

## THEATER RENTAL POLICY GUIDE

Thank you for considering the Dallas Theater for your event!

The Dallas Theater is a beautiful, fully restored, art-deco styled theater dating from the 1940's that comfortably seats just over 500 guests. Due to the quaint seating arrangement, it is the perfect venue for all types of events. We have hosted everything from weddings, dance recitals, concerts, theatrical shows, fundraising events and graduations. Our stage also houses a full-size front projector screen that is perfect for movies.

Our Staff members are committed to delivering exceptional experiences and strive to make the facility coordinating process a seamless one. We offer various rental options for the theater, so before booking with us, please read through this rental policy guide. If you have any questions or would like a specified quote, please reach out to our Rentals Manager, Alana Jefferson by email or phone!

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## STANDARD RENTAL RATES

### BASE RATES:

Please note: The non-profit rate is only available for 501c3 organizations. Proof of active non-profit status must be submitted and will be verified.

<u>Timeframe:</u>	<u>Private/Corporate:</u>	<u>Non-Profit:</u>
3 hours	\$560	\$425
5 hours	\$925	\$700
10 hours	\$1,500	\$1,000

### ADDITIONAL COSTS:

<u>Required:</u>	
Cleaning Fee	\$200
DTCC Audio/Lighting Technician (4 hour minimum)	\$20 per hour
DTCC Master Technician (4 hour minimum)	\$30 per hour
Refundable Damage Deposit	\$300

<u>Optional:</u>	
Separate 3-hour rehearsal	\$300 (\$75 for each additional hour needed)
Additional load in/load out time	\$50 per hour
Marley Flooring rental	\$300
Follow spot rental	\$150
Changes to standard house plot lighting	*Starting at \$300
Cleaning Fee Add-on for multi performance day	\$75

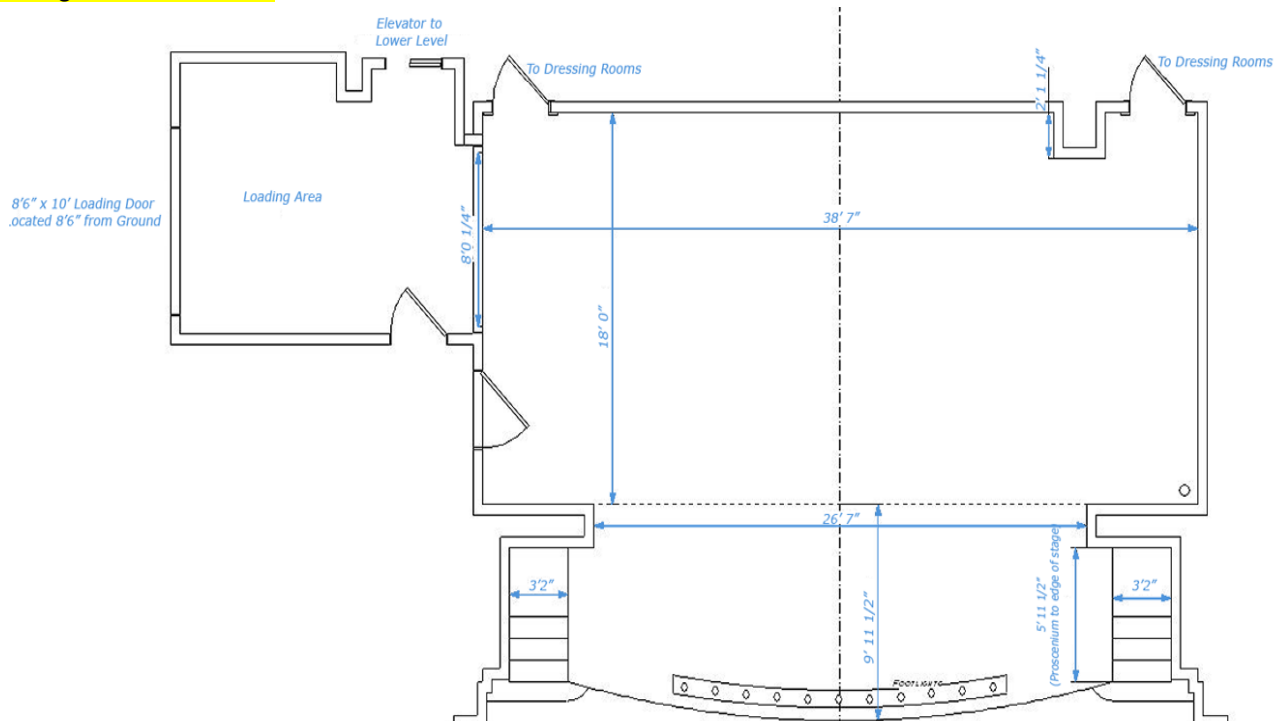
**50% of the total rental fee will be due at the time of booking**

