

Salt Lake County Arts & Culture – Eccles Theater
Virtual Performance Rate Proposal
2020-2021 and 2021-2022 Seasons

With the onset of the COVID-19 Pandemic, arts organizations and venues are creating innovative ways to perform and present art. Arts & Culture has invested in video streaming equipment that will allow our Residents, Partners and other contracted 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 Venue 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.

Hybrid Virtual Performance

A Hybrid Event involves a combination of virtual and in-person experiences with live-streamed or pre-recorded digital content. A hybrid event may offer a virtual alternative to an in-person performance or optional content that may be purchased in addition to an in-person event. The in-person portion of a Hybrid Event is subject to all standard performance venue rental procedures and fee structures. Live-Stream or Pre-Recorded Virtual event parameters will apply according to the manner of distribution for digital content.

Virtual Performance Rental Rates & Cleaning Fee

Virtual Performance rental rates will be charged for the use of our venues.

Standard cleaning fees will apply, per day or per week according to scope, and the area(s) where observers are seated. One hundred percent virtual events will be charged nominal cleaning fee, or standard half house/full house cleaning rate based on scope of production inclusive of cast and crew operating throughout the venue.

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		
Delta Hall 20-21 Season	\$4,075.00	\$4,926.00
Delta Hall 21-22 Season	\$4,197.00	\$5,074.00
Regent Street Black Box 20-21 & 21-22 Season	\$113.00	\$265.00
Rehearsal Room 20-21	\$78.00	Additional \$20.00 per hour up to 12 hours
Rehearsal Room 21-22	\$80.00	Additional \$20.00 per hour up to 12 hours
Non-Profit Rates		
Delta Hall 20-21	\$2,037.00	\$2,319.00
Delta Hall 21-22	\$2,098.00	\$2,389.00
Regent Street Black Box 20-21 & 21-22 Season	\$75.00	\$175.00
Rehearsal Room 20-21 & 21-22 Season	\$60.00	Additional \$20.00 per hour up to 12 hours
Regent Street Black Box Resident Rates		
Delta Hall 20-21	\$1,630.00	\$1,855.00
Delta Hall 21-22	\$1,678.00	\$1,911.00
Regent Street Black Box 20-21 & 21-22 Season	\$60.00	\$140.00
Rehearsal Room 20-21 & 21-22 Season	\$48.00	Additional \$16.00 per hour up to 12 hours

*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 or scope of production and overall usage; cast, crew and/or observers.

Venue	Rate
Delta Hall	
Full House (All Levels)	\$860.00
Half House (Main Floor Only)	\$670.00
Stage Only	\$100.00
Regent Street Black Box	
Full House	\$125.00
Stage Only	\$75.00
Rehearsal Room	
Full Capacity	\$50.00
Minimal crew	\$25.00
*Cleaning rates will be applied as a day rate or weekly rate (up to 7 days) determined by scope of activity.	

Virtual Performance ArtTix Patron Ticket Fees

Virtual Event tickets sold through ArtTix for events at the Eccles Theater will be subject to all standard ticket fees, a \$2.00 Facility Fee and a \$0.50 Arts for All Fee.

Standard ticketing fees are paid by patrons at time of purchase from ArtTix per the fee structure below:

Delta Hall

Ticket Price Range		Standard Fee*	Standard Fee* CASH/WINDOW
From	To		
\$0.01	\$15.00	\$4.00	\$4.00
\$15.01	\$25.00	\$5.50	\$5.00
\$25.01	\$35.00	\$7.00	\$6.00
\$35.01	\$50.00	\$8.50	\$6.50
\$50.01	\$90.00	\$10.00	\$8.00
\$90.01	Up	\$11.00	\$8.50

***Fee amount is inclusive of Credit Card Fee (2.8%) and Producer Fee (4%).** Virtual Events booked at Abravanel Hall, Capitol Theatre, and Rose Wagner Performing Arts Center, Preservation Fund Fees do not apply. Virtual Events booked at Eccles Theater Delta Hall, a \$2.00 Facility Fee and the \$0.50 Arts for All Fee will apply.

