

Front of House Flat Rate Billing Proposal

SLCo Arts & Culture charges rental clients for Front of House staffing services necessary to carry out performances and other events at Arts & Culture venues. Front of House staffing services include house manager, ushers (both paid and volunteer), and EMT labor.

The current billing method charges rental clients based on the number of hours worked by paid staff with a small markup to offset payroll taxes and Front of House program overhead. There are no client charges for volunteer ushers.

Under this method, it is difficult to estimate the number of hours worked by Front of House staff, often resulting in higher-than-expected charges for clients. It is also difficult to estimate the number of paid versus volunteer ushers that will be assigned to a specific event, resulting in higher charges for events with fewer volunteers and lower charges for events with more volunteers. By shifting to a Front of House flat rate charge, all rental clients will receive an equal level of volunteer savings for their event.

Proposal

SLCo Arts & Culture is proposing to implement a flat rate for Front of House charges to replace the current method of billing charges based on hours worked by paid staff. This change will ensure that rental clients have confirmed Front of House charges prior to their event, improving client budgeting. This will also ensure equity in Front of House charges across clients, regardless of the number of paid versus volunteer staff for each event.

Resident Front of House Flat Fee rates were calculated to be equal to Front of House charges under the current billing method when averaged across multiple events. Consistent with space rental rates, proposed Front of House Resident rental rates were escalated by 20% to calculate nonprofit rates and an additional 20% to calculate commercial rates.

Methodology

To determine the proposed Front of House flat rate charges, Arts & Culture staff performed an extensive analysis of Front of House staffing hours and charges for events that took place from January 2019 through February 2020.

Based on this analysis, Arts & Culture staff determined the average hours by position for each space and event type. Average hours were used to calculate the proposed flat fee rate for each space and event type for Resident flat fee rates. The flat fee rate is intended to cover the payroll cost of Front of House staff plus a small markup to help offset payroll taxes and Front of House program overhead, consistent with current hourly rates.

Arts & Culture then selected a sample of Resident arts organizations and compared total charges under the hourly charge method to total charges under the proposed flat fee method for a range of events that took place in 2019, to ensure that the new methodology would not result in a significantly higher or lower charge for Resident arts organizations.

From April-July 2021, Arts & Culture solicited feedback from Resident arts organizations and incorporated feedback into final rate proposal.

Proposed Rates

Front of House flat fee rates are shown on the table below. The proposed flat fee rates include payroll and FICA for all Front of House staffing needs. Arts & Culture, at its sole discretion, will determine necessary Front of House staffing needs for each event.

In the 2022-2023 Season, rates are proposed to increase by 5% to help partially fund necessary improvements to usher volunteer program recruitment, retention, and associated administration costs.

2021-2022 Season (September 1, 2021 – August 31, 2022)

Proposed Front of House Flat Fee Rates Includes House Manager, Head Usher, Usher, EMT as appropriate by venue and event type.

VENUE & SPACE	RESIDENT	NON-PROFIT	COMMERCIAL
ABRAVANEL HALL			
Full House	530	635	765
Half House	280	335	405
CAPITOL THEATRE			
Full House	450	540	650
Half House	235	280	340
ROSE WAGNER			
JW Full House	200	240	285
JW Half House	100	120	140
Black Box	85	100	120
Studio Theater	85	100	120
MID-VALLEY			
Full House Main Stage	200	240	285
Half House Main Stage	100	120	140
Studio 5400	85	100	120
ECCLES THEATER			
Full House	515	620	745
Half House	280	340	415
Black Box	85	100	120
ALL SPACES			
Social Event 1-4 hours	85	100	120
Social over 4 hours	160	190	230

Current Front of House Rates

Applies to all event spaces. Staffing needs determined by Arts & Culture.

House Manager -hourly rate	16.00
Head Usher -hourly rate	14.00
Usher -hourly rate	12.00
Volunteer Usher -hourly rate	-
Emergency Medical Technician-hourly rate	17.00

Payroll service fee of 7.65% for Resident and 21% for Commercial/Non-Profit added to hourly rate.