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Using the Palladium **TERMS AND CONDITIONS**



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Welcome to the Palladium

The Palladium Theater at St. Petersburg College ("Palladium Theater" or "Palladium") is a community theater, dedicated to the support and presentation of the creative efforts of performing artists and cultural organizations. We have two venues in our historic almost 100-year-old building: the Hough Concert Hall, which has about 790 seats, and the Stavros Great Room (aka Side Door), which seats 176 persons comfortably.

To get started booking your date, contact the Palladium, by email at Dougherty.Damon@SPCollege.edu. The Palladium Operations Manager will review the Palladium's calendar and let you know if the dates you want are available.

If you decide to proceed with your event, you will need to sign a contract for the space. If you have a non-profit organization, you must provide a copy of your tax-exempt certification and your IRS non-profit determination letter; otherwise you will be charged sales tax on your rental. You also will be required to provide liability insurance coverage for your event, either as a rider on your own policy or by purchasing coverage through the College's approved vendor. Finally, you will be required to pay all rental fees at contract signing. Checks are preferred made payable to "The Palladium, St Petersburg College." Credit Cards can be taken during a scheduled phone call with your contract contact.

Once your contract has been signed, rental fee paid, and marketing materials received (pg. 13) we will add your event to our on-sale queue to include your event on our website, in our marketing materials, and will begin to sell tickets on your behalf.

You are welcome to review our standard contract in advance. You will see that at signing you will be asked to confirm that you have received a copy of this publication (*Using the Palladium: TERMS AND CONDITIONS*). We urge that you review this entire document carefully and discuss any item that is unclear at the time you sign your contract because you will be bound by its contents.

Thank you for considering the Palladium for your event. We are eager to learn more about your goals and to determine what we can do to help you achieve them.

About the Palladium

The Palladium Theater was incorporated as a non-profit organization in 1998. In February 2007 it became part of St. Petersburg College. Our mission as a community theater is to present shows whose cultural diversity mirrors that of our community; to help emerging artists find their opportunities; to feature the work of our hometown heroes, the artists who work, teach and perform in our community; to offer help, support and a learning stage to students and adult learners, and to be of service to the many groups that make our community strong.

Each year we stage approximately 250 individual events, to a total audience of 50,000 to 75,000 people. About 40 percent of our productions feature students or young performers. More than 6,000 artists, mostly from the Tampa Bay area, appear on our stages each year.

We take pride in offering programming designed to meet diverse needs and interests. Our main stage, Hough Hall, has exceptional acoustics that make it ideal for chamber music, jazz ensemble, opera, and other similarly intimate forms as well as larger ensembles.

Our stage can be configured for everything from theater, to big bands, ballet, and bossa nova. The Palladium is where aspiring performers get their start, where new performing groups learn the ropes, and where our area's finest professional musicians congregate to perform together in a warm and beautiful setting.

In 2025, the original Skinner Organ was decommissioned and repurposed to a new church on Snell Isle. The Organ Loft is now a unique space available for use. The loft is accessible only by a narrow spiral staircase and can host no more than 50 persons. It can be configured for pre-show receptions, rear-orchestra seating, or a performance space as deemed appropriate by Palladium management. Additional fees for Performance Loft usage may apply.

In 2006 we transformed the Stavros Great Room into a flexible space in which we can offer cabaret-style concerts as-well-as facilitate receptions and meetings to audiences of up to 150 people. Our Side Door Jazz series in this venue has proven to be hugely popular.

The Palladium Theater was built in 1925 as the First Church of Christ, Scientist. Cornerstone ceremonies were held on Thanksgiving Day in 1925. It is a Romanesque Revival building designed by Howard Lovewell Cheney, who also designed Washington National Airport, in Washington, D.C. Cheney was inspired by Brunelleschi's Foundling Hospital in Florence, Italy (1419) when he designed the building that was to become the Palladium Theater. The building was built by the George A. Fuller Construction Company, builder of the Flatiron Building, the Dag Hammarskjold Library at the United Nations, and the Lincoln Center in New York and the National Cathedral and the Supreme Court Building in Washington, D.C.

We welcome volunteers, supporters, presenters, members, artists, teachers, students and patrons of all sorts. For more information, please contact the Executive Director at wilborn.paul@spcollege.edu, or visit our website at www.mypalladium.org.

General Policies

1. Not Binding Until Signed and Rental Fee Paid

No reservations for space will be considered binding and no events will be publicized until User and Palladium have both signed the Facilities Use Contract and Palladium has received the rental fee listed in the Facilities Use Contract. The Palladium reserves the right to determine, in its sole discretion, events that are presented at the Palladium.

2. Insurance Required

All Users of the Palladium Theater are required to carry general liability insurance for their event. Users who already have liability policies must obtain a *Certificate of Liability Insurance* naming **St. Petersburg College and the Board of Trustees** as an "additional-insured." Users who do not already have general liability insurance will be required to participate in the St. Petersburg College's insurance program. The College must receive either a Certificate of Insurance or a completed application for coverage under the St. Petersburg College insurance program within 30 days of the contract signing. In the event, the contract is signed with less than 30 days until the event date, no less than 7 days prior to the event, User must submit to the College either a Certificate of Liability Insurance as set forth above or an application for insurance must be made to participate in St. Petersburg College's insurance program. In any event, failure to provide proof of insurance coverage by the required deadlines as set forth herein will result in cancellation of the event.

User is to obtain, at its sole cost and expense, General Liability that includes Host Liquor Liability coverage of not less than \$1 million per occurrence. Certain events may be exempt from the Host Liquor requirement (school events, children's shows, etc.) and such exemption must be approved by your Palladium contract officer.

Most insurance policies have Host Liquor Liability (not to be confused with Liquor Liability) included in their General Liability coverage. If User is required to obtain Host Liquor Liability by the College and User is unable to obtain such coverage on its own, User at the time of contracting must purchase insurance through the St. Petersburg College approved vendor: <https://tulip.ajgrms.com/> ***When you submit the**

application for a quote you will be asked if alcohol is to be served. Check "NO". The general policy already includes the host liquor liability required.*

In the event that User desires to have alcoholic beverages served at the event by a College approved caterer, User must provide insurance as outlined above and will be required to provide additional coverage and documentation from the catering company as outlined in **#33. Catering Requirements**.

3. Fire Safety

All fire safety regulations must be strictly observed. A fire marshal (fees apply) is required for events with attendance over 500 or for use of atmospherics.

4. Smoking in the Palladium

There will be NO smoking anywhere within the Palladium.

5. Damages

All facilities and equipment must be returned in as good a condition as when rented. Cost of repairs will be borne by the User.

6. Indemnification

The User agrees to indemnify and hold harmless the College, its officers, agents and employees from any and all claims, demands, expenses (including attorney's fees through appeal) and liabilities arising out of or resulting from accident, illness, sickness, and personal injuries (including death), other than employees of the College (acting in their capacity as employees), on or about the Palladium Theater premises and/or damage to property of the College and to property of others during the time of use by User, its employees, agents, contractors or invitees.

7. Sales Tax

All Users will be charged sales tax on any rental or lease payments made to the College unless such User has submitted a current valid tax-exempt certificate in advance of the performance. Additionally, Users shall be charged an admissions tax on any ticket sales and admission charges/fees for the event unless such ticket sales or admission charges/fees are otherwise exempt from taxation in accordance with Section 212.01, Florida Statutes.

8. Services Not Included

The College will not provide stage management or design services for the event. The User is responsible for all loading and unloading of supplies and equipment, for all scenery and for any scenery carpentry the event requires. The College will provide sound and light technical staff, appropriate box office, and a house manager for the event.

9. Volunteer Ushers

In the event that not enough volunteer ushers sign up for an event, User may be required to supply additional ushers.

10. Marketing Meeting Required

A Marketing Meeting is required before your scheduled event. At this meeting the User and the College staff located at the Palladium will discuss marketing strategies and policies applicable to the performance. The College in its sole discretion may choose whether or not to utilize those marketing resources available to it as set forth in the "Standard Marketing Campaigns" section of these Terms and Conditions for User's event. The College does not guarantee or ensure that any tickets will be sold as a result of the College's marketing efforts. In no event will the College be liable to User or any other third party, for damages or losses resulting from lack of ticket sales or failure to market the event.

11. Event Meeting Required

An Event Meeting is required before the event. The purpose of this meeting is to review technical plans in detail and to tie down all facets of the production, from load-in to load-out.

12. Palladium Supporter Recognition

The official Palladium pre-recorded show announcement and the names of the Palladium's supporter projected on the walls of the theater will be a part of every event, without exception. Use of these important messages may not be cancelled by the User.

13. Special Events

Certain events, such as weddings, graduations and similar functions that require extensive food service, social facilities, or other non-standard needs, may not be appropriate for the Palladium. Approval for such events will be considered on a case-by-case basis by the College. Additional fees may be charged, depending on the complexity of the event proposed.

14. Personal Property

The College shall not be responsible for loss or damage to personal property placed in or about the Palladium Theater belonging to User, its employees, agents, contractors or invitees, and User shall hold the College harmless from all claims arising out of loss or damage to such property. User shall remove from the Palladium Theater, immediately upon termination of the event, all property belonging to User and all property brought in or about the Palladium Theater by User or persons associated with User in the use and occupancy of the Palladium Theater. If User fails to remove all such property, the College, in its sole discretion, shall have the right to remove, store or dispose of such property at User's expense. The College shall not be liable for any damage or loss to said property for taking such actions as authorized herein, regardless of how and where the same shall occur or by whomsoever caused.

15. Copyrights and Royalties

Copyrights and Royalties User agrees to assume all costs arising from the use of patented, licensed, trademarked, franchised or copyrighted music, materials, devices, processes or dramatic rights that may be incurred as a result of any performance presented during the event and any other performance rights. User does hereby agree to indemnify, defend and hold harmless the College and its officers from any and all claims or costs, including attorney's fees through appeal, which might arise because of the use of claimed use of such material.

16. Observance of Law

User agrees to obey and observe, with respect to its use of the Palladium Theater, all applicable laws of the United States and the State of Florida, all applicable ordinances and rules of Pinellas County and the City of St. Petersburg, and their respective administrative departments and agencies, and all rules and regulations adopted by the Board of Trustees of St. Petersburg College, and to require the same from its employees, agents, contractors and all other persons for whose conduct it is responsible or over whom it exercises or has authority to exercise control. In the event User fails to comply with the laws, ordinances, rules and regulations set forth herein, whether before or during the event or performance, the College shall have the right to cancel the performance or event or any portion thereof, and User does hereby waive any claims for damages, compensation or reimbursement due to such cancellation.

Firearms not permitted (concealed or open carry) – Bringing an openly carried or concealed weapon or firearm is not permitted anywhere on SPC property unless you are authorized (e.g. law enforcement or campus security). Violation of this mandate may result in legal consequences under state law and disciplinary action by the College. Section 790.06 (12) of the Florida Statutes

17. Control of the Palladium Theater

It is understood and agreed that the College hereby reserves the right to control and manage the Palladium Theater and to enforce all rules and regulations for the management and operation of the same. The College and its' employees and agents shall have free access at all times to all spaces occupied by User, for the purposes stated herein.

18. Purpose

The Palladium Theater is only to be used for the purposes stated in the Contract, and any misrepresentation in obtaining this Contract, or use of the premises for other purposes shall be sufficient grounds for immediate cancellation of the performance or event by the College, without obligation of the College to reimburse any monies from a deposit or otherwise to User, without incurring any other liability to User, and without any loss of any right or claim of the College against the User.

19. Act of God

Neither party shall be liable to the other party for the failure to perform any of the terms and conditions of the Contract when such failure to perform is attributable to and caused by an "Act of God", including, but not limited to, natural disasters, severe weather conditions such as hurricanes or tornadoes, pandemics, war, terrorism, strikes, riots, civil disorder, sabotage, power failure, injunction and fire.

20. Entire Contract

This Contract includes all the terms and conditions agreed upon by the parties and no oral commitments or representations shall be valid or binding upon the parties. This Contract may not be modified in any manner except by written modifications signed by both parties.

21. Public Records Law

This Contract is subject to the Public Records Law of the State of Florida, Chapter 119, Florida Statutes. In the event the User refuses to allow public access to any applicable documents, papers, letters and other materials made and received by the User in conjunction with this Contract which are not otherwise exempt from Section 24(a) of Article I of the Florida Constitution and Chapter 119, Florida Statutes, the College may unilaterally terminate this Contract without further liability.

22. Choice of Law

This Contract and all transactions governed by this Contract shall be governed by and construed and enforced in accordance with the laws of the State of Florida without regard to principles of conflicts of laws.

23. Venue

In the event of any legal or equitable action arising under this Contract, the parties agree that the jurisdiction and venue of such action shall lie exclusively within the courts of record of the State of Florida located in Pinellas County, Florida, or the District Court of the United States, Middle District of Florida, sitting in Hillsborough County, and the parties specifically waive any other jurisdiction and venue.

24. Cancellation or Postponement

Should the User desire to cancel or postpone the event, notification must be given in writing to the College as soon as possible. For postponements, a new date must be selected within twenty-four (24) hours and a contract addendum must be signed before notifying patrons, transferring tickets, and advertising the new date. Ticket transfers and refunds incur \$2/processing fee per ticket. Dates subject to availability. If a new date is unavailable in a reasonable timeframe, the Palladium reserves the right to cancel the event.

In the event User cancels the event after the event has been contracted, the College shall retain half (50%) of the rental fee, in addition to User reimbursing all expenses incurred by the College with respect

to the Event. Any sum remaining, if any, from deposits received after the College has been reimbursed for actual expenses incurred shall be returned to the User.

In the event User cancels the Event less than sixty (60) days prior to the date of the scheduled Event, the College shall retain the full (100%) rental fee. Upon cancellation as provided herein, the College shall be relieved from any further obligations under this Contract.

25. Termination

The College reserves the right to terminate this Contract at any time if: User fails to pay any sum due and owing the College when such amount shall become due, User fails to perform any of its obligations pursuant to the Contract, the College reasonably feels that User will not be able to meet its financial obligations hereunder, the institution of bankruptcy proceedings by or against User or as otherwise provided in the Contract. This right of termination is addition to any and all available remedies to the College at law or in equity.

Planning and Scheduling the Event

26. Intermission

An intermission of 20 minutes must occur during any program that is 90 minutes in length or longer unless the work was created by the original artist with no intermission.

27. Printed Programs and Palladium Inserts

Users must provide their own pre-printed programs. These programs must be delivered to the Palladium the week of the performance. The Palladium reserves the right to insert promotional and informational material at the discretion of St. Petersburg College.

28. House Open Time

Seating begins a minimum of one hour prior to show, subject to approval by technical staff. The lobby will open for tickets sales at least two hours prior to ticketed performances.

29. Technical Requests Deadline

Technical requests for theatrical services must be made by deadline you will be given. Last minute requests will not be guaranteed.

30. Access Hours

Users are asked to respect the hours of access to the theater that their contract covers. Early arrivals or late departures will be billed at the rates stated on the Rental Charges sheet. Early and late charges will not be prorated for partial hours.

Concessions and Food

31. Concessions Income

The College will retain all concessions income. Concessions is cash only. There is an ATM located in the lobby.

32. Alcoholic Beverages

If User desires to have beer and wine offered for sale by the College during the event, the User must indicate in the Contract its desire for the same, and the College shall provide the User with notice of approval of the request within two (2) weeks of execution by the College of the Contract. Please reference **2. Insurance Required** on page 5 of this document for insurance requirements regarding alcohol.

33. Catering Requirements

Food for catered events must be prepared and provided by a state-certified kitchen. If the User requires the service of beer and wine separate from the College operated concessions, such service must be approved by the College in advance of the event. All such caterers shall have a copy of a current and valid State of Florida alcoholic beverage license on file with the College before the event. User must also provide proof of liquor liability insurance. Caterers must meet college insurance requirements as well as receive approval from the college.

Use of Space

34. Pyrotechnics and Live Animals

Use of pyrotechnics, open flames, combustible materials or live animals (except for service animals) on the College's premises at the Palladium is expressly forbidden. In rare cases, permission may be granted by the College, at the College's sole discretion. Such permission must be requested in writing at least 60 days before the event. User will be responsible for all additional fees, including permits, required for such use.

35. Damages to the Palladium

The cost of repairing or replacing any damage to Palladium equipment or property that takes place during the performance and is caused by the User or the User's agents, employees or contractors will be withheld from the final ticket settlement paid to User.

Use of glitter, confetti, and body oils/tanners are not allowed and may incur additional cleaning fees if found on the premises.

36 . Must Leave Palladium in Repertory Condition

The Palladium maintains sound and lighting equipment in a standard repertory configuration. Users who alter the standard configuration are required to restore the equipment to the standard before leaving and within their established access time.

37. Advance Permission for Videography or Use of a Tripod Required

You must obtain advance permission to set up tripods or use video cameras to record your performance, and such permission will not automatically be granted. Cameras on tripods can block the sight lines for theater patrons and the College will not allow such use without sufficient advance planning to avoid this problem. Similarly, the College cannot supply electricity to power a video camera unless there is sufficient time allowed to permit staff to do so in a way that meets electrical codes and is safe for theater patrons.

38. Hours of Access

Rental hours for Hough Hall are determined at contract signing and shall not exceed nine hours unless specified in contract.

39. Subleasing Space

No User may rent, sell or sublease any space on College property, including parking lots.

40. Stavros Great Room Not Included

Rental of Hough Hall does not automatically entitle the User to use the Stavros Great Room. Users wishing to use the Stavros Great Room must make arrangements in advance of the performance date. There may be charges for using the Stavros Great Room. Configurations beyond our standard night club set up may incur additional fees and must be approved by Palladium staff.

41. Banners and Signs Not Allowed

No banners or signs may be hung anywhere in the Palladium without advance approval by the College. No objects of any sort are to be attached to the walls, curtains, wood beams or ceilings of the building.

42. Merchandise Sales

User may offer merchandise for sale in the Palladium Theater Lobby. No more than two tables (30" x 72") will be allowed in the lobby for use by the User, including merchandising. The purpose of these tables is for promotion of the User only. Merchandise sales must be approved in advance. No Palladium staff member can be involved in merchandise sales.

Box Office and Ticketing

43. Palladium Box Office – Sole Ticket Outlet and On-Sale Timing

Ticket sales, or announcement of an event, is strictly prohibited until the Facilities Use Contract is signed and Palladium has received the rental fee as listed in the Facilities Use Contract.

The Palladium Box Office (PBO) reserves the right to be the sole ticket outlet for any ticketed event taking place at the Palladium Theater. Exceptions are considered on a case-by-case basis.

Users may not print, distribute or sell their own tickets for an event at the Palladium without prior approval.

Please note: The Palladium's lists of patrons, subscribers, and media contacts will not be shared.

If User would like to sell their own tickets, approval must be obtained by Palladium management. Ticket sales, or announcement of an event must not begin until the Facilities Use Contract is signed and deposit is paid. User must consult with Palladium Box Office to comply with all house holds, ADA requirements, limited sightline seats, and seating charts. User must provide ticketing link in order to have it listed on the Palladium website. If User is selling their own tickets, Point-of-Entry is the Users responsibility. Palladium Box Office will be closed during the show. User must provide their own staff or volunteers to check tickets. House management will still be provided.

44. \$2.00 Ticket Handling Charge

A ticket handling fee of \$2.00 will be charged for all tickets processed. This charge will apply to tickets processed for sale and for any tickets requested by the User. Ticket handling fees are NOT refundable, under any circumstances.

The Palladium defines the following:

Consignment Tickets: Consignment tickets are tickets that event organizers sell/distribute on their own for a price determined by the individual or company in possession of the ticket. Consignment tickets are treated like cash, are considered as sold upon purchase, and cannot be returned. Therefore, the \$2.00 per ticket charge plus any applicable tax is due upon receipt of consignment tickets. Consignment tickets are not the equivalent of complimentary tickets.

Complimentary Tickets: The request for complimentary tickets acquires the same \$2.00 per ticket charge a consignment, but is taken out during the settlement of the performance sales. The fee is charged after the performance to allow the renter or partner to grant "comp" tickets for appropriate circumstances up to the point in which the box office closes without the need to prepay the \$2.00 charge at the time the comp ticket request is processed. A *comp ticket* is given free as a gift or courtesy to patrons by an organization.

45. Renter Use of Comp Tickets

If you are renting the Palladium for your event, you may distribute as many complimentary tickets (known as "Comp Tickets") as desired. The ticket handling fee of \$2.00 per ticket will apply to all Comp Tickets. All requests for Comp Tickets must be made in writing at least 24 hours before the requested

pick-up time. Requests for comp tickets must be authorized by the organization or individual names within the contract.

46. Palladium Comp Tickets

The College will reserve up to 25 tickets for each performance for its own complimentary distribution (these tickets known as "Palladium Comps"). The ticket handling fee of \$2.00 per ticket will NOT apply to Palladium Comps.

47. Consignment Tickets

Consignment Tickets are available for rentals only and must requested by the User for resale (known as "Consignment Tickets") must be requested in writing, using the form provided by the College (see Appendices). This form must be submitted at least 24 hours in advance of the ticket pick up time requested. Ticket handling charge of \$2.00 must be paid in advance. Sales tax will be added to this charge for all non-profit entities wishing to utilize this service.

48. Pricing on Consignment Tickets

Consignment Tickets must be requested and purchased by the User named in the contract. User may supply a single line of type that describes the ticket and gives a price. Users must approve a printed example prior to completing the request for consignment tickets. Consignment tickets will only be issued to the User named in the contract, unless a written authorization is generated by the User naming a different person. The college shall not be held liable for the pricing of consignment tickets. Example: User changes ticket price to read "VIP" as opposed to contracted ticket price.

49. Open or Reserved Seating

User may choose one of two ticketing options: Open Seating or Reserved Seating. "Open Seating" (aka General Admission) means that patrons may choose their own seats at the event. "Reserved Seating" means that patrons will be assigned a seat at the time they purchase their tickets. With Reserved Seating, User may establish different ticket prices for different levels of seating (known as "Tiered Pricing").

50. Discounted Tickets

User may offer discounted tickets for seniors, youth and St Pete College employees and affiliations for both Open and Reserved Seating. The Palladium defines "student" as a person between the ages of 6 to 18, "Senior" as a person over the age of 65 and "child" as 5 and under.

51. St Petersburg College Discount Ticket Requirement.

All events must offer a discounted ticket price to St. Petersburg College students/faculty/staff. Palladium Box Office will generate a promo code exclusive to SPC for all ticketed events sold through our box office. The suggested discount is 10%-20% off a full price ticket, rounded to the nearest dollar. Palladium Box Office Manager will work with User to determine exact appropriate SPC discount prior to on-sale.

52. Tiered Pricing

If Users choose to offer Reserved Seating and wish to offer Tiered Pricing, the Palladium's standard Tier Layout is recommended (see the Hough Hall Seating Chart included in this document). The "A" Tier offers the best seating and ticket prices for this section should be the highest.

53. Group Discounts

The College offers discounts to certain groups. In addition, the College negotiates group sales discounts to attract people to the theater. User acknowledges that all group and special discounts negotiated by the College will be honored. Palladium Box Office suggests group rates of 10% off for groups of 10+ and 15% off for groups of 20+, to the nearest dollar for all events.

54. Patrons

User should encourage advance ticket purchasing when promoting their event. Cash is preferred for walk-up sales on the day of the show.

55. American Disabilities Act (ADA: Ticket Sales)

The Palladium Theater follows accessibility guidance as outlined in the ADA. A copy can be obtained here: <https://www.ada.gov/resources/ticket-sales/>. As such, for seating in Hough Hall, all ticket prices must be offered on the orchestra level. It is important to note that the balcony in Hough Hall is only accessible by stairs.

Youth and Variety Shows

56. Definition of Youth and Variety Shows

Events involving children and young adults require special attention from the organizers of the event, as do events that involve a large number of performers. We define a “Youth Show” as any event involving performers under the age of 25 and a “Variety Show” as any event that includes more than three distinct performing groups. For both kinds of event, some special rules apply and additional charges may be required.

57. Safety and Comfort

The intent of these special requirements is to assure the safety of all who participate, to protect the historic building that is the Palladium’s home, and to make sure that your event takes place in a smooth-running environment. We appreciate your cooperation. Some events may require SPPD police presence at the discretion of SPC Security. **Graduation events require St Petersburg Police Department presence** which must be organized and paid for by the User. Please visit police.stpete.org/specialEvents or call **727-893-7154**.

58. House Meeting Required

On the day of your event, **all your artists and staff** must meet with the Palladium House Manager to discuss the event and review building and safety procedures. We require that this meeting take place before you will be permitted any access to the stage.

59. Stage Manager Required

The event organizer must provide a Stage Manager for all youth and variety shows. The Stage Manager will be held responsible for making sure that all performing groups are on time and appropriately cued, and will be responsible for performers’ behavior while awaiting their cues.

60. Adult Supervision Required

For the safety of the participants and the historic Palladium Theater, youth events require adult supervision at all times. Users need to supply sufficient adults to supervise young performers.

61. Event Personnel

Adult supervisors should be identified by some means during rehearsals and performance times.

62. Stage Door Monitoring

Organizers of youth and variety shows must provide a responsible adult (age 26 or older) to monitor access through the Palladium’s stage door. This person must be aware of who is permitted access and must be prepared to refuse access to non-performers

63. Failure to Comply

The College shall retain the right to cancel or interrupt the performance or event or a portion thereof when in the sole judgment of the Executive Director of the Palladium or his/her designee, such cancellation or interruption is necessary in the interest of public safety. In the event that such performance or event is cancelled or interrupted and unable to be completed during the time period for which the event was scheduled and the public safety danger was not caused by the User, its employees, agents or contractors, the performance or event shall be rescheduled at a mutually agreed upon time between the College and the User, without additional rental charges. User does hereby waive any claims for damages or compensation due to such occurrence provided above.

If, however, the User, its employees, agents or contractors is the cause of such public safety danger, the College will be under no obligation to reschedule the performance or event or reimburse User for rental or other payments made to the College or for any losses or damages that User may incur arising from the cancellation or interruption. Additionally, the College shall retain all rights and remedies against User for causing such public safety danger.

Marketing

64. Use of Palladium Logo and Address

All marketing collateral must contain The Palladium at St. Petersburg College logo at a minimum of 150 dpi resolution (file will be provided by the Palladium staff). Commercial ads created for either television or radio must contain the complete name, The Palladium at St. Petersburg College, in the spoken portion of the ad in lieu of the graphic logo. All material must contain The Palladium at St. Petersburg College address, phone number, and web address:

The Palladium at St. Petersburg College
253 Fifth Ave. N
St. Petersburg, FL 33701
(727) 822-3590 www.mypalladium.org

65. Deadline for All Material

The deadline for all marketing information is as soon as possible once the contract process is underway, otherwise with sufficient time the deadline shall be two months prior to event. Please note that event will not go on sale until material is provided. Materials submitted past the deadline may not be included in the Palladium's standard marketing programs. Provide all materials to your contract contact. Minimum marketing materials required include:

- Title of Show
- Brief description of show describing what the audience will expect to see/hear/experience.
- At least one high resolution image, including photo credit if applicable.
- Any links corresponding to the show. (artist website, videos, etc.)
- If available: artists or management website and social media accounts.

66. Website Listing

Provided marketing description may not be changed after being listed on the Palladium's website. Please be sure to provide accurate description at time of contracting. Certain exceptions may be made at the discretion of Palladium staff for major changes such as start time, ticketing pricing, etc.

67. Approvals

All printed materials or media advertising that contain the name of the Palladium must receive prior approval from the College.

68. Media Supporter

The Palladium strongly encourages Users to market their events. User should include Palladium logo and website on marketing materials including website, social media and email marketing.

When an event goes on sale, the Palladium will create a Facebook event to direct sales from social media to the Palladium website, and will invite user to co-host the event. Alternatively, the user may opt to create an event and invite Palladium to join as a co-host if they prefer. We discourage duplicating events on Facebook, and prefer to share events as co-hosts.

Please note: The Palladium's lists of patrons, subscribers, and media contacts will not be shared.

69. Requirements for Acceptable Materials

All materials must be concise, well-written, spell-checked and grammatically correct. Materials must list the performance dates, times and ticket prices accurately and completely. The subject matter of all materials must be appropriate for all ages. The College reserves the right to refuse marketing materials that in its sole discretion it feels are unsuitable for use at the Palladium or by the College. All descriptions are subject to change or edit by the Palladium.

70. Posters

Posters must be formatted for 11 x 17 print size, with a half-inch image-free border on all sides, at 300 dpi resolution, and submitted by email in JPEG, TIF or PDF format.

71. Image Size

For events listed on the Palladium website, one portrait-oriented image with 722x1024px should be provided. Additional images may be added to the description section and used for other marketing. Preferred width for horizontal images is 600px. Preferred width for vertical images is 300px.

72. Lobby Posters

The Palladium at St. Petersburg College will print and hang a poster in the lobby for promotional purposes, but reserves the right to reject any poster submitted for any reason. Please be aware that the College does not offer graphic design services for creating, editing or revising posters. Posters must be submitted to The Palladium at St. Petersburg College in PDF form and must meet minimum guidelines as described above and be approved before being hung in the lobby.

73. Poster Printing Not Provided

Users are expected to provide their own printing services for posters (except for the single poster to be placed in the Palladium lobby).

74. Photo Credits

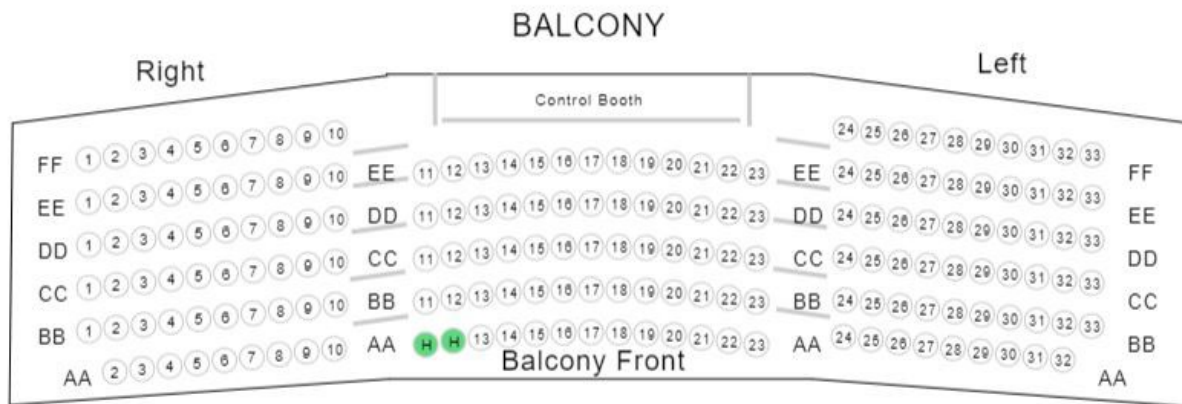
User is responsible for providing exact wordage for all required photo credits. The College assumes no responsibility for checking or confirming photo accreditation.

75. Where to Submit Materials

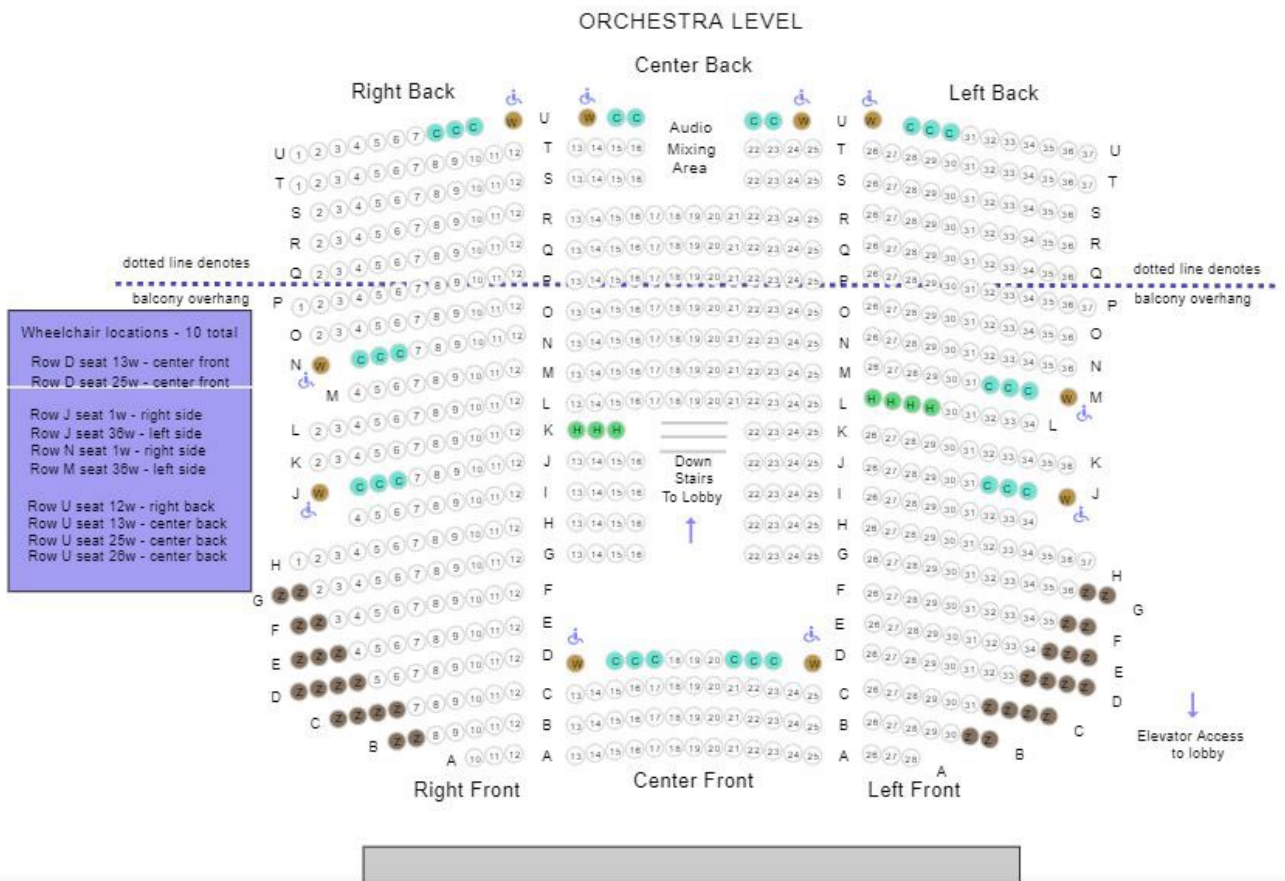
Provide all materials to your contract contact.

Hough Hall Seating Chart

*Standard holds include Palladium holds for emergency/last minute seating, limited sight lines, ADA requirements and are released at the discretion of the Palladium. Reserved Seating capacity = 750, General Admission capacity = 790 (includes obstructed view).



BALCONY IS ONLY ACCESSIBLE BY STAIRS
PLEASE CHOOSE ORCHESTRA LEVEL FOR ACCESSIBLE SEATING



Stavros Great Room Seating Chart

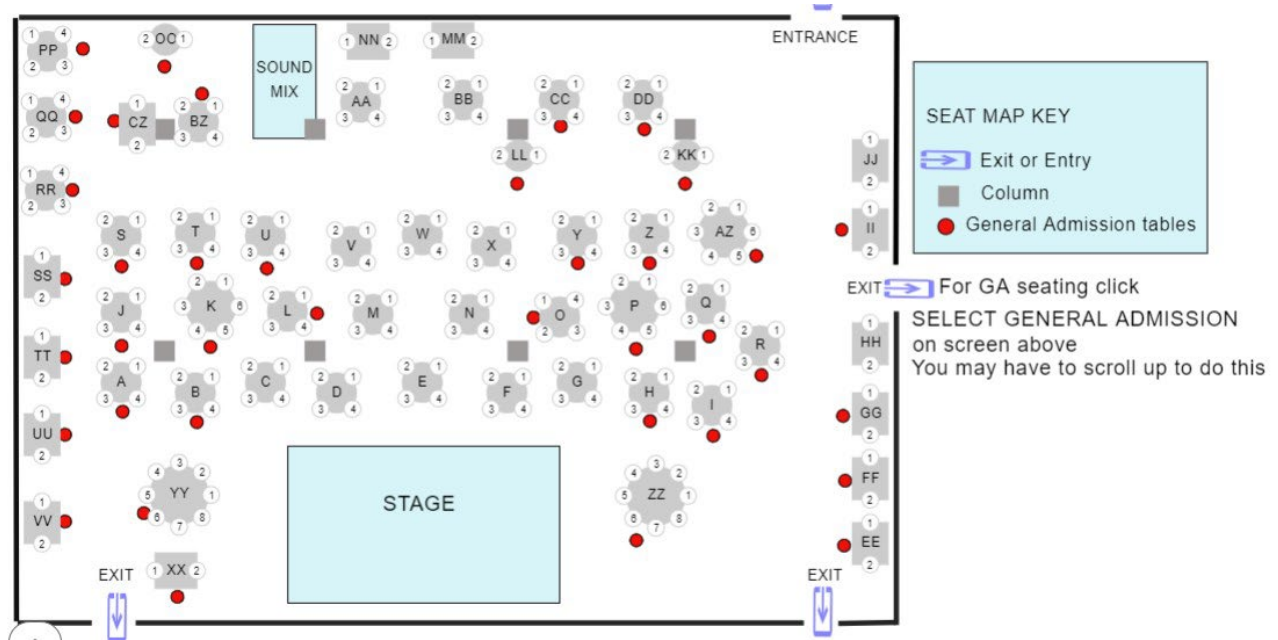
The Stavros Great Room (aka Side Door) can be configured in several set ups. Below is our standard "cabaret" seating.

Reserved Seating can be set up in the following capacities: 40, 48, 56 depending on which tables are utilized.

The following tables are designated for reserved seating:

C, D, E, F, G, M, N, V, W, X, AA, BB, NN, MM, JJ, HH

All other tables are set for General Admission seating. Full capacity is 176.



Parking at the Palladium

76. Parking Lots

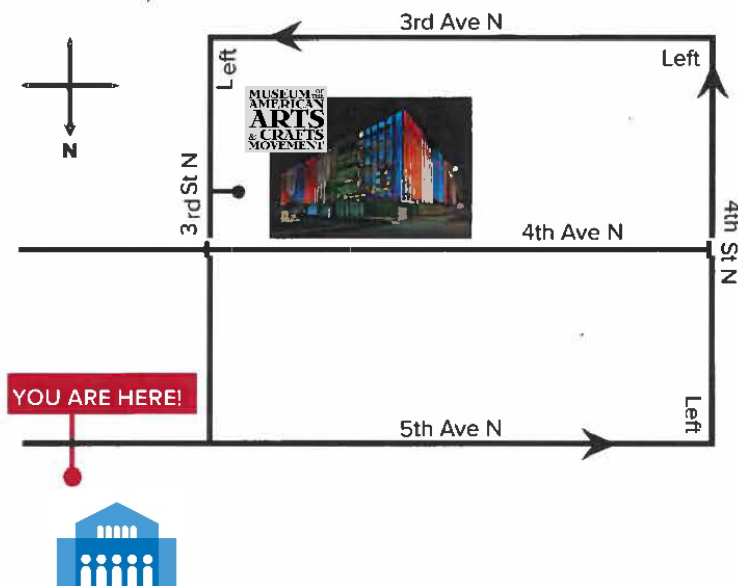
The Palladium has two main parking lots, one situated next to the east side of the theater and one on the south side of Fifth Ave. Parking is limited but always free for patrons attending a performance or event at the Palladium.

PALLADIUM THEATER
253 5TH AVENUE NORTH • WWW.MYPALLADIUM.ORG • 727.822.3590



77. Limited Space

Parking at the Palladium is limited and our lots fill up quickly. Once full, patrons are directed to the MAACM Parking Garage located at 350 3rd St N, just a short walk away from our theater. Patrons can also park on the street in the surrounding area. Please be aware of local parking signs and limitations. The Palladium Theater does not validate parking tickets/stubs of any kind for any parking facility downtown or anywhere else in St. Petersburg including the MAACM Parking Garage.



78. Artist/Performer Parking During Performances

During rehearsals, performers may park in our lots. However, due to the limited parking we strongly encourage you to park on the street or in the nearby garage referenced above, especially if you are a large group or school. It is your responsibility to relay this information to your group.

79. Handicap/Accessible Reserved Parking

The Palladium has limited handicap spots in our paved lot directly next to the theater. Additionally, we may reserve additional handicap spots in our gravel lot for overflow.

80. Additional Reserved Parking

The Palladium uses 40 of the 60 available spaces in our gravel lot for Palladium staff and patrons. Users/Renters can reserve up to 20 spaces for their needs. Please let Palladium staff know prior to your event if you need to reserve spaces. No User may rent, sell or sublease any space on College property, including parking lots.

Rental Charges

Effective July 1st, 2025. Subject to Change without notice. A discount may be available on multiple rental dates. Contact your Palladium contract officer for a quote.

Hough Hall: Reserved Seating Capacity = 750; General Admission: 790 (includes obstructed view)		
	Profit	Non-Profit
Event Rental – up to nine (9) hour access*	\$2,600	\$1,900
Thursday-Sunday/Holiday surcharge	\$900	\$600
Rehearsal Rental – up to (4) hour access	\$650	\$400

Additional access per hour	\$200	\$150
Excessive Hour Fee (for events beyond 12 hours)	\$400	\$300
Use of Steinway (tuning included)	\$250	\$200
Marley Floor	\$200	\$200
Fire Marshal (*over 500 capacity or use of atmospherics)	\$350	\$350
<i>*Rental of Hough Hall does not include use of Stavros Great Room (aka Side Door).</i>		
Stavros Great Room (aka Side Door): Capacity = 176		
Event rental – up to nine (9) hour access	\$1,000	\$750
Thursday-Sunday/Holiday surcharge	\$1,000	\$750
Custom Room Set-up (Dressing Rooms, etc.)	varies**	varies**
Additional access per hour	\$200	\$150
Excessive Hour Fee (for events beyond 12 hours)	\$400	\$300
**If you require a custom room set-up beyond our standard jazz-club configuration in the Stavros Great Room, please contact your Palladium contract officer with details so we can determine if it is possible to accommodate and provide you with an accurate quote.		
Additional Fees and Charges		
Performance Loft Reception Usage (up to 50 persons)	\$500	\$400
Liability Insurance Rate (TBD at Application)	≈\$300	≈\$300
Commercial Rental Sales Tax Rate***	0%***	0%
Sales Tax Rate	7.0%	7.0%
Piano Tuning	\$165	\$165
Ticket Processing Fee (per ticket)	\$2.00	\$2.00
Additional Labor Charge Per Hour	\$50	\$50

***FL State legislature passed a permanent elimination of sales tax on corporate event rentals effective 10/1/2025.
Subject to change

Palladium Theater Photos

Appearance of theater may change without notice.

Hough Hall



Side Door Cabaret



Palladium Lobby

