



Item: Resolution 10118 Amending Resolution 10071, Revising the Mansfield Box Office Ticketing Services Language

From: Jennifer Reichelt, Deputy City Manager

Presented By: Jennifer Reichelt, Deputy City Manager

Action Requested: Adopt Resolution 10118

Suggested Motion:

1. Commissioner moves:

“I move that the City Commission (adopt/deny) Resolution 10118.”

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

Staff Recommendation: Adopt Resolution 10118 Amending Resolution 10071 that revises and clarifies the *Mansfield Box Office Ticketing Services* language.

Background: Over the past few months Events staff has been working on revising the *Mansfield Box Office Ticketing Services* language, in an effort to increase usage and attract more clients.

On April 15, 2014, the Commission adopted Resolution 10071, which set a new fee structure for the Mansfield Center for the Performing Arts (MCPA). The new fee structure included updated rental rates and fees for the Theater, Convention Center, Missouri Room, Gibson Room and other smaller meeting rooms. It also included a section related to the fees and services for the Mansfield Box Office. It required that the box office be used for all ticketed events held at the MCPA. Previously the use of the box office was only required for events in the theater.

More than 131,000 individuals attend events each year at the MCPA. The facility 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 a professional backstage crew, box office staff, ushers, and staff to sell merchandise.

The Mansfield Box Office provides an internet-based, real-time solution for promoters and event organizers to sell tickets. In Fiscal Year 2015 (FY15) the box office sold 38,137 tickets, which was approximately \$1.2 million in sales. The box office provides a store front with regular hours, phone number, internet site and professional staff dedicated to selling tickets. Tickets may be purchased in person or online 24-hours a day, 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 Payment Card Industry (PCI) compliant and provides a certified audit trail of all ticket revenue.

One of the goals of Resolution 10071 was to not only book more events at the MCPA, but by requiring the use of the box office, also provide an increase in revenue for the facility. However, there is concern that this new requirement may have been a deterrent for potential users, specifically those considering renting the convention center or other meeting rooms.

There was a slight decrease in rental dates in the convention center over the last two years. In FY15, the convention center had 50 rental days, compared to 64 rental days the previous fiscal year. This past fiscal year the convention center received \$84,088.74 (unaudited) in revenues from event bookings; however the facility expenses for the convention center are approximately \$108,786. This internal service charge is based on square footage and includes all building related expenses such as general repairs and maintenance, power and lights, air conditioning and heating. It does not take into account the MCPA staffing costs.

It is staff's goal to increase the usage of the MCPA and Mansfield Box Office whenever possible; however there are times when requiring the use of the box office may not make sense or be practical. In developing the revised *Mansfield Box Office Ticketing Services* language, staff contacted comparable event facilities throughout the state and region and reviewed past event history of the convention center. Staff believes they have developed a flexible and fair policy that addresses a wide range of needs. Events in the theater will continue to be required to use the box office; this transition began back in 2006.

Highlights of the revised *Mansfield Box Office Ticketing Services language* include:

- The use of the Mansfield Box Office is required for all publicly advertised events held in the convention center with admission over 400.
- Promoters located outside the State of Montana, are required to use the Mansfield Box Office for all publicly ticketed events held at the Mansfield Center for the Performing Arts.
- The use of the Mansfield Box Office is not required for events in the Commission Chambers, Gibson Room, Missouri Room or any of the smaller meeting rooms.
- The Mansfield Box Office will retain exclusive rights to all internet ticket sales for events held in the Mansfield Theater and Mansfield Convention Center.

The use of the Mansfield Box Office would not be required in the Mansfield Convention Center in the following situations:

- When less than 400 tickets are being sold to a publicly advertised event.
- For event registration.
- When the entire event, or a portion of the event, is sold through corporate sponsorships and no more than 200 tickets are available for purchase by the public.
- When the event is not open to the public.
- When admission at the door is less than \$10.

Concurrences: The Commission adopted Resolution 10071 on April 15, 2014.

Fiscal Impact: The fees remain the same as set forth in Resolution 10071.

Alternatives: The City Commission could decide to not adopt Resolution 10118 and leave the Box Office Services language as is.

