

RESOLUTION NO. 10534

A RESOLUTION BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, ESTABLISHING FEES FOR THE MANSFIELD CENTER FOR THE PERFORMING ARTS AT THE CIVIC CENTER

WHEREAS, the City Commission adopted Resolution 10426, “A Resolution Establishing Fees for the Mansfield Center for the Performing Arts at the Civic Center,” on August 17, 2021; and

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 for 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, having considered that many venues offer fees that go directly to the promoter, known as “rebates” in the industry, the Mansfield Advisory Board deemed it appropriate to incentivize promoters that meet certain requirements to bring more high quality shows to the Mansfield Center for the Performing Arts; and

WHEREAS, due to the loss of the Missouri Room, a major asset to the portfolio of the Mansfield Center, and the increasing industry competition that has arisen, a need for a new business model must be created to maintain competitiveness and sustained viability; and

WHEREAS, similarly, having considered that more venues currently exist in Great Falls, it is deemed appropriate as part of the new business model, to allow the Manager of the Mansfield Center for the Performing Arts, with the approval of the Deputy City Manager, discretion on a case-by-case basis to negotiate and adjust fees, in certain circumstances, to remain competitive in the market and guarantee future bookings.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, that the fees set forth in Exhibit A are hereby adopted.

BE IT FURTHER RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, that Resolution 10426 is hereby repealed.

PASSED AND ADOPTED by the City Commission of the City of Great Falls, Montana, this 2nd day of January, 2024.

Bob Kelly, Mayor

ATTEST:

Lisa Kunz, City Clerk

(CITY SEAL)

APPROVED FOR LEGAL CONTENT:

David Dennis, City Attorney

Exhibit "A" To Resolution 10534

Mansfield Convention Center*	<u>Current Fees</u>
Attendance over 500	\$1,995
Attendance 500 and under	\$1,795
Non-alcohol event	\$1,495
Backstage	\$895
Set-up or tear-down day (Must be consecutive hrs)	\$100/hr minimum \$200 No Maximum
Walk-in cooler for set-up day	\$250 (Included w/\$400 or more)
Merchandising fee	20% of gross

* Maximum of 16 hrs that must be consecutive and between 7am and 1:30am. Additional hours are \$100/hour

Box Office Services and Convention Center

Use of Mansfield Box Office	5% of gross. Optional except concerts and sporting events
Minimum/Cap	\$300/\$2,300
Plus additional per ticket fee	\$2/ticket

Missouri Room*	<u>Current Fees</u>
Event day	\$600
Set-up/tear-down day	\$300

* Maximum of 14 hrs that must be consecutive and between 7am and 12:30am. Additional hours are \$50/hour

* Rent is \$500 when used in conjunction with the theater as a dressing room.

Rainbow or Ryan Room	<u>Current Fees</u>
Week day	\$75
Weekend day	\$160

Gibson Room *	<u>Current Fees</u>
Event day	\$250

* Maximum of 12 hrs that must be consecutive and between 7am and 1:30am. Additional hours are \$50/hour

Commission Chambers	<u>Current Fees</u>
Event day	\$250

*Rent is \$125 when used in conjunction with the theater as a dressing room.

Holiday rates \$385 additional charge

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

Mansfield Theater	<u>Current Fees</u>
Performance	8% of gross
Box Office Fee	\$1.50
Facility Surcharge	\$0.50/ticket
Convenience Fee	\$4.00
Minimum/Cap	\$950/\$4335

Event w/out ticketing	\$1,195
Wedding	\$500 plus hourly rate and labor (2hr min)
Setup/Tear Down Day	\$495
Credit Card Fee	4% or as allowed by law
Promoter Rebate	A maximum of \$8.00 per ticket to be paid directly to the promoter as long as the cap of \$4335.00 is met. If the cap is not met then the Mansfield will retain funds sufficient to reach the cap and all remaining funds from this fee will be paid to the promoter. To be eligible a promoter must be presenting 4 or more shows in a fiscal year.

The Manager of the Mansfield Center for the Performing Arts, with the approval of the Deputy City Manager, has discretion to negotiate and adjust the fees set forth herein, in certain circumstances, to remain competitive in the market and guarantee future bookings. Fee adjustments will be considered on a case-by-case basis and can be obtained depending on submitted documentation and factors such as competing venue rates, frequency and/or multiple room event bookings, multi-year commitments, and box office usage. Finally, any reduction in fees will be required to cover the costs associated with the service, and at no time will the fees be set below that threshold.

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 concerts and sporting events held in the Convention Center. 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. 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 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.*

Staff from the Mansfield Center for the Performing Arts, in conjunction with the City Manager’s Office, shall continue to evaluate these fees on an annual basis, but no later than April 1 of 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.