



VAN DYKE
PERFORMANCE
— SPACE —

RENTAL GUIDELINES

rev. 1/31/2023

ABOUT

The Van Dyke Performance Space is a 300-seat black box theater with flexible seating configurations that is managed by Creative Greensboro. The space was conceived and built as a state-of-the-art dance theater fueled by the passionate vision and generosity of Jan Van Dyke, the founder of Dance Project.

The space features a sprung wood dance floor, as well as pullout bleacher-style seating and additional floor seats. It also includes installed sound, lighting, and projection systems. It is located on the 1st floor of the Greensboro Cultural Center in downtown Greensboro.



ABOUT JAN VAN DYKE



Jan Van Dyke (1941-2015), choreographer, teacher, scholar, and community leader, spent four decades creating and showing her choreography widely throughout the United States and in Europe over the course of her career. Additionally, she founded and directed Dance Project, which runs the NC Dance Festival, Van Dyke Dance Group, and a school of dance.

She was Professor Emerita in the Dance Department at UNC Greensboro, where she served as Head from 2006-2011. Van Dyke was the recipient of a NC Choreography Fellowship, and a 1993 Fulbright Scholar. In 2001, she was honored with the North Carolina

Dance Alliance Annual Award for contributions to the development of dance in the state. An acclaimed teacher, Dance Teacher magazine gave her the 2008 Dance Teacher Award for Higher Education.

In 2010, UNCG honored her with the Gladys Strawn Bullard Award for leadership and service. The United Arts Council of Greensboro presented her with the Betty Cone Medal of Arts Award in 2011. The Van Dyke Dance Group continues as a repertory company, under the umbrella of Dance Project.

WHAT IS CREATIVE GREENSBORO?

Creative Greensboro is the City's office for arts & culture. Founded in 2019, Creative Greensboro oversees implementation of the City's Cultural Arts Plan. In addition to managing the Greensboro Cultural Center and the special events permitting process for the City, Creative Greensboro is also the home for many of the community's favorite creative activities, including programs formerly known as The Music Center and The Drama Center.



RESERVATION TIMELINE

WHEN IS THE VAN DYKE PERFORMANCE SPACE AVAILABLE TO RESERVE?

Monday-Wednesday	8am-5pm (generally unavailable during evenings)
Thursday-Friday	8am-10pm (after-hours rentals, pending approval, will require additional fees)
Saturday	9am-6pm (after-hours rentals, pending approval, will require additional fees)
Sunday	1pm-6pm (after-hours rentals, pending approval, will require additional fees)

WHEN CAN RENTAL REQUESTS BE SUBMITTED?

All rental requests should be made at least 4 weeks in advance.

Who:	When:
Guilford County-based individuals and organizations presenting creative programming	Beginning 12 months in advance
Non Guilford County-based individuals and organizations presenting creative programming	Beginning 9 months in advance
All Other Rentals	Beginning 6 months in advance

Creative Greensboro defines “creative programming” as:

- literature, poetry, theater, music, dance, ballet, movement
- painting, sculpture, drawing, ceramics, glass, fiber-arts, photography, film
- architecture, archaeology, history, natural history, natural sciences, technology

Other forms of creative programming may also be considered eligible, especially those occurring in a performing arts center, theater, concert hall, museum, and other property, improvements, or facilities used in connection therewith.



HOW DO I REQUEST A RESERVATION IN THE VAN DYKE PERFORMANCE SPACE?

STEP 1: Fill out the interest form (available on our website) that outlines your event plan.

STEP 2: Upon receiving the completed form, a Creative Greensboro staff member will contact you for a consultation to determine specific needs.

STEP 3: If approved for the space, a rental agreement will be provided for signature.

RENTAL & FEE DETAILS

WHAT ARE THE RENTAL RATES AND ASSOCIATED COSTS?

The base rent for the Van Dyke is **\$1,000 per day**. Creative Greensboro is pleased to offer the following rental rate subsidies for events meeting the definition of Creative Programming, as outlined in these Guidelines.

Creative Programming events by renters based in Guilford County	75% subsidy— base rent becomes \$50/hr or \$250/day, whichever is cheaper
Creative Programming events by renters based outside Guilford County	50% subsidy— base rent becomes \$100/hr or \$500/day, whichever is cheaper

Events receiving a rental rate subsidy from Creative Greensboro are required to acknowledge Creative Greensboro by name and logo in all advance event advertisements. Additionally, if the event includes a curtain speech where donors/sponsors/supports are acknowledged, Creative Greensboro should be included in such remarks.

The following fees may not apply, or may apply in part or whole—pending event plan.

Key holder support and routine security are included gratis during regular building hours.

Standard Assistant: \$16/hour (general logistics, box office, stage management, etc.)

- All events that are open to the public require at least one standard assistant.

