

## AUDITORIUM RENTAL POLICY GUIDE

Thank you for considering The Strand for your event!

The Strand Theatre first opened its doors on September 24, 1935. It was the Golden Age of cinema, and the citizens of Marietta packed the house, dressed to the nines, to see Fred Astaire and Ginger Rogers dancing cheek to cheek on the silver screen.

Today, The Strand is a unique venue featuring a beautiful art deco auditorium that seats 531 and features a projector, movie screen, and four dressing rooms backstage. The Strand also features two beautiful event rooms and a one of a kind view from the only rooftop terrace on the Marietta Square.

As the last remaining historic theatre in Cobb County, The Strand Theatre lights up the Marietta Square with its dazzling marquee and Art Deco flair. It provides a venue for films, live entertainment, corporate and private events, theatrical performances, and more.

**Our events team is committed to delivering exceptional experiences. Before booking your event, please read through this rental policy guide so we can deliver the best event possible for you and your guests. If you have any questions or to set up a tour of the facility, please reach out to your event specialist or email [myevent@strandmarietta.org](mailto:myevent@strandmarietta.org).**

Thank you,



**Chris DeLeo**  
Facilities and Events Director  
Earl and Rachel Smith Strand Theatre



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# AUDITORIUM RATE SHEET

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The following represent charges associated with rental of the auditorium. All prices are subject to change. Listed rates do not include the required \$500 refundable damage deposit.

## FACILITY RENTAL RATES

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HOURS OF OPERATION: 10 am - 11:30 pm\*\*

	COMMERCIAL	NONPROFIT
Monday through Thursday	\$1,920	\$1,620
Friday and Sunday	\$2,100	\$1,800
Saturday	\$2,280	\$1,980

## BILLABLE FEES AND CHARGES

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Required Refundable Damage Deposit	\$500
Restoration/Maintenance Fee for ticketed events	\$2/paid ticket
Handling Fee for ticketed events	\$1.50/ticket (\$75 minimum)
Cleaning Fee	\$175 for a show day with one performance
Cleaning Fee Add-On	\$75 per additional same-day performances
Master Technician (Must be present when renter is in the auditorium)	\$35/hr (min. 4 hrs.)
Security**	\$35/hr
Uniformed police officer**	\$60/hr

## OPTIONAL LABOR AND EQUIPMENT RENTAL

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Additional time outside standard hours of operation	\$200/hr
Gift shop rental	\$200
Red carpet	\$150
Labor	
• Master Technician (outside standard hours)	\$135/hour (Min. 4 hrs.)
• Audio/Lighting Technician	\$25/hour (Min. 4 hrs.)
• Stagehand	\$20/hour (Min. 4 hrs.)
• Usher/Greeter	\$15/hour (Min. 4 hrs.)
Follow spot	\$200
Microphone and stand	\$25
Monitor	\$75
Digital projector and screen	\$50
Hazer	\$50
Lectern	\$25
Televised/recorded events for broadcast use licensing	\$1,000
Site visits in addition to the allotted 2	\$50/hr
Disposal fee	\$100+

\*Events must be loaded in and out within this time frame or additional fees will apply.

\*The following are billed at 200% of the above rates: Valentine's Day, Easter, Fourth of July, Thanksgiving, New Year's Eve, New Year's Day, and select festival days. The theatre is closed on Christmas Eve and Christmas Day.

\*\*At discretion of Strand staff

# DETAILED RENTAL POLICIES & INFORMATION

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## Auditorium specifications

- **Seating:** The auditorium has an estimated 531 permanent seats. There are 412 seats on the orchestra (main floor) level, 8 of which are ADA accessible, and 119 seats in the mezzanine.
- **Accessibility:** The Strand abides and exceeds the Americans with Disabilities Act and makes reasonable accommodations for individuals with disabilities. Two lifts at the stage accommodate performers or speakers in wheelchairs, who are able to travel down to the dressing rooms or up to the stage.
- **Stage Dimensions:** Width: 25' | Height: 24' | Stage Depth: 33'
- **Loading Dock:** There is a 10'x10' loading door at the stage left wing accessible from Cherokee St. The exterior dock height is 52". The Strand does not supply a dock lift or ramp. Please note that should any vehicle or ramp access require the partial closure or blockage of Cherokee St for any amount of time, it is the responsibility of the renter to coordinate with the city of Marietta. Extreme caution must be taken during any use of the loading dock because of oncoming traffic.

