

Diana Wortham Theatre Rental Rates and Policies: Effective July 1st, 2022

The 500-seat Diana Wortham Theatre is available for rent by organizations and individuals for the presentation of performances, lectures, and meetings.

Priority in scheduling is given to:

1. Local arts groups who use the theatre on an annual basis
2. The Wortham Center Presents Series
3. New/first time users

There are three basic costs incurred in using the Diana Wortham Theatre:

- Rental Fees
- Labor
- Box Office Fees (for ticketed events)

Rental Fees

Performances:

Based on performance time, from house open to end, of less four hours or less.

- Non-Profit Rate
 - \$850 for first performance/event in a day
 - \$600 for the second performance in same day
- For-Profit/Private Rate
 - \$1,200 for first performance/event in a day
 - \$750 for the second performance in same day

Rehearsals/Dark Days:

- Non-Profit Rate
 - \$550
- For-Profit Rate
 - \$800

Daily Rental:

- \$2,250 for all-day conferences, and/or a 12-hour period. \$200 per hour thereafter.

Cleaning/Changeover:

- \$100/day

Piano Rental:

- Hamburg Steinway, Model B
 - \$150 per event plus cost of tuning. Tuning will be performed by Wortham's Piano Tech only.

High-Definition Projector:

- \$300

Labor Rates

Backstage

Minimum call:

- 4 hours

Overtime:

- Over 8 hours in one day
- Hours worked before 7am or after 12 midnight
- Overtime rate: Time and a half

Positions

- Technical Director or Technical Lead
 - \$35 per hour for first 8 hours in a day
 - \$52.50 per hour overtime thereafter
 - Four-hour prep time charged to all events
- Technical Crew
 - \$25 per hour for first 8 hours in a day
 - \$37.50 per hour overtime thereafter
- Sound Engineer
 - \$250
- Follow Spot & Operator
 - \$27 per hour of use

Front of House

Minimum call:

- 4 hours

Overtime:

- Over 8 hours in one day
- Hours worked before 7am or after 12 midnight
- Overtime rate: Time and a half

Positions

- House Manager
 - \$20.00 per hour
- Venue Associate
 - \$20.00 per hour
- Ushers
 - \$12 per hour, or minimum of 8 volunteer ushers provided by renter

Box Office Rates

Paid by renter (deducted at settlement):

- Set-up fee
 - \$150 per ticketed performance or event
- Box Office Services
 - \$0.75 per ticket sold, plus \$1. Facility Fee (see below)
- Complimentary tickets
 - \$0.15 per issued.
- Credit Card fees
 - 3.8% for all sales via MasterCard, Visa, and American Express
- Non-ticketed event
 - \$250 Facility Fee (see below)

Paid by customer (based on point of purchase):

- Building Operations Fee
 - \$3 per ticket on all orders.

- Phone processing fee
 - \$4.50 flat fee per order, phone orders only
- Tickets mailed
 - \$1 flat fee per order
- Online ticket sales on the Wortham Center's website available at no additional charge to renter. Processing and building operations fees are charged to customers for all online ticket sales.

Facility Fee

To support the maintenance and repairs to the Wortham Center, a \$1.00 per ticket surcharge is assessed and collected on all tickets sold, through the box office with a price of \$15.00 or greater. A \$.50 per ticket surcharge is assessed and collected for tickets with a price of \$10.00 to \$14.99. All Facility Fees will be charged and deducted from gross ticket sales at settlement as part of the total rental expense. Renters should take this fee into account when setting ticket prices, which should include this surcharge. This surcharge is placed in a restricted fund for maintenance and repairs and does not support the operation budget of the Wortham Center.

For non-ticketed events the facility fee is \$250.00.

Rental Policies and Procedures

Before contacting the Wortham Center, please read all policies below with respect to Labor and Box Office practices and policies. Also recognize that the Center is busy year-round and weekend dates are in high demand. Please have as many dates as possible in mind prior to contacting the Wortham Center. A deposit and signed contract are required in order to secure any date.

The preferred method of contacting the theatre for possible rentals is via email to steven@worthamarts.org. In your email message, please provide the following information.

- Your name/organization
- Nature of event (e.g., performance, lecture, meeting, etc.)
- Preferred date(s)
- Number of days needed in the theatre prior to the performance date (e.g., for tech and rehearsals)
- Any special needs (e.g., special lighting, sound, piano, etc.)
- Contact information: please provide a name and phone number and best time to reach you.

You will receive either an email response or a follow up phone call as soon as possible. If a date is secured, the renter will be sent a contract.

Labor Policies

Technical Director and Crew

The Wortham Center's Technical Director or venue representative must be present at all times the facility is in use by the renter, including the delivery of material. The Technical Director's billable hours begin each day one half hour before the theatre is opened for the renter and end one half hour after the last person has left the event and the theatre is empty and secured. The renter is also responsible for the Technical Director's time required to prepare the theatre for the renter's event.

The Wortham Center is a non-union house, but does utilize its own skilled technical crew, the cost of which is paid by the renter at the applicable rates. The number of technicians required varies by the event being presented. The theatre typically runs with a three-to-four-person technical crew. The Technical Director, in consultation with the renter or based on the event's technical rider, will determine the size of the crew required. The renter may be able to provide volunteers or its own crew for jobs which do not involve operating the theatre's equipment, at the sole discretion of the Technical Director.

