

# Community Nights at The Fox Theater Pomona

## Fox Theater – Policy & Regulations Guide for Distribution

### 1. Program Purpose

Community Nights is a collaboration between the City of Pomona’s Office of Economic and Business Affairs and the Fox Theater. It is designed to support local organizations in producing and hosting accessible, culturally enriching, and community-benefiting events. The program prioritizes performing arts and cultural event programming that reflects and serves the Pomona community.

All events meet the following thematic classification of one of the following community benefits as determined by the representative committee of the City of Pomona and Pomona Fox Theater management.

**Cultural Arts**, meaning an event intended to showcase cultural arts and/or cultural awareness. This includes events related to the LA28 Olympic Games and Cultural Olympiad.

**Visual Performing Arts**, meaning an event intended to showcase visual performing arts, such as music, film, dance, and other visual performing art mediums.

**Civic**, meaning a City of Pomona-initiated or led event intended to showcase local economics, innovation, sustainability, resilience, community resources, and public meetings, among other subjects.

#### Additional Event Requirements:

The estimated attendance must be at least 25% of total theater capacity (500 people).

The Event must be free and open to the General Public, except when necessary to cover Event Operator overhead. The maximum individual ticket admission price may not exceed \$25.00. Exceptions are made for special “package” tickets such as those for sponsors or donors.

Example events that have occurred at the Pomona Fox before include:

- Las Posadas Taste of Pomona
- Community festivals, showcases, and exhibitions

### 2. Eligibility Requirements

- Applicants must demonstrate that the event will meet the community benefit requirements of the program and have some demonstrated performance or track record that supports the Applicant's attendance projection and would meet the minimum.

- Eligible organizations include:
  - 501 C 3 Non-profits
  - Community-based organizations
  - Independent Educational groups
  - Local arts collectives
- Eligibility does not guarantee approval of the event.

### 3. Ineligible Events

The following event types are not permitted under this program:

- Religious events
- Events initiated or led by another public agency
- Political events, Rallies, or Fundraisers
- Event, Rally, or Fundraisers for social activist causes.
- Fundraising banquets, galas, installation dinners, or annual meeting events.
- Exclusive events not open to the general public

### 5. Cost & Expenses

- The market rate rental of the Pomona Fox Theater of \$16,666 per event is paid for by the City of Pomona community benefit assistance program. Upon Event Approval, the Applicant does not need to perform any task required for the City to pay the rental expense.
- The standard rental fee covers the use of the venue for a single-day event not exceeding 5 hours of time—with a standard allowance for prep and strike on the day of the event.
- Pomona Fox Theater provides only the services of a House Manager as part of the standard rental fee.
- The following is an incomplete list of expenses that an Event must provide and pay for as part of their event:
- Talent/artist fees are excluded from this cap

### 6. Ticket Pricing Guidelines

To ensure accessibility:

- Maximum ticket price:
  - Adults: \$25
  - Children (ages 5+): \$10
- Children under 5 are encouraged to be admitted free or at reduced cost
- Events must maintain affordability and community access as a priority.
- On a case by case bases an exception on the ticket cap is available for community benefit fundraisers, provided a limited number of tickets are available at the cap price. i.e. La Gran Posada

## 7. Submittal Timeline:

The process is first come, first served, with all applications on hand being considered on a monthly basis during the first week of the month. Therefore, an application must be submitted AND deemed complete prior to the 1<sup>st</sup> of the month in order to be considered.

Therefore, it is encouraged to submit at least a week prior to the end of the month in order to have staff review the application and follow up if there is any missing or incomplete information.

Dates at the Fox Theater may have Confirmed or Holds for pending shows. A date is not considered available ONLY if it has no confirmed event already booked AND all holds have been released per Fox Theater policy.

If notified of acceptance, a Community Event Contract will be sent to Applicant within 5 business days, and the Community Event applicant sponsor/organization will have 10 business days to execute the Community Event Contract and pay the required Deposit.

### Submittal Process:

- Fill out the Community Event Application. The application includes, among other items:
  - Event description and purpose
  - Community benefit statement
  - Detailed budget
  - Proposed ticket pricing
  - Requested dates and the Application must include 1st, 2nd and 3rd choices for dates.
  - A signed statement that you understand the insurance requirements and are able to obtain event insurance as required by Fox Theater policy for all events.
- Include Proof of 501(c)(3) status (or equivalent) that must be provided
- Submit any supporting materials, including but not limited to photos or videos from prior events. This can be in the format of working links to social media or file-sharing accounts or directly emailed to the Community Events Liaison.

## 8. Non-Profit Discount

If you do not qualify for the program or are not selected for the program, please be aware that the Fox Theater does have discounted nonprofit rental rates, and the Community Event Liaison can provide more information.

## 9. Scheduling & Availability

- Events are scheduled based on Fox Theater availability

- Priority may be given to:
  - City-sponsored events
  - Annual signature events (e.g., State of the City, Dia de los Muertos and La Gran Posada)

## 10. Evaluation Criteria

Applications will be evaluated based on:

- Community impact and benefit
- Alignment with arts or health focus
- Accessibility and affordability
- Feasibility within budget
- Uniqueness and cultural relevance
- Potential for recurring events

## 11. Compliance

- A Deposit is required from the Event Applicant at the time of confirming the Event in order to lock in the date and confirm the acceptance of the Event for the City Community Event Program assistance. This deposit will be forfeited if the Event is cancelled by the Event Applicant (other than force majeure). This same deposit will be held as a “Security Deposit” to cover any damages or other expenses incurred by Fox Theater per the Event Contract.
- All events must comply with city, county, and state regulations
- Organizations must adhere to venue rules and regulations, and staffing requirements
- Failure to comply may result in:
  - Cancellation of event
  - Ineligibility for future participation

## Ideas for Unique Community Events

### Arts & Culture

- Pomona Storytelling and reenactment Festival – locals share real stories about Pomona
- Pomona Film Festival – showcase films made by locals
- Jazz Night Fest

## Interactive/Community Engagement

- Pomona's got Talent Showcase – all ages, non-competitive
- Cultural Fashion Show—celebrating different cultures in Pomona

## Health & Wellness

- Mind & Body Festival – yoga, meditation, nutrition talks, rave aerobics etc.

## Food + Culture

- Taste of Pomona (Expanded)—food + music + storytelling
- Chef Showcase: Pomona Edition – local chefs compete or collaborate

## Youth-Focused

- Teen Creative Expo – music, art, fashion, digital creators
- Battle of the Bands (Pomona Edition)
- Battle of the DJ's or teen DJ classes
- Hip-Hop & Dance Culture Festival