

## Arts & Culture Ticket Distribution Guideline and Process

Updated 12/5/2022

### Summary

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This document outlines the guidelines and process for distribution of tickets to events at Arts & Culture venues for (1) Arts & Culture employees, volunteers, and Advisory Board members as part of professional development & training, and (2) County-wide employees as a de minimis fringe benefit when tickets are donated by presenting organizations.

### Distribution of Tickets to Arts & Culture Employees, Volunteers, and Advisory Board Members

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Attendance at events that take place at Arts & Culture venues is a crucial component of meeting job expectations for Arts & Culture staff, volunteers, and Advisory Board members. Event attendance helps staff members maintain a knowledge of Arts & Culture core services as experienced by patrons and presenters as well as a balanced understanding of presenting organizations' practices and trends. All of this ensures staff members and advisory board members are best equipped to fulfill job responsibilities in supporting patrons, clients, and implementing changes to improve Arts & Culture services.

#### Procurement of Tickets

As part of space rental costs Residents, Clients, and Co-Presenters will be required to hold tickets as follows:

- For all performance spaces with more than 200 seats, eight tickets per performance or a maximum of 16 tickets for a run of show.
  - Abravanel Hall
  - Capitol Theatre
  - Delta Hall at the Eccles
  - Jeanne Wagner Theatre
  - Main Stage Theatre at Mid-Valley Performing Arts Center
- For all performance spaces with fewer than 200 seats, two tickets per performance or a maximum of four tickets for a run of show.
  - Studio Theatre at Rose Wagner Performing Arts Center
  - Leona Wagner Black Box
  - Regent Street Black Box
  - Studio 5400

Only events open to the public through free or ticketed admission are subject to this requirement.

Tickets will be held prior to on-sale and up to two weeks prior to the performance at which point any unused tickets will be released to the public.

Tickets held for employees, volunteers and Advisory Board members will not count towards the presenter's complimentary ticket limit.

Tickets will be held in a mid-range seating section as determined by Arts & Culture and the Resident/Client during event setup.

Arts & Culture Employee, Volunteer and Advisory Board Member Distribution Guidelines and Process

Each month, a list of available tickets will be emailed to employees and Advisory Board members for sign up. Tickets will be available on a first come first serve basis up to two weeks prior to the performance date. Distributed tickets will be tracked in a central location to ensure compliance with distribution guidelines.

Tickets will be held at will call for pick up prior to the performance after presenting a SLCo Employee ID Card or official Salt Lake County Arts & Culture ID Badge. Employees, volunteers, and Advisory Board members are prohibited from transferring tickets to other individuals.

Arts & Culture Employee Guidelines

Tickets distributed under this procedure will be available to all paid Arts & Culture employees. Arts & Culture employees will be required to attend performances at least twice a year and no more than six times a year. To ensure employees experience a range of different performances and event types, employees may not receive tickets to a performance from an individual presenter more than once per year. Employees may not receive tickets to an individual performance space more than once per year.

Arts & Culture employees will receive a maximum of one ticket per performance and no more than six tickets per year (six performances per year).

Employee attendance at events will be considered part of the employee's work hours for that week. Employees must coordinate with supervisors to ensure ability to attend on work hours without impacting other job duties.

Arts & Culture Volunteer and Advisory Board Guidelines

Advisory Board members and volunteers may receive up to two tickets per performance and up to six tickets per year (three to six performances per year depending on the number of tickets per performance). Arts & Culture volunteers and Advisory Board members may not receive tickets to a performance from an individual presenter more than once per year.

**Distribution of Tickets to Countywide Employees**

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On occasion, presenters will offer free or discounted tickets to all County employees. Tickets offered this way will follow donation policy 1006 using the following process.

Consistent with IRS Fringe Benefit Guidelines, occasional tickets for theater or sporting events are considered a De Minimis Benefit and are excluded from employee's wages.

Presenters will provide Arts & Culture event manager with the number and type of tickets (free or discounted), method of distribution to County employees, and total value of the tickets provided.

County-wide employees may receive no more than two tickets per performance and no more than three performances per year.

Tickets provided under these guidelines will be held at will-call for pickup and employees must provide SLCo Employee ID card to pick up tickets.

Arts & Culture will submit “Declaration of Donation – Council Approval” containing description and value of tickets in accordance with policy 1006.

Communication will then be sent to employees via County-wide communication (i.e. eConnect or similar).

Arts & Culture will track the employees who receive tickets via ArtTix and maintain internally.

Because of the processing time to submit and receive Council approval, presenters are required to submit free or discounted tickets to all County employees at least six weeks prior to the event date.

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