



Updated: 25-Aug-2016

FLORIDA THEATRE – THEATRE USE RATE SCHEDULE

Use of the Florida Theatre is based on a Theatre Use Fee, plus additional charges for labor, equipment and services. The Theatre will be glad to prepare an estimate.

Rates are current as of 1-October-2016 but are subject to change without notice.

1. THEATRE USE FEES

| | |
|---|--|
| Concert Rate | \$3,500 per performance, vs. 10% of the gross receipts, capped at \$7,500. |
| Non-Profit Performance Rate..... | \$2,500 per performance |
| Second Performance, same day..... | 50% of first performance fee |
| Third Performance, same day..... | 50% of first performance fee |
| Commercial Daytime (8:00 AM-2:00 PM)..... | \$1,750 per performance |
| Non-Profit Daytime (8:00 AM-2:00 PM)..... | \$1,300 per performance |
| Lobby only..... | \$1,500 per event |
| Photo Shoot (2 hours, between 9:00 AM-5:00 PM)..... | \$250.00 (no stage or equipment use included) |

Non-profit organizations must submit a copy of their IRS 501(c)(3) Letter to qualify for the non-profit rate.

Use Fee and additional fees are subject to 7% State and County Sales Tax. Non-profit organizations must also submit a copy of their Florida Certificate of Consumer Exemption to qualify for waiver of sales taxes.

Theatre users are responsible for paying their own sales tax on their ticket income, and any merchandise income.

The Daytime Rate is for small-scale productions with minimal technical requirements, like school presentations or business meetings. Actual usage beyond the hours of 8:00 AM-2:00 PM will be billed at an additional \$250.00 per hour.

2. ADDITIONAL FEES

PERSONNEL

Staffing levels are determined at the sole discretion of the Theatre according to the productions requirements of the performance, and the anticipated audience.

Stage Labor

| | |
|--|----------------------------------|
| Stagehands (Regular Labor Call)..... | \$22.00 per hour, 4-hour minimum |
| Stagehands (Show Call)..... | \$88.00 per performance |
| Board Operators (Regular Labor Call)..... | \$22.25 per hour, 4-hour minimum |
| Board Operators (Show Call)..... | \$89.00 per performance |
| Stagehands (Film, Industrial)..... | \$29.00 per hour, 4-hour minimum |
| Board Operators (Film, Industrial)..... | \$30.50 per hour, 4-hour minimum |
| Stagehands (Film/Industrial – Show Call)..... | \$115.00 per performance |
| Board Operators (Film/Industrial – Show Call)..... | \$123.00 per performance |
| Payroll Charge..... | 26% on all wages |
| Health/Pension/Welfare – Regular..... | 23% on all stage labor wages |
| Health/Pension/Welfare – Film/Industrial..... | 26% on all stage labor wages |
| Holiday Rate..... | Time and a half |
| Hours in excess of 8 per day..... | Time and a half |
| Overnight (12:00 midnight-8:00 AM)..... | Time and a half |
| Third performance, same day..... | Time and a half |



Updated: 25-Aug-2016

Front of House Labor

| | |
|-------------------------------------|--------------------------------|
| Uniformed Security Personnel..... | \$35.00 per hour |
| City of Jacksonville Surcharge..... | \$5.00 per person per hour |
| T-Shirt Security..... | \$20.75 / \$17.50 per hour |
| EMT/Rescue..... | \$360.00 per performance |
| Front of House Staffing..... | \$475.00 per performance |
| Merchandise Sellers..... | \$100.00 each, per performance |
| Payroll Charge..... | 26% on all wages |

Ticket Office

| | |
|----------------------------------|--|
| Set-up Charge..... | \$60.00 per performance or \$600 flat fee, not including CC charges |
| Sales Charge (Sold Tickets)..... | \$0.30 per ticket |
| Sales Charge (Comp Tickets)..... | \$0.20 per ticket |
| Refund Charge..... | \$1.50 per ticket |
| Consignment Returns..... | \$1.50 per ticket |
| Credit Card Merchant Fees..... | 4% of gross credit card sales |

Equipment and Other Fees

| | |
|--|-------------------------------|
| Stage Lighting System..... | \$875.00 per performance |
| Stage Sound System..... | \$875.00 per performance |
| 35mm Film Projection..... | \$750.00 per performance |
| Follow Spotlights..... | \$75.00 each, per performance |
| Stage Risers..... | \$25.00 each, per day |
| Electrical Power Tie-In & Permit..... | \$175.00 |
| General Lobby Set-up..... | \$150.00 per set-up |
| Tables..... | \$5.00 each, per day |
| Chairs..... | \$1.00 each, per day |
| Red Carpet..... | \$75.00 per day |
| Cleaning..... | \$150.00 per performance |
| Merchandise Commission (House sells)..... | 30% of gross sales |
| Merchandise Commission (Lessee sells)..... | 20% of gross sales |
| Equipment Rentals..... | Cost plus 10% |
| Catering Arrangements..... | Cost plus 10% |
| Payments on behalf of Lessee..... | Cost plus 10% |

Marketing

| | |
|---|--|
| Marquee Night of Show..... | Inclusive |
| Window Poster Placement..... | \$55 each (supply your own camera-ready layout 24x36" portrait poster, we must print 2) |
| Website Listing..... | Inclusive |
| On-Sale Email Blast..... | Inclusive (reaches 87,000+ addresses) |
| Quarterly Mailer: Calendar Listing..... | Inclusive |
| Quarterly Mailer: Feature Listing..... | \$1,500.00 per performance (reaches 75,000 ticket buyers from the last 36 months) |
| Advertising..... | Cost plus 20% |



Updated: 25-Aug-2016

Special Permits

Special permits are required for pyrotechnics, street closures or other such activities and require 45 days written notification to the Theatre, and additional charges may apply.

Bar and Reception Packages

The Florida Theatre operates a bar and concessions at all performances at its own cost and benefit. The following rates apply to private receptions in conjunction with a performance.

- Bartenders.....\$11.50 per hour, 4-hour minimum
- Barbacks.....\$13.80 per hour, 4-hour minimum
- Payroll charge.....24% on all wages
- Gratuity.....18% assessed on the total package cost
- Bar Buyout.....\$2,500 per performance

- Non-Alcoholic Concessions.....\$12.00 per person (4-hour minimum)
- Draft Beer, House Wine.....\$20.00 per person (4-hour minimum)
- Draft Beer, House & Premium Wine.....\$22.00 per person (4-hour minimum)
- Full Bar without Premium Wines & Liquors \$26.00 per person (4-hour minimum)
- Full Premium Bar.....\$28.00 per person (4-hour minimum)

