

Salt Lake County Arts & Culture
Virtual Performance Rate Proposal
2020-2021 Season

With the onset of the COVID-19 Pandemic, arts organizations and venues are creating innovative ways to perform and present art. Arts & Culture is investing in video streaming equipment that will allow our Residents and other clients to film and stream events online. This investment, paid for by CARES funding, will bring clients back into our venues and allow them to reach their patrons with live or pre-recorded events.

Virtual Performance

A Virtual Performance is the use of an Arts & Culture Venues for the purpose of filming, recording, and/or streaming a production without an audience.

An Event Contractor may choose to have a small number of observers in attendance during the recording of a Virtual Performance. This group must be privately invited and cannot be required to purchase a ticket or pay for admission in any way.

A recorded performance that has a paid audience in attendance is considered a Performance, rather than a Virtual Performance, and is charged at normal Performance Rental Rates (with Cleaning and Patron Services as appropriate)

Virtual Performance Rental Rates & Cleaning Fee

Virtual Performance rental rates will be charged for the use of our venues. The rates are reduced from standard performance rates.

Standard Cleaning Fees will apply, per day, according to the area(s) where observers are seated.

Virtual Performance Consignment Fee

The Consignment Fee is a current practice and is charged when a Contractor takes tickets out of the ArtTix system and sells them on a different platform.

If the Event Contractor intends to charge patrons for access to the Virtual Performance, a Consignment Fee will apply.

If the Virtual Performance is free to patrons, the Consignment Fee does not apply.

Virtual Event Venue Rental Rates*

See attached "A&C Venue Rental Rate Sheet with Virtual Event Rates" for complete list of A&C venue rental rates.

Venue	Half Day Up to 4 hours	Full day 4+ hours
Commercial Rates		
Abravanel Hall	\$2,670.00	\$3,480.00
Capitol Theatre	\$1,800.00	\$2,030.00
Jeanne Wagner	\$470.00	\$670.00
Leona Wagner Black Box	180.00	440.00
Studio Theatre	85.00	\$190.00
Rehearsal Studios	\$95.00	\$21.25 per hour, up to a maximum of 8 Hours
Non-Profit Rates		
Abravanel Hall	\$1,050.00	\$2,270.00
Capitol Theatre	\$720.00	\$1,330.00
Jeanne Wagner	\$180.00	\$420.00
Leona Wagner Black Box	\$85.00	\$340.00
Studio Theatre	\$65.00	\$135.00
Rehearsal Studios	\$95.00	\$21.25 per hour, up to a maximum of 8 Hours
Resident Rates		
Abravanel Hall	\$440.00	\$990.00
Capitol Theatre	\$330.00	\$560.00
Jeanne Wagner	\$75.00	\$200.00
Leona Wagner Black Box	\$55.00	\$165.00
Studio Theatre	\$25.00	\$85.00
Rehearsal Studios	\$17.50	\$32.00

*Arts & Culture will allow for a grace period of one (1) hour if Contractor's need exceeds the scheduled time. If Contractor's use of the space exceeds the one (1) hour grace period, the full day rate will be charged

Virtual Event Cleaning Fees

Charged at standard rate based on where observers are seated

Venue	Rate
Abravanel Hall	
Full House (All Levels)	\$500.00
Half House (Main Floor Only)	\$425.00
Capitol Theatre	
Full House	\$500.00
Half House	\$425.00
Jeanne Wagner Theatre	
Full House	\$300.00
Half House	\$260.00
Leona Wagner Black Box, Studio Theatre & Rehearsal Studios	
Cleaning Fee included in Rental Rate	

Virtual Performance Consignment Fee

Consignment fees for in-person performances are 4% of gross ticket value plus \$1.85 per ticket over 15% of venue capacity. Virtual performance consignment rates are set to roughly equal 4% of the average gross ticket value for the applicable space.

