



**Item:** Resolution No. 10071, Revising Fees for the Mansfield Center for the Performing Arts.

**From:** Jennifer Reichelt, Deputy City Manager

**Presented By:** Jennifer Reichelt, Deputy City Manager

**Action Requested:** Conduct a Public Hearing on Resolution 10071

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**Public Hearing:**

1. Mayor conducts public hearing, calling three times each for proponents and opponents.
2. Mayor closes public hearing and asks the will of the Commission.

**Suggested Motion:**

1. Commissioner moves:

“I move the City Commission (adopt/deny) Resolution 10071.”

2. Mayor calls for a second, discussion, and calls for the vote.
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**Staff Recommendation:** Adopt or deny Resolution 10071, Revising Fees for the Mansfield Center for the Performing Arts.

**Background:** In February 2014, the Commission adopted Resolution 10053, which set a new fee structure for the Mansfield Center for the Performing Arts (MCPA). Although the Commission adopted the Resolution as proposed, it acknowledged concerns from the public about some of the proposed fees, and invited interested parties to offer any fiscally sound alternatives that would address those concerns, without defeating the intent of the Resolution to reduce reliance upon general fund revenues to support activities at the Mansfield.

The City’s Mansfield Center for the Performing Arts Advisory Board met in late February and March to re-examine the proposed fee structure and discuss fiscally sound alternative fee proposals. In addition, in March, the operation of the MCPA transitioned from the Park and Recreation Department to the City Manager’s Office. This management change resulted in a better understanding and appreciation of the Mansfield’s complex fee structures.

Over the past six weeks the Deputy City Manager, Fiscal Services Director, Events Supervisor and Chair of the MCPA Advisory Board have worked closely to review the new fee structure,

evaluate revenue estimates and assess the language and intent of Resolution 10053, consistent with prior Commission direction.

During the review, it became apparent that the fee structure adopted in Resolution 10053 required additional clarification. Staff also realized that the pre-existing \$2 per ticket convenience fee charged to tickets purchased online, by mail and phone was not included in the resolution; however, a new per-order fee of \$2 was included. The MCPA began charging a \$2 convenience fee in August 2004 when staff began using their new ticketing software program, Showare.

The MCPA is a very complex operation. It consists of the Mansfield Theatre, Mansfield Convention Center and several meeting rooms. The venue provides services – from staffing, to setup and teardown as well as equipment and box office services for an event. Other services provided include professional backstage crew, box office staff, ushers, and staff to sell merchandise as well as high speed internet access and concessions.

The Mansfield Theatre was built in the 1930s as part of the Civic Center. Its historical elegance, intricate architectural design and acoustics are unrivaled throughout the state. The theatre seats 1,782 and the space is adaptable for concerts, ballet, grand opera, road shows, off-Broadway stage productions, travelogues, conventions and lectures.

The Mansfield Convention Center is 15,300 square feet in size and is a venue for conventions, trade shows, meetings, concerts, fundraisers, banquets and wedding receptions. The Convention Center offers a kitchen, concession room, restrooms, atriums and a mezzanine area. The floor space may be divided using pipe and drape. It most recently was the venue for The Russell: An Exhibition and Sale to Benefit the C.M. Russell Museum.

The five meeting rooms rented by MCPA include the Missouri Room, Ryan Room, Rainbow Room, Gibson Room and Commission Chambers. In total, the Theatre, Convention Center and other meeting rooms consist of more than 48,000 square feet of meeting space; more space than that offered by any hotel in Great Falls.

MCPA also provides professional Box Office services. The Mansfield Box Office provides an internet-based, real-time solution for promoters to sell tickets. The Mansfield Box Office provides a store front with regular hours, phone number, internet site and professional staff dedicated to selling tickets. Tickets may be purchased 24/7 online or in person, by mail or phone during regular business hours. The ticketing system is not limited by type of event or the location of the venue, is PCI compliant and provides a certified audit trail of all ticket revenue.

**Concurrences:** The City Commission adopted Resolution 10053, at the February 18, 2014, Commission Meeting, setting new fees for the MCPA.

Since the adoption of Resolution 10053, the Mansfield Advisory Board has met on February 21, March 14, and March 28, 2014, to further discuss and refine the new fee structure, as well as further the Commission's intent to make the operation of the Mansfield less reliant on general fund support. Commissioners Bronson and Kelly have sat in on some of these discussions.

After much thoughtful discussion and review, the Mansfield Advisory Board is making the following recommendations regarding fee changes related to ticketing for consideration by the City Commission:

- Re-Establish the Convenience Fee of \$2.00 per ticket on Single Tickets
  - Applies to all tickets purchased online/mail/phone
  - While the Convenience Fee was not included in Resolution 10053, it has been collected since August 2004 and is not considered a “*new fee*.”
- Reduce the Convenience Fee to \$1.00 per ticket on tickets sold in a package
  - Applies to all package tickets purchased online/mail/phone
  - Package tickets may also be referred to as series tickets or a subscription purchase.
- Eliminate the \$2.00 per order fee set in Resolution 10053
  - Fee was created to cover the costs associated with mailing and staffing will-call.
  - At this time, staff and the Mansfield Advisory Board believe the Convenience Fee and the new ticket surcharge should be able to bear this cost.
- Reduce the ticket surcharge from \$2.00 per ticket to \$1.50 per ticket
  - The reduction is being made based on feedback received from users who sell package and series subscriptions and revenue estimates.
  - The ticket surcharge will be collected on all tickets
  - The fee is charged to the renter/promoter presenting an event

**Fiscal Impact:** Based on estimated ticket figures and the proposed fee structure for the MCPA, new revenue is estimated at \$90,484 (this figure does not take into account the \$2 convenience fee, which is not considered new revenue, since it was previously being collected).

