



Item: Resolution 10053, Fees for Mansfield Center for the Performing Arts

From: Park and Recreation Department/Mansfield Center for the Performing Arts

Initiated By: Park and Recreation Department

Presented By: Marty Basta, Park & Recreation Director

Action Requested: Set Public Hearing for Resolution 10053

Suggested Motion:

1. Commissioner moves:

“I move the City Commission set a public hearing for February 18, 2014, to consider adoption of Resolution 10053.”

2. Mayor calls for a second, discussion, public comment, and calls the vote.

Staff Recommendation:

Staff recommends the City Commission set a public hearing for February 18, 2014, to consider adoption of Resolution 10053, Fees for Mansfield Center for the Performing Arts.

Proposed Fees:

Mansfield Theater	<u>Current Fees</u>	<u>Proposed Fees</u>
Performance	8% of gross	8% of gross
Box Office Fee	Included w/rent	\$2/ticket
Minimum/Cap	\$950/\$4,335	\$950/\$4,335
Event w/out admission charge	\$1,045	\$1,145
Hourly rate (2 hr min. w/\$465 cap)	\$44/hr.	\$44/hr.
Merchandising fee	20% of gross	20% of gross
Facility and Equipment Surcharge	\$0.50/ticket	Ordinance, Park Foundation or Eliminate
Mansfield Convention Center*	<u>Current Fees</u>	<u>Proposed Fees</u>
Attendance over 500	\$1,850	\$1,950
Attendance 500 and under	\$1,625	\$1,725
Non-alcohol event	\$1,295	\$1,395
Set-up or tear-down day* (must be consecutive hrs)	\$75/hr (minimum \$150) Maximum \$660	\$100/hr (minimum \$200) No Maximum

Backstage	\$660	\$880
Merchandising fee	20% of gross	20% of gross
*Maximum of 16 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$100/hr.		

Box Office Services

All rooms except Theater	5% of gross ticket sales	5% of gross ticket sales
Minimum/Cap	\$300/\$2,300	\$300/\$2,500
Plus additional per ticket fee	\$0	\$2/ticket
Order fee for all on-line & phone	\$2/ticket	\$2/order
Use of Mansfield Box Office	Required for all events contracted by non-residents of Great Falls. City to have exclusive rights to all electronic ticketing for all events held in the Civic Center	Required for all spectator events at the Civic Center

Missouri Room

	<u>Current Fees</u>	<u>Proposed Fees</u>
Event day	\$435	\$500
Set-up/tear-down day*	\$217.50	\$250
*Maximum of 14 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$50/hr.		

Rainbow or Ryan Room

	<u>Current Fees</u>	<u>Proposed Fees</u>
Week day	\$55	\$60
Weekend day	\$150	\$155

Gibson Room

	<u>Current Fees</u>	<u>Proposed Fees</u>
Event day	\$155	\$225
*Maximum of 12 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$50/hr.		

Commission Chambers

	<u>Current Fees</u>	<u>Proposed Fees</u>
Event day	\$185	\$250

Holiday rates

\$350 additional charge	\$385 additional charge
-------------------------	-------------------------

Preferred Cater Program

All catering	NA	RFP (4% to 8% of gross)
Facility and Equipment Surcharge	NA	\$.25/head w/Ordinance or through Park Foundation

Discount: A 15% discount may apply to multiple-room or multiple-day rentals. Discount may only be applied to full room rental rates.

Annual increase: Continue with an annual increase, based on the Consumer Price Index, on all fees, with the exception of the \$.50/ticket facility surcharge and the \$2/ticket Box Office fee.

Background:

Fees for the Mansfield Convention Center, Missouri Room, Gibson Room and Commission Chamber were last raised in May 2009 and have an annual increase. The rates for the Mansfield

Theater were last increased in July 2006 and have an annual increase on the cap for rent and on the rehearsal rates.

Box Office services are included in the Mansfield Theater rent. Rates for all other box office services were set at 5% of gross in July of 2006 with a minimum and cap. Box Office services are required for all events contracted by non-residents. Non-residents are prohibited from sub-contracting through a local group for ticketing services. The City retains exclusive rights to all electronic ticketing in the Civic Center. The objective is to provide convenient service to the patron expecting to have the ability to purchase at the Mansfield Box Office as well as secure the community member's investment in the ticket should the event cancel.