Venue	Rate
Commercial Rates	
Abravanel Hall	\$1,740.00
Capitol Theatre	\$1,015.00
Jeanne Wagner	\$335.00
Leona Wagner Black Box	\$150.00
Studio Theatre	\$95.00
Rehearsal Studios	\$90.00
Non-Profit Rates	
Abravanel Hall	\$1,135.00
Capitol Theatre	\$665.00
Jeanne Wagner	\$210.00
Leona Wagner Black Box	\$95.00
Studio Theatre	\$90.00
Rehearsal Studios	\$67.50
Resident Rates	
Abravanel Hall	\$495.00
Capitol Theatre	\$280.00
Jeanne Wagner	\$100.00
Leona Wagner Black Box	\$82.50
Studio Theatre	\$42.50
Rehearsal Studios	\$16.00

VIRTUAL PERFORMANCES
2020-2021 SEASON

	Number of Estimated Events	Revenue Per Event			Total Estimated Revenues for All Events
		Rental	Cleaning (a, b)	Virtual Performance Consignment Fee (b)	
Abravanel Hall					
Commercial-Half Day	3	\$ 2,670	\$ 463	\$ 1,740	\$ 10,213
Commercial-Full Day	3	\$ 3,480	\$ 463	\$ 1,740	\$ 12,643
Non-Profit-Half Day	3	\$ 1,050	\$ 463	\$ 1,135	\$ 4,748
Non-Profit-Full Day	3	\$ 2,270	\$ 463	\$ 1,135	\$ 8,408
Resident-Half Day	3	\$ 440	\$ 463	\$ 495	\$ 2,278
Resident-Full Day	3	\$ 990	\$ 463	\$ 495	\$ 3,928
Abravanel Hall Subtotal		\$ 10,900	\$ 2,775	\$ 6,740	\$ 42,215
Capitol Theatre					
Commercial-Half Day	3	\$ 1,800	\$ 463	\$ 1,015	\$ 6,878
Commercial-Full Day	3	\$ 2,030	\$ 463	\$ 1,015	\$ 7,568
Non-Profit-Half Day	3	\$ 720	\$ 463	\$ 665	\$ 3,288
Non-Profit-Full Day	3	\$ 1,330	\$ 463	\$ 665	\$ 5,118
Resident-Half Day	3	\$ 330	\$ 463	\$ 280	\$ 1,733
Capitol Theatre Subtotal	3	\$ 560	\$ 463	\$ 280	\$ 2,423
		\$ 6,770	\$ 2,775	\$ 3,920	\$ 27,005
Jeanne Wagner					
Commercial-Half Day	3	\$ 470			\$ 1,410
Commercial-Full Day	3	\$ 670	\$ 280	\$ 335	\$ 2,625
Non-Profit-Half Day	3	\$ 180	\$ 280	\$ 210	\$ 1,030
Non-Profit-Full Day	3	\$ 420	\$ 280	\$ 210	\$ 1,750
Resident-Half Day	3	\$ 75	\$ 280	\$ 100	\$ 605
Resident-Full Day	3	\$ 200	\$ 280	\$ 100	\$ 980
Jeanne Wagner Subtotal		\$ 2,015	\$ 1,400	\$ 955	\$ 8,400
Leona Wagner Black Box					
Commercial-Half Day	3	\$ 180	Included	\$ 150	\$ 690
Commercial-Full Day	3	\$ 440	Included	\$ 150	\$ 1,470
Non-Profit-Half Day	3	\$ 85	Included	\$ 95	\$ 350
Non-Profit-Full Day	3	\$ 340	Included	\$ 95	\$ 1,115
Resident-Half Day	3	\$ 55	Included	\$ 83	\$ 248
Resident-Full Day	3	\$ 165	Included	\$ 83	\$ 578
Leona Wagner Black Box Subtotal		\$ 1,265	\$ -	\$ 655	\$ 4,450
Studio Theater					
Commercial-Half Day	3	\$ 85	Included	\$ 95	\$ 350
Commercial-Full Day	3	\$ 190	Included	\$ 95	\$ 665
Non-Profit-Half Day	3	\$ 65	Included	\$ 68	\$ 263
Non-Profit-Full Day	3	\$ 135	Included	\$ 68	\$ 473
Resident-Half Day	3	\$ 25	Included	\$ 43	\$ 118
Resident-Full Day	3	\$ 85	Included	\$ 43	\$ 298
Studio Theater Subtotal		\$ 585	\$ -	\$ 410	\$ 2,165
Rehearsal Studios					
Commercial-Half Day	3	\$ 95	Included	\$ 90	\$ 375
Commercial-Full Day	3	\$ 170	Included	\$ 90	\$ 600
Non-Profit-Half Day	3	\$ 95	Included	\$ 90	\$ 375
Non-Profit-Full Day	3	\$ 170	Included	\$ 90	\$ 600
Resident-Half Day	3	\$ 18	Included	\$ 16	\$ 69
Resident-Full Day	3	\$ 32	Included	\$ 16	\$ 112
Rehearsal Studios Subtotal		\$ 580	\$ -	\$ 392	\$ 2,131
TOTAL VIRTUAL PERFORMANCE ESTIMATED REVENUES		\$ 22,115	\$ 6,950	\$ 13,072	\$ 86,366

