



Mid Valley Performing Arts Center

Proposed Rental Rates

The Mid Valley Performing Arts Center is scheduled to open in Q4 of 2020. The goal is to provide regional access to a professional performing art center for both our local arts groups and our county residents. The facility will offer a 444-seat main theatre and a 212-seat multi-purpose black box studio theatre along with ancillary event and rehearsal spaces.

In preparation for the opening, the Arts & Culture Division has met with many interested local arts organizations who are prospective users of the building. We talked to several potential users about the spaces they are currently using and the rates they are paying. Many of the users will be smaller arts organizations accustomed to renting high school auditoriums and senior centers. We want the Mid Valley Performing Arts Center to be as accessible and welcoming as possible from the start.

We compared rental rates across the county, including the Utah Cultural Celebration Center, Aspen Landing Reception Center, Arbor Manor, Hidden Garden, The Ridge Golf Club and The Woods on Ninth.

Our proposed rates have been vetted and approved by the Revenue Committee and are outlined on page 2. In addition to the proposed facility rental rates we will also charge ticketing fees:

- ArtTix service fees will be consistent with our existing venues.
- \$1.00 Dedicated Building Fee consistent with our existing venues.

And, as with our existing venues, each September there will be an annual increase of 3% starting in 2022.



Mid-Valley Performing Arts Center- 2020/2021 Season*

Proposed Rental Rates – per day charge unless otherwise noted

	Main Theatre* Proposed Rate (444 seats)	Studio Theatre* Proposed Rate (212 seats)
Commercial Load-in/tech/load-out	\$210	\$100
Commercial Performance	\$410	\$250
Commercial 2 nd Performance	\$210	\$130
Commercial Half House Performance	\$290	\$170
Commercial Half House 2 nd Performance	\$150	\$70
Commercial Dark Day	\$110	\$40
Non-Profit Load-in/tech/load-out	\$70	\$30
Non-Profit Performance	\$280	\$140
Non-Profit 2 nd Performance	\$140	\$60
Non-Profit Half House Performance	\$180	\$70
Non-Profit Half House 2 nd Performance	\$100	\$40
Non-Profit Dark Day	\$60	\$30
Commercial Lobby	\$820	
Non-Profit Lobby	\$560	
Commercial Centennial Room	\$90/4 hours when used for Rehearsal	
	\$350 when used as event space	
Non-Profit Centennial Room	\$90/4 hours when used for Rehearsal	
	\$125 when used as event space	

***Please note:** Rates will increase 3% on September 1 each year starting in 2022.