



Liberty Theatre Operations & Programming

**City Council
March 10, 2020**



Liberty Theatre



- **Our Priority** is to Maintain its Historical & Cultural Significance
- Continuation of the Liberty Theatre Brand
- City Council to appoint a Liberty Theatre Board



Booking and Staffing

- Facility would **NOT** have day to day staffing
- **To Book an Event, Inquire about Booking or to Tour Facility**— we will provide a Liberty Theatre Telephone Number that would be placed on ALL Liberty Theatre Social Media sites, Websites and the Building as well.
- Will Link the Liberty Theatre and Civic Center Websites for easy access to information
- An Event Coordinator from the Civic Center would return the call to get you on your way to booking your event or touring the facility.

A person wearing a dark jacket is holding a saxophone. The saxophone is the central focus, with its keys and body clearly visible. The background is dark, making the instrument stand out.

Booking Your Event

- **Once Booked** – We will initiate a Contract between the Liberty Theatre and the Client which will include ALL associated cost for the event (Security, Custodial, Event Tech etc. as currently done at the Civic Center)
- Operations personnel will set up for the Event and Schedule the Clean up of the Event



Ticketed Events

- All Ticketed Events will be handled through TicketMaster or the Civic Center's Box Office



ticketmaster



Columbus
Civic Center
The center of it all.



Types of Events

- **Current Liberty Events:**
 - In House Theatrical Productions
 - VIP Night at the Liberty
 - Receptions
 - Meetings
 - Community Thanksgiving Dinners
 - Showtime at the Liberty
 - Summer Arts Academy
 - Madame CJ Walker Women in Business Expo
 - Sewing Classes



Prospective Events

- Continuation of Current Events
- Outdoor Summer Music Series
- Comedy Shows
- Smaller Trade Show Events



Projected Operating Budget

- The annual operating budget is anticipated to be \$150,000 for direct expenditures plus additional pass thru expenditures with the expectation for programming to offset the expenditures after the facility is revitalized.
- **As an Option:** Fund an Event Coordinator (G15) at \$49,015 position for the Civic Center
- **The City will not take responsibility for any outstanding liabilities for the Liberty Theatre.**