Regent Street Black Box

Ticket Price Range		Standard Fee*	Standard Fee* CASH/WINDOW
From	To		
\$0.01	\$15.00	\$3.50	\$3.50
\$15.01	\$25.00	\$5.00	\$4.50
\$25.01	\$35.00	\$6.50	\$5.50
\$35.01	\$50.00	\$8.00	\$6.00
\$50.01	\$90.00	\$9.50	\$7.50
\$90.01	Up	\$10.50	\$8.00

***Fee amount is inclusive of Credit Card Fee (2.8%) and Producer Fee (4%).** Virtual Events booked at Abravanel Hall, Capitol Theatre, and Rose Wagner Performing Arts Center, Preservation Fund Fees do not apply. Virtual Events booked at Eccles Theater Regent Street Black Box a \$2.00 Facility Fee will apply. The Arts for All Fees does not apply to events booked at Regent Street Black Box.

Virtual Performance Consignment Fee

Consignment Fees are applied if Contractor intends to charge patrons for access to a virtual event and chooses not to distribute tickets via ArtTix, a Virtual Event Consignment Fee will apply. The Consignment Fee is intended as a one-time fee per production and will be billed to Contractor upon event settlement. If multiple instances of performance recordings are presented and sold separately, additional Consignment Fees may apply per instance.

Standard 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 (\$15-\$20) for the applicable full house space; no \$1.85 per ticket charge applied.

Venue	Rate
Commercial Rates	
Delta Hall	\$1,750.00
Regent Street Black Box	\$126.00
Rehearsal Room	\$34.00
Non-Profit Rates	
Delta Hall	\$1,138.00
Regent Street Black Box	\$82.00
Rehearsal Room	\$22.00
Resident Rates	
Delta Hall	\$875.00
Regent Street Black Box	\$63.00
Rehearsal Room	\$17.00

Free Virtual Event – ArtTix Ticket set-up Fee

Free-Ticketed Virtual Events: Contractor may choose to distribute free tickets to a virtual event in order to limit access to digital content. Patrons may reserve a free virtual ticket through ArtTix in accordance with all other parameters of ticketed virtual events.

Free, Virtual Ticketed Event – Commercial & Non-Profit

Virtual Capacity	Ticket Setup Fee
0-200 Virtual Capacity	\$10.00
200-500	\$25.00
500 - 1500	\$100.00
1500 – 3000	\$125.00
3000 +	\$175.00

Free, Virtual Ticketed Event – Residents

\$50.00 season set-up fee (in-person and virtual events, at the time of whole season set-up) or \$10.00 per virtual event set-up a la carte.



Eccles Commercial Rental Rates **ARTS**

Code	Rate		2020-2021	2021-2022
Delta Hall				
1000	Commercial Performance		\$ 9,854	\$ 10,150
1010	Commercial Half-House Performance		\$ 4,075	\$ 4,197
1020	Commercial Second Performance		\$ 4,926	\$ 5,074
1030	Commercial Half-House Second Performance		\$ 2,037	\$ 2,098
	Commercial Virtual Performance - Half Day (up to 4 hrs)		\$ 4,075	\$ 4,197
	Commercial Virtual Performance - Full Day (4+ hrs)		\$ 4,926	\$ 5,074
1040	Commercial Rehearsal/Tech/Load-In/Load-Out		\$ 4,926	\$ 5,074
1050	Commercial Dark Day		\$ 2,464	\$ 2,538
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1300	Broadway - Weekly Rate		\$ 62,500	\$ 62,500
1305	Popular Event - Performance		\$ 3,000	\$ 3,500
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 105
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 105
1410	Commercial Recording - Stage & Lobby	per Hour	\$ 455	\$ 470
1450	Commercial Recording - Dark Day		\$ 1,000	\$ 1,030
1460	Commercial Recording - Lobby Only	per Hour	\$ 310	\$ 320
Delta Hall Stage				
1060	Commercial Social Event		\$ 9,288	\$ 9,288
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
Grand Lobby				
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1081	Commercial - Small Private Event		\$ 3,000	\$ 3,000
1082	Commercial - Large Private Event		\$ 2,500	\$ 2,500
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
1450	Commercial Recording - Dark Day		\$ 1,760	\$ 1,760
1460	Commercial Recording - Lobby Only	per Hour	\$ 300	\$ 300
McCarthy Plaza				
1062	Commercial Plaza Event		\$ 500	\$ 500
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
1910	Commercial - Performance Package		\$ 500	\$ 500
Miller Lounge				
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1081	Commercial - Small Private Event		\$ 1,500	\$ 1,500
1082	Commercial - Large Private Event		\$ 1,000	\$ 1,000
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100



