

RUTH ECKERD HALL

RICHARD B. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

LEASE APPLICATION

Thank you for your interest in Ruth Eckerd Hall and the Marcia P. Hoffman Performing Arts Institute. Since its 1983 opening, Ruth Eckerd Hall (REH) has established itself as an industry leader in the southeast United States. As a member supported theater, Ruth Eckerd Hall is proud to showcase a diverse group of artistic talents. Before requesting a date or lease, we recommend reviewing the following information.

Application

We are here to assist our rental clients in coordinating their needs with our service staff including security, production, ticketing, and food & beverage. All parties interested in renting space must complete and submit an application. Please be very detailed. More importantly, include any fliers, brochures and/or video footage that can be reviewed, and forward these materials to **Attn: Entertainment Manager**.

Please note: Ruth Eckerd Hall, Inc. reserves the right to deny use of the facility for an event.

To Request a Date

- ❖ Ruth Eckerd Hall presents year round, with the heaviest schedule November through March. Weekend dates are particularly in demand. Therefore when requesting a date, listing alternative days will help secure a date.
- ❖ Priority is given to dates held by Ruth Eckerd Hall / Marcia P. Hoffman Performing Arts Institute for its own activities.
- ❖ Once the application is processed the Entertainment Manager will contact the applicant to discuss availability and possibility of a lease agreement.
- ❖ Submission of an application does not guarantee issuance of a lease agreement.
- ❖ **Under no circumstances is any date confirmed until the Lease Agreement has been countersigned by Ruth Eckerd Hall, Inc.**
- ❖ Non-profit note: a 501.c.3 Letter of Determination must be presented to Ruth Eckerd Hall, Inc. with the application to receive Non-profit/Community rental rates and tax exemption on ticket revenue.

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

Space to Rent:	
Type of Event :	(i.e. performance, rehearsal, private party, meeting, etc.)
Description:	Please attach a detailed description of the Event. Please also include any video footage, programs, fliers, inserts, etc.

	Requested Date(s)	Load In Time	Event Time From/To
1 st Choice			
2 nd			
3 rd			
4 th			

Organization/Business Name	
Event Title	
Corporation/Partnership/Sole Proprietor?	
Profit/Non-Profit?	
IRS Tax ID#	
Registered in the State of/County of?	
Business Address: Street City / State/ Zip Code	
Business Phone Number	
Business Fax Number	
Business Website	
Name of Primary Contact	
Phone Number	
Email Address	
Name of Secondary Contact	
Phone Number	
Email Address	
Who will sign the Lease Agreement?	
What is their position?	

Financial Information

1. Bank Name	
Bank Address: Street City / State/ Zip Code	
Phone Number	
Account Number	
2. Bank Name	
Bank Address: Street City / State/ Zip Code	
Phone Number	
Account Number	

References

1. Business/Venue Name	
Contact	
Phone Number	
2. Business/Venue Name	
Contact	
Phone Number	
3. Business/Facility Name	
Contact	
Phone Number	

Release of Information

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

Signature & Title

Date

Dun & Bradstreet #

Rental Rates

- ❖ All rates are subject to change without notice
- ❖ Other rooms and reception spaces may be available at an additional cost
- ❖ An Additional \$200/hr fee applied to all events that exceed their Inclusive timing
- ❖ Rental rates are not inclusive and additional fees may apply.

Ruth Eckerd Hall (capacity 2,180 theater seats)			
COMMERCIAL RATES	8am – 11pm	8am – 5pm	5pm – 11pm
Monday - Sunday	\$3,000 vs 10%	\$3,000 vs 10%	\$3,000 vs 10%
Flat Rate w/Free Admission:			
Monday - Thursday	3,500	1,800	2,600
Friday - Sunday	3,700	1,900	2,800
COMMUNITY RATES	8am – 11pm	8am – 5pm	5pm – 11pm
Monday - Thursday	1,950	1,400	1,750
Friday - Sunday	2,850	1,500	1,950

Service Charges

The following services may be required based on the nature of the event. An estimated schedule of fees will be provided at the time of contract. Sales tax may apply.

Event Management/Admin Fee	\$300
Facility Fee	\$2/ticket (\$1/ticket for tickets priced \$10 and under)
Sales Tax	7% Florida Sales Tax
Police	\$40/hr (4 hour minimum)
Security Guards	\$15/hr (number required varies with nature of event)
Parking Guards	\$12/hr (minimum of 5)
Custodial Fee	\$400/day
ASCAP	.008% x Gross Sales (Free event \$10)
BMI	.008% x Gross Sales (Free event \$49)
SESAC	.0410 x Number of tickets inc. Comps (Min. \$6.90)
Merchandise Sales (requires lease on lobby space)	7.51% Retail sales tax will be remitted by Ruth Eckerd Hall Lease fee is 25% of Net sales plus 7% lease sales tax
Concession/Bar Sales	REH reserves the right to determine whether to open concessions at REH's cost. Lessee may opt to guarantee sales of \$300 to open concourse bar/concessions.

Available Event Services

Ruth Eckerd Hall is a union-contracted stage house. Labor is provided by I.A.T.S.E. Local 321. Lessee will be invoiced for stagehands according to Ruth Eckerd Hall's negotiated rates. For more information on stagehand rates, applicable minimums, etc., please contact the Technical Director.

House Sound & Lights	Included in rental fee
Audio Recording	\$150
Video Recording	\$300
Piano – Grand	\$250
Piano – Tuning	\$100
Moving Light Package (House Plot)	\$1,000 if available, standard programming only
Moving Light Package (Specialty)	\$4,000 16 movers, hang and program to show specifications
Marley Tape	\$100
AV Screen Package	\$325
Wireless Mic Package	\$150 (2 mics)
Marquee: Computer Road Sign	\$250 Day of Event only, subject to approval by the Director of Marketing

Available Ticket Office Services

Base Charge	\$500 (includes 4 weeks of advance sales) \$50 each additional show \$50 each additional week
Sell Day of Show Only	\$100 per day
Ticket Printing	First show included in base charge. Additional shows \$100 each
Credit Card Fee	5% of credit card sales
Embedded Grounds Fee	\$3 of every ticket sold is retained by leasor
Please note: Service fees will apply at time of purchase	

Contact Information

Administration	727.791.7060	
Ticket Office	727.791.7400	Operating Hours: Mon-Sat 10am-6pm & One Hour Prior to Performances
Website	RuthEckerdHall.com	
Entertainment Manager	727.712.2765	Rental Contact
Event Services Manager	727.712.2707	Ushers & Merchandise
Technical Director	727.712.2711	Production & Stage Technicians
Ticket Management	727.712.2758	Email: TOMgt@rutheckerdhall.net
Security Coordinator	727.712.2731	
Food & Beverage Services	727.712.2768	Catering
Mailing Address	Ruth Eckerd Hall 1111 N McMullen Booth Rd Clearwater, FL 33759	