



JACKSONVILLE  
CENTER FOR THE  
PERFORMING  
ARTS



# ***Facility Information***

The Jacksonville Center for the Performing Arts is beautifully situated in the heart of Downtown Jacksonville. With spectacular views of the St. John's River welcoming audiences and access to premium restaurants and hotels, every event is an experience!

Our three venue facility accommodates events from Broadway touring shows to symphony orchestras, from corporate general sessions to community recitals, from unique receptions to intimate dinners.

- The 2,910 seat Moran Theater is home to a Broadway Series, concerts of all types from rock to hip-hop to gospel, as well as ballet and opera. Its stage size and versatility make it ideal for large events of all types while providing excellent seating for all patrons.
- The Jacoby Symphony Hall is an acoustically exquisite room, seating 1,737 guests in three tiers. Primarily occupied by the Jacksonville Symphony Orchestra, it is a superior venue to experience orchestral performances.
- The multi-use Terry Theater seats 600 and welcomes a wide variety of events each year. Home to general sessions, comedy shows, theater and dance recitals, among others, the space provides an intimate setting for any small event.

In addition to the superb performance venues of the Jacksonville Center, over 20,000 square feet of lobby and reception space is available to welcome event patrons or cater to social events, dinners, and meetings. Our caterer, Savor...Jacksonville, offers broad menu selections tailored to each event, providing one-of-a-kind experiences.

Included here is general information on our facilities and rates. Estimates tailored to specific event needs can be created after discussion with our director

and production team. Event planning and production, audio/visual, marketing, and catering are all available to accommodate your every event need.

Truly a masterpiece, our riverfront cultural showcase offers the finest performance venues in Jacksonville. Our size, versatility, and location coupled with our talented staff provide all the tools for making your event into an amazing experience!

## ***Important Contact Information***

Mailing and Delivery Address:

300 Water Street

Jacksonville, FL 32202

Main Phone Number: (904) 633.6110

Fax Number: (904) 633.6190

Director – Stacy Aubrey (904) 633.6191  
[saubrey@asmjax.com](mailto:saubrey@asmjax.com)

Production Manager – Bryan McCoy (904) 633.6192  
[bmccoy@asmjax.com](mailto:bmccoy@asmjax.com)

Event Manager – Cindy Harmon (904) 633.6194  
[CHarmon@asmjax.com](mailto:CHarmon@asmjax.com)

Box Office Manager – Barbara Harper (904) 630.3977  
[bharper@asmjax.com](mailto:bharper@asmjax.com)

Marketing Manager –David Phillips (904) 630.4026  
[dphillips@asmjax.com](mailto:dphillips@asmjax.com)

Merchandising Contact – Cindy Harmon (904) 633.6194  
[Charmon@asmjax.com](mailto:Charmon@asmjax.com)

Event Coordinator – Contract Contact – Bridget Andrews (904) 633.6124  
[bandrews@asmjax.com](mailto:bandrews@asmjax.com)

Savor...Jacksonville - Marlene Ritter (904) 630.4057  
[mritter@asmjax.com](mailto:mritter@asmjax.com)

Ticket Information – TicketMaster (800) 745-3000  
[www.ticketmaster.com](http://www.ticketmaster.com)

Box Office hours at Vystar Memorial Arena to purchase tickets for the Jacksonville Center for the Performing Arts Center is open: Monday through Friday, 10am to 4pm

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## The Jim & Jan Moran Theater

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### **Theater Dimensions**

Height 52 feet, width 128 feet, depth 128 feet

### ***Stage Dimensions (Proscenium Opening)***

Width 54 feet, depth 48 feet

### ***Seating Capacity***

2,910

### ***Closest Seat to the Stage***

Main floor 22 feet, balcony 160 feet

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## The Jacoby Symphony Hall

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### **Theater Dimensions**

Height 50 feet, width 82 feet, depth 110 feet

### ***Stage Dimensions***

Modified Thrust, Width 60 feet, depth 40 feet

### ***Seating Capacity***

1,737

### ***Closest Seat to the Stage***

Main floor 4 feet, mezzanine 112 feet  
balcony 120 feet

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## The Terry Theater

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**Theater Dimensions**

Height 26 feet, width 68 feet, depth 58 feet

***Stage Dimensions (Proscenium Opening)***

Width 34 feet, depth 22 feet

***Seating Capacity***

600

***Closest Seat to the Stage***

2 Feet

## ***Facility Rental Information***

- Moran Theater

Rent: \$5,000 vs. 12% of net ticket receipts capped at \$8,000  
Plus reimbursable service expenses (below)

Maximum seating capacity: 2910

- Jacoby Symphony Hall

Rent: \$3,000  
Plus reimbursable service expenses (below)

Maximum seating capacity: 1737

- Terry Theater

Rent: \$750  
Plus reimbursable service expenses (below)

Maximum seating capacity: 609

**All licensing fees are per day. Percentages may be capped based on number of shows and ticket prices.**

**REIMBURSABLE SERVICE EXPENSES:** Patron services (ushers, ticket takers, guest relations), normal security and supervisors, ticket sellers and supervisors, police, medical staff, janitorial, post event clean-up, set-up/tear-down and union stagehands, etc. required to accommodate needs of show

7% sales on rent and 7.5% miscellaneous expenses above

### **ADDITIONAL EXPENSES**

### **Box Office Charges**

7.5% per ticket tax, \$2.91 facility user fee, \$2.00 service charge for tickets under \$50.00, \$3.00 service charge for tickets over \$50.00. \$4.00 service charge for tickets over \$100.00 3.5% credit card commission on top of ticket price.