Eccles Commercial Rental Rates **ARTS**

Code	Rate		2020-2021	2021-2022
1450	Commercial Recording - Dark Day		\$ 1,200	\$ 1,200
1460	Commercial Recording - Lobby Only	per Hour	\$ 300	\$ 300
North Lobby				
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1081	Commercial - Small Private Event		\$ 2,000	\$ 2,000
1082	Commercial - Large Private Event		\$ 1,500	\$ 1,500
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
1450	Commercial Recording - Dark Day		\$ 1,760	\$ 1,760
1460	Commercial Recording - Lobby Only	per Hour	\$ 300	\$ 300
1910	Commercial - Performance Package		\$ 1,000	\$ 1,000
Regent Street Black Box				
1000	Commercial Performance		\$ 265	\$ 265
1020	Commercial Second Performance		\$ 167	\$ 167
	Commercial Virtual Performance - Half Day (up to 4 hrs)		\$ 113	\$ 113
	Commercial Virtual Performance - Full Day (4+ hrs)		\$ 265	\$ 265
1040	Commercial Rehearsal/Tech/Load-In/Load-Out		\$ 113	\$ 113
1050	Commercial Dark Day		\$ 70	\$ 70
1060	Commercial Social Event		\$ 1,000	\$ 1,000
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
1410	Commercial Recording - Stage & Lobby	per Hour	\$ 150	\$ 150
1450	Commercial Recording - Dark Day		\$ 220	\$ 220
Rehearsal Room				
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
	Commercial Virtual Performance - Half Day (up to 4 hrs)		\$ 78	\$ 80
	Commercial Virtual Performance - 5 hrs		\$ 98	\$ 100
	Commercial Virtual Performance - 6 hrs		\$ 118	\$ 120
	Commercial Virtual Performance - 7 hrs		\$ 138	\$ 140
	Commercial Virtual Performance - 8 hrs		\$ 158	\$ 160
	Commercial Virtual Performance - 9 hrs		\$ 178	\$ 180
	Commercial Virtual Performance - 10 hrs		\$ 198	\$ 200
	Commercial Virtual Performance - 11 hrs		\$ 218	\$ 220
	Commercial Virtual Performance - 12+ hrs		\$ 238	\$ 240
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
1450	Commercial Recording - Dark Day		\$ 1,200	\$ 1,200
1460	Commercial Recording - Lobby Only	per Hour	\$ 320	\$ 330
1642	Commercial - Eccles Studio Rental - 4 hrs		\$ 78	\$ 80
1642-1	Commercial - Eccles Studio Rental - 5 hrs		\$ 98	\$ 100
1642-2	Commercial - Eccles Studio Rental - 6 hrs		\$ 118	\$ 120
1642-3	Commercial - Eccles Studio Rental - 7 hrs		\$ 138	\$ 140



Eccles Commercial Rental Rates **ARTS**

Code	Rate		2020-2021	2021-2022
1642-4	Commercial - Eccles Studio Rental - 8 hrs		\$ 158	\$ 160
1642-5	Commercial - Eccles Studio Rental - 9 hrs		\$ 178	\$ 180
1642-6	Commercial - Eccles Studio Rental - 10 hrs		\$ 198	\$ 200
1642-7	Commercial - Eccles Studio Rental - 11 hrs		\$ 218	\$ 220
1642-8	Commercial - Eccles Studio Rental - 12+ hrs		\$ 238	\$ 240
Tanner Lounge & Terrace				
1060	Commercial Social Event	Terrace Only	\$ 706	\$ 706
1069	Commercial - Meeting & Press Conference	per Hour	\$ 412	\$ 412
1081	Commercial - Small Private Event		\$ 2,000	\$ 2,000
1082	Commercial - Large Private Event		\$ 1,500	\$ 1,500
1405	Limited Private Use - up to 2 Hours		\$ 100	\$ 100
1406	Limited Private Use - per hour	per Hour	\$ 100	\$ 100
1450	Commercial Recording - Dark Day		\$ 1,200	\$ 1,200
1460	Commercial Recording - Lobby Only	per Hour	\$ 320	\$ 330
1910	Commercial - Performance Package		\$ 1,500	\$ 1,500
Tin Angel Restaurant				
1060	Commercial Social Event		\$ 500	\$ 500



