

STATE OF GEORGIA
COUNTY FULTON

A RESOLUTION TO APPROVE RENTAL RATES FOR THE PERFORMING ARTS FACILITY AT CITY SPRINGS; TO PROVIDE FOR A SLIDING RENTAL RATE SCALE FOR THE PERFORMING ARTS FACILITY FOR LOCAL AND REGIONAL AFFILIATE GROUPS BASED ON THE VOLUME OF EVENTS; TO PROVIDE AN EFFECTIVE DATE AND OTHER PURPOSES

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, in July of 2017, the City Council approved the standard PAC rental rates, subject to revision as necessary, attached hereto as Exhibit A, factoring in rental conditions described in Exhibit B attached hereto; and

WHEREAS, as part of the industry standard in the contracting of events, certain classes of licensees are given rate discounts based upon the volume of business they supply; and

WHEREAS, enticing local and regional groups to become volume users can help to strengthen the City's relationship with such groups and provide a consistent outlet to promote economic activity that benefits the City Springs complex and the wider Sandy Springs community; and

WHEREAS, staff believes to be competitive in enticing local and regional groups to become volume users, it is necessary to adopt a sliding rate scale based on the volume of events that are supplied by an organization qualifying as an Affiliated Group pursuant to City policy.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Sandy Springs, Georgia, and it is resolved by the authority of said City Council as follows:

1. That the rental rates for the PAC shown on Exhibit A attached hereto, factoring in rental conditions described in Exhibit B attached hereto, are hereby approved and reaffirmed.
2. That a sliding rental rate scale for Affiliated Groups at the PAC based on volume of events as shown on Exhibit C attached hereto are hereby approved.
3. That the City Manager is hereby authorized to take such action as necessary to effectuate the intent of this resolution.

RESOLUTION NO. 2017-12-165

4. This resolution shall become effective upon its adoption.

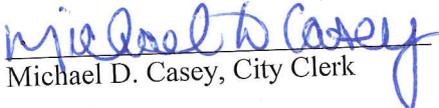
RESOLVED this the 19th day of December, 2017.

Approved:



Russell K. Paul, Mayor

Attest:


Michael D. Casey, City Clerk

(Seal)



EXHIBIT A
RENTAL RATES FOR
PERFORMING ARTS FACILITY

COMMERICAL GROUPS		
PERFORMANCE HALL	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
STUDIO THEATRE	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
MT VERNON HWY	Festival	\$1,500 per day plus expenses vs 10% NTS^
Mt Vernon Highway	Non-Event Day	\$750 per day plus expenses

RESOLUTION NO. 2017-12-165

NON-PROFIT 501(C) 3 & NON-COMMERCIAL GROUPS			
		Sunday – Thursday (50% Discount)	Friday – Saturday (25% Discount)
PERFORMANCE HALL	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
STUDIO THEATRE	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 1/3 2/3 All		\$150 per day plus expenses \$300 per day plus expenses \$400 per day plus expenses	\$225 per day plus expenses \$450 per day plus expenses \$600 per day plus expenses
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
MT. VERNON HWY	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

EXHIBIT C

**AFFILIATE GROUP RENTAL RATES
PROPOSED SLIDING SCALE BASED ON
VOLUME OF BOOKINGS**

Organizations must commit to at least 6 events each year to be eligible for Affiliate status. Those organizations that book between 6-10 events annually receive a 10% discount; between 11-15 events a 15% discount, and 16 or more events a 20% discount.

Volume required for Discount	<i>1-5 events</i>	<i>6-10 events</i>	<i>11-15 events</i>	<i>16+ events</i>
Rental Rate / Discount level	Standard	10%	15%	20%
Performance Hall (show day)	\$2,600	\$2,340	\$2,210	\$2,080
Performance Hall (non-show day)	\$1,100	\$990	\$935	\$880