**Alternatives:** The Commission could choose not to adopt Resolution 10071 and keep the fees for the MCPA as adopted in February.

**Attachments/Exhibits:**

Resolution 10071  
Proposed Revenue Projections for the Mansfield  
Resolution 10053  
Resolution 9829  
Resolution 9549

## **RESOLUTION NO. 10071**

### **A RESOLUTION ESTABLISHING FEES FOR THE MANSFIELD CENTER FOR THE PERFORMING ARTS AT THE CIVIC CENTER, SUPERSEDING FEES SET FORTH IN THE ATTACHED EXHIBITS TO RESOLUTION NO. 10053**

**WHEREAS**, the Mansfield Center for the Performing Arts serves as a cultural, social and entertainment center for the Great Falls community and north central Montana; and

**WHEREAS**, The Mansfield Center for the Performing Arts, consists of the Mansfield Theater, Mansfield Convention Center and meeting rooms. The venue provides services – from staffing, to setup and teardown as well as equipment and box office services for an event. Other services provided include professional backstage crew, box office staff, ushers, and staff to sell merchandise as well as high speed internet access and concessions; and

**WHEREAS**, The Theater seats 1,782 and is adaptable for concerts, ballet, grand opera, road shows, off-Broadway stage productions, travelogues, conventions and lectures. The Convention Center is 15,300 square feet in size and is a venue for conventions, trade shows, meetings, concerts, fundraisers, banquets and wedding receptions; and

**WHEREAS**, the City Commission adopted Resolutions 9829, “A Resolution to Establish Fees for Mansfield Center for the Performing Arts at the Civic Center” on May 19, 2009, and Resolution 9549, “A Resolution Adopting New Rates and Fees for the Mansfield Events & Mansfield Box Office” on April 18, 2006; and

**WHEREAS**, having considered the cost of operation, administration and services offered for the Mansfield Theater, Mansfield Convention Center, Missouri Room, Gibson Room, Ryan Room, and Box Office, it was deemed necessary and appropriate to adjust fees associated with these operations. The City Commission adopted Resolution 10053 on February 18, 2014, setting forth a new fee structure for the Mansfield Center for the Performing Arts. At that time, the City Commission acknowledged concerns from the public about some of the proposed fees, and invited interested parties to offer any fiscally sound alternatives that would address those concerns, without defeating the intent of Resolution 10053 to reduce reliance upon general fund revenues to support activities at the Mansfield; and

**WHEREAS**; since that time, City staff and the Chair of the Mansfield Center for the Performing Arts Advisory Board have worked closely to review the new fee structure, evaluate revenue estimates, and have made changes that provide clarification consistent with Commission direction.

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

- (1) Rental and Box Office Fees for the Mansfield Theater, Mansfield Convention Center, Missouri Room, Gibson Room, Rainbow Room, and Ryan Room are adopted as set forth in Exhibit “A” attached hereto.
- (2) Equipment Rental Fees are adopted as set forth in Exhibit “B” attached hereto.

- (3) The fees set forth in Exhibits A and B attached to Resolution 10071 shall become effective upon adoption, superseding the fees set forth in the exhibits attached to Resolution 10053 adopted February 18, 2014.

**BE IT FURTHER RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, THAT:**

Staff from the Mansfield Performing Arts Center, in conjunction with the City Manager's Office, shall evaluate these fees on an annual basis beginning in calendar 2015, but no later than April 1 of that year and each successive year, and may implement an annual inflationary increase in these fees using the Consumer Price Index, U.S. City average, all urban consumers, as published by the Bureau of Labor Statistics of the United States Department of Labor. Nothing in this Resolution shall prevent staff from making recommendations at any time to the City Commission for fee changes based upon other considerations.

PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana, April 15, 2014.

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Michael J. Winters, Mayor

ATTEST:

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Lisa Kunz, City Clerk

(CITY SEAL)

APPROVED FOR LEGAL CONTENT:

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Sara Sexe, City Attorney

## Exhibit “A” to Resolution 10071

### **Facility Fees/Rental Rates**

#### ***Mansfield Theater***

	<b>Proposed Fees</b>
1 <sup>st</sup> Performance	8% of gross ticket sales
Minimum/Cap	\$950/\$4,335
2 <sup>nd</sup> Performance in a Day	8% of gross ticket sales
Minimum/Cap	\$475/\$4,335
Event w/out Admission Charge	\$1,145
Hourly Rate (2 Hour Minimum)	\$45 an hour/\$475 cap
Facility and Equipment Surcharge*	\$0.50 per ticket
Ticket Surcharge*	\$1.50/ticket
Credit Card Reimbursement Fee	3% of gross credit card sales or as allowed by law
Merchandising Fee	20% of gross sales

*\* Excludes up to 30 complimentary tickets for renter & all complimentary tickets for house.*