### **Facility Equipment Rentals**

Spotlights, audio/visual equipment, telephones, furniture rental, pipe & drape, table skirting and other equipment owned by the facility, available for rent.

### **Facility Out-Of-Pocket Expenses**

Promoter/Artist requested expenses-any equipment or supplies purchased or rented by the facility for a specific event, i.e. runners, advertising, towels.

## ***Booking Contact***

Stacy Aubrey – Theatre Director

(904) 633.6191

[SAubrey@asmjax.com](mailto:SAubrey@asmjax.com)

Cindy Harmon – Event Manager

(904) 633.6194

CHarmon@asmjax.com

# ***Labor Rate Card***

## **Labor Services: (hourly)**

SAFE Security Staff	\$ 28.00
SAFE Security Supervisor	\$ 30.00
SAFE Security Manager	\$ 37.50
Guest Services Staff	\$ 15.25
House Manager	\$ 23.50
First Aid -- EMT	\$ 59.50
First Aid -- Paramedic	\$ 59.50
First Aid – Supervisor	\$ 91.00
Police Officer	\$ 66.00
Police Supervisor	\$ 88.00
Trades Staff	\$ 40.00
Operations Worker	\$ 22.00
Operations Supervisor	\$ 24.50
Box Office Staff	\$ 17.00
Box Office Supervisor	\$ 31.75
Receptionist	\$ 21.75

**All Event Personnel have a four (4) hour minimum**

## **Miscellaneous Equipment & Services**

Spotlight, 3000K, 2500K	\$ 75.00
	each
ADA Ramps for stage (2)	\$ 500.00
	each
Stage Right Barricade(80')	\$ 500.00

## **Stage Labor:**

### **Pre/Post Performance**

Hand/Wardrobe/Loaders	\$ 40.50
Department Head/Forklift	\$ 41.50
Steward	\$ 42.50
Riggers	\$ 49.50
Head Rigger	\$ 51.50

### **Performance Call (4 hour call)**

Hand/Wardrobe/Loaders	\$ 162.00
Department Head/Forklift	\$ 166.00
Steward	\$ 170.00
Riggers/Truss Spot Ops.	\$ 206.00

### **Pre/Post Special Event**

Hand/Wardrobe/Loaders	\$ 67.25
Department Head/Forklift	\$ 74.25
Steward	\$ 63.75
Riggers	\$ 67.25
Head Rigger	\$ 74.25

Rates as of 11/30/2021

Overtime is 1.5 or 2 times the above rates when applicable.

Contact Bryan McCoy, Production Manager, 904.633.6192, for more information.



**RENTAL APPLICATION**

**IMPORTANT: No date will be held until rental application is returned and approved.  
Evidence or proof of performer(s) must be returned prior to rental contract being issued.**

Lessee:

\_\_\_\_\_  
Name of Company, Corporation, or Individual  
Phone #: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_  
Cell #: ( ) \_\_\_\_\_  
Address: \_\_\_\_\_

Valid Street Address Must Be Provided

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_ Web site: \_\_\_\_\_  
If Corporation or Partnership, list names, titles, and addresses:

\_\_\_\_\_

Name and contact info of on-site Production Manager or whomever is responsible for advancing show information:

\_\_\_\_\_

Name and Title of person(s) who will sign Lease Agreement:

**Bank References**

Bank Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Maintained accounts with this institution \_\_\_\_\_ years and \_\_\_\_\_ months.

Name and location of Auditoriums, Arenas, and/or halls which have been previously leased by applicant, including dates, contacts and phone numbers.

Venue: _____	Event/Date: _____
City: _____	Contact _____
Venue: _____	Event/Date: _____
City: _____	Contact _____
Venue: _____	Event/Date: _____
City: _____	Contact _____
Venue: _____	Event/Date: _____
City: _____	Contact _____

If this is a concert, please list ALL names of performers or groups. If this is not a concert, please briefly describe what type of event will be held.

\_\_\_\_\_

\_\_\_\_\_

Signature of Applicant

Date

300 WATER STREET ◇ JACKSONVILLE, FL 32202 ◇ [WWW.JAXEVENTS.COM](http://WWW.JAXEVENTS.COM)

***Marketing Service***

The ASM Global - Jacksonville Marketing Department is able to act as your advertising agency within the Jacksonville market. To discuss marketing, publicity and group sales campaigns, or any combination thereof, please contact the marketing department at (904) 630-3900.