Concurrence:

The Mansfield Center for the Performing Arts Advisory Board reviewed the proposed fee increases for the above room rates at the September 20, 2013, meeting and recommended approval by the City Commission. The Board reviewed the Preferred Caterer's Program and at the December 20, 2013, meeting recommended approval by the City Commission. Great Falls Community Concert Association Board concurs with the new box office fee of \$2/ticket.

Fiscal Impact:

The above recommendation has taken into consideration current operating deficit as well as what the market will currently bear. Projected additional revenue per year is estimated at \$70,410.

Alternatives:

Alternatives would include increased general fund subsidy or a reduction in services and/or facilities.

Attachments/Exhibits:

1. Resolution 10053

RESOLUTION 10053
A RESOLUTION TO ESTABLISH FEES FOR MANSFIELD CENTER FOR THE
PERFORMING ARTS AT THE CIVIC CENTER

BE IT RESOLVED by the City Commission of the City of Great Falls, Cascade County, Montana; that all past fee structures for Mansfield Theater, Mansfield Convention Center, Missouri Room, Gibson Room, Rainbow Room, Ryan Room, Box Office and Catering services as established in Resolution 9892, Resolution 9168 and Resolution 8863 are hereby amended.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, AS FOLLOWS:

The fees for the Mansfield Center for the Performing Arts to be as follows:

Mansfield Theater	<u>Current Fees</u>	<u>Proposed Fees</u>
Performance	8% of gross	8% of gross
Box Office Fee	Included w/rent	\$2/ticket
Minimum/Cap	\$950/\$4,335	\$950/\$4,335
Event w/out admission charge	\$1,045	\$1,145
Hourly rate (2 hr min. w/\$465 cap)	\$44/hr.	\$44/hr.
Merchandising fee	20% of gross	20% of gross
Facility and Equipment Surcharge	\$0.50/ticket	Ordinance, Park Foundation or Eliminate

Mansfield Convention Center*	<u>Current Fees</u>	<u>Proposed Fees</u>
Attendance over 500	\$1,850	\$1,950
Attendance 500 and under	\$1,625	\$1,725
Non-alcohol event	\$1,295	\$1,395
Set-up or tear-down day* (must be consecutive hrs)	\$75/hr (minimum \$150) Maximum \$660	\$100/hr (minimum \$200) No Maximum
Backstage	\$660	\$880
Merchandising fee	20% of gross	20% of gross
*Maximum of 16 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$100/hr.		

Box Office Services

All rooms except Theater	5% of gross ticket sales	5% of gross ticket sales
Minimum/Cap	\$300/\$2,300	\$300/\$2,500
Plus additional per ticket fee	\$0	\$2/ticket
Order fee for all on-line & phone	\$2/ticket	\$2/order
Use of Mansfield Box Office	Required for all events contracted by non-residents of Great Falls. City to have exclusive rights to all electronic ticketing for all events held in the Civic Center	Required for all spectator events at the Civic Center

Missouri Room	<u>Current Fees</u>	<u>Proposed Fees</u>
Event day	\$435	\$500
Set-up/tear-down day*	\$217.50	\$250

*Maximum of 14 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$50/hr.

Rainbow or Ryan Room	<u>Current Fees</u>	<u>Proposed Fees</u>
Week day	\$55	\$60
Weekend day	\$150	\$155
Gibson Room	<u>Current Fees</u>	<u>Proposed Fees</u>
Event day	\$155	\$225
*Maximum of 12 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$50/hr.		
Commission Chambers	<u>Current Fees</u>	<u>Proposed Fees</u>
Event day	\$185	\$250
Holiday rates	\$350 additional charge	\$385 additional charge
Preferred Cater Program		
All catering	NA	RFP (4% to 8% of gross)
Facility and Equipment Surcharge	NA	\$.25/head w/Ordinance or through Park Foundation

Discount: A 15% discount may apply to multiple-room or multiple-day rentals. Discount may only be applied to full room rental rates.

Annual increase: Continue with an annual increase, based on the Consumer Price Index, on all fees, with the exception of the \$.50/ticket facility surcharge and the \$2/ticket Box Office fee.

Passed and adopted by the City Commission of the City of Great Falls, Montana on this 18th day of February, 2014.

Michael J. Winters, Mayor

ATTEST:

Lisa Kunz, City Clerk

(Seal of the City)

APPROVED FOR LEGAL CONTENT:

Sara R. Sexe, City Attorney