



## ***Movies in the Park – Fostering Strong Communities***

### **How to Host a Movies in the Park Event**

NORD, in partnership with neighborhood organizations that wish to host free family-friendly movies in public parks or playgrounds, sponsors the ***Movies in the Park (MITP)*** series in the spring and fall of each year. This is a great opportunity to bring your community together for a fun evening, promote your neighborhood organization, recruit new volunteers, and advertise community events.

NORD staff will work with the MITP Host Organization to select a family-friendly movie with a running time not to exceed two (2) hours. All public movie screenings require a license even if shown free of charge to the public. NORD will obtain the DVD and provide payment for license fees. All movies will begin at dusk.

#### **What Types of Organizations May Apply**

Booster Clubs, non-profit organizations, schools, and other community organizations may apply to host a Movie in the Park event. Individuals may not apply. Please understand that an application **does not guarantee** you will be selected to host a MITP this season. All applications are considered on a first come, first served basis with consideration to equal distribution of events throughout all city districts. All applicants must host the MITP at a designated NORD park. **All Booster Clubs seeking to host MITP must be active and current on all compliance-related requirements as of the date of application.**

#### **NORD will provide:**

- Portable Movie System
- DVD & Licensing
- Security (if needed)
- Trash Receptacles (next day pickup)
- Satellite Restrooms (if necessary)
- Interactive activities for movie audience prior to the start of the movie, i.e. fitness, dancing, hula hooping, etc.
- **\*At least two community partnerships offering neighborhood services & upcoming events\***
- Assistance in marketing to the community.

#### **The Host Organization must provide:**

- An Event Coordinator and two (2) additional coordinators (*Please see the attached document for detailed event coordinator responsibilities*).
- The initiative to collaborate with the site Booster Club.
- Concessions (We strongly recommended that host organizations sell refreshments as it makes for a more festive atmosphere. Also, profits from the sales will benefit your organization. The concession stand will be available exclusively to Booster Clubs.
- The attendance of at least 250 participants.

- Assistance in cleaning the location after movie screening, including the removal of litter and/or other objects left behind by movie attendees

#### **Movies in the Park Audience Guidelines:**

- MITP events are free and open to the public. They are not intended for profit or private use showings.
- Event security and staff hold the right to deny admittance and/or remove patrons.
- Participants may bring blankets or lawn chairs. Bug spray is optional.
- Participants under the age of 16 must be accompanied by an adult at all times.
- Pets, alcoholic beverages, illegal drugs, firearms, and weapons are not permitted.
- MITP is a smoke-free environment.
- No cooking or grilling on the premises.
- Cooler/bags and snacks are allowed, but subject to search.
- Tents or any other objects that would obstruct the view of others are prohibited.
- No reserved seating. First-come, first-serve basis.



## **Movies in the Park – Fostering Strong Communities**

### **Application Form**

**What types of Organizations may apply?**

Booster clubs, non-profit organizations, schools, and community organizations may apply to host a *Movie in the Park* event. Individuals may not apply. Please understand that an application **does not guarantee** you will be selected to host a MITP this season. All applicants **must host the MITP at an approved and designated NORD site** (see page 5). All applicants are required to partner with the parks active Booster Club and with at least two other organizations.

### **Application Deadline: Friday, November 8, 2019 by 5 PM.**

**Deliver or Email to: NORD 5420 Franklin Ave, New Orleans, LA 70122 or nordccultural@nola.gov**

**Call or email Klervae' Stinson at 504-658-3075 or knstinson@nola.gov with any additional questions.**

Organization:

	Event Coordinator	Backup Coordinator
Name:		
Phone:		
Email:		
Describe your Marketing/Promotion Plan:		
Describe why you are applying to host a MITP:		

Please provide the name(s) and contact information for any other community groups, schools and churches you intend to involve in hosting, promotion, or marketing. **You must partner with at least two (2) other organizations to be considered.**

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Movie Choice (from the list on page 6) First: \_\_\_\_\_

Second: \_\_\_\_\_ Third: \_\_\_\_\_

*\*Movies for each site will be confirmed at the mandatory Event Coordinator meeting. There is a chance that the movie selection chosen for a site may have to be changed due to copyright and vendor considerations. In this case, a new movie must be selected within 24 hours. If the selection is not chosen within 24 hours, NORD will designate another movie selection on behalf of the event coordinator.*

**I have read, understand and agree to the terms and expectations stated herein for NORD Movies In The Park.**

Applicant's Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_



### Event Coordinator Responsibilities

Please review the expected responsibilities that are listed below prior to signing this agreement below. These expectations should be taken into consideration when selecting the event coordinator:

