



Revised: 2-August-2019

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

Rental Rate	\$3,500
Live Performance (Show/Concert) Rate	\$3,500 per performance, vs. 10% of the gross receipts, capped at \$7,500.
Non-Profit 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)	\$23.50 per hour, 4-hour minimum
Stagehands (Show Call)	\$92.00 per performance
Board Operators (Regular Labor Call)	\$23.50 per hour, 4-hour minimum
Board Operators (Show Call)	\$93.00 per performance
Stagehands (Film, Industrial)...	\$34.25 per hour, 4-hour minimum
Board Operators (Film, Industrial)	\$35.25 per hour, 4-hour minimum
Stagehands (Film/Industrial – Show Call)...	\$136.00 per performance
Board Operators (Film/Industrial – Show Call)	\$140.00 per performance
Payroll Charge...	26% on all wages
Health/Pension/Welfare – Regular	24% 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

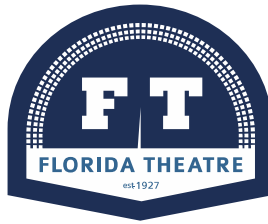
Front of House Labor

Uniformed Security Personnel	\$37.00 per hour
City of Jacksonville Surcharge	\$5.00 per person per hour
T-Shirt Security	\$22.00 / \$20.50 per hour
EMT/Rescue	\$360.00 per performance
Front of House staffing	\$475.00 per performance
Box Office Staff	\$150 per performance
Merchandise Sellers	\$100.00 each, per performance
Payroll Charge	26% on all wages

Ticket Office

Set-up Charge	\$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	5% 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
Digital Film Projection	\$2,000.00 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 (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	\$550.00 per performance (reaches 75,000 ticket buyers from the last 36 months)
Advertising	Cost plus 20%





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	\$150.00 per performance
Barbacks	\$150.00 per performance
Payroll charge	24% on all wages
Gratuities	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)

