



**JENNIFER WILSON**  
*Mayor*

**ERIN LITVACK**  
*Deputy Mayor &  
Chief Administrative Officer*

**HOLLY YOCOM**  
*Department Director  
Community Services*

**MATTHEW CASTILLO**  
*Acting Division Director  
Arts & Culture*

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TTY: 7-1-1

September 24, 2020

Holly Yocom  
Department Director  
Salt Lake County Community Services  
Via Email

Dear Holly,

Salt Lake County Arts & Culture respectfully requests the approval of the rental rates for the Regent Street Black Box Resident Program at the Eccles Theater.

The Regent Street Black Box (RSBB) Resident Program is for arts organizations who perform the majority of their programming in the venue, provide a sustained audience base, and offer community outreach through regular programming at the Regent Street Black Box. RSBB residents receive benefits including discounted rental rates and priority booking.

The attached document details the Regent Street Black Box Resident program and the associated rate sheet. The Resident program and associated rates were approved by the UPACA board at the May 2019 board meeting.

Thank you for your help in this approval process.

Sincerely,

A handwritten signature in black ink that reads 'Matthew Castillo'.

Matthew Castillo  
Arts & Culture  
Acting Division Director

## SALT LAKE COUNTY ARTS & CULTURE

### RESIDENT Status Requirements

#### Regent Street Black Box at the Eccles Theater

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For designation or continuation as a RESIDENT at the Regent Street Black Box, an organization:

1. Must be a non-profit organization
2. Must have a history of performing in a Salt Lake County Arts & Culture venue or another comparable venue within Salt Lake County
3. Presents most of the organization's annual season program in the Regent Street Black Box; a minimum of two runs and/or events per season; September 1 – August 31
4. Must use ArtTix as their ticketing service
5. Maintain an active and sustained audience base with an audience development plan
6. Must have a community outreach program
7. Must present a plan for financial stability
8. Stay current on accounts receivable and submit payment for invoices on time
9. Maintain a safe working environment
10. Adhere to Salt Lake County Standards of Conduct
11. Participate in UPACA Board Biennial Review

#### **AUDIENCE DEVELOPMENT AND COMMUNITY OUTREACH**

It is the sincere desire of Salt Lake County Arts & Culture and the UPACA Board to support RESIDENTS in their audience development and community outreach program. In support of their individual missions and goals, all RESIDENTS should institute scalable, affordable, and practical programs for audience development and community outreach.

## **RESIDENT BENEFITS**

1. First Calendar Booking Priority, and confirmation prior to RSBB non-profit and commercial bookings
  - i. Rehearsal room priority and first availability to book after Broadway Across America (BAA) season confirmation
  - ii. Rehearsal room reduced day use rate; see schedule 1
2. RESIDENTS receive 20% reduction to standard non-profit venue rental rates
3. ArtTix RSBB RESIDENT patron ticketing service, CASH/WINDOW fee offered at all points of sale
4. 2% RESIDENT ticketing producer fee (regularly 4%) on consignment tickets, consignment tickets pulled over 15% limit incur 2% producer fee and \$1.85 per ticket charge
5. \$50.00 Annual Season ticket set up fee
6. Use of ArtTix / Ticketing system
7. Advance payments of ticket sales revenues (bi-weekly settlement)
8. Rental on basic technical equipment waived; sound and lights. All other reimbursable expenses will be at standard non-profit rates or may be negotiated on a case-by-case basis subject to Associate Division Director-General Manager approval
9. No venue rental deposit required with exceptions determined by Associate Division Director-Eccles Theater General Manager
10. Advertising
  - i. Resident to receive guaranteed placement in the monthly Arts & Culture e-newsletter for each run or event and one (1) reduced rate exclusive e-blast through the Salt Lake County Arts & Culture distribution list per run or event; see Schedule 1. Timely RESIDENT submission to the Arts & Culture Marketing Manager is required for fulfillment
  - ii. Reserved RSBB RESIDENT poster box in Galleria for nearest upcoming RESIDENT presentation through opening performance. Poster box advertising will move to next scheduled RESIDENT run or event after RESIDENT opening night with timely submissions or remain until run concludes if there is no RESIDENT in queue. RESIDENTS may work together create shared advertising collateral for use within

the one Galleria poster box; subject to Associate Division Director-Eccles Theater General Manager approval.

