

# The American Theatre Rental Information

This information package is intended to assist prospective American Theatre tenants in understanding the established procedures and costs relative to booking The American Theatre for an event. Prices quoted are based on Non-Profit Organizations.

**Corporate and For-Profit Rates are quoted after the application is submitted.**

*Procedures and rates are effective as of April 1, 2022 and **subject to change without notice.***

<h2 style="margin: 0;">AUDITORIUM RENTAL (388 seats)</h2> <p style="margin: 0; font-size: small;">Refers to exclusive use of the Stage, Auditorium, Dressing Rooms, Green Room, and shared use of the lobbies. Rehearsal Hall, Lecture Hall and Dance Studio are not included.</p>			
<b>ACTIVITY:</b>	<b>Non-Profit Organization Event with Admission Ticket Sales</b>	<b>Non-Profit Organization Event without Admission Ticket Sales</b>	<b>Non-Profit Organization Move-in, Move-out or Rehearsal</b>
<b>Rental Fees:</b>	<p><b>\$3000 per Day</b></p> <p><i>Up to 8 hours of use per day, \$400 per hour each additional hour, or portion of an hour, thereafter. Plus all event-related expenses required, in addition to those included below.</i></p>	<p><b>\$2800 per Day</b></p> <p><i>Up to 8 hours of use per day, \$400 per hour each additional hour, or portion of an hour, thereafter. Plus all event-related expenses required, in addition to those included below.</i></p>	<p><b>Fee equal to 60% of Building Rental</b></p> <p><i>Plus all event-related expenses.</i></p>
<b>Included:</b>	<p><b>Included with rental:</b></p> <ul style="list-style-type: none"> <li>○ Production Manager for 8 hour maximum</li> <li>○ Front of House Manager for 4 hour maximum</li> <li>○ One Stagehand for 8 hour maximum</li> <li>○ Advance Ticket Selling Services (excludes night of event).</li> <li>○ Basic house sound system (excludes back-line gear, pianos and other specific sound equipment).</li> <li>○ Basic theatrical lighting system, repertory plot (excludes follow spots, color changes, major refocusing of fixtures, etc., which may include additional staff and time).</li> <li>○ Use of fly system (additional fees may apply, depending on the required use).</li> <li>○ Iron, ironing board and steamer.</li> <li>○ Two 8' tables and up to ten chairs for lobby.</li> <li>○ Use of all three lobbies and restroom locations.</li> <li>○ Concession stands may be open during the event (at management's discretion; renter may require an open stand, at an additional cost).</li> </ul>	<p><b>Included with rental:</b></p> <ul style="list-style-type: none"> <li>○ Production Manager for 8 hour maximum</li> <li>○ Front of House Manager for 4 hour maximum</li> <li>○ One Stagehand for 8 hour maximum</li> <li>○ Basic house sound system (excludes back-line gear, pianos and other specific sound equipment).</li> <li>○ Basic theatrical lighting system, repertory plot (excludes follow spots, color changes, major refocusing of fixtures, etc., which may include additional staff and time).</li> <li>○ Use of fly system (additional fees may apply, depending on the required use).</li> <li>○ Iron, ironing board and steamer.</li> <li>○ Two 8' tables and up to ten chairs for lobby.</li> <li>○ Use of all three lobbies and restroom locations.</li> <li>○ Concession stands may be open during the event (at management's discretion; renter may require an open stand, at an additional cost).</li> </ul>	<p><b>The following conditions apply:</b></p> <ul style="list-style-type: none"> <li>○ Weekends and Holidays excluded.</li> <li>○ Up to 8 hours of use per day, \$250 per hour each additional hour, or portion of an hour, thereafter.</li> <li>○ Labor and equipment not included with move-in, move-out/rehearsal rental.</li> </ul>
<p>Tenant is responsible for any applicable event-related expenses supplemental to the included items listed here. Please refer to 'Event Related Charges and Rates', pg. 5.</p>			