Eccles Non-Profit Rental Rates **ARTS**

Code	Rate		2020-2021	2021-2022
Delta Hall				
1100	Non-profit Performance		\$ 4,637	\$ 4,776
1110	Non-Profit Half-House Performance		\$ 2,037	\$ 2,098
1120	Non-Profit Second Performance		\$ 2,319	\$ 2,389
1130	Non-Profit Half-House Second Performance		\$ 1,019	\$ 1,050
	Non-Profit Virtual Performance - Half Day (up to 4 hrs)		\$ 2,037	\$ 2,319
	Non-Profit Virtual Performance - Full Day (4+ hrs)		\$ 2,098	\$ 2,389
1140	Non-Profit Rehearsal/Tech/Load-In/Load-Out		\$ 2,319	\$ 2,389
1150	Non-Profit Dark Day		\$ 1,159	\$ 1,194
1510	Non-Profit Recording - Stage & Lobby	per Hour	\$ 260	\$ 270
1550	Non-Profit Recording - Dark Day		\$ 1,000	\$ 1,000
1560	Non-Profit Recording - Lobby Only	per Hour	\$ 205	\$ 210
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
Delta Hall Stage				
1160	Non-Profit Social Event		\$ 4,502	\$ 4,502
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
Grand Lobby				
1181	Non-Profit - Small Private Event		\$ 2,500	\$ 2,500
1182	Non-Profit - Large Private Event		\$ 2,000	\$ 2,000
1560	Non-Profit Recording - Lobby Only	per Hour	\$ 300	\$ 300
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
McCarthy Plaza				
1162	Non-Profit Plaza Event		\$ 400	\$ 400
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
1920	Non-Profit - Performance Package		\$ 325	\$ 325
Miller Lounge				
1181	Non-Profit - Small Private Event		\$ 1,250	\$ 1,250
1182	Non-Profit - Large Private Event		\$ 750	\$ 750
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
North Lobby				
1181	Non-Profit - Small Private Event		\$ 1,500	\$ 1,500
1182	Non-Profit - Large Private Event		\$ 1,000	\$ 1,000
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
1920	Non-Profit - Performance Package		\$ 500	\$ 500
Regent Street Black Box				
1100	Non-profit Performance		\$ 175	\$ 175
1120	Non-Profit Second Performance		\$ 110	\$ 110
	Non-Profit Virtual Performance - Half Day (up to 4 hrs)		\$ 75	\$ 75
	Non-Profit Virtual Performance - Full Day (4+ hrs)		\$ 175	\$ 175
1140	Non-Profit Rehearsal/Tech/Load-In/Load-Out		\$ 75	\$ 75
1150	Non-Profit Dark Day		\$ 35	\$ 35



