

STATE OF GEORGIA  
COUNTY OF FULTON

**A RESOLUTION TO APPROVE RENTAL RATES FOR THE PERFORMING ARTS  
FACILITY AT CITY SPRINGS**

**WHEREAS**, in 2012, the Sandy Springs City Council adopted a Master Plan for the development of a City center (“Project”); and

**WHEREAS**, one of the goals for the Project was the creation of a unique, vibrant, walkable mixed-use development incorporating, among other things, meeting and entertainment options; and

**WHEREAS**, the Project, now branded “City Springs,” creates an appropriate setting for a new civic/cultural center that will contain multiple uses such as City offices and a performing arts facility; and

**WHEREAS**, the performing arts facility includes a new 1,100 seat state-of-the-art performance hall, a 300 seat studio theatre, an 800-person outdoor greenspace venue and multiple meeting rooms (together referred to herein as “PAC”) to be managed by outside consultants contracted with the City; and

**WHEREAS**, the PAC is scheduled for completion in the spring of 2018, and City staff and consultants are developing applicable administrative policies and procedures including, among other things, rental rates for the PAC; and

**WHEREAS**, the schedule of rental rates attached hereto as Exhibit A was developed by City staff and consultants with input from the Community, as directed by City Council, factoring in the rental conditions described in Exhibit B attached hereto; and

**WHEREAS**, the PAC rental rates were established to invite commercial, non-commercial and non-profit groups to book events at this new venue; and

**WHEREAS**, City staff and consultants desire that City Council approve the rental rates for the PAC as described in Exhibit A, subject to change as required with the approval of City Council.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANDY SPRINGS, GEORGIA:**

1. That the rental rates for the PAC shown on Exhibit A attached hereto are hereby approved, to be revised as necessary upon the approval of City Council; and
2. That the City Manager is hereby authorized to take such action as necessary to effectuate the intent of this resolution.

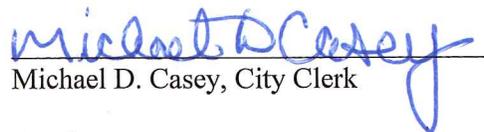
RESOLVED this 18<sup>th</sup> day of July, 2017.

Approved:



Russell K. Paul, Mayor

Attest:



Michael D. Casey, City Clerk

(Seal)



**EXHIBIT A**  
**RENTAL RATES FOR**  
**PERFORMING ARTS FACILITY**

<b>COMMERICAL GROUPS</b>		
<b>PERFORMANCE HALL</b>	Performance or Event Days	\$3,500 per day plus expenses vs 10% NTS^
Performance Hall	Non-Performance Days	\$1,500 per day plus expenses
PAC Main Lobby	All Days	\$500 per day plus expenses
PAC Balcony Lobby	All Days	\$250 per day plus expenses
PAC Rehearsal Space	All Days	\$250 per day plus expenses
VIP Lounge	All Days	\$350 per day plus expenses
<b>STUDIO THEATRE</b>	All Days	\$1,200 per day plus expenses vs 10% NTS^
Studio Theatre Lobby	All Days	\$350 per day plus expenses
Studio Theatre Green Room	All Days	\$150 per day plus expenses
City Bar	All Days	\$ 950 per day plus expenses
Multipurpose Space 1/3 2/3 All		\$300 per day plus expenses \$600 per day plus expenses \$800 per day plus expenses
Meeting Room A		\$200 per day plus expenses
Meeting Room B		\$200 per day plus expenses
Boardroom A		\$175 per day plus expenses
Boardroom B		\$150 per day plus expenses
Boardroom C		\$100 per day plus expenses
Outside Terrace		\$800 per day plus expenses
City Green		\$1,500 per day plus expenses
PAC Plaza		\$500 per day plus expenses
Colonnade		\$ 500 per day plus expenses
<b>MT VERNON HWY</b>	Festival	\$1,500 per day plus expenses vs 10% NTS^
Mt Vernon Highway	Non-Event Day	\$750 per day plus expenses

**RESOLUTION NO. 2017-07-101**

<b>NON-PROFIT 501(C) 3 &amp; NON-COMMERCIAL GROUPS</b>			
		Sunday – Thursday (50% Discount)	Friday – Saturday (25% Discount)
<b>PERFORMANCE HALL</b>	Performance or Event Days		\$2,600 per day plus expenses vs 10% NTS^
Performance Hall	Non-Performance Days		\$1,100 per day plus expenses
PAC Main Lobby (No Food)	All Days		\$375 per day plus expenses
PAC Balcony Lobby	All Days	\$125 per day plus expenses	\$175 per day plus expenses
PAC Rehearsal Space	All Days	\$125 per day plus expenses	\$175 per day plus expenses
VIP Lounge	All Days	\$175 per day plus expenses	\$250 per day plus expenses
<b>STUDIO THEATRE</b>	All Days		\$900 per day plus expenses vs 10% NTS^
Studio Theatre Lobby	All Days	\$250 per day plus expenses	\$250 per day plus expenses
Studio Theatre Green Room	All Days	\$175 per day plus expenses	\$115 per day plus expenses
City Bar	All Days		\$700 per day plus expenses
Multipurpose Space		\$150 per day plus expenses	\$225 per day plus expenses
1/3		\$300 per day plus expenses	\$450 per day plus expenses
2/3		\$400 per day plus expenses	\$600 per day plus expenses
All			
Meeting Room A		\$100 per day plus expenses	\$150 per day plus expenses
Meeting Room B		\$100 per day plus expenses	\$150 per day plus expenses
Boardroom A		\$85 per day plus expenses	\$125 per day plus expenses
Boardroom B		\$75 per day plus expenses	\$110 per day plus expenses
Boardroom C		\$50 per day plus expenses	\$75 per day plus expenses
Outside Terrace		\$400 per day plus expenses	\$600 per day plus expenses
City Green			\$1,100 per day plus expenses
PAC Plaza		\$250 per day plus expenses	\$375 per day plus expenses
Colonnade		\$250 per day plus expenses	\$375 per day plus expenses
<b>MT VERNON HWY</b>	Festival	\$750 per day plus expenses vs 10% NTS^	\$1,125 per day plus expenses vs 10% NTS^
Mt Vernon Highway	Non-Event Day	\$500 per day plus expenses	\$675 per day plus expenses

**EXHIBIT B**

**RENTAL CONDITIONS FOR  
PERFORMING ARTS FACILITY**

**Rental Conditions for Performing Arts Facility at Sandy Springs**

**\* Rent includes:**

- Utilities
- Basic Staffing (Event Manager, Production Manager, AV Tech)
- In-house Marketing Elements
- All items on our House Inclusion list per the contract agreement

**\*\* Rent does not include:**

- Part Time Staffing (ushers, stagehands, security, police, ticket sellers, EMTs, cleaning, electrician)
- Technical Equipment
- Box Office Fees
- Outside marketing platforms and other variable expenses as agreed upon per the contract.
- Street use permits as required for the closing and use of Mt. Vernon Highway

**\*\*\* Meeting and Multipurpose Room rate discounts**

- Negotiation based on F&B Catering Dollars Spent

**\*\*\*\* NTS**

- Equals Net Ticket Sales calculated as Gross Ticket Sales minus applicable Taxes exclusive of fees

**Additional Conditions**

- The General Manager may negotiate rates dependent on market conditions.
- The 50% discount rental rates for nonprofit and non-commercial groups can only be guaranteed within 60 days in advance of the event.
- The rental rates are subject to re-approval each year, and run from July 1 – June 30.
- Half Day and Hourly Rates are available for some spaces on request