

CHAPTER V. DOWNTOWN MONROE

ARTICLE A. DOWD CENTER THEATRE

Section 1. Facility Rental Fees

BASIC RENTAL (SUNDAY THROUGH THURSDAY)

A basic rental includes use of the theatre, lobby, and gallery space, catering kitchen, and basic technical and administrative support (single microphone w/ stand, single video hookup, sound system, and rep light plot).

Additional charges may apply for other services (see below).

	GALLERY/LOBBY	GALLERY/LOBBY & THEATRE
Corporate/Private	\$500 (4 hours) \$1,000 (day)	\$800 (4 hours) \$1,200 (day)
Monroe Resident (excluding weddings)	\$400 (4 hours) \$800 (day)	\$600 (4 hours) \$1,000 (day)
Union County Nonprofit	\$300 (4 hours) \$600 (day)	\$500 (4 hours) \$800 (day)

BASIC RENTAL (FRIDAY, SATURDAY, AND HOLIDAYS)

Half-Day Rental	\$1,000
Full-Day Rental	\$1,500

Please Note: The basic rental fees for non-ticketed events reflect Sunday through Thursday rates. Because the Dowd Center Theatre ("DCT") is a multi-purpose presenting venue, rentals might preclude the booking of other forms of entertainment, especially on Friday, Saturday, and holidays, and so the rates are adjusted accordingly. In addition, the DCT requires a deposit of \$300 upon acceptance of a booking date, and 50% of the rental fee 90 days in advance of the rental date. The deposit can be applied to the cost of the rental, but the rental fee is non-refundable. The remaining 50% is due 7 days before the rental date and is also non-refundable. A damage deposit (see below) is also due at the time of the second payment.

COMMERCIAL THEATRE RENTAL (TICKETED EVENTS)

There are two kinds of ticketed event rentals. The first rental involves ticketing by an individual, community group, or nonprofit organization, to cover the basic costs of its event and/or to provide fundraising support for that entity. In this instance the basic rental rates (see above) still apply. However, if the rental involves the sale of tickets for profit (usually in the form of entertainment), the following rates apply:

COMMERCIAL THEATRE RENTAL (SINGLE-TICKETED EVENTS)

Commercial/Private	Sunday – Thursday: \$1,400 vs. 12% of potential gross (whichever is higher)
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	Friday - Saturday: \$2,000 vs. 12% of potential gross (whichever is higher)
Nonprofit Organization	Sunday – Thursday: \$800 vs. 12% of potential gross (whichever is higher)
	Friday - Saturday: \$1,500 vs. 12% of potential gross (whichever is higher)

COMMERCIAL THEATRE RENTAL (RESIDENCY/MULTIPLE EVENTS)

Fees and potential gross split are negotiated on an individual basis with each organization according to established rental rates, anticipated ticket revenue, and duration of residency. A residency is defined as two or more events or performances in consecutive days or three or more annual events or performances. Residency shall be awarded to an organization following consultation, recommendation of the Theater Division Manager and approval of City Council.

WEDDING RENTAL FEES

Monroe Residents	Full Day or Evening/Night Rental: \$1,500
Non-Residents	Full Day or Evening/Night Rental: \$2,000

Fees are based on a 6-hour block of time for the wedding and 2 hours for rehearsal. Scheduling of the wedding rehearsal is subject to the events calendar of The Dowd Center Theatre.

*A Monroe resident is defined as any individual or business owner residing within the city limits of Monroe.

AD HOC EXPENSES

Personnel*	
Technical Director (if event requires management and/or supervision)	\$400-\$600
Technical Director (Consultation beyond basic rental)	\$25 per hour
FOH Personnel: House Manager/Box Office Services/Ushers	\$15 per hour per person
Ad Hoc Personnel: Stagehands/Deck Crew/Board Ops	\$15 per person

*Please note: a complete quote for personnel for (concert) ticketed events provided only after review of Artist Contract and Rider.

ADDITIONAL EXPENSES

Additional Expenses	
Damage Deposit (based on scope of event and areas rented)	\$300 - \$500
Security (provided by the City of Monroe)	\$30-35 per person per hour
Cleaning (based on number of attendees)	\$100 (1-100 persons) \$200 (101-200 persons) \$300 (201 persons and up)
Alcohol Sales Buyout	\$250
Holiday Surcharge	\$200
Artist Merchandise Sales	15%
Event Page On Website	\$200
Marquee (based on availability)	\$50

Gallery Fees	
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Artist Commission	20%
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Effective July 1, 2025

Section 2. Internal Fee Schedule

- All rental fees and expenses are determined by the date scheduled, day of the week, time of day, the exact nature of the event, the anticipated attendance, and the requirements of the tenant or lessee.
- The prices below are basic fees and rates which may be adjusted as event details warrant. The Dowd Center Theatre reserves the right to adjust its rental policies and fees depending on the requirements and needs of the event. All dates are secured with a deposit.

Management reserves the right to refuse a rental request if the event is not appropriate to the mission of the theatre, or if the event conflicts with any other event planned by the theatre.

BASIC RENTAL (SUNDAY THROUGH THURSDAY)

\$50 PER HOUR, 4-HOUR MINIMUM. A basic rental includes use of the theatre, lobby, and gallery space, catering kitchen, and basic technical and administrative support (single microphone w/ stand, single video hookup, sound system, and rep light plot). Additional charges may apply for setup and tear down or for other services (see below).