Technical Crew Meal Breaks

Wortham Center staff may not work more than five hours without a meal break. A meal break is either a one hour unpaid or a half-hour paid. If a meal break is not provided, the renter will be charged an additional hour of overtime labor for each staff person denied a meal break.

For example, if 7 hours are needed in the theatre, a schedule should not be made based on the assumption that to work straight through from 3pm to 10pm. Rather, set the schedule to begin at 2pm, break for dinner from 6-7pm, and then work from 7-10pm.

Minimum Call

A minimum call for any position is four hours. If a break is given of more than 3 hours, the time worked before and after the break is considered two separate calls and each is a minimum of four hours.

For example, if a crew is scheduled from 10am to 12pm, and then not called back until 4pm, the first work session would be billed at a minimum of four hours.

Nighttime Differential

Any hours worked after 12am midnight and before 7am shall be billed at the overtime rate.

Short Turnaround

For reasons of safety, no technical crew member will have less than 10 hours off between the end of one day and the beginning of the next.

For example, if a call ends at 12am midnight, those crew members should not be expected to return to work earlier than 10am the next day. If there is less than a ten-hour turnaround, overtime charges will incur.

12 Hour Notice of Technical Crew Call Change

There shall be a minimum of 12 hours' notice of any change to the next day's call schedule. Without this notice, crew will not be available as requested.

Breaks

A 15-minute break will be given at least every three hours between meal breaks.

Front of House

House Managers and Venue Associates

One to two House Managers are required for all public events. Hours begin two hours prior to the start of the event and conclude one half hour after the event has ended. A Venue Associate is required for facility upkeep and supervision anytime the venue is open to the public. Hours begin two hours prior to the start of the event and conclude one to two hours after the event has ended.

Ushers

Ushers may be provided by the renter in order to reduce expenses. Ushers must be a minimum of 18 years of age and must arrive at the theatre one hour prior to the event to receive safety instructions from the House Manager. Ushers must remain for the entire event and sit in specified seats as designated by the House Manager. It is recommended that ushers dress as uniformly as possible for easy identification – for example, white tops and black bottoms or branded/matching attire representing the renting organization.

Box Office Policies

Renters are required to use the Wortham Center Box Office for all ticketing. No events will be permitted to self-ticket or use outside ticketing services. Groupon or any other discount ticketing and/or resale services are strictly prohibited. Ticketing setup and sales will not begin until contract and deposit are received. Tickets are available by phone at (828) 257-4530 or by walk-up at the Wortham Center Box Office located at 18 Biltmore Avenue, Asheville, NC 28801. Tickets are also available for purchase online at worthamarts.org. Current Wortham Center Box Office hours can be found online at worthamarts.org. Additionally, the Box Office will open at 1.5 hours prior to performance time and stay open until 30 minutes after curtain. The box office can handle walk-ins, phone orders and mail orders. Payments by cash, checks, MasterCard, Visa and American Express are accepted. Online ticket sales are available on a 24/7 basis as part of the basic service.

Marketing Policy

The Wortham Center does not provide event marketing services, but does provide several tools to assist with promotional efforts:

- All events are listed on worthamarts.org website free of charge.
- A marquee display on Wortham's electronic marquee located on Biltmore Avenue at a fee of \$75 for the two weeks prior to the event.
- Put your event on your Facebook page and add Wortham Center for the Performing Arts as a co-host and your event will also display on the Wortham Center's Facebook events page.
- Renters may also tag the Wortham Center in any post using [@worthamarts](https://www.facebook.com/worthamarts) and [#worthamarts](https://www.facebook.com/worthamarts).
- Display on the Wortham Center lobby's community video board is available for \$75 per performance.
- Rental events are included in upcoming events as schedule allows in the Wortham Center's weekly email to a list of 18,000 recipients.
- Provide list of local web calendars upon request.
- Provide media contact list upon request.

Services Not Provided:

- The Wortham Center cannot send individual or dedicated emails or mailings.
- The Wortham Center does not share customer lists or data.
- The Wortham Center is not obligated to promote rental events on social media.

Event Billing and Venue Names

Always use the correct venue name in your advertising:

[event/artist name] at the **Wortham Center for the Performing Arts**

- OR -

[event/artist name] at the **Wortham Center** (if you prefer a shortened version)

If you want to include the actual venue name within the Wortham Center, then "**at the Wortham Center (for the Performing Arts)**" should always be included afterward:

Diana Wortham Theatre at the Wortham Center (for the Performing Arts)

Tina McGuire Theatre at the Wortham Center (for the Performing Arts)

Henry LaBrun Studio at the Wortham Center (for the Performing Arts)

Logo usage: Renters may not use the Wortham Center's logo under any circumstance.

Rental Settlements

Fees for Rent, Labor and Box Office services are deducted from the renter's ticket sales proceeds as the method of payment. Renters receive an itemized statement of these charges plus a detailed report on all sales through the box office. Following the event, renters may also request a list of the names and addresses of customers who purchased tickets in advance for the renter's event.