### **RESIDENT TERM**

Residencies will be contracted for three-year terms with automatic renewal for additional three-year terms based on UPACA approval through the review process described below.

### **TRIENNIAL REVIEW**

In its triennial report, RESIDENT will submit a status report to the UPACA Board reporting on their compliance of requirements for RESIDENT Status with the following information:

1. Upcoming Season Programming – describe the organization’s season programming and how it is staying relevant to a changing arts patron population
2. Patron Attendance – a narrative of tickets sales vs. actual attendance
3. Financial stability plan and a prior season’s budget
4. Description of Outreach Programs – describe the audience development and community outreach plan including the following:
  - i. Efforts and plans to reach out to underserved segments of the population
  - ii. Efforts and plans to provide opportunities for citizens to view, learn, participate in, and experience art forms
  - iii. Specific programs to promote an appreciation among the general population of the RESIDENT’s art form
  - iv. Programs for the distribution of free or substantially reduced tickets to new and diverse populations or groups as a part of a program to foster audience development
5. Organizational structure
6. Three to five-year strategic plan
7. Collaborations with other Residents or other arts organizations
8. Suggestions for ways Salt Lake County Arts & Culture can continue to support each Resident

### **UPACA BOARD RESIDENT REVIEW PROCESS**

The Associate Division Director-Eccles Theater General Manager and Salt Lake County Arts & Culture Division Director will review the RESIDENT's submitted compliance report and will meet with the RESIDENT's senior staff and Board of Trustees (or representatives) to review and discuss the RESIDENT status report, audience development and outreach programs, and general feedback or other issues. The Associate Division Director-Eccles Theater General Manager will prepare a written review and recommendations and will submit them to the UPACA Board for its review. If approved, the RESIDENT applicant will be notified of the UPACA Board's acceptance of RESIDENT status.



## Eccles Resident Rental Rates

Code	Rate	2019-2020	2020-2021	2021-2022
<b>Regent Street Black Box</b>				
1200	Resident Performance	\$ 140.00	\$ 140.00	\$ 140.00
1220	Resident Second Performance	\$ 88.00	\$ 88.00	\$ 88.00
1240	Resident Rehearsal/Tech/Load-In/Load-Out	\$ 60.00	\$ 60.00	\$ 60.00
1250	Resident Dark Day	\$ 28.00	\$ 28.00	\$ 28.00
1210	Resident Recording - Stage & Lobby	per hour \$ 48.00	\$ 48.00	\$ 48.00
1550	Resident Recording - Dark Day	\$ 140.00	\$ 140.00	\$ 140.00
<b>Rehearsal Room</b>				
1660	Resident Studio Rental	\$ 35.00	\$ 35.00	\$ 35.00