*See Mansfield Box Office Services for a full listing of Ticketing Services Fees.*

#### ***Mansfield Convention Center***

	<b>Proposed Fees</b>
Attendance over 500 w/alcohol	\$1,950
Attendance 500 and under w/alcohol	\$1,725
Non-Alcohol Event	\$1,395
Hourly for Set-Up or Tear-Down	\$100 an hour (minimum \$200/no maximum)
Extend Rental Day	\$100/hour
Walk-in Cooler	\$250 per day (usage included with rent of \$800 or more)
Backstage Use with Theater Rental	\$880
Box Office for Events with Tickets sold to Public	5% of gross ticket sales
Minimum/Cap	\$300/\$2,500
Ticket Surcharge*	\$1.50/ticket
Credit Card Reimbursement Fee	3% of gross credit card sales or as allowed by law
Merchandising Fee	20% of gross sales

*\* Excludes up to 30 complimentary tickets for renter & all complimentary tickets for house.*

*Rental fee is based on a maximum of 16 consecutive hours between 7 a.m. and 1:30 a.m.*

*See Mansfield Box Office Services for a full listing of Ticketing Services Fees.*

#### ***Missouri Room***

	<b>Proposed Fees</b>
Event Day	\$500
Extend Rental Day	\$50/hour
Set-Up or Tear-Down Day	\$250

*Rental is a maximum of 14 consecutive hours and between 7 a.m. and 12:30 a.m.*

#### ***Gibson Room***

	<b>Proposed Fees</b>
Event day	\$225
Extend Rental Day	\$50/hour

*Rental is a maximum of 12 consecutive hours and between 7 a.m. and 12:30 a.m.*

**Rainbow or Ryan Room**

Weekday	<b>Proposed Fees</b> \$60
Weekend Rental/Day	\$155
Extend Rental Day	\$50/hour
Specialty Set-Up	\$155

*Rental is a maximum of 12 consecutive hours and between 7 a.m. and 9:30 p.m.*

*Rental is a maximum of 14 consecutive hours and between 7 a.m. and 12:30 a.m. when rented in conjunction with the Missouri Room.*

**Commission Chambers**

Event day	<b>Proposed Fees</b> \$250
Extend Rental Day	\$50/hour

*Rental is a maximum of 12 consecutive hours and between 7 a.m. and 12:30 a.m.*

**Preferred Caterers Program**

The Mansfield Performing Arts Center will be issuing a request for proposals for qualified and experienced food service providers to become "Preferred Caterers" of the facility. The goal of having a Preferred Caterers Program is to provide quality and affordable food service options for renters as well as attract new clients to the facility.

**All Catering**

Contracted Preferred Caterers	<b>Proposed Fees</b> 4% to 8% of gross sales
Facility and Equipment Surcharge	\$0.25 per head

**Mansfield Box Office Services**

The use of the Mansfield Box Office Ticketing Services is required for all events held in the Mansfield Theater and is also required for all publicly advertised events held in the Convention Center and/or Meeting Rooms, for which admission is charged or tickets are sold. Ticketing fees are in addition to room rental fees.

**Box Office /Ticketing Services**

Ticketing Services for all Rooms except Theater	<b>Proposed Fees</b> 5% of gross ticket sales
Minimum/Cap	\$300/\$2,500
Ticket Surcharge	\$1.50 per ticket
Single Ticket Convenience Fee	\$2.00 per ticket purchased online/mail/phone
Series Ticket Convenience Fee	\$1.00 per ticket for packages purchased online/mail/phone
Exchange Fee	\$2.00 per ticket
Credit Card Reimbursement Fee	3% of gross credit card sales or as allowed by law

**Box Office /Ticketing Services - Off Premise Events**

Ticketing Services	<b>Proposed Fees</b> 5% of gross ticket sales
Minimum/Cap	\$300/\$2,500
Ticket Surcharge	\$1.50 per ticket
Single Ticket Convenience Fee	\$2.00 per ticket purchased online/mail/phone
Series Ticket Convenience Fee	\$1.00 per ticket for package purchased online/mail/phone
Exchange Fee	\$2.00 per ticket
Credit Card Reimbursement Fee	3% of gross credit card sales or as allowed by law

## **Other Services**

### ***Additional Staffing Services***

Ushers/Ticket Takers

Additional Staffing Needs

Technical Director/Stagehands

Great Falls Police Protective Association

### **Proposed Fees**

\$12.25/hour/person (2 hour minimum)

OR

hourly pay plus 30% (2 hour minimum) whichever is greater

hourly pay plus 30% (2 hour minimum)/person

hourly pay plus 30% (2 hour minimum)/person

hourly pay plus 15% (4 hour minimum)/person

### ***Additional Rental Options***

Multiple-room/Multiple Day Rentals

Holiday Rates

### **Proposed Fees**

15% discount may (discount applies to full room rental rates)

\$385/in addition to rent

*Holiday rate applies to all rentals that fall on a City of Great Falls holiday.*

### ***Additional Ticketing Services***

Ticketing Postpone/Cancellation of Event

Hire Box Office to notify Patron of Cancellation

Ticketing Show Build Rush Fee

Ticketing Rebuild Show

Extend Box Office Hours

Custom Box Office Reports

### **Proposed Fees**

\$8 per order plus 3% credit card reimbursement fee

\$25 per hour (2 hour minimum)

