



Schulman Programming Committee Proposal

The 215-seat Ruby G. Schulman Auditorium opened on September 25, 1999 as part of the larger Carlsbad City Library complex at Dove Lane and El Camino Real in the south of Carlsbad. The Ruby G. Schulman Auditorium is a focal point for the performing and literary arts in the City of Carlsbad and in San Diego's North County to encourage lifelong learning in the arts and to make the performing and literary arts an accessible and integral part of peoples' lives.

The Carlsbad Library & Arts Foundation manages the Robert H. Gartner Cultural Endowment Fund, which supports cultural programming in the Schulman Auditorium. The Foundation delegates responsibility for deciding Schulman programming supported by the Gartner Fund to a committee of staff from the Library & Cultural Arts Department. The committee is known as the Schulman Programming Committee or SPC.

Guidelines for Submitting a Program Proposal for the Schulman Auditorium

If you're interested in renting the Schulman Auditorium or Gowland Meeting Room at Carlsbad City Library, a program proposal is not needed. Rentals can be made online at www.carlsbadlibrary.org under "Events" and "Meeting Space." Program proposals are required for programs seeking funding or a fee waiver for rental of the Schulman Auditorium.

Overview of the Selection Process

The City of Carlsbad encourages the submission of proposals, by groups or individuals, for programs to be presented in the Schulman Auditorium. The following guidelines and procedures are intended to help us expedite the review of these submissions by ensuring that each proposal is as complete as possible. If you require additional information or assistance, please contact Jessica Padilla Bowen, Community Relations Manager, at 760-602-2024 or jessica.padillabowen@carlsbadca.gov.

When to Submit Your Proposal

The Schulman Programming Committee meets monthly and is composed of the community arts coordinator from the Cultural Arts Office, the community relations manager from the Library,

the city's cultural arts manager, the deputy library directors and the library & cultural arts director. If additional expertise is needed to help gauge the quality or suitability of a proposed program, the appropriate experts are called upon for input.

Program proposals should be submitted at least three months prior to the initial program date. Proposals are encouraged earlier, between 12 and 18 months, for planning and availability. Expect a response within six to eight weeks after submitting an initial proposal.

If your proposal is for a program within six months, please create an account for reservations of the Schulman Auditorium at www.carlsbadconnect.org and reserve your proposed programs dates. Please note in the online application "This program is part of a proposal to the Schulman Programming Committee." You will receive an invoice that you do not need to pay until you receive feedback on your proposal from the Schulman Programming Committee.

Next Steps After Submitting Proposal

Based on proposal and criteria, the committee will make one of three suggestions:

1. Committee will provide funding for a community event sponsored by the Robert H. Gartner Cultural Endowment Fund and hosted by the organization. With this funding the organization will receive a fee waiver for rental of the Schulman Auditorium and a technician as well as rehearsal and/or set up time adjacent to performance (up to double the performance time). Applicant is expected to provide front of house staff for the program as well as a stage plot for the program and is solely responsible for all program publicity and promotion. If your organization needs additional rehearsal time or additional technical support, you may be able to rent the Schulman Auditorium and schedule an AV technician for applicable rates.
2. Committee will recommend rental of the Schulman Auditorium for your program. To rent the Schulman Auditorium (or the Gowland Meeting Room), visit www.carlsbadlibrary.org or call 760-602-2055 for more information. You may also bypass the proposal process and apply to rent the Schulman Auditorium, which is open to the public for rental.
3. Library & Cultural Arts Department staff may choose to partner on the program. If this decision is made, a staff member will follow up to discuss in detail.

Selection Criteria

- Track record of organization submitting proposal
- Has the organization produced this program or a similar program elsewhere?
- Program goal
- Public benefit (audience served, affordability of program for attendees)
- Budget: cost of organizing, presenting or sponsoring a program, including consideration for programs outside of library open hours

- Impact on Library & Cultural Arts staff who provide support for Schulman programs
- Scheduling concerns, including availability of space
- Suitability of auditorium for the program
- Cultural diversity of potential audience attracted to program and of the producing organization
- Awareness of similar programs being presented or planned in the Schulman Auditorium to avoid competition
- Awareness of similar programs being presented regionally
- Ability of organization to promote the program to audiences outside of the library
- Applicability to Schulman Programming Committee artistic vision statement

What's not eligible for funding?

Fundraisers are not eligible for funding from the Carlsbad Library & Arts Foundation's Robert H. Gartner Cultural Endowment Fund.

Funding Requirements

- City staff will reach out if a contractual agreement is required for your proposal.
- All programs must take place in the Schulman Auditorium.
- All print and electronic materials must include the following acknowledgement:
This event is supported by the Carlsbad Library & Arts Foundation's Robert H. Gartner Cultural Endowment Fund.
- You must adhere to your scheduled Schulman Auditorium reservation times and rental policies.
- Organization must provide a post-event report with attendance per performance; how performance went; and copy of program and promotional materials, if available.

Program Proposal for the Schulman Auditorium

Proposals should be sent via email to jessica.padillabowen@carlsbadca.gov or via U.S. mail to Jessica Padilla Bowen, Carlsbad City Library, 1775 Dove Lane, Carlsbad, CA 92011.

Your proposal must include the following items (#1 – 13); please use the numbering system:

1. Group or individual proposing program
2. Contact person with mailing address, phone number and email address
3. Proposed title of program
4. Proposed date(s) and time(s) of program, including rehearsal time and event start and end time for Schulman Auditorium
5. Description of program, including short bios for performers and/or presenters and samples of your work.
6. Target audience(s) and estimated attendance
7. Programming goal (desired outcome of program)
8. AV needs for rehearsals and performance(s)
9. Preliminary program budget, request for funding and additional identified sources of funding
10. Have you presented this program before? If so, note changes from past program, what level of funding was budgeted for the previous program, and what was the audience attendance.
11. Will this program be free? If not, what admission fee is planned?

12. Who from your organization will be present during the performance?

13. How will your organization promote the performance?

Post-event Report for Schulman Programming Committee

Post-event report should be sent via email to jessica.padillabowen@carlsbadca.gov or via U.S. mail to Jessica Padilla Bowen, Carlsbad City Library, 1775 Dove Lane, Carlsbad, CA 92011 within 30 days of completing the event(s).

1. Individual or organization
2. Contact information
3. Performance title
4. Performance date(s) and time(s)
5. What was the programming goal? Was this goal met, and if so, please list how?
6. Attendance per performance

Please provide copies of the event program and promotional materials, if applicable.
Thank you!