

Stage Rental Pricing

October 14, 2011

Rental Facility Pricing Overview

Facility	Current Base Rent
Exhibit Hall	\$1,600.00
Dover Building	\$2,560.00
Kent/Schabinger	\$1,200.00
Green Lot	\$1,350.00
Centre	\$2,800.00
Quillen Arena	\$225/day (Equine), \$2,800/day (Commercial)

Proposed Pricing for DSF Stage

- Three categories of pricing:
 - Flat rate for casino usage
 - Pricing for non-commercial/non-ticketed “bolt on” to existing relationship (Girl Scouts, Good Sam Club, etc.)
 - Pricing for commercial, ticketed event produced by outside promoter

Pricing Structure 1: Flat Rate for Casino Usage

- \$20,000 Flat Fee
- Inclusive of:
 - Stage with scrim up and tech huts installed
 - Grandstand and Grandstand Restrooms cleaned (clubhouse excluded from pre-cleaning)
 - Access to track seat inventory
 - DSF Maintenance equipment

Casino Usage Conditions

- DSF Stage manager, stage crew, equipment operators, riggers and ushers must be contracted through DSF or independently as needed
- DSF ticketing system must be used for online sales and day of event box office; on-site sales to be handled by casino
- Vending – free to offer any combination of in-house or third-party food, beverage, alcohol and merchandise without additional fees due Fair

Casino Pricing: Exclusions

- Sound, Lights and Video Walls
- Labor to install and remove track seating
- Post-event cleanup
- Shower, dressing room and production trailers

Pricing Structure 2: Add-On to Existing Rental Event; 4H or FFA Usage

- Flat fee of \$2,000
- Inclusive of:
 - Stage with scrim up (tech huts excluded)
 - Grandstand and Grandstand Restrooms cleaned (Clubhouse excluded)
- Event must be a “soft ticket” event
- Ancillary equipment or personnel charges, such as track seat usage and installation, ushers/ticket takers, barricades, tables, etc., subject to prevailing rental rates

Conditions for Usage

- DSF Stage manager, stage crew, equipment operators and riggers must be contracted through DSF as needed
- Event must be a “soft ticket” or free general-admission event
- Vending
 - Food and non-alcoholic beverages may be offered by promoter or any third party without additional fees due Fair
 - Artist merchandise may be sold by the promoter or any third party without additional fees due Fair
 - Alcoholic beverages must be sold by Harrington Raceway; Promoter must negotiate independently and directly with Harrington Raceway regarding any commissions

Exclusions

- Sound, Lights and Video Walls
- Labor to install and remove track seating
- Post-event cleanup
- Shower, dressing room and production trailers

Pricing Structure 3: Outside Promoter

- Flat fee of \$3,000 or 10% of gross revenue-producing ticket sales, whichever is greater
- Applies to “hard-ticketed” events
- Inclusive of:
 - Stage with scrim up and tech huts installed
 - Grandstand and Grandstand Restrooms cleaned (Clubhouse excluded)

Conditions for Usage

- DSF Stage manager, stage crew and riggers must be contracted through DSF as needed
- Vending
 - Food and non-alcoholic beverages may be offered by promoter or any third party without further charge
 - Artist merchandise may be sold by the promoter or any third party without further charge
 - Alcoholic beverages must be sold by Harrington Raceway; Promoter must negotiate independently and directly with Harrington Raceway regarding any commissions

Exclusions

- Sound, Lights and Video Walls
- Labor to install and remove track seating
- Post-event cleanup
- Shower, dressing room and production trailers

Venue	Capacity	Location	Rent	Merchandise
Towson Center	4000	Towson, MD	\$5,000	30%+5% sales tax
Show Place Arena	5892	Upper Marlboro, MD	\$2,600	30%
Music Center at Strathmore	3500	North Bethesda, MD	\$4000-\$5000	25%
Wicomico Youth and Civic Center	6892	Salisbury, MD	\$3145 or 10%	
DuPont Theatre	1252	DE	\$3500-\$4500	15%
Bob Carpenter Center	5000	Newark, DE	\$3500 or 15% up to \$6500	30%
Mullins Center	10,500		\$3500 or 12%	30%
First Mariner	14,400	Baltimore, MD	\$10,000 or 10%	35%
Liacouras Center	10,000	Philadelphia PA	12%	35%
The Mohegan Sun Arena at Casey Plaza	10,500	Wilkes-Barre, PA		25%
Mt. Laurel Pocono Mountain Performing Arts Center	10,000	Tamiment, PA		25%-35%
Sovereign Center	8,900	Reading, PA	\$4500, 12% or house flat	30%
TD Bank Amphitheater At Bensalem	5,000	Bensalem, PA	\$2500 plus expenses	
The Trib Total Media Amphitheatre	6,000	Pittsburgh, PA	\$3500 or 11%	25%
York Fair Grandstand	11,000	York, PA		20%-30%
Ryan Center	7,700	Kingston, RI	5000 or 12%	30%

Fees Charged to Promoters

	Wicomico Youth & Civic Center	Delaware State Fair
Base Rental Fee	\$3,145 or 10% of gross	\$3000 or 10% of gross
Box Office Service Fee	3.50%	\$6/ticket (\$2/ticket if using their system)
Bank Charge Card Fee	3.5% of amount charged	3.5% of amount charged
Forklift- Hour	\$35	\$75 (includes operator)
Power Distribution Panel	\$175	\$150
Event Coordinator	\$19.50/hour	
Event Staff	\$13.25/hour	
In-House Advertising Agency	15% of advertising gross	
Ticket Taker/Seller	\$13.25/hour	
Stage Manager	\$22/hour	
Electrician	\$22/hour	
Stagehands, Loaders	\$13.25/hour	
First Aid/Firemen	\$22/hour	
Pyrotechnician	\$275	
Riggers	\$40/hour	
Maintenance Labor	\$20/hour	
Maintenance Labor - After Hours	\$40/hour	

Overview of Proposed Rental Rates

- \$20,000 Flat Fee for Casino Usage
- \$2,000 Flat Fee for “soft ticketed” events in conjunction with existing rental event or for 4H/FFA events
- \$3,000 Flat Fee, or 10% of gross, whichever is greater, for outside promoters

The End