- Must attend a **MANDATORY** Event Coordinator’s meeting (time and place to be determined). Failure to attend this meeting may result in your park being removed from the MITP season schedule.
- Must **partner with at least two (2) other organizations** to host MITP.
- Communicate with relevant neighborhood associations regarding event details.
- Promote the event to the community organizations, schools, and small businesses in the surrounding area. NORD staff will promote NORD upcoming events at *Movies in the Park* events as well.
- Must engage the visiting community both before and after the movie via microphone.
- Provide lighting and power source to serve concessions if necessary. Selling concessions is optional but strongly encouraged. Power from NORD’s projector generator may **NOT** be used.
- Secure a volunteer set up crew to assist with preparing the area before the movie begins.
- Facilitate the placement and staffing of tables that showcase the neighborhood services and upcoming events. Distribute audience satisfaction surveys and return the completed surveys to NORD the day after the event.
- Work to have **250 or more attendees**

By signing below, I \_\_\_\_\_ (please print) have acknowledged that I have read and understand the event coordinator responsibilities stated in this document. I will adhere to the responsibilities of the event coordinator.

\_\_\_\_\_  
Event Coordinator Signature

\_\_\_\_\_  
Date

Volunteer setup crew for MITP at \_\_\_\_\_ Park:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### MITP Selection Criteria

MITP applicants must meet the following requirements to be considered to host a MITP Event in spring 2020:

- Partnership with a Park Booster Club
- Partnership with at least two (2) external organizations
- A holistic and/or innovative marketing plan
- A purpose for hosting MITP that benefits the community

#### **FOR NORD OFFICE USE ONLY**

Site \_\_\_\_\_

Date Accepted \_\_\_\_\_

Staff Initials \_\_\_\_\_

Received by \_\_\_\_\_

Date Confirmed \_\_\_\_\_

Movie choice \_\_\_\_\_

Park Choice \_\_\_\_\_

# NORD

COMMISSION

## Spring 2020 Schedule

Please indicate the first date of choice and the second date in the column provided.

Available Dates	Choice #1 and #2
March 6, 2020	
March 13, 2020	
March 20, 2020	
March 27, 2020	
April 3, 2020	
April 17, 2020	
April 24, 2020	
May 1, 2020	
May 8, 2020	
May 15, 2020	

Please indicate the first and second park of choice from the list of approved parks on page 5.

<b>Park Choice #1</b>	
<b>Park Choice #2</b>	



**NORD Approved MITP Sites**

PARK NAME/FACILITY
A. L. Davis Playground
Annunciation Playground
Behrman Complex
Bodenger Playground
Bunny Friend Playground
Burke Playground (Clay Square)
Carver Playground
Comiskey Playground
Conrad Playground
Cut-Off Recreation Center
Digby Playground
East Shore Playground
Easton Playground
Evans Playground
Filmore Playground
Goretti Playground
Hardin Playground
Harrell Playground
Joe W. Brown Complex
Kenilworth Playground
Lakeview Playground
Latter Branch Public Library
Lemann Playground
Lyons Recreation Center w/Pool
McCue Playground
McDonough Playground
Milne Playground
Norman Playground
Norwood Thompson Playground
Oliver Bush Playground
Ponchartrain Park
Pradat Playground
Rosa F. Keller Library & Community Center
Rosenwald Playground
Sam Bonart Playground
Sampson Playground
St. Roch Playground
Stallings Gentilly Playground
Stallings St. Claude Recreation Center
Taylor Playground/w Pool

**Your MITP site must be chosen from this list. These are all approved and in compliance with the City of New Orleans and NORD Commission Maintenance Staff. If you choose a NORD Playground that is not listed, your application will be withdrawn from consideration.**



**MITP Rain Site**

Please choose the preferred Recreation Center location closest to your desired park to be used as the Rain Site for your event.

**Park Choice #1 Rain Site**

**NORD Recreation Centers**

- |   |  |
|---|--|
| <input type="checkbox"/> Behrman Center (2529 Gen Meyer Ave)      | <input type="checkbox"/> Rosenwald Center (1120 S. Broad Ave)              |
| <input type="checkbox"/> Cut Off Center (6600 Belgrade Street)    | <input type="checkbox"/> Sanchez Center (1616 Caffin Ave)                  |
| <input type="checkbox"/> Gernon Brown Center (1001 Harrison Ave)  | <input type="checkbox"/> St. Bernard Center (1500 Lafreniere St.)          |
| <input type="checkbox"/> Lyons Center (624 Louisiana Ave)         | <input type="checkbox"/> Stallings St. Claude Center (4300 St. Claude Ave) |
| <input type="checkbox"/> Milne Center (5420 Franklin Ave)         | <input type="checkbox"/> Treme Center (900 N. Villere St)                  |
| <input type="checkbox"/> Joe W. Brown Rec Center (5601 Read Blvd) |  |

