

Stockton Memorial Civic Auditorium



525 North Center Street

The statuesque beauty of the Stockton Memorial Civic Auditorium provides a perfect centerpiece to historic downtown.

Table of Contents

1. OPERATIONAL PLAN	1
Mission	
Vision	
Background	
Hours of Operation	
2. FACILITY DESCRIPTION	2
Main Auditorium	
North Hall	
South Hall	
Walnut Room	
North Parking Lot	
Facility Description Chart	
3. EVENT GUIDELINES	3-4
Reservations	
Security Damage Deposit	
Cancellation Policy	
Annual Dates	
Fire Inspections	
Street Closures	
Planning Meeting	
Security Insurance	
4. FACILITY EVENT DEFINITIONS	5
Commercial	
Non-Profit	
City Department Business Meetings	
Ticketed Events	
5. SPONSORSHIP – COMMUNITY AND CULTURAL EVENTS	6
Definition	
Process	
6. RATES	6
7. CONCESSION SALES AND ALCOHOL RATES	7
8. ANNUAL MARKETING PLAN	7
9. STAFFING	8
Event Staffing	
Maintenance	

1. OPERATION PLAN

Mission

Our mission is to provide the community assistance with their event needs by offering a safe, positive, affordable and well known facility in which to hold community and social events.

Vision

The vision of the Community Services Department is “Continuously improving the quality of life for our community through parks, recreation, programs and leadership”

Background

In October, 1920, a bond election was held in order to raise funds to purchase a site and construct a Memorial Auditorium in Stockton. The City had been considering the necessity for a large facility to house community events for many years. Following World War I, when plans were being made to commemorate the Stockton men who had lost their lives in the war, it was proposed that an auditorium be built. When the building was dedicated, it included two bronze tablets in the lobby, with the inscriptions: “To the men of Stockton, California who gave their lives in the World War” from the Women of Stockton; and “To the men of San Joaquin County who gave their lives in the World War” from the Board of Supervisors. The inscription on the building was written by City Clerk Albertis L. Banks. It says: “Tomorrow and forever, the people of Stockton will hold in memory the valor of their sons who, on land and sea, at home and abroad, served their country in defense of liberty,” The completed building was accepted by the city on November 4, 1925, and dedicated on Veteran’s Day that same year.

Since its dedication, November 1925 the Stockton Memorial Civic Auditorium has hosted thousands of regional and community events. In 1990, the building was designated a Stockton Historic Landmark by the City Council. In 2009, the City began a renovation project for the Civic Auditorium HVAC System.

Hours of Operation

Standard operating hours for the Civic Auditorium are from 9:00 a.m. until 1:00 a.m., although arrangements for activities before and after these hours can be made through the Special Event Facility Coordinator. The rental contract will indicate either these standard hours or other hours stated in the rental agreement. Additional hours outside the standard hours are subject to an hourly rental rate and overtime staff costs.

2. FACILITY DESCRIPTION

Main Auditorium: The enormously versatile facility measures 120 x 100 with oak hardwood floors, elaborate historical detailing with high vaulted ceiling and glass dome at center. The Main Auditorium is an excellent facility for large meetings, lectures, weddings, quince eras, large dinners, shows, concerts boxing or wrestling competitions and activities requiring a large stage.

North Hall: Adjacent to the auditorium on the north side is the North Exhibit Hall. The dimension of the North Hall is 55' x 32 and the capacity varies depending on the size of the group and purpose of use. As you enter the hall the beautiful hardwood floors immediately add warmth to the room and your function. This hall can lend itself nicely to theatrical productions, lectures, meeting, small banquets, bridal showers, anniversaries, or dinner dances.

South Hall: Adjacent to the auditorium on the south side is the South Hall. The dimensions of this hall are 86' x 32' and you can easily create the perfect atmosphere for your event. This attractive hall can be used for meetings, banquet, or a dinner dance.

Civic North Parking Lot: Due to the fact that there may be multiple events in the downtown area and no parking is reserved or designated for the Civic Auditorium, we recommend informing guests or patrons to arrive early and to take advantage of street parking and the various paid parking structures in the area. The Civic North Parking Lot per day rental (102 parking spaces), rates can be found in the parking section of the fee schedule listed under "Daily Parking – Designated Lots Only".

Facility Description Chart:

Room Name	Occupancy	Sq. Ft.	Banquet Style	Classroom Style	Theater Style	Unique Amenities
Main Floor	1,400	9,000	1,000	1,000	1,400	Stage/2 dressing rooms
Balcony Area	1,000					
South Hall	200	2,400	100	150	200	
North Hall	150	1,650	80	100	150	Stage
Kitchen-adjacent to South Hall						
Parking Lot (optional)	102 spaces					

3. EVENT GUIDELINES

Reservations:

Submitting an event application is the first step in beginning the rental process. At time of submitting the event application and deposit the Facility Coordinator will discuss event needs, rental fees and provide lessee with tour of the facility. Once the application is completed, a confirmation packet will be provided to lessee. This packet contains a letter outlining fees, payment schedule, a list of required conditions of use for your event, and a checklist showing any required supplement permits such as health permit and/or alcohol (ABC) permit.