## Included in the rental fee are the following items

- Use of the event space for the contracted time
- House lights
- Stage lighting (as found)
- Audio playback (stage monitor system not included)
- Audio mixing and amplification equipment (as found)
- Standard maintenance of HVAC system
- Marquee listing (3 weeks prior to event)
- **Not included in an auditorium rental:**
  - Promotional materials, PR, and marketing
  - Any items or labor costs not specifically included in the renter's agreement
  - Any ticketing services or ushers not specifically included in the renter's agreement
  - Any media or licensing for musical works, dramatic works, or audiovisual works
  - Liability insurance
  - Audio/visual cutting, mixing, or other preparation

## Concessions

The Strand reserves all rights to operate concession sales at the facility including, but not limited to, food and beverage. The Strand retains 100% of sales.

## Accessible Seating

Four aisle seats have been adapted for accessible use. They feature a pivoting aisle armrest, which can be lifted from a horizontal user position to a vertical transfer position so that it is parallel to the back of the chair, thereby allowing an individual in a wheelchair or with other disabilities easy access into and out of the chair. (G101, J2, T2, T1)

## Removable Seating

Removable seats make room for one wheelchair on either end of the front row of the Orchestra section. (B101, B102, B107, B108)

## Wheelchair Seating

There are two additional areas in the back of the house for two wheelchairs, each with one to two companion seats. (W1, W7)

## Space Reservation

No verbal reservation of any event space will be considered binding; any such agreement is subject to immediate cancellation by The Strand. **Full rental fees, the refundable \$500 damage deposit, and signed Rental Agreement shall be delivered to The Strand before an event space will be considered reserved on The Strand's calendar.** The Strand does not invoice for full space rental payment. Availability is first come, first serve.

## Damage Deposit

An additional refundable damage deposit of \$500 is due immediately with the signing of the contract. The deposit is to be used to offset any overages or damages, and the remainder will be refunded. If the deposit does not fully cover the damages, an invoice will be issued. In order to assess any damages, a walk-through will take place at the completion of each event load out/clean up.

## Deliveries, Storage, and Abandoned Items Disposal

All deliveries and pickups from vendors (sets, costumes, special event equipment, etc.) must be planned within the hours of your rental and accepted by the renter. The Strand staff will not sign for packages, deliveries, etc. There is NO STORAGE at The Strand and items that are 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. Please communicate with all vendors that items that are not picked up the same night of the event will be disposed of.

## Payment Schedule

100% of the rental fee is due upon the signing of the contract. Any verbal arrangement is subject to immediate cancellation by The Strand without full payment and signed contract.

## Cancellation Clause

Cancellation within 180 calendar days of an event will result in the forfeiture by the renter of all payments for said event with the exception of the refundable \$500 damage deposit. Cancellation more than 180 days in advance will entitle renter to a refund of any payments, less a \$200 administrative fee. A fee of \$25 shall be paid for reissuing any Rental Agreement. A fee of \$100 will be levied on returned checks.

## Site Visits

Two (2) 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. It is recommended the renter include all parties involved to see the facility during these two visits, such as: event planner/coordinator, designer (florist, decorator), etc. If additional site visits are required, they must be scheduled in advance and will be billed at \$50/hour.

## Insurance

Renter (presenting organizations) agrees to carry comprehensive liability insurance with a company authorized to do business in Georgia and acceptable to The Strand, with limits of not less than \$1,000,000 for bodily injury to any one person and \$2,000,000 for bodily injury from any one accident, and \$300,000 for property damage for any one accident. Such policy shall name Friends of the Strand, Inc. as an additional insured and a certificate of insurance must be provided to the facility manager 30 days in advance of the scheduled event. If such certificate is not provided, this lease will be deemed cancelled and all prepayments forfeited. Please contact The Strand's Events Department if recommendations are needed.

## 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 Strand does not provide marketing support for rental events.** Prospect renters are prohibited from advertising and/or marketing an event without a signed rental agreement, full payment of rental and damage deposit, and completion of the Ticketing and Calendar form. When marketing an event in press releases, promotions, ads, etc., the facility must be listed as the "Earl and Rachel Smith Strand Theatre." The Strand requires proofing rights on any promotional materials for the event.

## Televised/Recorded Events

Televised or recorded shows or events for broadcast will be required to pay an additional \$1,000 fee. If additional electrical needs are required, renters must provide code approved generators or other outside supplementation. The name "Earl and Rachel Smith Strand Theatre" must appear in the credits of any event filmed on site.

## Gift Shop/Merchandise

The gift shop may be rented for a fee of \$200 per day. Renter is responsible for payment of said fees prior to making any sales. Sales items must be approved by The Strand.

## Additional Information

- Disruptive attendees may be asked to leave at the discretion of Strand staff.
- Other rental spaces may be in use inside the building, which may include the sale of concessions and/or alcohol.
- Alcohol must only be served by a Strand employee to ensure proper ID policy is followed.
- The allotted rental time must include set-up and break-down time. The facility must be left cleared and promptly vacated at the ending time of your rental. Any items left behind will be subject to a disposal fee as outlined in the "Deliveries, Storage, and Abandoned Items Disposal" section above.
- If the renter fails to adhere to the contracted schedule, an overcharge fee of \$175/hour will be automatically applied. Bartenders will not operate past scheduled time.

# DETAILED TICKETING POLICIES

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## Capacity

- Orchestra Level: 412 seats | *Includes 8 ADA seats*
- Mezzanine Level: 119 seats
- Total capacity: 531 seats

## Ticket Pricing

For ticketed events, renters must include restoration fees, handling fees, and sales tax within the advertised price. Convenience fees apply only to online ticket sales, and as such should not be built into the ticket price.

## Mandatory Ticketing Requirements and Fees

The renter has the option of selling tickets independently or having the Strand Box Office handle all ticket sales. The renter is required to pay The Strand a restoration fee of \$2 per attendee regardless of which party handles the ticketing. If The Strand handles ticketing, a \$1.50 per ticket service handling fee, 4% credit card and 6% sales tax will be charged in addition to the \$2 restoration fee. Renters using ticketing services outside of The Strand will not have access to The Strand Box Office.

## Ticket Manifest Requirements

If a renter chooses to use their own ticketing service, a ticket manifest must be provided to The Strand within three days of the completion of the event. The ticket manifest must include the number of attendees (including complimentary guests) as well as Name, Phone Number, Email Address, and Zip Code for each ticket order. Any and all patron information collected during the sale of tickets to rental events becomes the joint property of the renter and The Strand. Patron manifests will be made available to renter upon request.

## Fee Payment Schedule

A final billing report will be issued to the renter from The Strand within 13 business days of the completion of the event. Payment of ticketing fees will be due by the renter within 3 business days of final billing report delivery. A \$10 per day late fee will be charged each day thereafter until renter provides both payment and ticket manifest. If full payment is not received within 30 days of receipt of manifest, interest shall begin to accrue at the rate of 12% per month. Unpaid balances delinquent 90 days after the receipt of the bill are subject to attorney fees and collection service charges, in addition to late fees.