\$350

\$350

\$25 per hour/per person (2 hour minimum/per person)

\$150 per report

### ***Promotional Opportunities***

Email Blasts

- Minimum/ 5000 and under e-mails)
- 5,000-9,999 e-mails
- 10,000-24,999 e-mails
- 25,000+ e-mails
- Rush fee
- Graphic Services

Facebook Promotion

- Rush Fee

Box Office Sponsorship Opportunities\*

### **Proposed Fees**

\$150

\$250

\$400

\$600

\$350

\$350 minimum + \$25 per hour depending on complexity

\$100 minimum + \$25 per hour depending on complexity

\$350

Cost + 100% markup

*\*Sponsorship opportunities include, but are not limited to: back of ticket, will call envelope, mailing envelope, ticket replacement card and theater map.*

### ***Other Services/Rush Services***

Process Pre-Authorized Renter's Outside Vendor Bills\*

Room Set up Rush Fee\*\* \*

General Insurance Liability & Endorsement Rush Fee\*\* \*

Liquor liability policy and endorsement Rush Fee\*\*\*

### **Proposed Fees**

Gross invoice plus 15%

Labor cost plus 15%

\$50

\$50

*\*Cost withheld from ticket sales at final settlement.*

*\*\*Fee charged for set up requests provided less than 14 days out from event date.*

*\*\*\*Fee charged by Events Office to complete insurance paperwork less than 14 days out from rental.*



**EXHIBIT "B" TO RESOLUTION 10071**

**Equipment Rental Fees  
Updated March 2014**

	EQUIPMENT	FEE
Linens		
	60" Round Linen	\$2.50 ea
	8' Banquet Linen	\$2.50 ea
	13' Table Skirting	\$16.00 ea
	*Note: 1 free Table Skirt for every 20 Table Linens rented	
Pipe/Drape		
	Up to 210 linear ft. included in rental***	No Charge
	Pipe & Drape above 210 linear ft. usage	\$1/ft
	Outside rental	\$3/ft
	***Dependant on availability	
Audio Visual		
	Portable Sound System w/up to 3 mics	\$75
	Additional mics	\$25
	Da-Lite Fast-Fold Truss Frame Movie Screen 16' tall X 27'6" wide (included w/Theater)	\$350
	LCD Projector	\$150
	Screen (9'x9' freestanding)	\$50
	USA Flag	No Charge
	Montana Flag	No Charge
	Table Lectern	No Charge
	Standing Podium	No Charge
	Flip Chart	\$7.00
	Standing Easel (metal) (flipchart attachment avail.)	No Charge
	Standing Easel (oak)	No Charge
	Table Top Easels	No Charge
Miscellaneous		
	Regular/Decaffinated Coffee (5-gal coffee service)*	\$60
	Regular/Decaffinated Coffee (22 cup pot coffee service)*	\$25
	Herbal/Black Tea*	\$25
	Bottle Water	\$1/bottle
	Coffee Pots	\$10/cleaning fee
	Misses Tea Maker	\$10/cleaning fee
	Exterior Dumpsters	Cost + 15%
	Garbage Cans (95-gallon)	Cost + 15%
	Garbage Cans (30-gal.) (CC/MR/GR)	No Charge
	Caterer's Carts	\$10/cleaning fee
	Clothed Movable Hard Panels (Convention Center only)	No Charge
	Stantions (included w/Theater)	\$2/stantion
	4'x8' Risers (Up to 6 available)	\$25/riser
	Stage Alterations (CC)	\$150min/\$300max
	Tables (Quantites Per Above, Rental to Other Rooms if Available)	\$12/table
	Buddy Bars (Rental to Other Rooms if Available)	\$12/table
	Chairs (Quantites Per Above, Rental to Other Rooms if Available)	\$3/chair
	Piano (included with Theater rent)	\$50
	Piano Tuning	Cost+15% administrative fee

Room Inventory	Missouri Room	Gibson Room	Convention Center
60" Round Banquet Tables	30	8	70
6' Banquet Tables	12	2	28
8' Banquet Tables	13	8	42
30" Buddy Bars	0	0	10
Padded Chairs	250	80	800
4'x8' Riser	0	0	0
30 Gallon Garbage Cans	4	2	20
House Microphone	0	0	1
Hard Panels	0	0	28 single/2 double

Standard Set-up Styles (Seating/Room Capacity)	Missouri Room	Gibson Room	Convention Center
Standing Room Only	500	100	2200
Theater	300	80	1510
Banquet	250	64	800
Classroom	180	40	480
Conference	n/a	n/a	n/a

