



STUDIO THEATRE AT THE ROSE

COMMERCIAL VENUE RENTAL [SEPT. 1, 2024 - AUG. 31, 2025]



138 W. Broadway, SLC, UT 84101 | Phone: 385-468-1030 | Email: events@info.saltlakecountyarts.org | Web: saltlakecountyarts.org

VENUE RENTAL COSTS

SEATS: 75

VENUE RENTAL

- Performance: \$220.00
- Second Performance (in a day): \$120.00
- Rehearsal/Tech/Load In or Out (no performance): \$100.00
- Dark Day: \$70.00

SERVICES

- Cleaning: Included in Performance Rental Fee
- Patron Services Staff (per performance): \$135.00

Patron Services staff are required for all events. Flat fee may include House Manager, Asst. House Manager, Ushers, and EMT, as appropriate by venue and event type. Salt Lake County Arts & Culture, at its sole discretion, will determine necessary staffing based on event needs.



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TICKETING COSTS

PATRON TICKET FEES

Standard ticketing fees are paid by patrons at time of purchase from ArtTix per the fee structure below:

| TICKET PRICE RANGE | | STANDARD FEE | CASH WINDOW FEE |
|--------------------|----------|--------------|-----------------|
| FROM | TO | | |
| \$0.01 | \$15.00 | \$2.50 | \$2.50 |
| \$15.01 | \$25.00 | \$5.00 | \$4.50 |
| \$25.01 | \$35.00 | \$6.50 | \$5.50 |
| \$35.01 | \$50.00 | \$8.00 | \$6.00 |
| \$50.01 | \$70.00 | \$9.50 | \$7.50 |
| \$70.01 | \$90.00 | \$10.50 | \$7.50 |
| \$90.01 | \$110.00 | \$11.50 | \$8.00 |
| \$110.01 | \$130.00 | \$12.50 | \$9.00 |
| \$130.01 | \$150.00 | \$13.50 | \$10.50 |
| \$150.01 | \$170.00 | \$14.50 | \$11.50 |
| \$170.01 | \$190.00 | \$15.50 | \$12.50 |
| \$190.01 | Up | \$16.50 | \$13.00 |

Fee amount is inclusive of Credit Card Fee (2.8%), Producer Fee (4%), and Preservation Fund Fee: \$1.00 for ticket price \$15.00 or less; \$2.00 for ticket price \$15.01 or more.

CONTRACTOR COSTS

Salt Lake County Arts & Culture may allow Contractor the option to take tickets off the ArtTix system to be sold on consignment by a third party or to provide complimentary tickets. Salt Lake County Arts & Culture reserves the right to limit the number of tickets.

Consignment Tickets

- Consignment Fee: Producer Fee 4% of gross ticket value + Preservation Fund Fee: \$1.00 for tickets priced \$15.00 or less; \$2.00 for tickets priced above \$15.00.
- Consignment tickets are limited to 11 per performance.
 - o Tickets above limit will incur a fee of \$1.85 per ticket in addition to the Producer Fee and Preservation Fund Fee.

Complimentary Tickets

- Complimentary tickets are limited to 11 per performance.
 - o Tickets above limit will incur a fee of \$.50 per ticket.

Free, Ticketed Events

- Tickets are not required if an event is free to all attendees. If Contractor wishes to issue and distribute free tickets, ArtTix can print tickets for a fee of \$20.00.
- Contractor may also choose to have free tickets distributed by ArtTix for an additional fee of \$0.50 per ticket.
- Please contact your Event Manager for additional details.



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EQUIPMENT RENTAL

Use of equipment is based on availability. Rental of equipment does not include labor to install or operate.

| EQUIPMENT | DAILY RATE (1-2 Days) | WEEKLY RATE (3-7 Days) |
|--|--------------------------|---------------------------|
| Dynamic Microphones & Direct Boxes | 30.00 | 90.00 |
| Standard Condenser Microphones | 65.00 | 195.00 |
| Portable Sound System | 250.00 | 750.00 |
| Lectern w/ Microphone | 65.00 | 195.00 |
| Barco Projector 1400K Lumens | 600.00 | 1,800.00 |
| Risers 4' X 8' | 45.00 | 135.00 |
| Piano – Baldwin Upright (rehearsal/warm-up) | 50.00 | 150.00 |
| Piano - 9' Grand - Sojin | 100.00 | 300.00 |
| Gaff Tape (per roll) | 25.00 | N/A |
| Tables - Draped (no food) | 15.00 | 45.00 |
| Tables - Undraped | <i>No Charge</i> | |
| Chairs | <i>No Charge</i> | |
| USAGE FEES | | |
| Production Lighting | 25.00 | 75.00 |
| SERVICES & OUTSIDE PAYABLES | | |
| Telecom Charges (Additional Lines/Locations) | <i>At Vendor Cost</i> | |
| Additional Event Security | <i>At Vendor Cost</i> | |
| Piano Tuning | <i>At Vendor Cost</i> | |
| Stage Labor Charges | <i>At Vendor Cost</i> | |

