

# Santa Cruz Kaiser Permanente Arena Fee Schedule

For questions on reserving the Arena, contact Eddie Scher 831-420-5274 <a href="mailto:escher@cityofsantacruz.com">escher@cityofsantacruz.com</a>

### **FEE SCHEDULE:**

Main Arena Fees

**Box Office Services** 

**General Fees** 

Side Room Rentals

Floor Plan & Seating Charts

**Sponsorships** 

**Parking** 

Advertising

**Insurance Requirements** 

# **RENTAL FEES**

Main Arena	Commercial	Non Profit	
Holding deposit (applied towards rent- nonrefundable)	\$1,000	\$750	
NOTE: (additional advanced deposits may be required)			
USAGE FEE			
	\$3,000 plus 10% of gross ticket sales Plus additional expenses	\$3,000 Plus additional expenses	

# **Box office Services and Fees:**

The Santa Cruz Warriors must be responsible for the administration and accounting of all tickets sold for events which take place at the Arena. Services include advance ticket sales at the Santa Cruz Warriors Box office located at 903 Pacific Avenue, Suite 101, Santa Cruz, CA and online at TicketReturn. The Arena will staff the box office during the event and the Arena Management will provide a ticket audit upon conclusion of the event.

Advance ticket sales will be done online. Online sales will stop four hours prior to the event.

#### **SERVICE CHARGES:**

Warriors box office – \$2.00 Service Charge

Online – \$2.00 Service Charge

Day of Show Box Office - \$2.00 Service Charge

	off		

\$425.00 Additional \$50 for reserved seating

Day of Event

Box office staff \$13.00 per hour/per person

City of Santa Cruz Admissions Tax	5% of gross	
Arena ticket surcharge	\$1.00 per ticket	

NOTE: The Admissions Tax and Surcharge can be added to the price of the ticket. PAYMENT: All proceeds due to promoter will be mailed within three weeks following the event.

# **GENERAL FEES**

Arena Attendants	\$13.00 per hour

(number of attendants to be	
determined by Arena Management)	
Arena House Manager	\$35.00 per hour
Private Licensed Security (number of attendants to be	\$22.00 per hour
determined by Arena Management)	
Maintenance	\$1,000.00
Lights/Utilities	\$250.00
Sound/Scoreboard	\$250.00
Restroom Supplies	\$150.00
Fire Inspection Fee(if required)	\$150.00
Scorer Table	\$100.00
Scorer Table w/ LED Boards	\$250.00
*Video Board	\$250.00
*Fan Cam	\$250.00
Electrician	\$40.00/per hour
Camera Crew	\$30.00/per hour
*requires camera crew	•

# Side Rooms Available

Visitors Locker Room	\$125.00
Visitors Training Room	\$100.00
Warriors locker room (not always available)	\$125.00
Warriors Training Room	\$100.00
Officials Locker Room (two)	\$75.00 per
	room

There are a limited number of spaces available that may be available to purchase. There are 32 parking spaces on Spruce Street across from the Arena that may be available to purchase for parking or for exterior event. It is 9932 sq. feet. Its dimensions are approximately 78' by 150' by 101' by 98' (78' along Spruce St and 150' along Front St). Please note a special permit may be required for an exterior event.

There is also another small parking lot that may be available. Call for details.

**PARKING:** All advertisements must include information asking patrons to park in City lots, carpool and take public transportation. You also must direct patrons to go to the City website regarding parking for events. Parking information must be provided as part of a ticket holder package found on the City website. A free mobile App showing parking lot locations, hours of operations and parking rates in Santa Cruz is available and will be advertised in all publications regarding events at the Arena.

You must promote patrons to carpool, use public transit and alternative means of transportation. You must promote City parking lots.

**SPONSORSHIPS:** No existing sponsor signs may be removed or covered up. No other non-alcoholic beverage sponsors are allowed that are non-Pepsi products. You may have other beer or wine sponsors, but the Arena is under no obligation to serve those products as there is a private contracted concessionaire selling all food and beverage.

You are free to have any other or existing sponsors sponsor your event. No hard liquor or tobacco sponsors are permitted.

ADVERTISING: All advertising must include "The Kaiser Permanente Arena"

**BUILDING TURNOVER:** If the floor is set up for basketball and floor must be removed, there will be a fee to do this.

**POLICE:** Certain events may be required to have Santa Cruz Police Officers.

**TRAFFIC CONTROL:** Certain events may be required to have Traffic Control Attendants.

# **INSURANCE REQUIREMENTS (see attached)**

# **REQUIREMENTS OF CERTIFICATES OF INSURANCE**

The Certificates of Insurance must contain the following:

- 1) Name of address of insured. (Producer)
- 2) Location of event or operation. Kaiser Permanente Arena

140 Front Street

Santa Cruz, CA 95060

- 3) Description of event or operation.
- 4) Date issued.
- 5) Policy effective date and policy expiration date.
- 6) Liability limits (minimum of \$1,000,000).
- 7) The Santa Cruz Warriors, its officers, agents and employees must be additionally insureds.
- 8) The Certificate holder must be the Santa Cruz Warriors.
- 9) There must be a cancellation clause to the effect:

"Should any of the above described policies be cancelled before the expiration date thereof, the issuing company will mail 30 day written notice to the Santa Cruz Warriors."

Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.

In the event that the broker is unable to modify the standard cancellation clause, the Santa Cruz Warriors will accept the following words in the marked section of the ACORD form:

"Certificate holder will be provided with 30 days notice in the event of cancellation of coverage (10 days in the event of nonpayment of premium)."

Please note that the required notice of cancelation is necessary in order to conduct business with the Santa Cruz Warriors. IF THE COMPANY REFUSES TO MEET THIS OBLIGATION WE WILL REQUIRE THE PRODCER TO REQUEST AN UPDATED CERTIFICATE DATED WITHIN 10 DAYS OF THE EVENT.

- 10) Certificates of Insurance are due 30 days in advance of event or operation.
- 11) The Certificates must be a signed original.
- 12) The insurance must cover the participants in the event or operation, as well as spectators (if any).
- 13) Mail certificate to: Santa Cruz Warriors

Attn.: Jim Weyermann 903 Pacific Ave Suite 101 Santa Cruz CA 95060

Fax: 831.466-3201