*\*Changes to the house plot are at DTCC management discretion and only permitted in areas that can be reached by ladder.*

## DETAILED RENTAL POLICIES & INFORMATION

### Auditorium Specifications

- Seating: The theater has an estimated 561 permanent seats.
  - Orchestra (main level): 370 physical seats, 4 ADA seats. (There is no actual seat but a space for a wheelchair) as well as one companion seat with each ADA seat.
  - Balcony (upper level): 190 physical seats.
- Accessibility: The Dallas Theater abides by the Americans with Disabilities Act and makes reasonable accommodations for individuals with disabilities.
  - The orchestra level, stage, restrooms, and dressing rooms are all wheelchair accessible. There is a handicap lift and elevator to accommodate performers or speakers in wheelchairs.
  - The balcony and greenroom are only accessible via stairs
- Stage Dimensions:



- Depth of stage, proscenium to back wall: 18' (2' 1/4" of this is behind back Cyc curtain)
- Width of stage, wall to wall: 38' 10"
- Proscenium width: 26' 7"
- Distance from proscenium to edge of stage: 9' 11 1/2"

- Load in doors & Freight Elevator:
  - Load in Doors:
    - H: 7'10"
    - W: 5'10"
  - Freight Elevator:
    - H: 7' 10"
    - W: 4'3"
    - D: 8'4"

### Included in the rental fee are the following items

- Use of the event space for the contracted time
- House lights
- Stage lights
- Audio playback available: Use of CD player or auxiliary cord connected to Theater sound system that hooks into a laptop, phone, or other device that has an aux input.
- Limited audio mixing and amplification equipment (You may inquire for more specifics on what is and is not provided)
- Projector and movie style screen. (Front projection ONLY)
- DTCC light and audio technicians.
  - Standard technician: Will run tech for events with basic needs such as microphones, slideshows, music played from a CD or device with aux input
  - Master technician: Will run/mix sound for events that will require more than one instrumental plug in (not exceeding 5 total plug ins).  
*(Event technical needs are determined on an individual basis and at DTCC discretion. If sound needs are complex/above a basic level, you will be required to provide your own sound technician and bypass our sound board.)*
- Marquee listing on day of event-1 side ONLY. The default side for the display is the side that faces First Baptist Church. Additional marquee display time is not offered.

### NOT included in a theater rental:

- Promotional materials, PR, and marketing. The Dallas Theater will not advertise for your event.
- Any items or labor costs not specifically included in the rental agreement

- Audio mixing that will exceed 5 total plug ins.
- Ushers

## Space Reservation

Availability is first come, first served. Space is only guaranteed once rental contract has been completed/signed and rental deposit has been paid. All facility rental agreements MUST be completed in person with a DTCC staff member during a scheduled appointment.

*Courtesy "soft" date holds are issued at DTCC management discretion and are only valid for up to a week. Any verbal arrangement is subject to immediate cancellation by The DTCC without payment and signed contract.*

## Payment Schedule

50% of your total rental fee will be owed at the time of the contract signing. The remaining balance must be paid in full by 60 days out from your scheduled event date, or before event tickets go on sale if using our ticketing service.

## Damage Deposit

An additional \$300 damage deposit in the form of cash or a money order is required and must be on file by 30 days out from your scheduled event date. The building will not be unlocked on the day of your event until the damage deposit is on file. It will be available for pick up the week following your event if there are no damages assessed or breach of contract that occurred from your use of the facility.