Notes:

a) Cleaning Rate Averaged to estimate Full/Half House split for performances.

b) 1/3 of events estimated to include a Cleaning Fee and Virtual Performance Consignment Fee.



Resident Space Rental Rates

	3%	3%	3%
Abravanel Hall			
	2019-2020	2020-2021	2021-2022
Performance (includes First Tier Room)	1,480	1,520	1,570
Half House (Main Floor Only 1800 seats)	960	990	1,020
Second Performance	730	750	770
Half House Second Performances (Main Floor Only 1800 seats)	460	470	480
AH Third Performance	430	440	450
Virtual Performance - Half Day (up to 4 hours)		440	450
Virtual Performance - Full Day (4+ hours)		990	1,020
AH Stage As Studio Rehearsal	240	250	260
Rehearsal 1st Tier Room (USO Chorus Only up to 4 hours, each additional hour @ \$40)	85	85	90
Rehearsal/Tech/Load In/Load Out	430	440	450
Dark	370	380	390
Lobby Event (includes plaza and equipment)	680	700	720
Lobby/1st Tier Event (includes plaza and equipment)	730	750	770
Plaza only (includes equipment)	270	280	290
1st Tier Room (no stage)	270	280	290
Lecture On-stage [Residents + Tenants ONLY] (no performing aspect - talking heads only)	720	740	760
Office & Storage Rentals - ALL Residents only	2019-2020	2020-2021	2021-2022
Office rental per square foot	9.43	9.71	10.01
Storage rental per square foot	6.35	6.54	6.74



Resident Space Rental Rates



	3%	3%	3%
Capitol Theatre	2019-2020	2020-2021	2021-2022
Performance	990	1,020	1,050
Half House (Main Floor Only 988 seats)	540	560	580
Second Performance	470	480	490
Half House Second Performances (Main Floor Only 988 seats)	300	310	320
Virtual Performance - Half Day (up to 4 hours)		330	340
Virtual Performance - Full Day (4+ hours)		560	580
Rehearsal/Tech/Load In/Load Out	320	330	340
Dark	270	280	290
Lobby Event	450	460	470
Capitol Room	270	280	290
Capitol Room (with theatre rental)	65	65	70
Roof Lounge	110	110	110
Roof Lounge (with theatre rental)	65	65	70
Roof Lounge/Terrace	190	200	210
Roof Lounge/Terrace (with theatre rental)	65	65	70
Studios	2019-2020	2020-2021	2021-2022
First 4 hours	16.50	17.50	17.50
Over 4 hours	31.00	32.00	32.00
Office & Storage Rentals - ALL Residents only	2019-2020	2020-2021	2021-2022
Office rental per square foot	9.43	9.71	10.01
Storage rental per square foot	6.35	6.54	6.74



