

# Sedona Performing Arts Center - SPAC



# Venue History - Many of you may know . . .

Funding: Capital bond first proposed at May 31, 2007,  
Governing Board meeting (SRR News article dated  
6/6/2007) Bond passed November 2007

Construction: McCarty/Arcadis 10.7 million (5/15/09  
SRR News article)

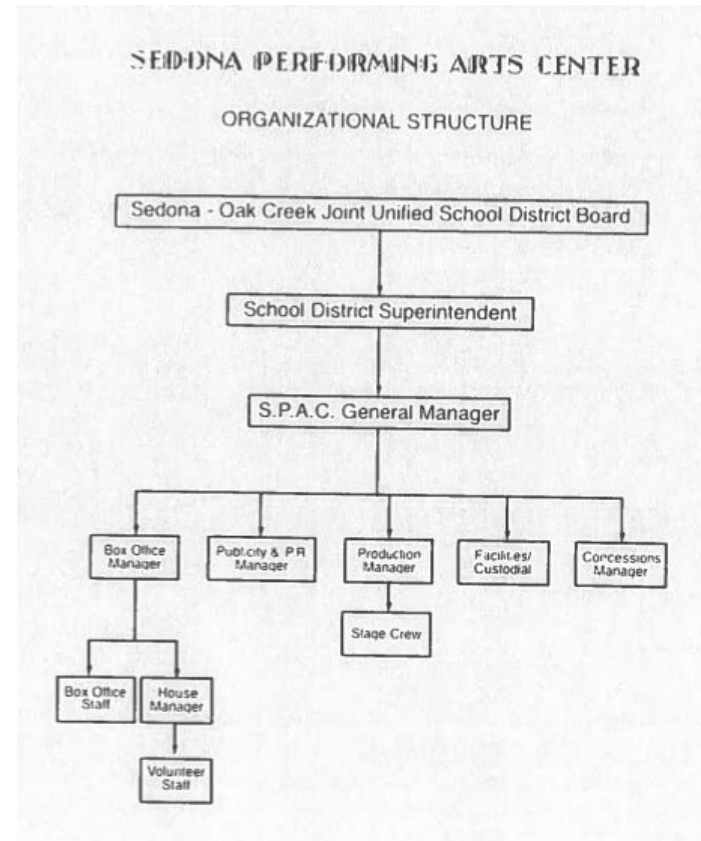
September 2010 - Director finalists interview

Sept. 23, 2010 - Alternative concept for management

Fall 2010 Consulting Report from Executive Production  
Associates (source of graphic to the right)

December 2010 - SOCUSD/City partnership proposal

January 2011 Building completion



# Rate Structure History

Rate structures were researched during 2010 planning stages both by the superintendent advisory committee and by the consultant Executive Production Associates.

In 2018, SOCUSD facilities coordinator compiled statewide PAC rate and structure comparison (5-29-18). **Since 2018, only SPAC wage-based rates have increased.**

**Key Takeaway:** SPAC's **non-profit discount** was (is) 60/70% (free/ticketed event). Others statewide ranged from 10% to 35% discount.

2010 consultant's recommendation for the non-profit rate was \$600 for an 8 hour block.

Jennifer Chilton, SOCUSD Facilities Coordinator  
Statewide Performing Arts Centers Comparison (5-29-18)

Venue	Commercial	Discounted/non-profit	Additional Rates	Fee & Labor Information
Chandler	\$2000 (for one show)	\$1500 (8 hour block) <b>25% discount</b>	Appx. 50% for non-event/set up/rehearsal day 150% holiday rates	Custodial \$16 + fees <b>4% commission on sales</b> <b>\$2.00/ticket sold</b>
Ft. Lewis	\$1300 +8.5% sales	\$1000/\$850(local) +6% <b>23%/35% discount</b>	M-R local discount \$150 %0% set up day rate	Itemized equipment rental Staffing: \$25-35/hr.
Mesa (Piper 550 seats)	\$1999 (or 5%)	n/a	Load-in at 50% M-R only 150% for 2 shows	<b>"restoration" fee = \$2-3 per ticket</b> itemized equipment charges
NAU Prochnow (800 seats)	\$1600 + labor	<b>20% discount</b>		Labor = \$15.00
Scottsdale	\$1500	\$1350 <b>10% discount</b>	*rates do not include labor and expenses	
Tempe	\$1350	\$1080 <b>20% discount</b>	50% more for same day additional event	Non-event day rental at 25% discount
YCC	\$206/hour	<b>No discount</b>	Set up hours at 50% Lights, sound, spotlight, video, piano... \$250 each	<b>Fee of \$4 per ticket sold</b> Concessions Labor: \$15-\$45/hr.
Higley	\$240.00/hour	501(c)(3) \$165/hr. <b>31% discount</b>	4 rate classes supplies charges 4 hour minimum rental	Tech 39.50/hr. Custodial 25/hr.
Wickenburg	\$1200 (or 5%) 8 hours	\$840 (or 5%) <b>30% discount</b>	150% for 2 performances load in @ 50% labor regulations	Cleaning fee \$150 <b>\$.75/ticket</b> staffing \$25-35/hr.
SPAC	\$1000 (12 hours)	\$300/\$400 (free/ticketed) <b>60-70% discount</b>	No formal discounted set up rates; groups do access in advance w/o renting	Custodial = \$25/hr. Tech = \$35/hr. Cleaning = \$100 Some itemized equipment rental

# Current SPAC Cost Itemization

## SPAC - ESTIMATE OF EXPENSES

Performance:	
Show Date(s)/Time(s):	

Venue Rental Fee @ \$XX00.00/per day

Set up XXX pm; Exit XXX p.m.