If such damages or contract breaches are assessed, the \$300 damage deposit will be forfeited and timestamped photos of any damages will be provided. If the deposit does not fully cover the damages, you will be held responsible and the remaining balance will be deducted from your ticket revenue or an invoice will be issued to you.

## Deliveries, Storage, and Abandoned Items Disposal

All deliveries and pickups from event vendors must be planned within the hours of your rental and accepted by the renter or the designated onsite coordinator. DTCC staff will NOT accept deliveries on your behalf. There is no storage at The Dallas Theater and any items left behind will be disposed of. A minimum disposal fee of \$100 will be charged. The staff reserves the right to charge a higher amount if a disposal service must be used.

## Cancellation Clause

If an event is canceled more than (60) days prior, we will transfer all deposits and pre-payments to a new date no more than (1) year from original rental date. If the date is transferred, all deposits and pre-payments will apply to the new date but, 100% of the remaining total rental fee will be due at the time of the new booking. If an event is canceled within 60 days of scheduled event date, all deposits, pre-payments, and damage deposit will be forfeited UNLESS cancellation is made by the DTCC due to weather or safety concerns.

## Site Visits

Two one-hour site visits are included in the rental price and must be scheduled in advance. The purpose of the site visit is to finalize your event details pertaining to the facility. You may bring 5 people maximum with you to these visits. It is recommended the renter include parties involved to see the facility during these two visits, such as: event manager/coordinator, photographer, etc. If additional site visits are required, they must be scheduled in advance and will be billed at \$50/hour.

## Licenses

Renter is responsible for obtaining licensing for music, plays, movies, etc. Copy of license must be submitted before any advertising of the event.

## Marketing

The Dallas Theater does not provide marketing support for rental events. Prospect renters are prohibited from advertising and/or marketing an event without a signed rental agreement. When marketing an event in press releases, promotions, etc. the facility must be listed as "The Dallas Theater" and the address must be listed as 208 Main Street Dallas, GA 30132.

## Additional Information

- Disruptive attendees may be asked to leave at the discretion of DTCC staff.
- All theater rentals must provide both a "Front of House" and "Backstage" contact. These contacts will be responsible for remaining in those respective areas during the event.

- We do not provide ushers for rental events. If your event requires ushers, it will be your responsibility to secure them.
- The Civic Center may also be in use during your event. The two facilities are connected by doors that will be closed. There is a hallway that leads from the theater to the interior double door entrance of the Civic Center, as well as a door located in the backstage stairwell. You will not be permitted to go beyond those doors.
- There is no food or drink permitted in the auditorium space or onstage with the exception of bottled water. Performers may have food in the dressing and green room spaces located backstage, but will be required to take out all trash. If trash is not removed a \$75 fee will be charged or deducted from ticket revenue.
- The designated rental timeframe must be consecutive and include your load in/set-up and breakdown/load out time. Doors for event attendees must open at least 1 hour prior to the event start and a minimum of 1 hour of the allotted timeframe must be dedicated to event breakdown, including the removal any and all decorations, personal belongings, and trash. Failure to adhere to the allotted rental timeframe will result in the loss of your damage deposit.
- If the renter fails to adhere to the contracted rental timeframe, an overcharge fee of \$150 per hour will be charged or deducted from ticket revenue and damage deposit may be forfeited.

## DETAILED TICKETING POLICIES & INFORMATION

### Mandatory Ticketing Requirements

All parties renting the Dallas Theater for ticketed events are required to use our ticketing service (Leap). You may not sell tickets to your event via any other website, in person, etc. Approval for free, non-ticketed events will be at the discretion of DTCC management.

### Pricing Breakdown

Ticket revenue is calculated off of the base ticket price, with tax/fees excluded from final profit. Ticket fees range from \$2-\$4 a ticket depending on scope and parameters of event, will be determined by DTCC management, and encompass payment of \$1.00-\$2.00 to the Dallas Theater and \$1.00-\$2.00 to Leap for use of ticketing services.

EXAMPLE: If your total ticket price for your patrons is \$10.00 per ticket, after tax and the ticketing fee is subtracted, you will be getting \$5.35 per ticket sold if being charged the \$4 ticketing fee and \$7.35 if being charged the \$2 ticketing fee.

