

## PUBLIC PROGRAMS POLICY

Alabama Contemporary's mission is to function as a public forum, convener, and cultural broker for the arts. We facilitate meaning in the greater community through a diverse exhibition and program schedule that promotes forward and inclusive thought through the art of our time. Our exhibitions and programs investigate themes and topics relevant to the Gulf Coast while creating a national model for constructive community-building through the arts.

Our Public Programs Policy seeks to embody this mission while valuing the diversity of creative labor that goes into our programming schedule. Public Programming at Alabama Contemporary constitutes a service opportunity to creatives from a broad number of fields. We contract individuals with a priority of best serving the local community. Our goal is to value the efforts of any individual associated with us while maintaining a clear purpose and identity. Contracts are negotiated on a case-by-case basis, adhering to the standards and policies outlined below.

### BEST PRACTICES 2019/20

#### DEFINING A PUBLIC PROGRAM

A Public Program is theoretically any event or class that seeks to educate or enrich the lives of local residents, in line with our mission and exhibition content. Proposed events may arguably enrich the community, but are considered 3rd Party Facility Rentals unless they adhere to these guidelines:

- The program is open and accessible to any individual and does not discriminate on any basis whatsoever.
- The program ties to the mission of ACAC or builds upon themes and content in the exhibition schedule.
- The program values creative labor in the community, teaches a skill, or enriches the lives of residents.
- The program can be offered for free or at a discount to the ACAC membership base.

#### Public Programs DO NOT:

- Raise money for outside organizations or causes.
- Limit invitations to a select group.
- Politically advocate in one direction on specific issues\*.
- Engage in product sales or hold a significant financial opportunity for any individual beyond the event itself.

\*There may be a political component to any event so long as room is made for multiple perspectives on a topic and no one vote, political representation, figure, or stance is advocated for unopposed.

#### FEE STRUCTURE

Charging either an entrance or class fee is the primary way ACAC covers facility costs associated with any program. Facility costs change from program to program but generally include electricity, staff time, cleaning and building maintenance, material costs as well as print-matter and promotion. These costs generally range from \$500-\$1500 per day as baseline for any public program per event. We subsidize those costs as much as we can with grant writing and fundraising, but we cannot guarantee any level of funding for more than a year. For this reason, **Alabama Contemporary reserves the right to determine all entrance, attendance, admission or class fees based on the subsidy level we can afford annually.** Alabama Contemporary staffs and manages the collection of any set fee or admission price for any program or class.

## PAY RATES

Presenting artists and educators are considered Independent Contractors and will receive a 1099 at the end of each fiscal year.

## HONORARIUMS (Artist Talks, Panel Discussions, Demonstrations)

- ACAC sets the rates based on precedent standards established by either the Alabama State Council on the Arts, W.A.G.E. guidelines, or the market rate, whichever is highest.
- Honorariums are paid upon completion of the program.

## TEACHER FEES (Workshops, Classes, Camps)

- Teachers are given an option between a **flat rate** commensurate with market value for a specific class OR a **50/50 split of class attendance** income at a set rate per head.
- ACAC sets the rates and flat fee, as well as the number of attendees required for a class to 'make' ahead of time based on the level of subsidy we can afford.
- If ACAC offers a discount to members that discount will only affect ACAC's cut of a 50% split.
- If an arrangement is made to cover materials for a class, that amount is treated separately of the teacher fee and paid in good faith 2 weeks prior to the scheduled class or workshop.
- Teacher fees are paid upon completion of the total class or workshop schedule unless otherwise arranged.
- No fee is owed to any teacher if a class does not 'make'.
- ONGOING classes hire teachers for a set term no greater than one year, or as listed in a service contract.

## PROGRAM DURATION AND TERMS

- Alabama Contemporary sets the total duration for any program or class.
- If any program or class begins to go significantly over time, staff may intervene or elect to end the program.
- Presenting artists and educators are expected to maintain the health and safety of attendees.
- Presenters and attendees alike are expected to behave with respect for the facilities at all times.
- If any damage, misconduct, or mis-use of the facilities occur, staff may intervene and elect to end the program immediately, regardless of set timeframe.

## FACILITY MANAGEMENT AND ACCESS

- Access to the building is maintained through full-time staff and must be scheduled and confirmed prior to arrival on the premises.
- Alabama Contemporary manages use of the building including location and set-up for any public program.
- Use of tables, chairs, table linens, signage, and any other facility asset should be determined prior to any program as such items may not be accessible during.
- Presenting artists are expected to adhere to set load-in and load-out times for large scale events and presentations.
- Alabama Contemporary WILL NOT STORE program decorations, presentation materials, equipment, or any items that are not property of the art center for any length of time outside of the **load-in and load-out schedule**. Property left on the premises will be disposed of or donated to charity.\*

\*Excluding class work or work-in-progress by workshop or class attendees. A set pick-up deadline will be set for all classwork separate of loading times.

**INSURANCE**

- Presenting artists and educators are expected to have their own insurance to cover health, safety, and any property brought in and used by the presenter.
- Program attendees are covered by the ACAC liability coverage.
- ACAC reserves the right to review and limit proposed attendee activity for any health or safety reason.
- ACAC reserves the right to draft and require liability waivers for at-risk activities associated with public programs or workshops.
- NO ALCOHOL is to be brought onto the premises or sold without an event-based liquor licence.

**PUBLIC RELATIONS**

- Alabama Contemporary finalizes all press, print and graphic materials used to promote a public program or classes so that they meet ACAC design standards.
- Presenting artists and educators are expected to provide press materials such as images, bios, c.v.s etc. in a timely manner for promotion.
- Alabama Contemporary will provide either 50 flyers OR 10 posters to any presenting artist or educator to distribute as they see fit.

**CANCELATION POLICY**

- Once a program has been announced publicly, we make every possible effort not to cancel.
- Presenting artists or educators are expected to express and work out and scheduling conflicts prior to the publication of a date.
- If a family emergency arises please notify Alabama Contemporary as soon as possible.
- Ongoing classes and programs have zero tolerance policy for no-shows. A single occurrence of not showing up for your class without notifying anyone prior will result in the cancelation of your service contract.
- Alabama Contemporary reserves the right to hire a replacement or substitute for ongoing classes when a teacher cannot attend. Teacher fees are paid to the substitute for that class rather than the ongoing class teacher.

**COMMUNICATION POLICY**

- All communication with Alabama Contemporary is to be made during office hours via email or office telephone line.
- Use of employee cell phone numbers are to be used in EMERGENCIES ONLY.
- Any formal complaint or complicated question should be emailed or otherwise submitted in writing.