Resident Space Rental Rates



	3%	3%	3%
Jeanne Wagner Theatre			
	2019-2020	2020-2021	2021-2022
Performance	280	290	300
Half House (Main Floor Only 332 seats)	190	200	210
Second Performance	120	120	120
Half House Second Performances (Main Floor Only 332 seats)	85	85	90
Workshop (Cleaning on a weekly basis \$120 per week)	220	230	240
Virtual Performance - Half Day (up to 4 hours)		75	80
Virtual Performance - Full Day (4+ hours)		200	210
Rehearsal/Tech/Load In/Load Out	75	75	80
Dark	65	65	70
Lobby Event	110	110	110
Rose Room	75	75	80
Social Event (includes Stage Lobby, Mezz Gallery, Rose Room and equipment*)	300	310	320
Lecture On-stage [Residents + Tenants ONLY] (no performing aspect - talking heads only)	230	240	250
Leona Wagner Black Box	2019-2020	2020-2021	2021-2022
Performance	165	165	165
Half House (Main Floor Only 100 seats)	105	105	105
Second Performance	75	75	75
Half House Second Performances (Main Floor Only 100 seats)	55	55	55
Workshop (Cleaning on a weekly basis \$60 per week)	75	75	75
Virtual Performance - Half Day (up to 4 hours)		55	55
Virtual Performance - Full Day (4+ hours)		165	165
Rehearsal/Tech/Load In/Load Out	55	55	55
Dark	20	20	20
Lecture On-stage (no performing aspect - talking heads only)	105	105	105
Studio Theatre	2019-2020	2020-2021	2021-2022
Performance	85	85	85
Second Performance	45	45	45
Workshop (Cleaning on a weekly basis \$45 per week)	35	35	35
Virtual Performance - Half Day (up to 4 hours)		25	25
Virtual Performance - Full Day (4+ hours)		85	85
Rehearsal/Tech/Load In/Load Out	25	25	25
Dark	25	25	25
Lecture On-stage (no performing aspect - talking heads only)	45	45	45
Studio Rentals (Rose Wagner Center)	2019-2020	2020-2021	2021-2022
First 4 hours	16.50	17.50	18.50
Over 4 hours	31.00	32.00	33.00
Office & Storage Rentals - ALL Residents only	2019-2020	2020-2021	2021-2022
Office rental per square foot	9.43	9.71	10.01
Storage rental per square foot	6.35	6.54	6.74

3.0% increase	3.0% increase	3.0% increase
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Abravanel Hall	2019-20	2020-21	2021-22
Commercial Rates			
Performance (includes First Tier Room)	5,190	5,350	5,510
Half House Rate (Main Floor Only - 1800 seats)	3,380	3,480	3,580
Second Performance	2,600	2,670	2,750
Second Performance/ Half House Rate (Main Floor Only - 1800 seats)	1,700	1,750	1,800
Virtual Performance - Half Day (up to 4 hours)		2,670	2,750
Virtual Performance - Full Day (4+ hours)		3,480	3,580
Rehearsal/Tech/Load In/Load Out	2,600	2,670	2,750
Dark	1,300	1,340	1,380
Lobby Event (includes plaza)	2,450	2,520	2,600
Lobby/1st Tier Event (includes plaza)	2,650	2,720	2,800
Plaza only	1,300	1,340	1,380
1st Tier Room (no stage)	1,020	1,050	1,080
Non Profit			
Performance (includes First Tier Room)	3,400	3,500	3,610
Half House Rate (Main Floor Only- 1800 seats)	2,200	2,270	2,340
Second Performance	1,700	1,750	1,800
Second Performance/ Half House Rate (Main Floor Only - 1800 seats)	1,110	1,150	1,180
Virtual Performance - Half Day (up to 4 hours)		1,050	1,080
Virtual Performance - Full Day (4+ hours)		2,270	2,340
Rehearsal/Tech/Load In/Load Out	1,020	1,050	1,080
Dark	840	870	900
Lobby Event (includes plaza)	1,740	1,790	1,840
Lobby/1st Tier Event (includes plaza)	1,920	1,970	2,030
Plaza only	720	740	760
1st Tier Room *(no stage)	660	680	700
Recording (audio and video) - without venue rental or audience			
Commercial			
Lobby Only per hour	250	250	260
Stage (includes use of lobby) per hour	370	380	390
Dark Days (Stage or Lobby)	1,320	1,360	1,400
Non-profit			
Lobby Only per hour	125	125	130
Stage (Includes use of lobby) per hour	175	185	190
Dark Day (Stage or lobby) per day	850	880	910
Limited Private Use			
Single Location up to 2 hours (additional time \$70.00 per hour) (Wedding, Engagement, Graduation Photos and similar type use)	70	75	80