Ticket Prices:		
Base price	\$7.35	\$5.35
Ticket fee (ranges between \$2- \$4)	\$2.00	\$4.00
tax	\$0.65	\$0.65
Total ticket price	\$10.00	\$10.00

### Important information

- Ability to do reserved seating (recommended) or general admission
- Tickets can have a tiered pricing structure or be a single price. Tiered options would be as follows:
  - regular price & discounted price (senior, military, students, and children)
  - orchestra level price & balcony level price
  - pre-sale price and regular price
- Tickets will go on sale no earlier than 90 days out from your scheduled event date, and will not go on sale until the rental fee has been paid in full

- Tickets will be able to be purchased via a link that we will provide to you. This link can be shared by you and posted on your own website. Your event will not be on the Dallas Theater website.
- You will be given the opportunity to review and verify your ticketing information and link before sales go live. Once the tickets are live and on sale, there will be no further changes permitted.
- If desired, sales reports can be scheduled to be sent to you. A report will ONLY be sent on days where tickets were purchased for the event.
- You are allotted 20 comp tickets (more upon Manager's approval). All comp tickets are subject to the \$2-\$4 per ticket charge. If you choose to have your comp tickets issued individually, a COMPLETE list must be emailed to the Manger *no less than 2 business days before the event*. The list must state the name of the person picking up the ticket/tickets and the number of tickets issued to that person. Once the list is sent to the Manager, no changes may be made.
- Refunds for purchased tickets will not be offered unless the event is cancelled by the rental client. In such case, any applicable refund expenses will be at the cost of you as the rental client.
- We will require a w9 tax form on file as an official record of the individual or organization the ticket revenue check is going to. If the event is a non-profit rental, the check can only be cut to the non-profit organization.
- The revenue check will be given to you in one lump sum, *after* your event. We will have a check cut by the City clerk and this check, along with a box office report, will be mailed to the address on the contract or made available to be picked up at our office. We make every effort to get your check cut by Wednesday of the week following your event, however, sometimes it takes up to a week to get the check ready for you.

## MOVIE NIGHT RATES AND INFORMATION

The Dallas Theater is also available to rent for a private, non-advertised, movie viewing of your choosing with family and friends.

### Pricing Breakdown

<u>Guest Count</u>	<u>Monday-Thursday</u>	<u>Friday-Sunday</u>
Up to 25 people	\$175	\$225
26-50 people	\$225	\$275
51-75 people	\$275	\$325

<u>Optional:</u>	
Greenroom (25 people or less only)	\$75
Marquee	\$50

A separate \$300 refundable damage deposit is required, will be held on file, and will be available to pick up the week following your event if there are no damages assessed or breach of contract that occurred from your use of the facility.

### Included in the Rental

- Private movie screening in the theater of a blue ray or DVD of your choosing. You will provide the blue ray or DVD. No movies with a rating of NC-17 or higher will be permitted.
- Theater access beginning 30 minutes prior to your film start time and ends once movie credits are over.
- A technician to run the DVD or Blue ray

#### Optional Add Ons:

- Green Room space- Available for 25 people or less to utilize for cake and presents
- Marquee Rental- Display a message of your choosing on one side of the marquee