- *Reservation can be made (1) one year to the date of the event and no later than 45 days prior with the exception of the North and South Hall. Applications must be received by the City of Stockton within six (6) months to the actual date of your event.*

Community Services will consider applications which are over the (2) two year period and make reservations if they are in the best interest of the city and provide an economic benefit to the City of Stockton. If reservations are made outside the (1) one year period, rates are subject to change.

Security Damage Deposit:

A security deposit is required to reserve a date. The deposit is refundable within one month after the event if facility was left undamaged and no extra cleaning was required following the event. A final walk through with maintenance staff and a signed "Rental Inspection Checklist" will not any discrepancies on the checklist. City staff will determine the monetary charges for damages. The cost of any cleaning or repairs required will be deducted from the security damage deposit or insurance.

Cancellation Policy:

If reservation is cancelled more than 120 days prior to the date of the event the lessee receives deposit minus a \$50.00 processing fee. If cancellation is less than 120 days prior to the date then the lessee will be refunded all fees minus a \$50.00 processing fee.

Annual Dates:

All event organizers have the opportunity to fill out the annual date form requesting a continuous annual date. Annual date forms must be submitted to the Community Services Department and approved prior to an annual date be granted. Annual date holders must submit security/reservation deposit and event forms 6 months prior to the date of the reservation or it will be released.

- *The City of Stockton reserves the right to block off dates that will not be available for reservation 1 year in advance.*

The City will reserve annual dates for the Martin Luther King Celebration and the Chinese New Year Festival.

Fire Inspections:

Events planning to use heat lamps, propane or butane tanks, a tent larger than 20' x 10' (200 sq. ft.) or a canopy larger than 20' x 20' (400 sp. ft.) and lighted décor candles will require a fire permit. The Fire Permit Application can be obtained through the City of Stockton Fire Prevention Office at (209)937-8271. It is required that you submit your permit 14 days prior to your event and pay any additional fees applicable.

Street Closures:

If the event closes or impacts traffic on streets or sidewalks, or if you want to post "no parking" signs on streets that normally allow street parking, a street closure permit will be required. The service fee and street closure request will not be accepted within 45 days prior to your event.

Planning Meeting:

Facility Coordinator will set up a final planning meeting with lessee to complete all rental requirements, provide assistance with table and chair design detail, facility coordinator will act as liaisons between all other City Departments which include Fire, PD, Risk Management and Public Works.

Security:

Security is required for all events at a ratio of 1/100. For events serving alcohol, an additional guard per alcohol station must be contracted. The Stockton Police Department will determine the minimum number of licensed private security guards and/or police officers required to adequately staff your event. A copy of the security company contract must be submitted no later than 45 days prior to the event as proof of compliance. Refer to City's approved security list when choosing your security company. The hours of service must match that of the event hours including break down.

Insurance:

According to Stockton Municipal Code Section (the Municipal Code) 12.472.210 the "event organizer of a special event must provide and obtain comprehensive general liability insurance in the amount deemed appropriate by the Risk Manager to protect the City against loss from liability imposed by law for damages on account of bodily injury and/or property damage arising from any aspect of the event. "The Municipal Code also requires that any vendors, suppliers, and/or entertainers provide appropriate insurance and proof of insurance. The City will accept a "blanket event" insurance policy acquired by the event's promoter and covering all vendors, suppliers and entertainers which shall be indicated on the certificate of insurance under the "description of operations. "The types and levels of coverage required will be based on criteria that are included in the City Special Event Insurance Matrix ("Matrix"), the coverage inclusions/exclusions in the City's excess general liability policy, the specific nature of the event, local policy and statutes, and any other factor that may impact to exposure to the City of liability. While the Matrix will most often be easily applied, there will be instances where some deviation may occur due to extenuating circumstances. Please refer to the Municipal Code for additional information.

Liquor Liability:

If liquor is being served and/or sold at an event an additional coverage for liquor liability in the amount of \$1,000,000 must be provided in addition to any general liability coverage requirement.

4. FACILITY EVENT DEFINITIONS

Private Events: Any special event organized and conducted by any person that does not qualify as a tax-exempt, non-profit organization.

Non Profit: Organization which offices located within the Stockton city limits or those providing services of funding benefiting Stockton residents, such as non-profit, chartered, civic, charitable, or governmental, and non-profit educational institutions, local religious corporations and societies. 501 (C3) tax exempt statuses must be verified. The organization must play the major role in producing the event, and/or receive a minimum of 80% of event profits, in order for the discounted rate schedule to apply and may not merely serve as a “figure head beneficiary” for a private promoter.

City Departments: Any City Department excluding the Community Services Department that request usage of the facility for City business meeting purposes.

- *Reservation for usage of facility can only be made Monday – Friday. All paid rentals have priority facility reservation, which may cause possible cancellation to City Department reservation if request is made.*

Community Service Events and Meetings: Any usage of the Civic Auditorium from this department will not be charged a rental fee or set up fee. The Economic Development Department will manage the daily operations and cost of maintenance.