**MANSFIELD CENTER FOR THE PERFORMING ARTS**  
**REVENUE GENERATED FROM PROPOSED FEES - RES. 10071**

<b>By Area Increases</b>	<b>Projected Amount of Increase from fees Adopted in Resolution 10053</b>	<b>Projected Amount of Revenue from Resolution 10071 with Ticket Surcharge: \$1.50, Convenience Fee: \$2.00 and \$1.00**</b>
Missouri Room Rentals	\$4,592.25	\$4,592.25
Convention Center Rentals	\$6,240.00	\$6,240.00
Gibson Room Rentals	\$3,296.00	\$3,296.00
Commission Chambers Rentals	\$245.00	\$245.00
Linen & Skirts	\$699.00	\$699.00
Sound System	\$675.00	\$675.00
Catering Fee (4% of Gross of \$15/meal)	\$7,674.60	\$7,674.60
Box Office Fee/ Plus Additional Per Ticket Fee	\$61,532.00	
Convenience Fee Per Ticket		<b>\$22,146.00</b> *
Convenience Fee Per Package		<b>\$796.00</b>
Ticket Surcharge (\$1.50 per ticket)		\$63,069.00
Handling Fee	\$5,640.00	\$0.00
Facility and Equipment Surcharge Convention Center	\$2,643.00	\$2,643.00
Facility and Equipment Surcharge Missouri	\$554.75	\$554.75
	\$93,791.60	\$112,630.60
Amount of New Revenue without Convenience Fee		\$90,484.60

**TICKETING NUMBERS\*\***

Ticket Number Used	30,766
Amount of Increase	\$2.00
	<u>\$61,532.00</u>
Total Ticket Sales	42,046
Minus Ones Purchased On-Line, Mail, Phone*	<u>(11,280)</u>
	30,766

\*Already paid a \$2 convenience fee under old rate structure, this fee is NOT considered new revenue.

\*\*Ticket numbers were estimated from FY 2013. The numbers were used for projection purposes only, revenue from tickets surcharges may vary greatly depending on the number and types of shows on a yearly basis.

## **RESOLUTION NO. 10053**

### **A RESOLUTION ESTABLISHING FEES FOR THE MANSFIELD CENTER FOR THE PERFORMING ARTS AT THE CIVIC CENTER**

**WHEREAS**, the Park and Recreation Department's primary focus is to enhance the overall health and livability of our community; and

**WHEREAS**, The Mansfield Convention Center is an ideal venue for conventions, trade shows, meetings, concerts, fundraisers, banquets and wedding receptions – perfect for events that bring people together. The convention center is operated by the City of Great Falls and rented through the Mansfield Events Office. The Events Office provides services – from setup and teardown to backstage technical staff and equipment, as well as a professional box office, high speed internet access and a bonded staff to sell merchandise; and

**WHEREAS**, the City Commission adopted Resolutions 9829, “A Resolution to Establish Fees for Mansfield Center for the Performing Arts at the Civic Center” on May 19, 2009, and Resolution 9549, “A Resolution Adopting New Rates and Fees for the Mansfield Events & Mansfield Box Office” on April 18, 2006. Said fees have not been adjusted since that time; and

**WHEREAS**, having considered the cost of operation, administration and services offered for the Mansfield Theater, Mansfield Convention Center, Missouri Room, Gibson Room, Ryan Room, and Box Office, it is deemed necessary and appropriate to adjust fees associated therewith; and

**WHEREAS**, hereafter the Park and Recreation staff shall evaluate these fees on an annual basis and may implement an annual inflationary increase in these fees using the Consumer Price Index, U.S. City average, all urban consumers, as published by the Bureau of Labor Statistics of the United States Department of Labor.

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

That Resolutions 9829 and 9549 are hereby repealed; and

Rental and Box Office Fees for the Mansfield Theater, Mansfield Convention Center, Missouri Room, Gibson Room, Rainbow Room, and Ryan Room as set forth in Exhibit “A” attached hereto are hereby adopted; and

Equipment Rental Fees as set forth in Exhibit “B” attached hereto are hereby adopted; and

Additional Mansfield Contract Holder Fees as set forth in Exhibit “C” attached hereto are hereby adopted.

This Resolution shall become effective upon adoption.

PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana,  
February 18, 2014.

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Michael J. Winters, Mayor

ATTEST:

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Lucy Hallett, Deputy City Clerk

(CITY SEAL)

APPROVED FOR LEGAL CONTENT:

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Sara Sexe, City Attorney

## EXHIBIT “A” TO RESOLUTION 10053

<b>Mansfield Theater</b>		
	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
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	\$0.50/ticket
 <b>Mansfield Convention Center*</b>		
	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
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*	\$75/hr (minimum \$150)	\$100/hr (minimum \$200)
(must be consecutive hrs)	Maximum \$660	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.		
 <b>Box Office Services</b>		
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
 <b>Missouri Room</b>		
	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
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.		
 <b>Rainbow or Ryan Room</b>		
	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
Week day	\$55	\$60
Weekend day	\$150	\$155
 <b>Gibson Room</b>		
	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
Event day	\$155	\$225
*Maximum of 12 hours that must be consecutive and between 7am and 1:30am. Additional hours are \$50/hr.		

