed.
  - J3. Extra cables: All Tape Removed!!! Cables to be tied with tie line. DO NOT DOUBLE OR TRIPLE KNOT! BOW TIES ONLY!
  - J4. Pipes/Boom Bases: Pipes returned to pipe storage with threads taped. Boom Bases placed on boom base dolly in proper order. Sandbags returned to pipe storage area.



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## K. OTHER STRIKE REQUIREMENTS

- K1. Make sure all lighting and sound equipment is turned off.
- K2. Booth, house, and dressing rooms should be orderly and clear of trash.
- K3. If the stage floor was specifically painted for your production, it must be painted semi-gloss black immediately after your production has ended.
- K4. Any keys borrowed should be returned to Mark Marcante or Alexander Bartenieff.
- K5. Once you feel you have met all strike requirements, find Mark or Alex to do a walk through so you can be cleared to leave.

## VI. TNC STAFF CONTACTS

Name	Title	Phone	Email
Crystal Field	Executive Artistic Director	(212) 254-1109	crystalfield@theaterforthenewcity.net
Mark Marcante	Production Director	(212) 254-1109	mark@theaterforthenewcity.net
Jonathan Weber	Managing Director	(212) 475-0108	jon@theaterforthenewcity.net
Emily Pezzella	Executive Assistant/Office Manager	(212) 254-1109	Emily@theaterforthenewcity.net
Alexander Bartenieff	Director of Operations	(646) 315-4147	alexb@theaterforthenewcity.net
Dan Kelley	House Manager	(212) 254-1109	dan@theaterforthenewcity.net
Bill Bradford	Box Office Manager	(212) 254-1109	bill@theaterforthenewcity.net
Briana Bartenieff	Development Assistant	(212) 475-0108	briana@theaterforthenewcity.net
Franklyn Rodriguez	Assistant Technical Director		
Susan Hemley	Costumes & Properties Manager	(347) 283-2372	susanhemley@gmail.com
Roy Chang	Webmaster		roy@theaterforthenewcity.net
John David West	Social Media Manager	(917) 710-6211	Johndavidwest10@gmail.com