

Amphitheater Rental Market Analysis

<u>Venue Comparison</u>	<u>Capacity</u>	<u>Fee</u>
Canyons High School * (paid admission)	1,374 - 1,800	\$7,808
Abravanel Hall	2,768	\$5,510
Tuacahn Amphitheater	2,000	\$4,750
Capitol Theater	1,651	\$3,740
Canyons High School * (free admission)	1,374 - 1,800	\$3,020
Sandy Amphitheater	2,750	\$2,500

** Applying Canyon's hourly rate to event schedules at the Amphitheater*

The best match for the Amphitheater is Tuacahn. They have a smaller capacity (2,000) and are charging a rate nearly double ours (\$4,750). We propose the following fee schedule:

<u>Community Arts Fees</u>	<u>Current</u>	<u>Proposed</u>
Amphitheater Rental / Day	\$2,500	\$5,000
Rehearsal / Load in	N/A	\$3,000
Sandy Resident Rental / Day	N/A	\$2,500
City Sponsored Group - Performance	\$300	\$600
City Sponsored Group - Rehearsal	\$200	\$400

We are adding a Sandy Resident rate that's 50% of the total fee. This will come with restrictions to ensure it's a private event, and not something that should fall under a commercial rate. There will also be scheduling provisions all of which will be handled in a contract process.

The Load in / Rehearsal rate is also new. If an artist wishes to load in the day before a show or hold a rehearsal, we will charge this reduced rate because there would be no audience and less impact on staff and the facility. It was requested last year for the first time in our history. They didn't use the date, but we felt a reduced rate was appropriate.

We are requesting a change in the city sponsored group rate. We're trying to keep it very affordable but need to offset some costs. Examples of City Sponsored Groups include American West Symphony & Chorus and Mountain West Ballet.