Attachments/Exhibits:
Resolution 10118

RESOLUTION NO. 10118

A RESOLUTION AMENDING RESOLUTION 10071, REVISING THE MANSFIELD BOX OFFICE TICKETING SERVICES LANGUAGE

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 such events as 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 events such as conventions, trade shows, meetings, concerts, fundraisers, banquets and wedding receptions; and

WHEREAS, the City Commission adopted Resolutions 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,” on April 15, 2014; and

WHEREAS, in an effort to increase the usage of the Convention Center, attract more clients and increase revenue, staff has been reviewing the *Mansfield Box Office Ticketing Services* language. Resolution 10071 required that the Mansfield Box Office be used for all ticketed events held at the Mansfield Center for Performing Arts. Previously the use of the Mansfield Box Office was only required for events in the theater. The goal was to not only book more events at the MCPA, but by requiring the use of the Mansfield Box Office, increase revenue for the facility. However, there is concern that this new requirement may have been a deterrent for potential users, specifically those considering renting the convention center or other meeting rooms; and

WHEREAS, it is staff’s goal to increase the usage of the Mansfield Center for the Performing Arts and Mansfield Box Office whenever possible; however there may be times when the usage of the box office does not make sense or is not practical. In developing the revised *Mansfield Box Office Ticketing Services* language, staff contacted comparable event facilities throughout the state and region, talked with clients and reviewed past event history. The Commission believes that staff has developed a flexible and fair policy that addresses a wide range of needs. Events in the theater will continue to be required to use the Mansfield Box Office; this transition began back in 2006.

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

- (1) The *Mansfield Box Office Ticketing Services* language be revised; and, the Rental and Box Office Fees for the Mansfield Theater, Mansfield Convention Center, Missouri Room, Gibson Room, Rainbow Room, and Ryan Room remain the same, all as set forth in Exhibit “A” attached hereto.

- (2) Equipment Rental Fees remain the same as set forth in Exhibit “B” attached hereto.
- (3) Staff from the Mansfield Performing Arts Center, in conjunction with the City Manager’s Office, shall evaluate these fees on an annual basis, 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,
August 18, 2015.

Michael J. Winters, Mayor

ATTEST:

Lisa Kunz, City Clerk

(CITY SEAL)

APPROVED FOR LEGAL CONTENT:

Sara Sexe, City Attorney

Exhibit "A" to Resolution 10118

Facility Fees/Rental Rates

Mansfield Theater

	Fees
1 st Performance	8% of gross ticket sales
Minimum/Cap	\$950/\$4,335
2 nd 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

	Fees
Attendance over 500 w/alcohol	\$1,950
Attendance 500 and under w/alcohol	\$1,725
Non-Alcohol Event	\$1,395
Hourly Rate 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

	Fees
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

	Fees
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	Fees
Weekday	\$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	Fees
Event day	\$250
Extend Rental Day	\$50/hour

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

Mansfield Box Office Ticketing Services

The use of the Mansfield Box Office is required for all events held in the Mansfield Theater. The use of the Mansfield Box Office is required for all publicly advertised events held in the Convention Center with admission over 400. Promoters located outside the State of Montana, are required to use the Mansfield Box Office for all publicly ticketed events held at the Mansfield Center for the Performing Arts. The Mansfield Box Office retains exclusive rights to all internet sales for events held in the Mansfield Theater and Mansfield Convention Center. The use of the Mansfield Box Office is not required for events being held in the Commission Chambers, Gibson Room, Missouri Room or any of the smaller meeting rooms. Ticketing fees are in addition to room rental fees.

The use of the Mansfield Box Office would not be required in the Mansfield Convention Center:

- When less than 400 tickets are being sold to a publicly advertised event.*
- For event registration. *Applies to events with registrations versus ticket sales.*
- When the entire event, or a portion of the event, is sold through corporate sponsorships and no more than 200 tickets are available for purchase by the public.*
- When the event is not open to the public. *This applies to private events (invitation only) versus those that are open to the public.*
- When admission at the door is less than \$10.

** The City reserves the right to require the sponsoring organization to use the Mansfield Box Office if a competing ticket outlet or location is used for ticket sales. However, tickets can be sold by the sponsoring organization.*

Box Office /Ticketing Services	Fees
Ticketing Services for all Rooms except Theater	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 purchase 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	Fees
Ticketing Services	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

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 Staffing Needs

Technical Director/Stagehands

Great Falls Police Protective Association

Additional Rental Options

Multiple-room/Multiple Day Rentals

Holiday Rates

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

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*

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***

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 10118

Equipment Rental Fees

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