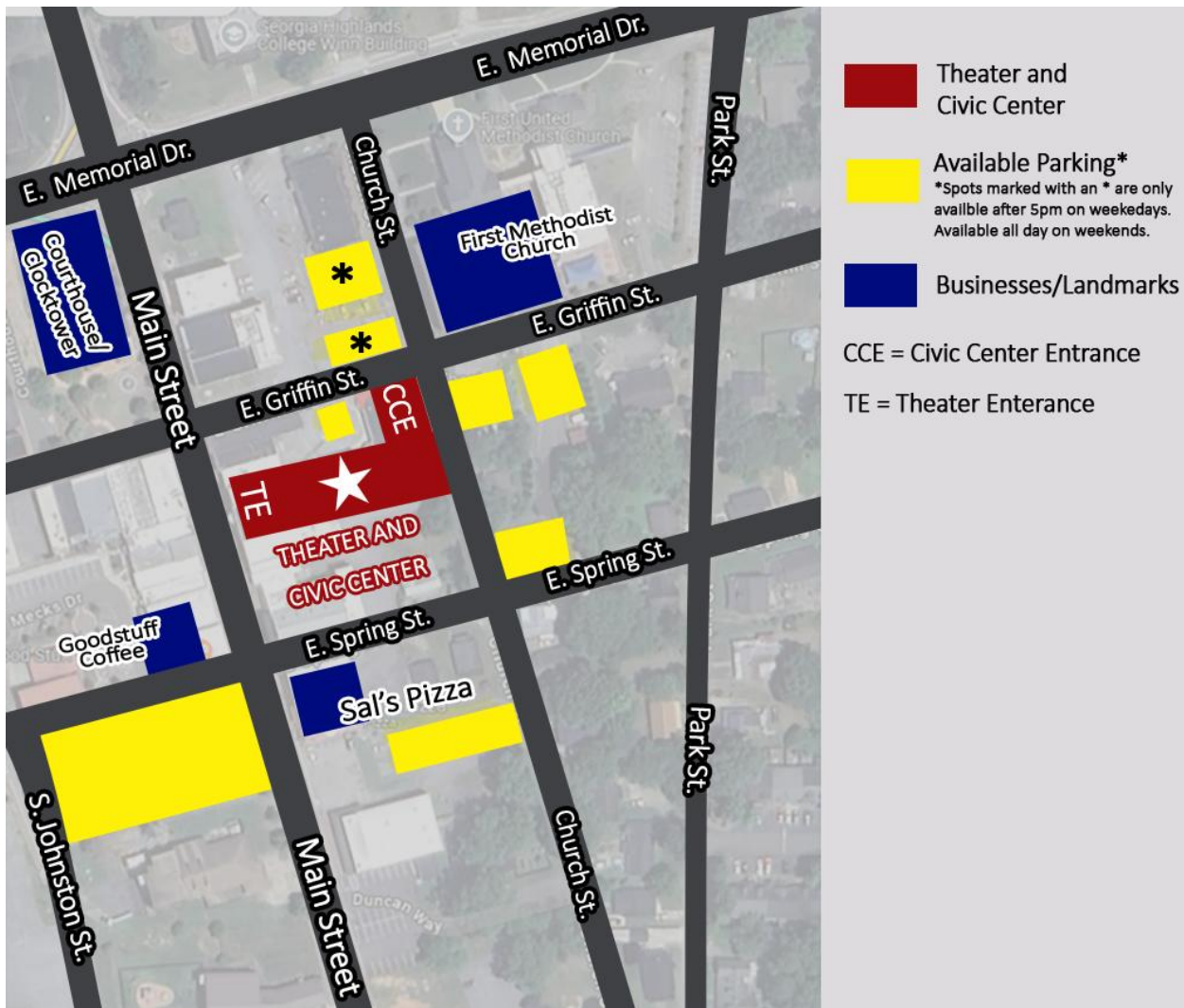
### Additional Information

- You may bring in individual Bottled water, soft drinks and juices. NO alcohol is allowed. Snacks such as bagged popcorn, chips, individual candy is allowed. NO “meal type” foods or foods with dips, sauces or anything that requires silverware.
- Movie rentals are non-refundable. If you need to change your movie date we will try to accommodate your request.
- This is for a PRIVATE movie of no more than 75 people. You are not allowed to advertise for your event. Once your capacity (determined by rental fee paid) is reached, no one else will be permitted to enter.

## PARKING AND ACCESSIBILITY

### Parking

There is a large public parking lot located across the street from the entrance of the Theater. There are also multiple public parking lots located behind and within close walking distance to the facility. All parking in downtown Dallas is free. The areas highlighted below are the most convenient parking options. Please note, the spaces located at City Hall are only available for events taking place on weekends or after 5pm on weekdays.



### **City Events:**

Our staff work closely with our City Business Development/Main Street department to avoid overlapping event rentals with major City events, however if your event does overlap with a city event, we will communicate with you about road closures and parking availability.

### **Accessibility:**

The Dallas Theater lobby, orchestra level, restrooms, stage, and dressing rooms are wheelchair accessible. The balcony level and greenroom are accessible by stairs only.