

RUTH ECKERD HALL



RICHARD B. BAUMGARDNER
CENTER FOR THE PERFORMING ARTS
WWW.RUTHECKERDHALL.COM

Thank you for your interest in Ruth Eckerd Hall. As a member supported theater, Ruth Eckerd Hall is proud to showcase a diverse group of artistic talents. The Programming, Education and Event Services departments work in sync to present many artists & groups. Before calling or making an appointment, it is necessary to review and complete the following:

Application

Since its 1983 opening, Ruth Eckerd Hall (REH) has established itself as an industry leader in the southeast United States. REH is consistently presenting nationally and internationally renowned artists and artistic companies in the Bay area. The Event Services department is in place to assist all Outside Productions (i.e., Rentals that are not presented via Mainstage/Programming and Education Departments). Therefore, the first step is to complete an Application. Please remember to be very detailed. More importantly, include any fliers, brochures and/or video footage that can be reviewed, and forward these materials to **Lisa Taylor, Asst. Director of Operations.**

Scheduling Procedures

- ❖ All Outside Production/Rental held dates are secondary to Ruth Eckerd Hall Programming & Education department performance holds.
- ❖ **Under no circumstances is any date confirmed until the Lease Agreement has been countersigned by Ruth Eckerd Hall, Incorporated.**
- ❖ Please note: a 501-c-3 Letter of Determination must be presented to Ruth Eckerd Hall, Incorporated to receive Non-profit/Community rental rates and tax exemption on ticket revenue.

While reviewing the packet, it is necessary to understand the components in presenting a production at Ruth Eckerd Hall:

Technical Marketing Ticketing Food & Beverage Administrative

Ruth Eckerd Hall showcases its Events in Seasons: **Act I** (October – January); **Act II** (January – May); **Act III** (May – September). It is essential to list the DATES that are key to making the Event a success. Of course, the weekend days (i.e., Friday – Sunday) are the most requested & *in-demand* days. Therefore, when requesting a date, list any alternative days and dates. Please note that dates will not be made available for rental opportunities more than two (2) months in advance.

Finally, Ruth Eckerd Hall remains committed to reaching new levels of artistic excellence. We thank you in advance for continuing to support the Performing Arts, which is essential to enhancing the future of our community.

Ruth Eckerd Hall, INC.

1111 McMullen Booth Road • Clearwater, Florida 33759 • (727) 791-7060 • Fax (727) 724-5976

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The Undersigned hereinafter referred to as the applicant, hereby makes application for permission to use Ruth Eckerd Hall, hereinafter referred to as Ruth Eckerd Hall, Inc., as indicated below, on the date(s) and specified purposes.

Ruth Eckerd Hall, Inc. reserves the right to approve which events will be presented at the facility.

COMPLETION OF APPLICATION DOES NOT GUARANTEE INSSUANCE OF A LEASE AGREEMENT

Requested dates and time

Month and Year	Requested Day and/or Dates	Load In/Event time/Load Out

Event Information

- Please attach a detailed description of the Event. Please also include any video footage, programs, fliers, inserts, etc.

Organization/Business Name	
Event Title	
Corporation/Partnership/Sole Proprietor?	
Profit/Non-Profit?	
IRS Tax ID#	
Registered in the State of/County of?	
Business Address	
City/State/Zip	
Business Phone Number – Main	
Business Fax #	
Business Website Address	
Primary Contact Name	
Primary Contact Phone# + Email Address	
Secondary Contact Name	
Secondary Contact Phone# + Email Address	

Financial Information

#1 Bank Name	
Bank Address	
City/State/Zip	
Phone Number	
Account Number	
#2 Bank Name	
Bank Address	
City/State/Zip	
Phone Number	
Account Number	

Business References (and/or) Venues

Business/Venue Name (I)	
Personal Contact	
Phone#	
Business/Venue Name (II)	
Personal Contact	
Phone#	
Business/Facility Name (III)	
Personal Contact	
Phone#	

RELEASE OF INFORMATION

I hereby authorize the release of any financial information necessary to provide assurance of financial ability to Ruth Eckerd Hall, Inc. to process this application.

