

ONE FRESNO

Let's Build Together!

TOWER THEATRE
MASTER FEE SCHEDULE
10/17/2022

Fiscal Year (FY) 2023 Tower Theatre Master Fee Schedule

- Tower Theatre Rates
- Arts, Park, Entertainment, Sports Fee (APES)
- Overtime
- Bond/Insurance Requirements
- Exhibition Rates
- Reservation Deposit

Fees set based on: historical event volume and results, and allowing for capital maintenance repair and replacements.

FY 2023 - Tower Theatre Master Fee Schedule

- The rate shall be the sum of the applicable standard use charges (the “Basic Rate”) for events occurring at Tower Theatre on dates when the Theatre is available.
- Overtime uses of the Tower Theatre shall be at the discretion of the Operator with concurrence of the City Manager or designee, subject to the Overtime Rate.
- The Overtime Rate shall be a pro rata charge per hour based on the Basic Rate and additional charges below.

FY 2023 - Tower Theatre Master Fee Schedule

Surcharge Fee

Fee Description & Unit/Time

Art, Park, Entertainment & Sports*

Applicable at all City owned facilities. The Arts, Park, Entertainment and Sports (APES) ticket surcharge fee is to be applied to all tickets sold for attendance to all event types and on each round of golf, irrespective of the ticket selling party, irrespective of ticket price. The City reserves the right to waive the surcharge upon City Manager approval.

Per ticket (or attendee)

3.00

FY 2023 - Tower Theatre Master Fee Schedule

Daily Rates

| Fee Description & Unit/Time | Fee |
|---|------------|
| Theatre, daily rate (including holidays and New Year's Eve) | |
| • 8 a.m. to 12 noon | 800.00 |
| • 12 noon to 6 p.m. | 800.00 |
| • 6 p.m. to 12 midnight | 1,500.00 |
| • 6 p.m. to 9 p.m. | 750.00 |
| • 6 p.m. to 10 p.m. | 1,000.00 |
| • 8 a.m. to 6 p.m. | 1,400.00 |
| • 8a.m. to 12 midnight | 1,600.00 |

FY 2023 - Tower Theatre Master Fee Schedule

Non-Profit Daily Rates

Fee Description & Unit/Time

- **Theatre, non-profit** daily rate (including holidays and New Year's Eve), subject to availability and Tower Theatre use policy.
- Requirements to qualify for the discounted rate are:
 - non-profit organization
 - activity does not generate a profit for the organization other than for fundraising for operational costs

FY 2023 - Tower Theatre Master Fee Schedule

Non-Profit Daily Rates

| Fee Description & Unit/Time | Fee |
|---|----------|
| Theatre , non-profit daily rate (including holidays and New Year's Eve) | |
| • 8 a.m. to 12 noon | 650.00 |
| • 12 noon to 6 p.m. | 650.00 |
| • 6 p.m. to 12 midnight | 1,300.00 |
| • 6 p.m. to 9 p.m. | 650.00 |
| • 6 p.m. to 10 p.m. | 865.00 |
| • 8 a.m. to 6 p.m. | 1,200.00 |
| • 8 a.m. to 12 midnight | 1,500.00 |

Overtime (per additional hour or any fraction of an hour)

Lobby Use/per day (use fee is rental rate specified below)

Tower Lounge Use/per day (use fee is rental rate specified below)

Event Costs, reimbursed at actual costs (lighting, sound, etc.)

FY 2023 - Tower Theatre Master Fee Schedule

Bond/Insurance Requirement – consistent with standard City Risk Management required coverage and subject to Theatre Use Policy

| Fee Description & Unit/Time | Fee |
|--|------------|
| Rental Rates , in-lieu of or in addition to Theatre Use daily rate for facilities located within the Theatre, depending on which portion of the Theatre building is used for an event | |
| Square foot per day | 0.24 |
| Reservation Deposit (per day)** | 500.00 |

Show Cancellation Fee***

- 60 days or more prior to event, 20% of reservation deposit + actual costs incurred by operator, if any
- Less than 60 days prior to an event, 100% of reservation deposit + actual costs incurred by operator, if any

**At the conclusion of an event, the deposit will be refundable depending on the condition of the facility and depending on the actual costs incurred for the event.

***For an event cancellation, actual costs incurred by the operator may be charged only with the concurrence of the City Manager

FY 2023 - Tower Theatre Master Fee Schedule

Next Steps

- Commission recommendation today (10/17/22).
- Commission recommendation will be communicated to City Council ahead of the 10/20/22 Council meeting.
- Tower Fees to City Council (10/20/22).