	<h2 style="text-align: center;">LECTURE HALL RENTAL</h2> <p style="text-align: center;">Refers to exclusive use of the Lecture Hall and shared use of adjacent Hampton Lobby and hallway. Dance Studio, Gallery Walls, Auditorium, Green Rooms, Dressing Rooms, the American Lobby and Phoebus Lobby are not included.</p>	<h2 style="text-align: center;">DANCE STUDIO RENTAL</h2> <p style="text-align: center;">Refers to exclusive use of the Dance Studio and shared use of the adjacent hallway, lockers and Hampton Lobby. Lecture Hall, Gallery Walls, Auditorium, Green Rooms, Dressing Rooms and the American Lobby and Phoebus Lobby are not included.</p>
<p><b>Rental Fees:</b></p>	<p style="text-align: center;"><b>A flat fee of \$600 per day.</b></p> <p>Up to 6 hour of use per day; \$150 per hour each additional hour, or portion of an hour, thereafter. <i>Plus all event-related expenses required, in addition to those included below.</i></p>	<p style="text-align: center;"><b>A flat fee of \$600 per day.</b></p> <p>Up to 6 hour of use per day; \$150 per hour each additional hour, or portion of an hour, thereafter. <i>Plus all event-related expenses required, in addition to those included below.</i></p>
<p><b>Included:</b></p> <p>Tenant is responsible for any applicable event –related expenses supplemental to the minimum requirements listed here. Please refer to ‘<i>Event Related Charges and Rates</i>’, pg. 5.</p>	<p><b>Included with rental:</b></p> <ul style="list-style-type: none"> <li>○ Production Manager for 4 hour maximum</li> <li>○ Two 8’ tables and up to 40 chairs.</li> <li>○ Use of the installed projection and sound system.</li> </ul> <p>The following Lecture Hall Rental events will incur additional fees:  Events taking place on weekends or after 5pm M-F  Events requiring daytime closing and/or exclusive use of the facility  Events with Admission Ticket Sales</p>	<p><b>Included with rental:</b></p> <ul style="list-style-type: none"> <li>○ Production Manager for 4 hour maximum</li> <li>○ Dance Barres, dance floor, mirrors.</li> <li>○ Shared use of adjacent hallway and restrooms located in the hallway.</li> <li>○ Use of portable sound system (includes mixer, amp, CD player and inputs for laptop or iPod).</li> <li>○ Lockers located in the hallway (must be completely emptied after rental use, cleaning fees may apply).</li> </ul> <p>The following Dance Studio Rental events will incur additional fees:  Events taking place on weekends or after 5pm M-F  Events requiring daytime closing and/or exclusive use of the facility  Events with Admission Ticket Sales</p>

## **ADDITIONAL RENTAL INFORMATION**

### **Gross Ticket Revenues**

“Gross ticket revenues” is defined as all monies received by the tenant from the sale of admission tickets to the event.

### **Admissions Tax**

A 10 percent City of Hampton admissions tax on gross ticket revenues will be collected from events with admission ticket sale. The American Theatre box office will deduct this tax from gross ticket revenues and remit same to the city.

### **Services and Facilities Included in Building Rental Fees**

In consideration for the building rental fees, the tenant shall have the use of the basic areas inside the facility, as rental policy allows, including the following:

- Included for every rental
  - Normal supply of water and electricity.
  - Heat or air conditioning.
  - Limited on-site public parking.
  - Normal janitorial services.

### **Related Services and Facilities Not Included in Building Rental Fees**

- Event-related staffing which includes, but not limited to, ushers, ticket takers, box office personnel, security personnel, operation personnel and stagehands, supplemental to the equipment and personnel included in the Building Rental Fees. All event-related staffing must be provided by the landlord at tenant’s expense (see *‘Event-Related Charges and Rates’*, pg. 5). Note: The Hampton Coliseum/Hampton Arts Commission shall have the ultimate authority in determining the number, type and locations of all event-related personnel deemed necessary for the event.
- Box Office facilities including equipment and tickets.
- Other event-related labor, equipment and special services (see *‘Event-Related Charges and Rates’*, pg. 5).
- Event related marketing.
- Damages.

### **Hold Procedure**

Date(s) will be held on a tentative basis upon request from a prospective tenant and subsequent confirmation in writing by Hampton Coliseum/Hampton Arts Commission. Prospective tenant must disclose the name of the performer(s). A tentative date will be held for a maximum of 10 days without reconfirmation. All holds will be considered tentative and, therefore, subject to cancellation until a formal Rental Agreement has been executed by the parties and the appropriate deposit delivered to and accepted by Hampton Coliseum/Hampton Arts Commission. Should a tentative reservation be challenged by another party, the party with the first hold will be required to immediately execute a Rental Agreement and provide the necessary deposit. To challenge a tentative hold by another party, the challenging party must request the date(s) in writing and forward the necessary deposit. (Note: The previous reservation will not be challenged until the deposit is received.) Should the first reservation be canceled, a Rental Agreement will be issued to the challenging party. Should the party with the previous reservation execute a Rental Agreement; the deposit will be returned to the challenging party.

### **Deposit**

A non-refundable and non-interest bearing advance deposit is required with the signed Rental Agreement. The Hampton Coliseum/Hampton Arts Commission reserves the right to require an additional deposit to cover anticipated event-related expenses. Payment must be made by cash or credit card or cashier's check and payable to The American Theatre. If dates of rental are changed after the contract is signed by the Tenant, there is no refund of rent due for the cancelled date.

### **Ticket Sales**

Ticketmaster—Mid Atlantic, Inc. has the exclusive right to print, sell and distribute tickets to all events at The American Theatre. Further, the tenant shall pay, if and where applicable, a credit card service fee of 3.25 percent on the sale of tickets by credit card.