## Eccles Non-Profit Rental Rates

<b>Regent Street Black Box</b>				
1100	Non-profit Performance	\$ 175.00	\$ 175.00	\$ 175.00
1120	Non-Profit Second Performance	\$ 110.00	\$ 110.00	\$ 110.00
1140	Non-Profit Rehearsal/Tech/Load-In/Load-Out	\$ 75.00	\$ 75.00	\$ 75.00
1150	Non-Profit Dark Day	\$ 35.00	\$ 35.00	\$ 35.00
1160	Non-Profit Social Event	\$ 750.00	\$ 750.00	\$ 750.00
1700	Non-Profit / Government - Meeting & Press Conference	per Hour \$ 206.00	\$ 206.00	\$ 206.00
1510	Non-Profit Recording - Stage & Lobby	per hour	\$ 60.00	\$ 60.00
1550	Non-Profit Recording - Dark Day		\$ 175.00	\$ 175.00
<b>Rehearsal Room</b>				
1644	Non-Profit - Eccles Studio Rental - 4 hrs	\$ 60.00	\$ 60.00	\$ 60.00
1644-1	Non-Profit - Eccles Studio Rental - 5 hrs	\$ 80.00	\$ 80.00	\$ 80.00
1644-2	Non-Profit - Eccles Studio Rental - 6 hrs	\$ 100.00	\$ 100.00	\$ 100.00
1644-3	Non-Profit - Eccles Studio Rental - 7 hrs	\$ 120.00	\$ 120.00	\$ 120.00
1644-4	Non-Profit - Eccles Studio Rental - 8 hrs	\$ 140.00	\$ 140.00	\$ 140.00
1644-5	Non-Profit - Eccles Studio Rental - 9 hrs	\$ 160.00	\$ 160.00	\$ 160.00
1644-6	Non-Profit - Eccles Studio Rental - 10 hrs	\$ 180.00	\$ 180.00	\$ 180.00
1644-7	Non-Profit - Eccles Studio Rental - 11 hrs	\$ 200.00	\$ 200.00	\$ 200.00
1644-8	Non-Profit - Eccles Studio Rental - 12+ hrs	\$ 220.00	\$ 220.00	\$ 220.00
1700	Non-Profit / Government - Meeting & Press Conference	per Hour \$ 206.00	\$ 206.00	\$ 206.00

## Eccles Commercial Rental Rates

<b>Regent Street Black Box</b>				
1000	Commercial Performance	\$ 265.00	\$ 265.00	\$ 265.00
1020	Commercial Second Performance	\$ 167.00	\$ 167.00	\$ 167.00
1040	Commercial Rehearsal/Tech/Load-In/Load-Out	\$ 113.00	\$ 113.00	\$ 113.00
1050	Commercial Dark Day	\$ 70.00	\$ 70.00	\$ 70.00
1060	Commercial Social Event	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
1069	Commercial - Meeting & Press Conference	per Hour \$ 412.00	\$ 412.00	\$ 412.00
1405	Limited Private Use - up to 2 Hours	\$ 100.00	\$ 100.00	\$ 100.00
1406	Limited Private Use - per hour	per Hour \$ 100.00	\$ 100.00	\$ 100.00
1410	Commercial Recording - Stage & Lobby	per Hour \$ 150.00	\$ 150.00	\$ 150.00
1450	Commercial Recording - Dark Day	\$ 220.00	\$ 220.00	\$ 220.00
<b>Rehearsal Room</b>				
1069	Commercial - Meeting & Press Conference	per Hour \$ 412.00	\$ 412.00	\$ 412.00
1405	Limited Private Use - up to 2 Hours	\$ 100.00	\$ 100.00	\$ 100.00
1406	Limited Private Use - per hour	per Hour \$ 100.00	\$ 100.00	\$ 100.00
1450	Commercial Recording - Dark Day	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
1460	Commercial Recording - Lobby Only	per Hour \$ 300.00	\$ 320.00	\$ 330.00
1642	Commercial - Eccles Studio Rental - 4 hrs	\$ 76.00	\$ 78.00	\$ 80.00
1642-1	Commercial - Eccles Studio Rental - 5 hrs	\$ 96.00	\$ 98.00	\$ 100.00
1642-2	Commercial - Eccles Studio Rental - 6 hrs	\$ 116.00	\$ 118.00	\$ 120.00
1642-3	Commercial - Eccles Studio Rental - 7 hrs	\$ 136.00	\$ 138.00	\$ 140.00
1642-4	Commercial - Eccles Studio Rental - 8 hrs	\$ 156.00	\$ 158.00	\$ 160.00
1642-5	Commercial - Eccles Studio Rental - 9 hrs	\$ 176.00	\$ 178.00	\$ 180.00
1642-6	Commercial - Eccles Studio Rental - 10 hrs	\$ 196.00	\$ 198.00	\$ 200.00
1642-7	Commercial - Eccles Studio Rental - 11 hrs	\$ 216.00	\$ 218.00	\$ 220.00
1642-8	Commercial - Eccles Studio Rental - 12+ hrs	\$ 236.00	\$ 238.00	\$ 240.00