OUTSIDE EQUIPMENT RENTAL

Please seek external vendors for any items not included in Salt Lake County Arts & Culture equipment inventory. Contractor is responsible to secure and pay for use of equipment provided by outside vendors.

STAGE/TECHNICAL LABOR

Hiring of stage/technical labor is the responsibility of Contractor. Contractor must secure dedicated and qualified personnel for the operation of all equipment. Upon request, Salt Lake County Arts & Culture Technical Directors can provide guidance and coordination in securing proper stage/technical labor for the execution of Contractor's events. All stage/technical labor is at Contractor's expense.



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OTHER COSTS & CONSIDERATIONS

RATES & SALES TAX

Annual rate increases occur every September. Utah State Sales Tax in Salt Lake City is 8.25%. Taxable items are ticket sales and equipment rental. Rates are subject to change at any time.

INSURANCE

All Contractors are required to maintain Commercial General Liability insurance with an insurance company rated A- or better by A.M. Best Company in the amount of 1 million dollars, and must provide a Certificate of Insurance showing Salt Lake County as an additional insured. In addition, Contractors that will be serving alcohol must also maintain Host Liquor Liability insurance and must provide evidence of an "additional insured endorsement" on the liquor liability policy that specifically lists Salt Lake County as an additional insured. For events that include pyrotechnics, fire effects, and flame displays, a minimum general liability insurance coverage in the amount of 1 million dollars with no less than 1 million dollars in damage to rented premises is required. The insurance certificate must specifically identify pyrotechnics, special effects, or flame effect displays as covered under the policy. Arts & Culture may require additional limits depending on the specific use of the facility.

CONCESSIONS & CATERING

Salt Lake County Arts & Culture retains the sole right to concession service within the facility with its contracted concessionaire. Concession services are not available in Studio Theatre, but may be made available upon request, and at the discretion of Arts & Culture and its concessionaire. Contractor must arrange for all catering services as necessary. The Rose Wagner Performing Arts Center does not have an exclusive caterer. In the event that any food or beverage is provided to the public by Contractor these items must be provided by a licensed caterer and/or prepared in a commercial kitchen in accordance with Salt Lake County Health Department regulations. A Temporary Food Permit may be required. Please visit slco.org/health/food-protection/permits/temporary for additional information. All food service must be approved by and coordinated with Salt Lake County Arts & Culture.

ALCOHOL

If Contractor wishes to sell alcohol in conjunction with an event, a Liquor License may be required and can be obtained through Utah Department of Alcoholic Beverage Services. Please visit abs.utah.gov for additional information. It is Contractor's responsibility to follow state law regarding the sale and service of alcoholic beverages. Any service of alcohol must not jeopardize the existing liquor permit held by the contracted concessionaire.

MERCHANDISE SALES & MERCHANDISE FEES

A signed merchandise agreement is required between Salt Lake County Arts & Culture and Contractor to sell merchandise. Salt Lake County Arts & Culture does not provide sellers, starting cash, or credit card processing equipment. Recorded Media sales (including posters, programs, music CD and video recordings) split is 10% to Salt Lake County Arts & Culture and 90% to Contractor. Novelties sales split is 20% to Salt Lake County Arts & Culture and 80% to Contractor.

SECURITY

Salt Lake County Public Safety Bureau provides basic facility security and are scheduled at the discretion of Arts & Culture. Salt Lake County Arts & Culture does not provide event-specific personnel for safety or security services. If Contractor will be enacting or enforcing a safety and security plan that requires security personnel, Contractor is responsible to hire these services through a qualified vendor.

ADVERTISING

Direct show advertising is the responsibility of Contractor. Salt Lake County Arts & Culture offers support advertising online through our website, newsletter, and social media channels. A Style Guide can be provided by your Event Manager upon request.