



RATE SCHEDULE: EFFECTIVE OCTOBER 1, 2010

MINIMUM RENTAL FEES (Flat)

	<u>Local Non-Profit Organizations</u>	<u>Non-Ticketed Private Events</u>	<u>All Other Events</u>
Full Day - 1 Performance (Fri. - Sat., 8AM - Midnight)	\$ 2,250	\$ 2,500	\$ 3,200
Full Day - 1 Performance (Sun. - Thurs., 8AM - Midnight)	\$ 1,950	\$ 2,250	\$ 2,800
Additional Performance (Same Day)	\$ 500	\$ 500	\$ 750
Daytime Use (8AM - 2PM)	\$ 1,300	\$ 1,500	\$ 1,750
Private Use of Lobbies (8 AM - Midnight)	\$ 1,000	\$ 1,500	

NOTES: Non-profit organizations must submit proof of status to qualify for reduced rates. Daytime rate intended for small-scale productions with minimal technical requirements, business meetings, etc. Use beyond the hours specified above will be billed at \$200.00 per hour. Rental fees are subject to 7% state and county sales tax.

PERSONNEL

	<u>Hourly Rate</u>
Stagehands - Regular Labor Calls (4 Hour Minimum)	\$ 19.50
- Overtime	\$ 29.25
- Performance Calls (Per Performance)	\$ 80.00
Uniformed Security Supervisor	\$ 35.00
Uniformed Security Personnel	\$ 32.00
T-Shirt Security (Per Performance)	\$ 65.00
T-Shirt Security (Hourly)	\$ 14.00
EMT/Rescue (Flat Charge Per Performance)	\$ 360.00
Front of House Staffing (Flat Charge per Performance or per 6 Hours Use)	\$ 400.00
Bartenders (Private Parties)	\$ 12.50

NOTES: Personnel rates are subject to a 24% surcharge for payroll taxes, insurance and employee benefits. Stagehand rates are subject to an additional 17.5% I.A.T.S.E. Health and Welfare/Annuity Fund surcharge. Overtime rates apply on holidays, time in excess of 8 hours, and between Midnight and 8 AM. Stage labor rates for film, video or industrial shows are higher. Uniformed security is required by the Theatre for all events; minimums may apply. Uniformed police rates are subject to a \$ 5.00 per hour surcharge imposed by the

Jacksonville Sheriff's Office. EMT/Rescue personnel required by City ordinance for all events with 1,000 or more in attendance. A gratuity of 20% will be added to beverage charges for private parties.

TICKET OFFICE

Ticketing Set-Up Charge (Per Performance)	\$ 60.00
Per Ticket Charge - Sales (Ticketmaster)	\$ 0.30
Per Ticket Charge - Complimentary or Promotional	\$ 0.20
Per Ticket Charge – Refunds, Consignment Returns or Exchanges	\$ 1.50
Credit Card Sales	4%
Ticket Printing (Hard Tickets)	Cost plus 20%
Per Ticket Charge – Hard Ticket Sales	\$ 1.50

NOTES: Minimum Ticket Office charge will be \$75.00. Additional service fees will be charged to customers by all Ticketmaster sales outlets.

EQUIPMENT AND MISC. OTHER

Follow Spots (Each, Per Performance)	\$ 75.00
Electrical Power Tie-In (Including Permit)	\$ 175.00
Production Telephone Service (Per Line)	\$ 35.00
General Lobby Set-up	\$ 150.00
Catering Set-up	\$ 200.00
Tables/ Chairs (Each)	\$ 5.00
Table Linens (Each)	\$ 5.00
Cleaning of Auditorium/Lobby (Flat Charge per Required Cleaning, as Determined by Event Staff)	\$ 150.00
Merchandising Commission - House Sellers	30%
Merchandising Commission - Lessee Sellers	20%
Photo Shoot Fee (2 hour maximum/no stage or equipment use)	\$ 150.00
Liquor buyout (<1,000 attendees/>1,000 attendees)	\$500.00/\$1,000.00
Liquor buy-out (indoor events/street parties)	\$ 2,500.00

SPECIAL SERVICES

Advertising: The Florida Theatre can assist with all aspects of advertising and promotion of events, including ad preparation and placement at reduced contract rates, distribution of press releases and media kits, direct mail, etc. Lessee will be billed at actual cost, plus 20%.

Equipment Rental: The Theatre production staff is available to make all arrangements for rental, installation, and operation of additional lighting and sound systems, specialized audio/visual equipment, pianos, musical instruments, choral risers, etc. which might be required for the user's event. The Theatre will impose a 10% service fee for any such arrangements.

Receptions, Catering, and Special Events: The Theatre can provide lists of caterers, decorators, etc. upon request, and can make all catering and reception arrangements if requested. The Theatre reserves the right to charge a 10% service fee for such arrangements. Please note that all arrangements for alcoholic beverages must be made through the Theatre's Event Services Manager.

Special Permits: Should an event require any special permits, such as for the use of pyrotechnics or closure of a street, exact requirements must be presented to the Theatre in writing not less than 45 days in advance. The Theatre will impose a flat charge of \$ 375 for securing the appropriate permits and permissions.

Complete Event Production: The Florida Theatre can provide complete special event production services including booking and contracting of talent, promotion and marketing, and all administrative and technical support services. Please contact the Theatre's Director of Rental Operations.

Please note that Florida's tax laws may require that 7% sales tax be charged on all labor and incidentals.

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Rates subject to change.