Signature & Title

Date

DUN & Bradstreet #

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- All rates are subject to change without notice
- Commercial and Community rates are versus 10% of (GTS) Gross Ticket Sales
- Other rooms and Reception spaces may be available at an additional cost
- An Additional \$150/hr fee applied to all events that exceed their Inclusive timing
- A FLAT Rental Rate of up to \$4000 can result if the possibility of GTS is nonexistent

2180-seat Auditorium Fee Structure (Effective October 1, 2006)

Inclusive Time	Days	Commercial	Community (50+ seats)
8:00am-11:00pm	M-R	\$3,300	\$1,850
8:00am-11:00pm	F, Sa, Su	\$3,500	\$2,750
5:00pm-11:00pm	M-R	\$2,400	\$1,650
5:00pm-11:00pm	F, Sa, Su	\$2,600	\$1,850
8:00am-5:00pm	M-R	\$1,600	\$1,300
8:00am-5:00pm	F, Sa, Su	\$1,700	\$1,400

Ticket Office Expenses	Rate	Detail
Base Charge	\$500	Ticket Printing, Tickets on sale (4) weeks in advance
Ticketmaster	\$250 + 3%	Set up fee + % Service Charge
Ticket Printing	**	Included in base charge
Advanced Sales	\$50	Flat rate each additional week
Day of Show Sales	\$200	Fee for personnel to sell non-REH tickets day of the show
Credit Card Fee	5%	Flat % based on charges sold

Administrative Expenses	Rate	Detail
Base Charge	\$300	Administrative fee, event management
Facility Fee	\$1.00/\$2.00	Per Ticket Tickets under \$10/Tickets over \$10
Sales Tax	7%	% Mandated by the State of FL
Police	\$35/hr	4hr minimum requirement *
Security Guards	\$15/hr	Min (1) guard, based on Inclusive timing *
Parking Guards	\$12/hr	Min (3) guards, based on Inclusive timing
Custodial	\$400	Clean up Flat Rate
ASCAP (Free event \$10.00)	.80%	% Of Gross Ticket Revenue
BMI (Free Event \$45.00)	.003	% x Gross Ticket Sales
SESAC (Minimum \$5.93)	.0119	% x # Of Tickets Including Comps
Merchandise	25% Net + 7% tax	Tax collected + Net Sales

Ruth Eckerd Hall, Inc. reserves the right to mandate more than one Police Officer and/or Security Guard.

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TECHNICAL EXPENSES

All Labor supplied by: **I.A.T.S.E. Local 321**
Paul Paleveda, BA
7211 N. Dale Mabry Hwy. #209
Tampa, FL 33614

[EFFECTIVE October 1, 2006] -- Hourly Rates and Union Stipulations:

HOD's, Steward & Riggers **\$26.50/ per hour**
Additional Stagehands **\$25.00/per hour**

- Minimum of four (4) hours, minimum four (4) stagehands per call.
- Any part of an hour is considered one hour
- An **overtime** rate of **time and one half** is charged for all hours worked in excess of eight (8) hours in one day {Inclusive -- between 12:00am and 8:00am, and all hours worked on holidays}
- There is a meal requirement after five (5) consecutive hours of work; overtime will result in a meal penalty.
- Please note that if an Audio or Video stagehand is needed for recording purposes, the hourly rate will be increased by \$1 per hour

Equipment	Rate	Detail
Grand Piano	\$250	Flat rate
Piano Tuning	\$100	Flat rate
Audio Recording	\$150	Flat rate
Video Recording	\$300	Flat rate
Moving Light Package (16 lights)	\$4,000	Flat rate
AV, Screen Package	\$325	Flat Rate
Wireless Mic Package (2 mics)	\$150	Flat rate
Marquee: Computer Road Sign	\$250	Day of Event only; Wording is limited AND per approval of Marketing Director

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Department Contact Information

- Main Line-Receptionist 727-791-7060
- Fax Number 727-724-5976
- Website www.rutheckerdhall.com

Patron Services

- Office 727-712-2736
- Senior House Manager 727-712-2707

Finance

- Manager 727-712-2751
- Accounts Payable 727-712-2750

Food & Beverage

- Manager 727-712-2759
- Assistant Manager 727-712-279

Technical Operations

- Director 727-712-2710
- Assistant Director (Rentals Contact) 727-712-2776**
- Technical Director 727-712-7211
- Production Manager 727-712-2747
- Hoffman Production Technician 727-712-2778

Ticketing Office

- Director 727-712-2757
- Ticket Office Supervisor 727-712-2758
- Ticket Office – Sales 727-791-7400 (for Ticket Purchases)

Security

Chief/Assistant 727-712-2731