**Park Choice #2 Rain Site**

**NORD Recreation Centers**

- |   |  |
|---|--|
| <input type="checkbox"/> Behrman Center (2529 Gen Meyer Ave)      | <input type="checkbox"/> Rosenwald Center (1120 S. Broad Ave)              |
| <input type="checkbox"/> Cut Off Center (6600 Belgrade Street)    | <input type="checkbox"/> Sanchez Center (1616 Caffin Ave)                  |
| <input type="checkbox"/> Gernon Brown Center (1001 Harrison Ave)  | <input type="checkbox"/> St. Bernard Center (1500 Lafreniere St.)          |
| <input type="checkbox"/> Lyons Center (624 Louisiana Ave)         | <input type="checkbox"/> Stallings St. Claude Center (4300 St. Claude Ave) |
| <input type="checkbox"/> Milne Center (5420 Franklin Ave)         | <input type="checkbox"/> Treme Center (900 N. Villere St)                  |
| <input type="checkbox"/> Joe W. Brown Rec Center (5601 Read Blvd) |  |



**\*The movies in bold are New Releases\***

<p>42 (PG13)            50 First Dates (PG13)            A Little Princess            Alice Through the Looking Glass            All Dogs go to Heaven            An American Tail            Angry Birds            Back to the Future  <b>Batman Vs. Superman Dawn of Justice (PG 13)</b>            Beetlejuice  <b>Black Panther (PG 13)</b>            Cinderella            Cloudy with a Chance of Meatballs 2  <b>CoCo</b>            Crazy, Stupid, Love (PG 13)            Creed            Dear Eleanor (PG 13)  <b>Despicable Me 3</b>            Divergent            E.T.            Emma's Chance            Escape from Planet Earth            Ferris Bueller's Day Off (PG 13)            Field of Dreams            Ghostbusters            Goosebumps            Gravity (PG13)            Grease            Hairspray            Happy Feet            Hocus Pocus            Hotel Transylvania 2            Hook            Insurgent (PG13)            Jem and the Holograms            Jurassic Park (PG13)            Jurassic World (PG 13)            Jumanji            Kubo and the Two Strings            Man of Steel (PG13)            Max            Men In Black 3 (PG13)            Norm of the North            Open Season Scared Silly  <b>Paddington 2</b></p>	<p>Pan  <b>Peter Rabbit</b>            Pitch Perfect 2 (PG13)            Pixels (PG-13)            Point Break (2015) (PG13)            Race (PG13)            Ratchet and Clank            Risen (Domestic) (PG13)            Remember the Titans            School of Rock (PG 13)            Skyfall (PG13)            Spare Parts (PG 13)            Spider Man (PG13)            Star Wars – The Force Awakens (PG13)  <b>Stars Wars – The Last Jedi (PG 13)</b>            Teenage Mutant Ninja Turtles            The Amazing Spider Man 2 (PG13)  <b>The BFG</b>            The Blind Side (PG13)  <b>The Divergent Series Allegiant Part 1 (PG13)</b>  <b>The Finest Hours (PG13)</b>            The Giver  <b>The Fifth Wave (PG13)</b>            The Goonies  <b>The Hunger Games Mocking Jay Part 2 (PG13)</b>  <b>The Jungle Book</b>            The Karate Kid (2010 &amp; 1984)  <b>The Legend of Tarzan</b>  <b>The LEGO Batman Movie</b>            The Little Rascals            The Little Vampire            The Lorax            The Notebook (PG13)  <b>The Nut Job 2</b>            The Proposal (PG13)            The Secret Life of Pets  <b>The Smurfs: The Lost Village</b>            The SpongeBob Movie            The Wiz  <b>Wonder</b>  <b>Wonder Woman (PG 13)</b>            Zookeeper  <b>Zoolander No. 2</b></p>	<p><b>DISNEY TITLES</b>  <b>(Subject to Disney Windows)</b>            A Bug's Life  <b>A Wrinkle in Time</b>            Aladdin            Alexander and the Terrible, Horrible, No Good, Very Bad Day            Ant-Man (PG-13)  <b>Avengers: Infinity War (PG-13)</b>  <b>Beauty and the Beast (2017)</b>            Big Hero 6            Bolt            Brave  <b>Captain America: Civil War</b>  <b>Cars 3</b>            Chicken Little            Cinderella (2015)  <b>Finding Dory</b>            Gnomeo &amp; Juliet            Inside Out            Into the Woods            Iron Man 3 (PG-13)            Maleficent            Mary Poppins            Monsters Inc.            Monsters University            Muppets Most Wanted            Ratatouille            Sleeping Beauty            Tangled            The Emperor's New Groove            The Good Dinosaur            The Muppets (2011)            The Incredibles            The Princess and the Frog            Tomorrowland            Toy Story            Up            Wall-E            Zootopia</p>
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All Movies Licensed by Swank Motion Pictures, Inc. **Visit <http://parks.swankmp.com/top> for more choices!**