<b>Commission Chambers</b>	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
Event day	\$185	\$250
<b>Holiday rates</b>	\$350 additional charge	\$385 additional charge
<b>Preferred Cater Program</b>		
All catering	NA	RFP (4% to 8% of gross)
Facility and Equipment Surcharge	NA	\$0.25/per head

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

**EXHIBIT "B" TO RESOLUTION 10053**

**Equipment Rental Fees**

Updated February 2014

<b>Room Inventory Included with Rental Fee</b>	<b>Missouri Room</b>	<b>Gibson Room</b>	<b>Convention Center</b>
60" Round Banquet Tables	30	8	70
6' Banquet Tables	12	2	28
8' Banquet Tables	13	8	42
30" Buddy Bars	0	0	10
Padded Chairs	250	80	800
4'x8' Riser	0	0	0
30 Gallon Garbage Cans	4	2	20
House Microphone	0	0	1
Hard Panels	0	0	28 single/2 double
<b>Standard Set-up Styles Seating Capacity</b>	<b>Missouri Room</b>	<b>Gibson Room</b>	<b>Convention Center</b>
Standing Room Only	500	100	2200
Theater	300	80	1510
Banquet	250	64	800
Classroom	180	40	480
Conference	n/a	n/a	n/a

**Other Equipment**

<b>Linens</b>		<b>Current Fee</b>	<b>Recommend</b>
60" Round Linen		\$2.25/each	\$2.50 ea
8' Banquet Linen		\$2.25/each	\$2.50 ea
13' Table Skirting		\$14.50/each	\$16.00 ea
<b>*Note: 1 free Table Skirt for every 20 Table Linens rented</b>			
<b>Pipe/Drape</b>		<b>Current Fee</b>	<b>Recommend</b>
Up to 210 linear ft. included in rental***		No Charge	No Charge
Pipe & Drape above 210 linear ft. usage		\$1/ft	\$1/ft
Outside rental		\$2/ft	\$3/ft
***Dependant on availability			
<b>Audio Visual</b>		<b>Current Fee</b>	<b>Recommend</b>
Portable Sound System w/up to 3 mics		\$50	\$75
Additional mics		\$25	\$25
Da-Lite Fast-Fold Truss Frame Movie Screen 16' tall X 27'6" wide (included w/Theater)		\$350	\$350
LCD Projector		\$150	\$150
Screen (9'x9' freestanding)		\$50	\$50
USA Flag		No Charge	No Charge
Montana Flag		No Charge	No Charge
Table Lectern		No Charge	No Charge
Standing Podium		No Charge	No Charge
Flip Chart		\$7.00	\$7.00
Standing Easel (metal) (flipchart attachment avail.)		No Charge	No Charge
Standing Easel (oak)		No Charge	No Charge
Table Top Easels		No Charge	No Charge
<b>Miscellaneous</b>		<b>Current Fee</b>	<b>Recommend</b>
Regular/Decaffinated Coffee (5-gal coffee service)*		\$55	\$60
Regular/Decaffinated Coffee (22 cup pot coffee service)*		\$20	\$25
Herbal/Black Tea*		\$10	\$25
Bottle Water		N/A	\$1/bottle
Coffee Pots		No Charge	\$10/cleaning fee
Misses Tea Maker		No Charge	\$10/cleaning fee
Exterior Dumpsters		Call for quote	Cost + 15%
Garbage Cans (95-gallon)		Call for quote	Cost + 15%
Garbage Cans (30-gal.) (CC/MR/GR)		No Charge	No Charge
Caterer's Carts		No Charge	\$10/cleaning fee
Clothed Movable Hard Panels (Convention Center only)		No Charge	No Charge
Stantions (included w/Theater)		No Charge	\$2/stantion
4'x8' Risers (Up to 6 available)	NC for 6, \$175/add. riser		\$25/riser
Stage Alterations (CC)		\$150min/\$300max	\$150min/\$300max
Tables (Quantites Per Above, Rental to Other Rooms if Available)		\$10.00/table	\$12/table
Buddy Bars (Rental to Other Rooms if Available)		No Charge	\$12/table
Chairs (Quantites Per Above, Rental to Other Rooms if Available)		\$2/chair	\$3/chair
Piano (included with Theater rent)		\$50	\$50
Piano Tuning		Call for quote	Cost+15% administrative fee

## **EXHIBIT “C” TO RESOLUTION 10053**

### **Additional Mansfield Contract Holder Fees**

Updated February 2014

#### **Mansfield Box Office:**

##### **Credit Card reimbursement fee**

3% of gross credit card sales or as allowed by law

##### **Postponement or cancellation**

Cancellation of order and refund: \$8/order plus 3% credit card reimbursement fee

Box Office staff to notify ticket buyers: \$25/hour w/2 hour minimum (Contract holder may opt to notify patron on their own.)

##### **Additional Box Office Services**

Rush fee \$350 for Show Build

Rebuild Show Build \$350

Extend Box Office Hours: \$25 hour 2 hour minimum/per person

Custom Box Office Reports: \$150 per report

Email Blast:

- Minimum of \$150 (and based on 5000 and under e-mails)
- \$250 for 5,000-9,999 e-mails
- \$400 for 10,000-24,999 e-mails
- \$600 for 25,000+ e-mails
- Rush fee \$350
- Graphic services minimum of \$350 + \$25 hour depending on complexity of request

Facebook Promotion:

- Minimum of \$100 + \$25 hour depending on complexity of request
- Rush fee \$350

##### **Sponsorship Opportunities**

Cost + 100% markup

- Back of ticket
- Will Call Envelope
- Mailing Envelope
- Ticket Replacement Card
- Theater Map

#### **Mansfield Theater and other rooms:**

##### **Ushers/Ticket Takers/House Manager/Merchandise Salesperson**

- Additional Ticket Takers and Ushers: \$12.25/hour/person with 2 hour minimum or hourly pay plus 30% with 2 hour minimum, whichever is greater.
- Additional House Manager: hourly pay plus 30% with 2 hour minimum