NOTES: A-V technician not included in contract. A-V tech needs must be contracted independently.

Custodial: XXX hrs occupation, cleaning fee \$120 , X add'l room

Technician:n/a

### Additional Expenses

Staffing/Cleaning/Materials	\$30/hr x XX hrs + \$120	
Sound & Lights	\$125 per performance and rehearsal	
Tech Support		not included
Video Projection	\$200 per performance and rehearsal	
Additional Rooms (dressing)	X @ \$135.00 (Green, Dressing)	
Piano Rental	\$150.00 per performance	

TOTAL

GRAND TOTAL

## SOCSD FACILITY USE COORDINATOR

Jennifer Chilton

*Jennifer Chilton* DATE XXXXXXX

I Accept/Agree to the above information and request moving forward with a contract:

\_\_\_\_\_  
designee, org  
Date

I understand this is an estimate and until a contract is provided, signed, and returned with the deposit there is no guarantee of this date being reserved for said event.

## Sedona Performing Arts Center

### Daily/Event Rental Rates

Rental Classification Daily rental = 12 hours	Lobby, House, & Stage	Lobby Only	Additional Room (i.e. green room, dressing room)
Class I: SOCSD - Related Special Use (i.e. PTA, Arts/Sports/Clubs Fundraising)	\$100/day	\$50	N/C
Class II:	\$300/day	\$200	\$135/day
Class III:	\$400/day	\$200	\$135/day
Class IV:	\$1000/day	\$500	\$350/day

Verification of 501 (c)(3) status must be provided prior to finalizing contract.

### Additional Rental Fees:

Custodial Fees: \$40/hour to be based upon booking & after-event cleaning hours (required)

Tech Director: Must be contracted separately. Resource list provided with booking information.

Audi/Lighting: \$125 per performance

Video Projection: \$200 per performance

Piano Rental: \$150/day (does not include tuning)

Marley Flooring: \$160 per performance or rehearsal

### Overtime Rental Rates per Hour for events exceeding twelve (12) hours

Class II: Non-profit, non-ticketed	\$150/hour
Class III: Non-profit, ticketed	\$250/hour
Class IV: Commercial	\$400/hour

### Insurance Requirements:

Licensee shall maintain and pay all premium costs for the following insurance coverages in amounts not less than specified throughout the duration of the Term: Statutory Workers' Compensation including Employer's Liability Insurance, subject to limits of not less than **\$1,000,000**, affording coverage under the Worker's Compensation laws of the State of Arizona, for all of Licensee's personnel. Commercial General Liability Insurance for limits of not less than **\$1,000,000** per occurrence Bodily Injury and Property Damage combined; **\$1,000,000** per occurrence Personal and Advertising Injury; **\$1,000,000** aggregate Products and Completed Operations Liability; **\$1,000,000** Fire Legal Liability, and **\$1,000,000** general aggregate limit per event. The policy shall be written on an occurrence basis.

Licensee shall have its above-described liability policies endorsed to name S.P.A.C, Sedona-Oak Creek Unified School District, and their respective affiliated entities as "Additional Insured" with respect to any and all claims arising from Licensee's operation. Further, coverage for the "Additional Insured" will apply on a primary basis irrespective of any other insurance, whether collectible or not, only to the extent of the named insured's liability. Should any additional premium be charged for such coverages or waivers, the named insured will be responsible to pay said additional premium charge to their insurer.

# Local Arts Support/Funding/Partnership History

2010 - Documents suggest that City of Sedona support was assumed

2010 - Proposal based on new assumptions (neither City nor District have resources to underwrite entertainment contracts) FPAC 501c4 corporation

2015 - SPAC Community Arts Fund: A Performing Arts Financial Assistance Resource (non-profit qualification for eligibility)

Recent Efforts: Partnership w/ Yavapai College PAC, invitation for City involvement



# Recommendations + Q & A

**Question at hand:** How can potential community partners decrease cost for in-district/local organizations that are for profit?

(i.e. discount that is not predicated on 501c3 status)

**Observation:** This type of community interest in the SPAC (questions, proposals, etc.) appears to arise every few years. Perhaps it is time to research, explore, and organize once again.

## Ideas:

Revival of arts partnership/sponsorship organization

New rate structure study

Changing the current class II/non-ticketed rate to include local arts organizations that are not 501c3.