BASIC RENTAL (FRIDAY, SATURDAY, & HOLIDAYS) *

Half-Day Rental	\$1,000
Full-Day Rental	\$1,500

Please Note: The basic rental fees reflect Sunday through Thursday rates. Because the Dowd Center Theatre is a multi-purpose presenting venue, rentals might preclude the booking of other forms of entertainment, especially on Friday, Saturday, and holidays, and so the public fee schedule rates will apply.

AD HOC EXPENSES

Personnel (as needed)	
Technical Director (consultation beyond basic rental)	\$30 per hour
FOH Personnel: House Manager /Box Office Services/Ushers	\$15 per person per hour
Ad Hoc Personnel: Stagehands/Deck Crew/Board Ops	\$15 per person per hour
Additional Expenses	
Cleaning (based on number of attendees)	\$100 (1-100 persons) \$200 (101-200 persons) \$300 (201 persons and up)
Marquee (based on availability)	\$50

FOOD & BEVERAGE SERVICES/CATERING

The Dowd Center Theatre has a catering kitchen with a commercial refrigerator and freezer, icemaker, and food warmer, where food may be prepared and served. Cooking on site is not allowed. The facility has a basic stock of table linens, skirts, and paper products. Renters should arrange for any additional table linens, skirts, or soft goods of any kind. Caterers must provide all kitchen and dining utensils, plates, and dishes.

Effective July 1, 2021.

ARTICLE B. MONROE SCIENCE CENTER HONORING DR. CHRISTINE MANN DARDEN

Section 1. Hours of Operations

Day	Time
Monday	Closed
Tuesday – Saturday	9:00 a.m. – 5:00 p.m.
Sunday	12:00 p.m. – 5:00 p.m.
Annual Closed Days	New Year's Day, Easter Sunday, July 4, Thanksgiving Day, December 24-26, New Year's Eve

Section 2. Admission

Type	Age	Cost
General Admission*	Everyone 2 and older	\$10 plus tax
School Group	North Carolina certified school, must have 1:10 ratio of child to student, 1 free child with purchase of 10 students, must have 15 students.	\$5 plus tax
General Group	15 or more, age 2 and up	\$7 plus tax

*10% discount for City employees, military and seniors

Section 3. Party Packages

Type	Description	Cost
Basic	<ul style="list-style-type: none">• # of children/adults (waiting on capacity)• Party room available for 1 hour• Admission for all party guests• Basic birthday decorations which includes tablecovers, table decorations and napkins• Family games in party room• Dedicated staff to set up and clean up	\$200
Premium	<ul style="list-style-type: none">• # of children/adults (waiting on capacity)• Party room available for 1.5 hours• Admission for all party guests• Themed party decorations which includes tablecovers, table decorations and napkins• Family games in party room• Dedicated staff to set up and clean up• Party t-shirt for birthday child	\$275
Add-Ons	<ul style="list-style-type: none">• Goody bags (each• Chilled bottled water for guests (packs of 15)	\$5 \$5

Section 4. Party Times

Day	Time
Saturday	10:00 a.m. 12:30 p.m. 3:00 p.m.
Sunday	12:30 p.m. 3:00 p.m.

Section 5. After Hours Rentals

	Full Center	Exhibit Hall Only	Conference Room
Corporate/ Private	2.5 hours: \$1,000 4 hours: \$1,600	2.5 hours: \$250 4 hours: \$450	2.5 hours: \$150 4 hours: \$250
Monroe Resident*	2.5 hours: \$800 4 hours: \$1,400	2.5 hours: \$200 4 hours: \$400	2.5 hours: \$125 4 hours: \$225
Union County Nonprofit	2.5 hours: \$500 4 hours: \$1,200	2.5 hours: \$150 4 hours: \$350	2.5 hours: \$100 4 hours: \$200

*A Monroe resident is defined as any individual or business owner residing within the city limits of Monroe.

The Science Center rental includes either full center or the traveling exhibit hall only. The use of the exhibit hall will have no access to exhibits but will have access to the restrooms. Use of the catering kitchen is included with both. The catering kitchen has a commercial refrigerator, freezer and food warmer where food may be prepared and served. Cooking on site is not allowed. Renters should arrange for any table linens, skirts, or soft goods of any kind. Caterers must provide all kitchen and dining utensils, plates, and dishes.

Two to three staff will be onsite during an after-hours event depending on the number of people.

- All rental fees and expenses are determined by the date scheduled, day of the week, time of day, the exact nature of the event, the anticipated attendance, and the requirements of the tenant or lessee.
- The prices are basic fees and rates which may be adjusted as event details warrant. The Monroe Science Center reserves the right to adjust its rental policies and fees depending on the requirements and needs of the event. All dates are secured with a deposit.
- Management reserves the right to refuse a rental request if the event is not appropriate to the mission of the Science Center, or if the event conflicts with any other event planned by the Science Center.

Section 6. Additional Expenses

Item	Cost
Additional Staff	\$15 per hour
Special Programming depending on event	\$25-\$100
Damage Deposit (based on scope of event and areas rented)	\$400-\$600
Security (provided by the City of Monroe)	\$30-\$35 per hour per person
Holiday Surcharge	\$200
Cleaning (based on number of attendees)	
• 1-100 Persons	\$100
• 101-200 Persons	\$200
• 201 Persons and up	\$300

Effective July 1, 2021