



SCHEDULING AND CONTRACTING PROCEDURES

1. The Florida Theatre staff maintains a three-year master event calendar. Inquiries about availability should be directed to the Director of Rental Operations.
2. A request that a date or dates be put *on hold* will be accommodated only with the understanding that the client requesting the hold intends to enter into a contractual agreement with the Theatre within two weeks. Theatre dates not contracted within two weeks of a hold request will be RELEASED AUTOMATICALLY.
3. Should a requested date or dates already be on hold, a potential rental client may request a *second hold*, which guarantees first right of refusal should the date or dates become available. A date or dates on hold may be *challenged* only when a client is prepared to enter into a rental agreement immediately. Should a date or dates be challenged, the first client having the date(s) on hold will be given the opportunity to sign a rental contract within two business days or forfeit the date(s) to the second client. In that event, the second client will be expected to sign a rental contract and pay a rental deposit immediately.
4. Notwithstanding any of the foregoing, the Theatre reserves the right to offer scheduling priority to itself and its regular rental clients.
5. A contract should be requested only when the rental client is prepared to sign it and enter into a legally binding agreement immediately. A rental deposit is required and due with the return of the signed Theatre Use Agreement. Should the signed agreement and deposit not be received by the deadline date specified, the date(s) will be RELEASED AUTOMATICALLY, and the contract will become null and void. All rental deposits are non-refundable.
6. The balance of estimated facility costs are generally due no later than 30 days prior to the first scheduled event.

BASIC FACILITY RENTAL FEE INCLUDES:

1. Services of the Florida Theatre's Director of Rental Operations to assist in planning the event and as liaison between the Theatre and the client.
2. Front-of-house availability two hours prior to performance time, and services of the Theatre's House Manager to oversee all front-of-house operations. The authority of the House Manager is absolute with regard to times of opening the lobby and auditorium and start of program.
3. Stage, auditorium and lobbies cleaned and in good order prior to occupancy.

4. Permanent fixtures, equipment, utilities, air conditioning and heating.
5. All stage curtains and movie screen in the Theatre's standard inventory.
6. Theatre's stage lighting instruments (except follow spots) which are lamped and operational.
7. Theatre's public address system.
8. Electrical outlets and disconnect panels.
9. Marquee listing.

BASIC RENTAL FEE DOES NOT INCLUDE:

1. Stage personnel of any type. Minimums are required for all events.
2. Follow spots or follow spot operators.
3. Projection equipment or projectionist.
4. Ticketing service. If an event is to be ticketed and open to the public, the client must contact the Theatre's Ticket Office Manager to make arrangements for ticket sales. Fees and service charges beyond the basic rental fee are required for all types of ticketing services.
5. Police/Security. Minimums are required for all events and are arranged by Theatre.
6. Ushers, ticket takers, or any other front of house personnel required to service the event when volunteer usher staff is not available.
7. Insurance. Each Theatre user must obtain and present a Certificate of Insurance covering public liability, personal injury and property damage. Required minimum coverage is \$1 million. The Certificate of Insurance must name the Florida Theatre Performing Arts Center, Inc. as an additional insured.
8. Cleaning fees for special use of lobbies.
9. Taxes. State sales tax on rental fee and admissions is currently 7%.
10. Personnel surcharge (24%) for payroll taxes, benefits and insurance.
11. Catering services, ice, towels, cast and/or crew refreshments.
12. Promotion, advertising or public relations services of any kind.
13. Color media and other stage supplies.
14. Pianos, choral risers, orchestra shell.
15. Permission to promote, sell or distribute concessions, novelties, souvenirs, etc. The Florida Theatre's percentage of all gross concession sales by the Lessee is 20% - 30%.