##### **Technical Director/Stagehands**

- Hourly plus 30% with 2 hour minimum/person

##### **Uniformed Armed Security/Other skilled labor**

- Great Falls Police Protective Association: hourly plus 15% with a 4 hour minimum/person
- All other skilled labor: hourly or flat rate plus 15% with a 2 hour minimum



**Process Promoter bills for vendor (cost withheld from ticket sales at final settlement)**

- Gross invoice amount plus 15%

**Rush Fee for set up requests provided less than 14 days out from event date**

- Labor cost plus 15%

**Rush Fee for required insurance documents provided less than 14 days out from event date**

- \$50 for general liability policy and endorsement papers
- \$50 for liquor liability policy and endorsement papers

**RESOLUTION 9829**  
**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 Convention Center, Missouri Room, Gibson Room, Rainbow Room and Ryan Room as established in 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 use Civic Center rooms and services to be as follows:

<b>Mansfield Convention Center</b>	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
Attendance over 500	\$1,675	\$1,820
Attendance 500 and under	\$1,475	\$1,600
Non-alcohol event	\$1,175	\$1,275
Set-up or tear-down day*	\$75/hr minimum \$150 Maximum \$587.50	\$75/hr minimum \$150 Maximum \$650
Merchandising fee	20% of gross	20% of gross
<b>Box Office Services (Convention Center)</b>		
Use of Mansfield Box Office	Optional	Required for all events contracted by non-residents of Great Falls. Non-residents are prohibited from sub-contracting through residents or other local groups for ticketing services. The City will have exclusive rights to all electronic ticketing for all events held in the Civic Center regardless of whether the event sponsor is a resident or non-resident.
Fee	5% of gross ticket sales	5% of gross ticket sales
Minimum	\$300	\$300
Cap	none	\$2,300
<b>Missouri Room</b>	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
Event day	\$375	\$425
Set-up/tear-down day*	\$187.50	\$212.50
<b>Rainbow or Ryan Room</b>	<b><u>Current Fees</u></b>	<b><u>Proposed Fees</u></b>
Week day	\$33	\$55
Weekend day	\$150	no change

**Gibson Room**

Event day

**Current Fees**

\$137.50

**Proposed Fees**

\$150

**Commission Chambers**

Event day

**Current Fees**

\$165

**Proposed Fees**

\$180

\*Set-up/tear-down day: maximum of 10 hrs that must be consecutive and between 7am and 10 pm.

**Holiday rates**

\$350 additional charge

no change

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

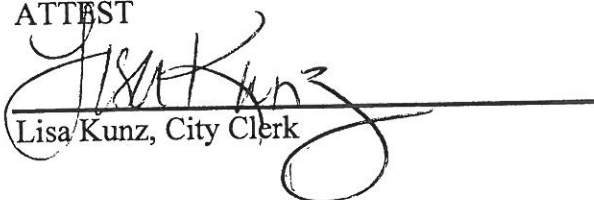
**Annual Increase:** Implement an annual increase, based on the Consumer Price Index, on all rental and box office service fees (including the Theater), with the exception of the \$0.50/ticket facility surcharge.

Passed and adopted by the City Commission of the City of Great Falls, Montana on this 19<sup>th</sup> day of May, 2009.



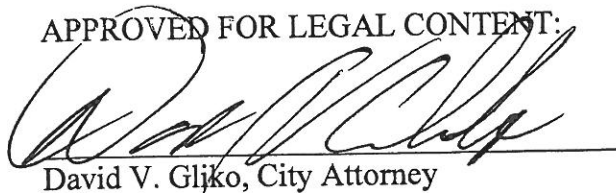
Dona R. Stebbins, Mayor

ATTEST

  
Lisa Kunz, City Clerk

(Seal of the City)

APPROVED FOR LEGAL CONTENT:

  
David V. Gliko, City Attorney

RESOLUTION 9549

A RESOLUTION ADOPTING NEW RATES AND FEES FOR THE  
MANSFIELD EVENTS & MANSFIELD BOX OFFICE

Effective Date: July 1, 2006

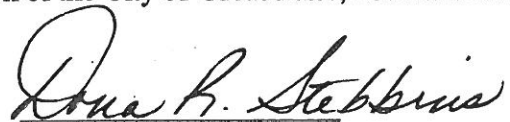
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NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF  
GREAT FALLS, MONTANA AS FOLLOWS:

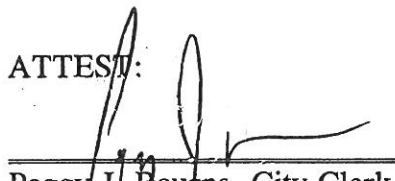
A. That Resolution 9549 is hereby adopted.

B. That fees for the Mansfield Events Office and the Mansfield Box Office as listed in Exhibit  
A and B shall be established and made a part hereof.

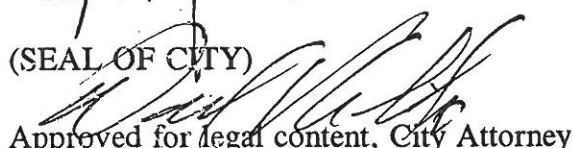
PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana on this  
18th day of April, 2006.