Ticketed Events: Stockton Memorial Civic Auditorium does not have a ticketing system available, promoter or organizations are encouraged to seek alternative ticketing solution. The Facility Coordinator will provide suggestions and civic manifest to assist through the process.

5. SPONSORSHIP-COMMUNITY AND CULTURAL EVENTS

Co-sponsorship: The City of Stockton is endorsing an event conducted by a community –based organization, and the City Manager has determined that the event meets all of the criteria set forth below; and therefore the base rental fee for the facility will be waived while all other costs listed as additional rates and concessions will be charged.

In accordance with our special events ordinance #007-07 C.S. list below are the requirements for co-sponsorship of events:

- The event must be free and open to the public. This means no admission fee can be charged and no monetary donations can be requested from the public or participants.
- No alcohol can be served at the event.
- The event must have a cultural, social, or educational benefit to the community.
- The event cannot be religious or political in nature or seek to support or oppose any religious or political viewpoint.
- The event must be held at a City managed facility.
- The organization must follow all of the normal procedures and meet all requirements for special events.

Any community-based organization may request co-sponsorship. Request must be made in writing 60 days prior to event.

The City will give priority to events which may pay full rates. Co-sponsored or non-profit events will be offered first right of refusal in order to secure their date.

Community Services staff will make every effort to accommodate a displaced event in another appropriate city facility or secure another date.

6. RATES

Stockton Memorial Civic Auditorium
Fee Schedule
(209) 937-8119

Peak Period – Saturday and Sunday and City recognized Holidays

Non – Peak Periods – Monday thru Friday, excluding recognized Holidays

For the most current Fee Schedule, please visit www.stocktonca.gov/Fees and view the [Facility and Property Rentals Fee Schedule](#) Section

7. CONCESSION AND ALCOHOL SALES

CONCESSIONAIRES/VENDORS

Per SMC 12.56.010, without the proper Special Event Permit, it is unlawful to sell any goods or services of any kind within a City of Stockton park or facility. All vendors seeking authorization to sell food, non-alcoholic & alcoholic beverages, as well as merchandise on City property during a special event or private rental must be permitted by the City of Stockton Economic Development Department.

By completing the necessary special event requirements you will be permitted to sell goods during special events that have identified you as one of their vendors. In addition, your business will be added to the City of Stockton Special Event Annual Vendor Database, which is valid for one (1) year from the date of approval. Upon request, this database will be provided to event organizers who are looking for potential vendors at their events held on City of Stockton property. You may also be contacted by City of Stockton personnel for any City-produced community events.

The special event vendor requirements are as follows:

- ✓ **Certificate of Insurance and Endorsement** - \$1 million per occurrence/ \$2 million aggregate with the City of Stockton listed as Additional Insured – *Staff can provide examples at your request*
- ✓ **Copy of Health Permit from the San Joaquin Health Department**, *if applicable*
- ✓ **Copy of Fire Inspection Permit from the Stockton Fire Department**, *if applicable*
- ✓ **Copy of current City of Stockton Business License**
- ✓ **Payment of appropriate fee**
 - Food & Non-Alcoholic Beverages \$50.00 per event
 - Merchandise (other types) \$50.00 per event
 - Alcoholic Beverages \$150 Alcohol Review Fee

8. MARKETING

The marketing plan consists of basic considerations necessary to ensure the success of the Stockton Memorial Civic Auditorium and to a level of attractiveness needed to achieve the goals set forth in the Mission Statement.

Annual Marketing Plan: The following chart represents the Annual Marketing Strategy for the Stockton Memorial Civic Auditorium:

MEDIA TYPE	NAME	FREQUENCY	FOCUS
Magazine	San Joaquin Magazine Visitors Bureau Magazine	Monthly	- Presenting season - Facilities available - All events in the facility
Brochure	City of Stockton	Available on Request	- Presenting Season - Facilities available - Facility information
E-Blast	Past and previous event organizers list	Monthly	
Phone Book	San Joaquin Yellow Pages	Annual Agreement	
Community Events	Scottish Rite Temple Annual Bridal Show	On going	

Television	Channel 97	On going	
City Produced Events	Bridal Show Art Exhibit Arts and Crafts Faire		
Partnerships and Collaborations	SMG Various Chambers	On going	

9. STAFFING

Administration Staff:

- Administrative staff will book all events for all halls and obtains or completes all related paperwork, type's contract, and initiates any necessary follow up.
- Staff is familiar with policies and regulations concerning the facility
- Maintains an events calendar, and collects all payments due to City from rental of Auditorium.
- Coordinate with all City Departments verifying requirements and processing for approval,
- Insures the Maintenance staff and on site even staff have contracts available and lay-outs set up as requested by lessee.

Public Works Maintenance Staff:

- Maintaining the daily cleaning of the facility, identify areas of the facility that need additional work orders requested.
- Arrange set up of the facility for lessees and assist lessees at time of set up.
- Operating HVAC and lighting sound system for lessee during event set up.

On-site Event Staff: Part-time staff will be on site at time of event to assist with the following;

- Confirm set up of facility is correct
- Assist with transition arriving to facility
- Act as liaison between catering staff, M.C., photographer, Security Company and videographer; arrange lighting set up through the event and overall supervision of entire reception.