Technical Assistant: \$21/hour (operation of sound, lighting, and other technical equipment)

Additional or After-Hours Security: \$23.80/hour

Cleaning Fee: \$200 (required for events that include food/beverage)

Grand Piano: \$50/day (tuning available for additional \$120)

Flooring: certain events may require installation of masonite flooring, which may add an additional labor charge

WHEN IS PAYMENT DUE?

A \$100 non-refundable reservation fee is required to secure the reservation. The rental agreement will specify the total estimated cost—50% of the total quote will be due at least 14 days prior to the event, with the outstanding balance being due no later than 14 days following the event.

HOW CAN I PAY?

You can pay with cash, check, or card through our online payment portal.



EQUIPMENT/DIMENSIONS

AUDITORIUM/STAGE DIMENSIONS

Dance Floor (without curtain legs): 60 ft x 40 ft

Dance Floor (with curtain legs): 40 ft x 40 ft

Auditorium Floor Space (seats retracted): 37 ft x 60 ft

Auditorium Floor Space (seats extended): 17 ft x 60 ft

CURTAINS

Cyclorama

Legs—8

Valance

Front curtains with traveler—2

FLOORING

Sprung wood dance floor

Masonite flooring, brown, 4' x 8' - 33

Masonite flooring, white, 4' x 8' - 21

LIGHTING

Avolites Titan lighting console

47 stage lighting fixtures and 38 house lighting fixtures

Edison Dimmer Pack— 6 channel

PIANO

Kawai Grand GE-1 and wooden bench

PLATFORMS

Quik Stage 4' x 8' riser platforms with adjustable leg supports —20

Riser safety railing, rolling step units, and skirting for risers

PROJECTOR

Panasonic PT-RZ120BU 12,600k lumen projector

Panasonic EY-YFB200G digital link/switcher unit and remote control

Dell "Alienware" computer tower and monitor screen

SEATING

Irwin Seating Model 5000—211 "bleacher" style retractable seats with stair lights

Folding chairs—100

SOUND

AXS rack unit

EM100 wireless mic receivers—2

Yamaha DXS12 powered sub woofer speakers—2

Yamaha DSR 112 powered speakers—2

EV floor monitor powered speakers—2

Soundtube CM400I dressing room speakers—2

Tascam SS-CDR200 Audio Recorder

DGS-1100 "D-link"

FP-MX4 mic/line mixer

QSC Touchpad mixer

Sennheiser SK100 wireless mics—2

E835 Sennheiser mic—2

Shure SM58 mic

Onstage straight mic stands—3

K&M standard boom mic stands—2

K&M short boom mic stands—2

Table mic stands—2

Folding speaker stand

XLR microphone cables—15

FAQ

WHAT ARE THE STANDARD OPERATIONS FOR TICKETING/BOX OFFICE?

No ticketing support is offered. Renters are responsible for executing and managing ticketing.

AM I REQUIRED TO HAVE INSURANCE?

Any event with an audience or any type of public engagement will be required to have a liability insurance policy. Renters must provide Creative Greensboro with proof of insurance.

IS THERE AN INTERNET CONNECTION IN THE SPACE?

Yes, there is a private WiFi network for renters of the space. Guests may use the public CITY network.

CAN I BRING FOOD AND DRINK INTO THE SPACE?

Yes, as long as it is communicated before the rental agreement is signed. Additional policies may apply to rentals that include alcohol. All rentals that include food/drink will be subject to a \$200 cleaning fee.

ARE THERE DRESSING ROOMS OR BACKSTAGE SPACES?

Yes, there are two small dressing rooms located behind the space, as well as two single-stall restrooms. Additionally, there is a board room that is connected to the dressing room area, as well as limited backstage space on the stage.

DO I NEED TO HIRE TECHNICAL STAFF TO MANAGE LIGHTS AND SOUND?

Creative Greensboro can provide staffing for technical needs at a rate of \$21/hour. Renters may also choose to utilize an approved company for all technical needs.

WILL SECURITY BE PROVIDED DURING MY RENTAL?

Yes, security will be provided during all rentals. Security during regular building hours is provided at no cost. Rentals that occur outside of regular building hours will receive after-hours security at a rate of \$23.80 per hour.

IS THERE PARKING NEAR THE SPACE?

Yes, the Church Street Parking Deck is the closest option. The Davie Street Parking Deck is also within close walking distance. Metered street parking is available on Friendly Avenue.

HOW CAN I PROMOTE MY EVENT?

Marketing support from Creative Greensboro is not guaranteed. However, every effort will be made to advance awareness of renter's event, provided it is a creative program and relevant promotional items are provided to Creative Greensboro at least 30 days prior to event. In select cases, rentals may advertise using the poster frames in the atrium.



Backstage dressing room