3.0% increase	3.0% increase	3.0% increase
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Capitol Theatre	2019-20	2020-21	2021-22
Commercial Rates			
Performance	3,520	3,630	3,740
Half House (Main Floor Only - 988 seats)	1,970	2,030	2,090
Second Performance	1,750	1,800	1,850
Half House Second Performance (Main Floor only - 988 seats)	990	1,020	1,050
Virtual Performance - Half Day (up to 4 hours)		1,800	1,850
Virtual Performance - Full Day (4+ hours)		2,030	2,090
Rehearsal/Tech/Load In / Load Out	1,750	1,800	1,850
Dark	870	900	930
Capitol Room	930	960	990
Capitol Room (with theatre rental)	240	250	260
Lobby/Social Event	1,880	1,940	2,000
Roof Lounge	450	460	470
Roof Lounge (with theatre rental)	125	135	140
Roof Lounge/Terrace	640	660	680
Roof Lounge/Terrace (with theatre rental)	300	310	320
Non Profit			
Performance	2,320	2,390	2,460
Half House (Main Floor Only - 988 seats)	1,290	1,330	1,370
Second Performance	1,150	1,180	1,220
Half House Second Performance (Main Floor only - 988 seats)	660	680	700
Virtual Performance - Half Day (up to 4 hours)		720	740
Virtual Performance - Full Day (4+ hours)		1,330	1,370
Rehearsal/Tech/Load In / Load Out	700	720	740
Dark	580	600	620
Capitol Room	620	640	660
Capitol Room (with theatre rental)	140	140	140
Lobby/Social Event	1,250	1,290	1,330
Roof Lounge	310	320	330
Roof Lounge (with theatre rental)	80	85	90
Roof Lounge/Terrace	410	420	430
Roof Lounge/Terrace (with theatre rental)	210	220	230
Recording (audio and video)-without venue rental or audience			
<u>Commercial</u>			
Lobby Only per hour	250	260	270
Stage (includes use of lobby) per hour	370	380	390
Dark Days (Stage or Lobby)	870	900	930
<u>Non-profit</u>			
Lobby Only per hour	100	105	110
Stage (Includes use of lobby) per hour	150	155	160
Dark Day (Stage or lobby) per day	580	600	620
<u>Limited Private Use</u>			
Single Location up to 2 hours (additional time \$70.00 per hour) (Wedding, Engagement, Graduation Photos and similar type use)	70	75	80

