

Audience Development Operations Support Tool

Please complete the form below to give Des Moines Art Center staff adequate time to prepare for and help support your event or program.

Many areas of this form must be completed at least six weeks prior to the date of the event. Event setup and logistics may be finalized two weeks from the event date.

Forms must be attached to the corresponding event on the DMAC public calendar in outlook and updated as plans for the event progress.

General Information

Event Date:

Event Start Time:

Event End Time:

Event Title:

Event Description *(Internal Use Only: One to two sentences):*

Staff Contact:

Day-of Contact:

Event Type:

Event Location(s):

Lobby
Courtyard
Restaurant
Levitt Auditorium
Upper Levitt
Levitt Lobby
Studios (1, 2, 5, 6, Digital lab)
Education Hallway Galleries
Conference Room
Full museum
Meier building terrace
Art Center grounds
Offsite

Other:

○ Location:

Expected Attendance:

Web and Promotions

Web

Does this event need to be on the Art Center website? Yes No

If yes, please provide text for the website below:

Please provide a file path to an image that can be used on the Art Center website for this event:

Are reservations being taken or tickets being sold for this event in Altru? Yes No

If yes, is the event built? Yes No

If yes, is it approved for web? Yes No

If no, when will reservations open?

Will tickets be sold at the door or will walk-ins be admitted? Yes No

Promotions

Will you be sending a print mailing for this event? Yes No

If yes, what is the planned mailing date?

If yes, what was your actual mail date?

If yes, who is this mailing list being sent to?

If yes, who is responsible for pulling the list from Altru?

Does a separate email campaign need to be sent for this event? Yes No

If yes, what is the planned send date?

If yes, which list will be used?

Do you need a press release? Yes No

Is there the potential for press coverage during the event? Yes No

Signage / PowerPoint requests:

Staffing

Do you need additional assistance from Art Center staff during the event? Yes No

If yes, please explain:

Volunteers

Do you need the help of volunteers at this event? Yes No

Number of Volunteers Requested:

If yes, [please fill out this form](#) to request volunteer help from the Visitor Experience Manager.

Docents

Please note: There is a minimum of three weeks' notice required for docent-guided tours.

Number of docents needed will depend on event type.

Are you offering a tour as part of your event? Yes No

Do you need docents for your tour? Yes No

If yes, how many docents?

Describe the purpose or context of your tour. Please provide any additional logistics or requests here.
(i.e. specific tour focus, special touring accommodations, etc.)

Security

Is this event happening during regular museum hours? Yes No

If yes, is extra security staff needed? Yes No

If no, what are your security needs? (*ex. accompaniment on tours, lobby event only, etc.*)

If outside of normal museum hours, does the Museum Shop need to be open? Yes No

If outside of normal museum hours, does the Education Desk need to be staffed? Yes No

Does this event require a parking permit and officer? Yes No

Note: If expected attendance is more than 150 at the same time, request a permit. If an event is being hosted during regular museum hours, consider the size of event plus daily visitors and/or studio classes. When attendance is expected to be more than 120, request a permit.

If yes, has one been requested? Yes No

If yes, has officer payment been requested? Yes No

Additional Security Notes:

Event Setup & Logistics

Event Setup Time:

Staff Departure Time:

Event Schedule / Timeline:

Have you created a floor plan in All Seated? Yes No

Note: No hand-drawn layouts will be accepted.

If yes, please attach the All Seated layout to the DMAC public calendar event.

Equipment Required

Equipment Rented	Vendor Contact Information	Delivery Time	Delivery Location	Load Out Time	Load Out Location	Notes

Have you checked to see if there are any conflicts with delivery or load out locations? (i.e. installations delivery, maintenance work, etc.) Yes No

Vendors and Contractors

Outside Vendor	Contact Information	Contract / Letter of Agreement? W9?	Payment Due Date	Arrival Time	Arrival Location	Pick-up Time	Pick-up Location	Notes

Is there an outside caterer? Yes No

If yes, where will they be staging?

Additional Maintenance / Setup Notes: