



Clark Center for the Performing Arts: Fast Facts for Touring Shows (March 2017)

History / Description: The Clark Center ("Clark") opened in 2002 and is operated by a 501c(3) non-profit association. The main auditorium seats just over 600. The Clark is the one of the largest indoor performance venues in San Luis Obispo County and northern Santa Barbara County. (Largest is the Performing Arts Center on the Cal Poly Campus, about 17 miles away, with over 1200 seats.)

The Clark maintains an active schedule of shows. The Association presents approximately 15 professional shows a year and hosts hundreds of school and local community performances. The Clark welcomes outside rentals throughout the year. There is a fulltime professional staff on site.

Location: Arroyo Grande is on the Central Coast of California along major Highway 101 in San Luis Obispo County. It is just south of the Cities of San Luis Obispo and Pismo Beach. The city of Santa Maria, in northern Santa Barbara County, is just 30 miles to the south. Over 200,000 people live within 40 miles of the Clark Center. The region is economically vibrant, with a median family income in SLO County above the state average, and has significant numbers of college students, upscale retirees and tourists year-round.

Arroyo Grande is a popular location for shows touring in California. Los Angeles is about 190 miles to the south, San Francisco is 210 miles to the north, Santa Barbara is 90 miles to the south and Fresno is 150 miles to the northeast. SLO County Airport is just 15 miles away, with daily commercial flights to: Los Angeles, San Francisco, Phoenix, Seattle and Denver. (The latter two destinations just added in 2017.)

Forbes Auditorium: Seating: There are 617 seats total. Typical selling arrangement is 215 "Gold" seats (including wheel chair seating), 314 Silver Seats, and 71 "Bronze" seats. Some shows assign the first three rows of "Gold" Seating (37 seats) as "Platinum". Other options are available.

Stage Dimensions:

Proscenium: Width 40' - 0" Height 21' - 4": Stage: Depth - Plaster line to the back wall 31'-6".

Dressing Rooms: Both the Men's and Women's Dressing Rooms are at stage level, as is the Green Room.

A Marley Dance Floor and complete Professional Lighting & Sound Systems are available.

Lobby / Concessions: There is a spacious lobby with built-in concessions area. Renters may sell their own merchandise.

Services: The Clark Center staff is dedicated to helping renters successfully present and market their shows. The Box Office is staffed six days a week. Over 14K people receive its weekly emails and it has over 4K Facebook fans (as of March 2017).

Interested in learning more? See additional resources on our website or contact:

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