## Using Strand Ticketing Services

The Strand's AT&T Box Office has ticket-selling capabilities online, over the phone, and directly at the Box Office. The renter has the option of either selling tickets independently or having the Strand Box Office handle all ticket sales. If renter chooses to utilize The Strand's ticketing service, the following policies will be in effect:

- **Restoration Fee:** The renter is required to pay The Strand a restoration fee of \$2 per attendee
- **Handling Fee:** A fee of \$1.50/ticket in addition to the \$2 Restoration Fee The Handling Fee must be

included in the face value fee printed on and marketed for the ticket, as outlined in Ticket Pricing section above. (*Minimum Handling Fee of \$75/performance day*)

- **Merchant Fee:** The renter will be responsible for a 4% merchant fee for all credit card transactions and all credit card refund charges.
- **Local Sales Tax:** Local sales tax of 6% will be deducted from the ticket sales and paid by The Strand on behalf of the event renter.
- **Online Convenience Charge:** The Strand charges an online convenience fee for tickets sold online (\$2 + 10% of ticket price). To avoid this charge, patrons may call or visit the Box Office during business hours. Renter may also elect to not have tickets sold online.
- **Box Office Hours & Extension Fee:** Box Office Hours are 11 AM – 6 PM Monday through Friday and 9 AM – 12 PM on Saturdays. The Box Office is open for two hours prior to each event and 30 minutes after the event has started. The renter may request extended Box Office hours at the rate of \$30 per hour.
- **Refunds:** The Strand does not issue refunds for purchased tickets. Refunds are only offered in the event of a cancellation. Renter is responsible for all refund related expenses.
- **Exchanges:** The Strand does not issue exchanges for purchased tickets. This includes the switching of seats or performances.

### **Pulled Tickets for Resale**

If using The Strand Box Office, the renter also has the option of hand selling a portion of the tickets in batch quantities in the preset amounts below. These pulled ticket fees also apply to complimentary tickets:

#### **PULLED TICKET FEES**

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<100 tickets	\$0.50/ticket
>100 tickets	\$45 + \$0.50/ticket over 100
>200 tickets	\$80 + \$0.40/ticket over 200
Full House (517 tickets)	\$180

#### **Use of Pulled Tickets**

- The renter may not turn in pulled tickets that have been paid for to the Box Office for Will Call. Renter is wholly responsible for distributing pulled tickets that have been sold.
- These pull prices do not include the \$2 Restoration Fee and all other fees that must be remitted to The Strand after the event as outlined in the “Using Strand Ticketing Services” section above.
- All unsold tickets that are not returned to the Box Office at least 24 hours before the event will be considered sold and will be counted as such when calculating fees owed in the final settlement.
- Settlement with renter shall occur within 13 business days from the final day of rental.
- All remaining fees due to The Strand will be deducted from the gross ticket sales prior to disbursing funds to the renter. The Strand Box Office will assume that you have included all required fees in the



face value of the ticket price and settlement reports will net this deduction from gross sales.

- A ticketing manifest must be provided to The Strand for pulled tickets within 3 days of the event as outlined in the “Ticket Manifest Requirements” section above.

### **Mandatory Reserved House Seating**

The Strand reserves fourteen (14) complimentary tickets for each performance for its own use. These tickets will not be sold. The Strand house seats are held in seats D101-106 and E101-108.

# PARKING AND ACCESSIBILITY

## Parking

There are numerous free and paid parking options throughout the Marietta Square area. The Square features both paid and free parking lots, as well as free parking spaces and several paid parking decks. Please visit [marietta.com](http://marietta.com) or [marietta.gov](http://marietta.gov) for the most up to date parking information.

## City Events

Marietta City often hosts events such as festivals and 5k races on the historic Marietta Square. Because The Strand is also located on the square, these events can include outdoor music and affect parking availability. It is the renter's responsibility to check all city-related calendars and choose their event dates accordingly.

## Accessibility

The Strand is wheelchair accessible and has accessible restrooms on each floor, as well as wheelchair accessible seating, stage, and dressing rooms.