Eccles Non-Profit Rental Rates **ARTS**

Code	Rate		2020-2021	2021-2022
1160	Non-Profit Social Event		\$ 750	\$ 750
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
1510	Non-Profit Recording - Stage & Lobby	per hour	\$ 60	\$ 60
1550	Non-Profit Recording - Dark Day		\$ 175	\$ 175
Rehearsal Room				
	Non-Profit Virtual Performance - Half Day (up to 4 hrs)		\$ 60	\$ 60
	Non-Profit Virtual Performance - 5 hrs		\$ 80	\$ 80
	Non-Profit Virtual Performance - 6 hrs		\$ 100	\$ 100
	Non-Profit Virtual Performance - 7 hrs		\$ 120	\$ 120
	Non-Profit Virtual Performance - 8 hrs		\$ 140	\$ 140
	Non-Profit Virtual Performance - 9 hrs		\$ 160	\$ 160
	Non-Profit Virtual Performance - 10 hrs		\$ 180	\$ 180
	Non-Profit Virtual Performance - 11 hrs		\$ 200	\$ 200
	Non-Profit Virtual Performance - 12+ hrs		\$ 220	\$ 220
1644	Non-Profit - Eccles Studio Rental - 4 hrs		\$ 60	\$ 60
1644-1	Non-Profit - Eccles Studio Rental - 5 hrs		\$ 80	\$ 80
1644-2	Non-Profit - Eccles Studio Rental - 6 hrs		\$ 100	\$ 100
1644-3	Non-Profit - Eccles Studio Rental - 7 hrs		\$ 120	\$ 120
1644-4	Non-Profit - Eccles Studio Rental - 8 hrs		\$ 140	\$ 140
1644-5	Non-Profit - Eccles Studio Rental - 9 hrs		\$ 160	\$ 160
1644-6	Non-Profit - Eccles Studio Rental - 10 hrs		\$ 180	\$ 180
1644-7	Non-Profit - Eccles Studio Rental - 11 hrs		\$ 200	\$ 200
1644-8	Non-Profit - Eccles Studio Rental - 12+ hrs		\$ 220	\$ 220
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
Tanner Lounge & Terrace				
1160	Non-Profit Social Event	Terrace Only	\$ 497	\$ 497
1181	Non-Profit - Small Private Event		\$ 1,500	\$ 1,500
1182	Non-Profit - Large Private Event		\$ 1,000	\$ 1,000
1700	Non-Profit / Government - Meeting & Press Conference	per Hour	\$ 206	\$ 206
1920	Non-Profit - Performance Package		\$ 1,000	\$ 1,000
Tin Angel Restaurant				
1160	Non-Profit Social Event		\$ 500	\$ 500



Eccles Resident Rental Rates



Code	Rate	2020-2021	2021-2022
Delta Hall			
	Non-profit Performance	\$ 3,710	\$ 3,821
	Non-Profit Half-House Performance	\$ 1,630	\$ 1,678
	Non-Profit Second Performance	\$ 1,855	\$ 2,389
	Non-Profit Half-House Second Performance	\$ 815	\$ 840
	Non-Profit Rehearsal/Tech/Load-In/Load-Out	\$ 1,855	\$ 1,911
	Non-Profit Dark Day	\$ 927	\$ 955
	Non-Profit Recording - Stage & Lobby per Hour	\$ 208	\$ 216
	Non-Profit Recording - Dark Day	\$ 800	\$ 800
	Non-Profit Recording - Lobby Only per Hour	\$ 205	\$ 210
	Resident Virtual Performance - Half Day (up to 4 hrs)	\$ 1,630	\$ 1,678
	Resident Virtual Performance - Full Day (4+ hrs)	\$ 1,855	\$ 1,911
Regent Street Black Box			
1200	Resident Performance	\$ 140	\$ 140
1220	Resident Second Performance	\$ 88	\$ 88
	Resident Virtual Performance - Half Day (up to 4 hrs)	\$ 60	\$ 60
	Resident Virtual Performance - Full Day (4+ hrs)	\$ 140	\$ 140
1240	Resident Rehearsal/Tech/Load-In/Load-Out	\$ 60	\$ 60
1250	Resident Dark Day	\$ 28	\$ 28
Rehearsal Room			
1660	Resident Studio Rental	\$ 35	\$ 35
	Resident Virtual Performance - Half Day (up to 4 hrs)	\$ 48	\$ 48
	Resident Virtual Performance - 5 hrs	\$ 64	\$ 64
	Resident Virtual Performance - 6 hrs	\$ 80	\$ 80
	Resident Virtual Performance - 7 hrs	\$ 96	\$ 96
	Resident Virtual Performance - 8 hrs	\$ 112	\$ 112
	Resident Virtual Performance - 9 hrs	\$ 128	\$ 128
	Resident Virtual Performance - 10 hrs	\$ 144	\$ 144
	Resident Virtual Performance - 11 hrs	\$ 160	\$ 160
	Resident Virtual Performance - 12+ hrs	\$ 176	\$ 176