

Procedure: 2.2

Subject: Fine Arts & Multi Media Centre (FAMMC) Booking

Background:

The Fine Arts & Multi Media Centre (FAMMC) officially opened on February 26, 2009. The facility opening was highly anticipated by all stakeholders. To ensure access and pricing for this facility is fairly positioned relative to similar venues in Alberta, the CLC has undertaken a marketing analysis of such factors to assist in the development of formal pricing and positioning strategies for the FAMMC. To bridge the timeframe until the analysis is complete, and to allow groups an opportunity to utilize the FAMMC, an introductory pricing structure is in place.

Procedures:

The FAMMC is available for Community, Business, and Industry uses which are aligned with the vision, mission, and mandate of the CLC. Introductory pricing will be in effect from February 2009 to June 2011 (subject to change). The CLC Executive Committee reserves the right to refuse use of the FAMMC. In addition, clients using the FAMMC will be responsible for ensuring their staff, volunteers and guests conduct themselves in a manner appropriate for a theatrical environment. Sufficient volunteers will be required to ensure food and beverages are kept out of the seating area in the TransCanada Theatre.

Please refer to the CLC rate sheet for specific pricing information.

1. TransCanada Theatre Space (**non theatrical** use rate)

This rate will be quoted for those clients wishing to utilize the TransCanada Theatre space for non-theatrical performances. This would include video conferencing use or functions such as group lectures. This price is identical to the charge for the Olds College Alumni Center which offers a similar size venue.

- a. Rental rates will allow use of the lobby, front washrooms and the main theatre space
- b. The rate will allow access from 8:00 am until midnight
- c. Additional rooms and technician support will be rated separately
- d. A rental deposit will also be required by all clients
- e. Food and beverages will not be allowed in the seating area

2. TransCanada Theatre Space (**theatrical** use rate)

This rate will be quoted for those clients wishing to utilize the TransCanada Theatre space for theatrical productions. The rate will allow access to all of the FAMMC less the Art and Stained Glass Classrooms and all mechanical and storage areas.

- a. This rate will allow access to the facility from 8:00 am until midnight
- b. Technician and deposit rates will apply
- c. Those clients planning a theatrical performance with a sound and lighting technician must have one (1) complete dress rehearsal with a technician present, at the applicable rate

3. TransCanada Theatre space (**rehearsal rate**)

This rate will be quoted for clients wishing to hold rehearsals in conjunction with a TransCanada Theatre booking for theatrical use. Those clients having booked the TransCanada Theatre for at least one day of full theatrical use may book additional rehearsal time in four hour blocks.

- a. Rental rates will allow use of the lobby, front washrooms, and the main theatre space
- b. The main seating area will be restricted from use during rehearsals
- c. Technician and deposit rates will apply
- d. The rate will allow access to the facility from 8:00 am until 10:00 pm during non-regular class times (weekends or term breaks) or from 5:00 pm until 10:00 pm during the school year

4. FAMMC Classrooms (day rate)

This rate will be quoted for those clients wishing to book the use of one of the classroom spaces. Classroom availability will vary based on educational need and is not guaranteed to be available at all times.

5. FAMMC Sound and Lighting Technician (hourly rate/four hour minimum)

All clients requiring sound and lighting set up will require a CLC trained sound and lighting technician. The FAMMC will have pre-set standard settings available for clients who may not require the use a sound and lighting technician. The settings must remain static during the entire performance or facility booking, otherwise the rental will require the presence of a sound and lighting technician. Rental clients will not have access to the sound and lighting panels.

6. FAMMC Seating (retraction fee)

The TransCanada Theatre default seating arrangement will be to have the seats fully set up for use. Should a client wish to use the TransCanada Theatre space with the seats retracted, an additional charge will be implemented to retract and then reset the seats to the standard set up. The fee includes the time involved to retract and reset the seats.

7. FAMMC Band Room Riser Relocation (set up fee)

The FAMMC band room default set up will be to have the band risers fully set up for use. Should a client wish to use the FAMMC band room with the band risers removed, an additional charge will be implemented to remove and then reset the band room to the standard set up. This fee includes the time involved to remove and reset the band risers.

8. FAMMC Deposit

Each client wishing to book the TransCanada Theatre will be required to place a deposit per event booking. The deposit will be applied first to any damages incurred during the facility rental and secondly to the outstanding fees at the end of the facility booking. Clients must also provide proof of liability insurance in an amount of not less than two million dollars. Olds College can arrange for insurance coverage at a per event rate should clients require it.



9. Incremental Revenues (variable based on use)

- a. Clients requiring additional services will be charged on a fee for services basis
- b. Damages incurred during the use of the FAMMC will be charged to client.
- c. The CLC reserves the right to negotiate or implement additional fees, such as percentage of admissions or concession revenue, based on the client's need and use of the facilities.

History:
Approved:
Review Date:
Amended:
Deleted: