



Howard County

RECREATION & PARKS

SUBJECT: Downtown Columbia Art Center
Facility Rental Rate Comparison

DATE: August 10, 2020

Conclusion

The proposed NCC rental rates, from Recreation & Parks, were for the development of the rental program revenue projection. Additionally, there are one-time use fees (equipment, technology, etc.) associated with rental rates, that will be introduced at this facility, but were not projected in the projection.

It should be noted that every facility has certain guidelines when handling rentals that may also affect the cost, whether that is a set-up fee, clean-up fee, or minimum number of hours. As an example, at this proposed NCC facility, a 4-hour wedding, at a minimum would cost a Howard County resident \$1,680. Keeping inclement weather in mind, this includes the terrace (ceremony, pictures, cocktails) and the MP rooms (reception/dance area). Additional, charges may include a day prior rehearsal, additional set-up/break down times, bridal changing area or other area for receptions. While there may be a potential tented area on the terrace, there are many variables to consider, including noise to residential apartments and/or from Merriweather Post Pavilion. A tented terrace would alter the proposed rental rate for that area.

Currently, there is no consideration to alter the proposed rates used in the development of the rental program revenue proposal. Based on review, Recreation & Park's pricing at this time is appropriate and with the market in mind. There are several variables that should be reviewed before altering rates. Rental rates may certainly change over time and new one-time fees may be developed, but that would be better evaluated once the facility has been in operation and variables are better known.

NCC Facility Rental Rate Comparison

NCC Proposed Rates from Recreation & Parks

Space	Resident Rate	Non-Resident Rate	Non-Profit Rate	(min hr rental period)
Black Box 1	\$75	\$100	\$50	4
Classroom 1	\$40	\$50	\$30	2
Classroom 2	\$40	\$50	\$30	2
Classroom 3	\$40	\$50	\$30	2
Gallery	\$75	\$100	\$50	4
Dance Studio 1	\$50	\$60	\$40	2
Dance Studio 2	\$50	\$60	\$40	2
Classroom 1	\$40	\$50	\$30	2
Classroom 2	\$40	\$50	\$30	2
Classroom 3	\$40	\$50	\$30	2
Classroom 4	\$50	\$60	\$40	2
Classroom 5	\$50	\$60	\$40	2
Lobby	\$100	\$150	\$125	4
Terrace	\$300	\$375	\$275	4

Glen Echo Park

Rental rates for Peak and Off-Peak times have been developed. Rates shown are for peak times and are 4-hour minimums. While the facility has other rental spaces, they are larger than any space at the NCC.

	Base Rate	Add'l hr
Ballroom Back Room (100 capacity)	\$600	\$125
Arcade Single Room (35 capacity)	\$140	\$35
Arcade Double Room (60 capacity)	\$220	\$55
North Arcade Terrace	\$200	\$50
Cuddle Up Pavilion	\$525	\$125
Grassy Circle (ceremony only)	\$250	\$50

Howard County Center for the Arts

Rental rates shown are per hour. There are further rates developed that include 4 hours and up to a week.

	501C-3 Arts	Other
Conference Room	\$25	\$40
Classroom	\$15	\$22
Dance Studio	\$17	\$24
Black Box Theatre	\$30	\$50

Jim Rouse Theatre

Rental rates are per hour with a 4-hour minimum for each space.

	Non Profit	For Profit
JRT Auditorium (Rehearsal)	\$235	
JRT Auditorium (Performance)	\$280	\$350
Drama Commons	\$35	
Mini Theatre	\$45	
Main Street	\$25	
Dance Studio	\$25	
Band Room	\$25	
Choir Room	\$25	
Cafeteria	\$116	

Montpelier Art Center

The main gallery at Montpelier is available for rent by community groups and organizations for meetings, small performances, workshops and conferences. 2-Hour Minimum.

	Resident	Non Resident
501C-3 Non Profit Arts Organizations	\$50	\$65
501C-3 Non Profit Non Arts Org	\$65	\$85
Profit Making Org.	\$150	\$195

Publick Playhouse

The Publick Playhouse provides a 494-seat theatre.

	Resident	Non Resident
501C-3 Performing Arts Org.	\$95	\$124
Other Non Profit Org.	\$135	\$176
For Profit Org.	\$225	\$293

Ten Oaks Ballroom

The Ballroom offers a flexible functional space which is ideal for business meetings, conferences, training sessions and weddings. Rates shown found for full ballroom rental.

Monday-Friday Daytime	\$750
Monday-Thursday Evening	\$850
Friday Evening	\$1,600
Saturday Daytime	\$1,700
Saturday Evening	\$2,750
Sunday	\$1,500

Slayton House

The 240 seat Slayton House Theatre has the sound and lighting capability to produce musical, dance, and theater productions. Dressing rooms, a Green Room, and a set construction room with loading dock complete the stage set-up. There is an additional \$185 Set-Up and Cleaning Fee per rental.

	CA Resident	Non CA Resident
Stage Performance	\$160	
Stage Rehearsal	\$72	
Meeting Room	\$127	\$140
Social Rate (4hr)	\$1,060	\$1,175
Social Rate (6hr)	\$1,300	\$1,530
Wedding (4hr)	\$1,200	\$1,330
Wedding (6hr)	\$1,570	\$1,740

Wolf Trap

Rental Rates stated are for Rentals that are between 0-8 Hours. The Scottish Barns includes a kitchen with access to a bar area and coat closet. The Terrace includes a tented area with ceiling fans.

	M-Th	F-SA	Sun
The Barns (4,700 SF)	\$4,000	\$6,750	\$4,900
Scottish Barns (2,500 SF)	\$3,000	N/A	\$3,900
Lecture Hall (1,680 SF)	\$2,000	\$2,500	\$3,000
Education Hall (5,200 SF)	\$3,000	\$4,000	\$5,000
Terrace (3,890 SF)	\$2,000 / Per Day		