**Staff:**

Marketing Manager DPhillips@asmjax.com	David Phillips
Sales Manager pmacnamara@asmjax.com	Pat McNamara
Client Services Coordinator KathrynA@asmjax.com	Kat Anderson
Digital Marketing Coordinator WKrystal@asmjax.com	Krystal Williams

**Services Available:**

**Group Sales Program:**

A group purchasing contact list has been developed to include: corporate, sports teams, churches, schools, day care, military, social, ethnic and fraternal organizations representing 1,200 institutions. The group sales program may be instituted prior to the general on-sale for best results and should include a price incentive (discount) and or a coordinator incentive. All group sales income shall be commissionable at 10% of net ticket revenue, and all expenses for printing, postage and handling shall be paid at settlement.

**In- House Advertising and Public Relations:**

A talented in-house advertising and public relations program is in place at the arena to assist with the placement and coordination of marketing strategies. The arena marketing staff is efficient in working with each promoter to determine budget, cost analysis, placement objectives and to implement creative promotional programs to reach your target demographic. These services are most effective when the marketing staff is engaged prior to the on-sale and is involved throughout the sales process.

Services include:

- Print Media Placement at local contract rates
- Complete and up to date local media contacts information for promoter utilization and media placement

- Broadcast media buying and placement – at 15% agency commission
- Promotional development and implementation
- Simple media coordination and local payments for media purchased with payment made to SMG at time of settlement.
- On-Site press relations and show media management
- On-Site Meet n Greet assistance and management
- Pre-event in arena marketing, to include video scoreboard, ribbon panels information and on-site poster placement when appropriate.
- Full Public relations campaign, (some fees may apply) Press releases, media interview coordination, full press relations.
- TicketMaster coordination for e-blasts and ticket purchasers email notifications program
- Pre-sale marketing programs
- Web-site inclusion and on-line promotions – [www.jaxevents.com](http://www.jaxevents.com)
- Complete advertising analysis and compilation of print ads, media invoices and settlement materials for review and payment day of show.

### **Sponsorship Sales Department**

Full service sponsorship sales department, including venue sponsor tie-ins, third party tie-ins, media tie-ins, local implementation of national show tour sponsorships. Event sponsorship sales.

Services include:

- Local sponsorship sales
- Sponsor proposal development
- Media tie-ins for sponsorships
- Sponsor research and development
- Sales Calls
- Sponsorship fulfillment
- Sponsorship execution and proof of performance

All sponsorship sales subject to 20% commission payable at settlement.

## ***Catering/Concessions***

**SAVOR...**  
Jacksonville

**SAVOR...** Jacksonville is the exclusive caterer for the Jacksonville Center for the Performing Arts. We stand by our commitment to culinary excellence for any occasion. Our informed sales staff and renowned chefs customize individual food and beverage programs that prepare all of the details that ensure that your event is an enjoyable experience.

Here at the Jacksonville Center for the Performing Arts we provide plenty of space to host a variety of pre and/or post event parties, meetings, luncheons, and dinners. We have the ability to provide custom box lunches, specialty gourmet lunch and dinners, carving stations, along with plated dining selections. Specialty beverage service is available with any event including cocktails, soft drinks, and coffee. You will find a diverse variety of snack platters and a la cart menu items for those hosting a smaller event. Together, we will determine the right approach for your particular event.

For more information please contact our **Catering Manager, Marlene Ritter at (904) 630-4057 or at [mrutter@savorjax.com](mailto:mrutter@savorjax.com)** We look forward to being a part of your upcoming special events.



# ***Social Events***

The beautiful spaces of the Jacksonville Center for the Performing Arts are available on a limited basis for non-performance related events: weddings, receptions, meetings, conferences, etc.

## **Social Event Booking Policy**

Because the lobbies support the performance spaces; they may only be booked **90 days prior to an event**. Management also reserves the right to relocate a social event that will impact or be impacted by an event in one of the performance spaces.

## ***Social Event Rental Information***

- Davis Gallery  
Rent: \$400 + expenses  
Rent waived with \$2,000 of food & beverage purchased
- Uible Marquee (riverfront space)  
Rent: \$1000 + expenses  
Rent waived with \$6,000 of food & beverage purchased
- Hicks/Shircliff (upper lobby)  
Rent: \$500 + expenses  
Rent waived with \$3,000 of food & beverage purchased
- Austin/Uible (main lobby & riverfront space & davis gallery)  
Rent: \$2,500 + expenses  
Rent waived with \$12,500 of food & beverage purchased
- Terry Theater Lobby  
Rent: \$500 + expenses  
Rent waived with \$3,000 of food & beverage purchased
- Moran Stage  
Rent: \$4000+ expenses  
Rent waived with \$20,000 of food & beverage purchased  
Requires stagehand presence

Food and beverage service is provided by our exclusive caterer, Savor...Jacksonville