3.0% increase	3.0% increase	3.0% increase
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Jeanne Wagner Theatre	2019-20	2020-21	2021-22
Commercial Rates - Jeanne Wagner			
Performance (includes Lobby, Mezz Gallery, and Rose Room)	930	960	980
Half House Rate (Main Floor Only - 332 seats)	650	670	690
Second Performance	460	470	500
Half House Second Performance (Main Floor only - 332 seats)	330	340	350
Virtual Performance - Half Day (up to 4 hours)		470	500
Virtual Performance - Full Day (4+ hours)		670	690
Rehearsal/Tech/Load In / Load Out	460	470	500
Dark	250	260	270
Rose Room	370	380	390
Social Event (includes Stage, Lobby, Mezz Gallery, Rose Room)	960	990	1,010
Non Profit - Jeanne Wagner			
Performance (includes Lobby, Mezz Gallery, and Rose Room)	640	660	680
Half House Rate (Main Floor Only - 332 Seats)	410	420	430
Second Performance	320	330	340
Half House Second Performance (Main Floor only - 332 seats)	230	240	250
Virtual Performance - Half Day (up to 4 hours)		180	190
Virtual Performance - Full Day (4+ hours)		420	430
Rehearsal/Tech/Load In / Load Out	170	180	190
Dark	140	140	150
Rose Room	150	150	160
Social Event (includes Stage, Lobby, Mezz Gallery, Rose Room)	640	660	680
Recording (audio and video)-without venue rental or audience			
<u>Commercial</u>			
Lobby Only per hour	100	100	100
Stage (includes use of lobby) per hour	160	160	170
Dark Days (Stage or Lobby)	250	260	270
<u>Non-profit</u>			
Lobby Only per hour	70	75	75
Stage (includes use of lobby) per hour	100	100	100
Dark Day (Stage or lobby) per day	140	140	150
<u>Limited Private Use</u>			
Single Location up to 2 hours (additional time \$70.00 per hour) (Wedding, Engagement, Graduation Photos and similar type use)	70	75	80



3.0% increase	3.0% increase	3.0% increase
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Leona Wagner Black Box	2019-20	2020-21	2021-22
Commercial Rates - Black Box			
Performance (includes cleaning)	430	440	450
Half House Rate (100 seats)	290	300	310
Second Performance	230	240	250
Half House Second Performance (100 seats)	120	120	130
Virtual Performance - Half Day (up to 4 hours)		180	190
Virtual Performance - Full Day (4+ hours)		440	450
Rehearsal/Tech/Load In / Load Out	170	180	190
Dark	80	80	90
Non Profit - Black Box			
Performance (includes cleaning)	330	340	350
Half House Rate (100 seats)	185	190	200
Second Performance	150	150	160
Half House Second Performance (100 seats)	100	100	110
Virtual Performance - Half Day (up to 4 hours)		85	90
Virtual Performance - Full Day (4+ hours)		340	350
Rehearsal/Tech/Load In / Load Out	80	85	90
Dark	70	75	80
Social Events - Black Box			
Social Event only	430	440	450
Recording (audio and video)-without venue rental or audience			
All Recordings in Black Box used as a "Recording Studio" are at regular Black Box performance rates as per client type.			
Limited Private Use			
Single Location up to 2 hours (additional time \$70.00 per hour) (Wedding, Engagement, Graduation Photos and similar type use)	70	75	80



3.0% increase	3.0% increase	3.0% increase
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Studio Theatre	2019-20	2020-21	2021-22
Commercial Rates - Studio Theatre			
Performance (includes cleaning)	180	190	200
Second Performance	100	105	110
Virtual Performance - Half Day (up to 4 hours)		85	90
Virtual Performance - Full Day (4+ hours)		190	200
Rehearsal/Tech/Load In / Load Out	80	85	90
Dark	50	55	60
NO Half House Rate available for Studio Theatre			
Non Profit - Studio Theatre			
Performance (includes cleaning)	130	135	135
Second Performance	80	85	90
Virtual Performance - Half Day (up to 4 hours)		65	70
Virtual Performance - Full Day (4+ hours)		135	135
Rehearsal/Tech/Load In / Load Out	60	65	70
Dark	50	55	60
NO Half House Rate available for Studio Theatre			
Photography & Recording (audio and video)-without venue rental or audience			
All Recordings in Studio Theatre used as a "Recording Studio" are at regular Studio Theatre performance rates as per client type.			
<u>Limited Private Use</u>			
Single Location up to 2 hours (additional time \$70.00 per hour) (Wedding, Engagement, Graduation Photos and similar type use)	70	75	80