### **Insurance**

Each tenant is required to purchase a comprehensive liability insurance policy providing coverage of AT LEAST \$1,000,000 for any one accident or occurrence, \$1,000,000 for any one person injured in any accident or occurrence, and \$2,000,000 for property damage liability. Actual insurance requirements will be determined by Hampton Coliseum/Hampton Arts Commission management based on the size and nature of the event. The Hampton Arts Commission, City of Hampton, VA and The Hampton Arts Foundation must be named as additional insured on the insurance certificate. A certified copy of the insurance policy containing appropriate coverage will be required 45 days prior to the event. More information is provided in The American Theatre Rental Agreement.

### **Floor Plans**

Floor plans must be submitted at least 60 days prior to the move-in of the event for approval.

### **Food and Beverage Service**

Hampton Coliseum/Hampton Arts Commission and/or its designated concessionaire, retains the exclusive right to operate all food and beverage concessions, of any nature in The American Theatre, and further, to retain all revenues derived there from.

Souvenir, Novelty and Merchandise Sales

If event-related souvenirs, novelties, and programs are sold during an event, the tenant shall remit to Hampton Coliseum/Hampton Arts Commission a commission fee equivalent to 30 percent of gross revenue after deduction of all applicable state and local sales taxes. The tenant is responsible for providing and paying for all sellers.

### **For More Information**

Contact:  
Erin Thomas  
Arts Administration Manager  
757-727-1995

To start the rental process, fill out our online rental application located at: [www.theamericantheatre.org/the-american-theatre/rental-information](http://www.theamericantheatre.org/the-american-theatre/rental-information)

## EVENT-RELATED CHARGES AND RATES

Additional labor and equipment charges not listed may apply depending on event requirements. Tenant is responsible for any damage to the facility or facility equipment on a recovery recover cost basis. All rates and fees are effective April 1, 2022 and are **subject to change without notice.**

Item	Rate	Comment	Item	Rate	Comment
<b>Production Manager</b>	\$30/hr.	min. 4 hrs. + <u>overtime</u>	<b>Fender Deville Guitar Amp</b>	\$50 per event	
<b>Front of House Manager</b>	\$30/hr.	min. 4 hrs. + <u>overtime</u>	<b>Ludwig Professional Drum Kit</b>	\$150 per event	
<b>Theatre Stagehands</b>	\$28/hr.	min. 4 hrs. + overtime Load-Out billed at overtime rate.	<b>Marley Dance Floor</b>	\$150 per event	Plus applicable labor
<b>Event Staff Manager</b>	\$30/hr.	min. 4 hrs. + <u>overtime</u>	<b>Steinway 9' Concert Grand Piano</b>	\$350 per event	American Theatre piano tuning not included
<b>Event Staff Supervisor</b>	\$22/hr.	min. 4 hrs. + <u>overtime</u>	<b>Bechstein 7' Grand Piano</b>	\$250 per event	American Theatre piano tuning not included
<b>Event Staff</b> (door/parking guards, ticket taker, ushers)	\$19/hr.	min. 4 hrs. + <u>overtime</u>	<b>Piano Tuning</b>	\$165 per tuning	Must use American Theatre piano tuner
<b>Box Office Manager</b>	\$30/hr.	min. 4 hrs. + <u>overtime</u>	<b>Outside Catering Fee</b> (Waived if Preferred Caterer Used)	\$250 per event	Non-Commercial kitchen No Cooking onsite.
<b>Ticket Seller</b>	\$19/hr.	min. 4 hrs. + <u>overtime</u>	<b>Concession Service</b> If landlord chooses, at his own discretion, not to provide concessions for tenant's event, tenant may pay to have landlord provide concessions.	\$200 per bar	The landlord shall provide concession service and retain all revenues derived there from with.
<b>Hampton Police Supervisor</b>	\$55/hr.	min. 4 hrs. each + <u>overtime</u> plus 30% payroll fee	<b>4'x8' Riser</b>	\$15 per section, per event	6 available w/ 8" or 16" legs. Labor included.
<b>Hampton Police Officer</b>	\$50/hr.		<b>Follow Spot</b>	\$150 per Follow spot	Does Not Include Labor
<b>Hampton Fire Marshall</b>	\$35/hr.		<b>6', 8', or Hi Top Tables</b> (if not included)	\$6 each per event	
<b>Hampton Fire Fighter</b>	\$35/hr.		<b>Table Cloth</b> (if not included) <b>Spandex Table Covers</b>	\$5 per cloth \$6 per cover	Colors may be additional
<b>Housekeeping Manager</b>	\$30/hr.	min. 4 hrs. + <u>overtime</u>	<b>Chairs</b> (if not included)	\$2.00 each per event	
<b>Housekeeping Personnel</b>	\$23/hr.	min. 4 hrs. + <u>overtime</u>	<b>Lobby Video Monitors</b>	\$250 per event	Plus any labor for design
<b>Mini-Disk Player</b>	\$20 per event				
<b>GK Bass Rig</b>	\$100 per event				
<b>Roland JC-120 Guitar Amp</b>	\$50 per event				
<b>Projector &amp; Media Player</b>	\$250 per event				