  
Dona Stebbins, Mayor

ATTEST:

  
Peggy J. Bourne, City Clerk

(SEAL OF CITY)

  
Approved for legal content, City Attorney  
State of Montana       )  
County of Cascade     : ss.  
City of Great Falls    )

I, Peggy J. Bourne, City Clerk of the City of Great Falls, Montana, do hereby certify that the  
foregoing Resolution No. 9549 was placed on its final passage and passed by the City Commission of  
the City of Great Falls, Montana, at a meeting thereof held on the 18th day of April, 2006, and  
approved by the Mayor of said City, on the 18th day of April, 2006.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Seal of said City, this  
18th day of April, 2006.

(SEAL OF CITY)

  
Peggy J. Bourne, City Clerk

# Agenda Report Attachment

CITY OF  
**GREAT FALLS**  
*Mansfield Events Office*

## The Mansfield Theater at the Great Falls Civic Center

Compare current Mansfield Theater's current fees to proposed fees to Billings' fees to Helena's fees

Includes facility fees and ticketing fees

4/10/2006

Event:	# of shows	Mansfield Theater current fees	Mansfield Theater proposed fees for FY07	Mansfield Theater proposed fees for FY08	Alberta Bait (Billings) current fees	Helena Civic Center current fees
		Total	Total	Total	Total	Total
Based on Performance Day(s) Only						
National Tour (Current FS/TS=\$.75)	1	\$4,327.00	\$4,778.00	\$5,167.00	\$5,039.90	\$4,950.00
National Tour (Current FS/TS=\$.75)	1	\$4,985.00	\$4,825.00	\$5,237.50	\$7,476.75	\$5,610.00
National Tour (Current FS/TS=\$.75)	1	\$4,417.75	\$4,785.84	\$5,205.09	\$4,788.97	\$4,950.00
National Tour (Current FS/TS=\$.75)	1	\$1,704.76	\$1,604.00	\$1,662.25	\$1,678.63	\$1,855.76
National Tour (Current FS/TS=\$.75)	2	\$8,662.88	\$9,565.00	\$10,347.50	\$9,490.15	\$10,435.00
National Tour (Current FS/TS=\$.75)	1	\$2,704.88	\$4,721.50	\$5,082.25	\$4,914.85	\$5,610.00
National Tour (Current FS/TS=\$.75)	1	\$1,036.50	\$1,101.00	\$1,101.00	\$1,528.15	\$1,757.50
Fundraiser for Local (Current FS/TS=\$.75)	1	\$3,262.05	\$2,964.76	\$3,359.01	\$3,145.09	\$4,190.13
Local Producing Company (Current FS/TS=\$.75)	2	\$2,419.36	\$2,137.00	\$2,343.00	\$1,816.17	\$2,529.86
Local Producing Company (Current FS/TS=\$.75)	2	\$2,357.95	\$2,207.00	\$2,341.75	\$1,693.12	\$2,398.45
National Tour (Current FS/TS=\$.75)	1	\$4,419.25	\$4,839.50	\$5,259.25	\$5,117.66	\$5,610.00
Local Presenting Co. Season (Current FS=\$.25)	4	\$3,672.00	\$5,916.00	\$7,344.00	\$7,393.00	\$4,377.22
Local Producing Co. Season (Current FS=\$.25)	8	\$6,381.25	\$12,542.91	\$15,228.16	\$16,209.68	\$5,985.00
	26	\$50,350.62	\$61,987.51	\$69,677.76	\$70,292.11	\$60,258.93
		\$50,350.62	\$61,570.51	\$69,327.76	\$70,292.11	\$60,258.93

\*\*\*Doesn't include ticketing service

FS = facility surcharge

FS/TS = facility surcharge & ticketing surcharge

Resolution #9549, Exhibit A

Mansfield Events Office Fees and Rates

Daily Room Rate:

	Current Rate (set 7/1/02) FY'06	Proposed Rate (For 7/1/06) FY'07	Proposed Rate (For 7/1/07) FY'08	Proposed Rate (For 7/1/08) FY'09
<b>Mansfield Theater</b>				
<b>1st performance</b>	\$660.00	8% of gross**	8% of gross**	8% of gross**
Additional performance (same day)	\$330.00	8% of gross**	8% of gross**	8% of gross**
(**Minimum rent: \$900; Cap at \$4000)	\$3,747.50	Cap \$4,000	\$4,000 + CPI %	last yr's + CPI %
Multiple days/rooms discount (Does not apply to special rates or already discounted fees)	15%*	15%*	15%*	15%*
Set-up/tear-down day	\$363.00	\$440.00	\$440.00	\$440.00
Rehearsal rate	\$35/hr	\$40/hr	\$40 + CPI%	FY'07 rate + CPI %
<b>Box office service</b>	5% of gross	Eliminate	Eliminate	Eliminate
<b>Facility surcharge (change to facility/equipment surcharge)</b>	\$0.25	\$0.25	\$0.50	To be reviewed
Ticketing surcharge	\$0.50	Eliminate	Eliminate	Eliminate
<b>Merchandise sales</b>	18% of gross	20% of gross	20% of gross	20% of gross

\*Current discount for GF Symphony is 30%. Will be reduced to 20% for FY'07 and to 15% for FY'08.

\*Current discount for GF School District is 46%. Will be reduced to 40% for the Theater use only for FY'07.