

ADMINISTRATIVE ORDER NO. 57-26-01
of the
City Manager of the City of Eugene

**REGARDING THE OPPORTUNITY TO COMMENT ON A PROPOSAL
TO AMEND THE SILVA CONCERT HALL, SORENG THEATER AND
LOBBY FEE SCHEDULE.**

The City Manager of the City of Eugene finds as follows:

A. Section 2.020 of the Eugene Code, 1971, authorizes the City Manager to determine and set fees and charges to be imposed by the City for services, goods, use of municipal property, and licenses and permits. Pursuant to that authority, on January 10, 2025, I issued Administrative Order No. 57-24-04-F establishing the current Silva Concert Hall, Soreng Theater and Lobby Fee Schedule (“the Fee Schedule”).

B. In determining whether to amend the Fee Schedule, in accordance with EC 2.020(2), I have considered the following factors: applicable policies, enactments and directives of the City Council; the amount charged for these services by the City in the past; the full costs of providing the services supported by the fees; the amounts charged by other comparable providers; and the revenue needs of the City as determined by the adopted City budget. See Exhibit C.

C. Based on my consideration of the factors listed above, I propose to amend the Fee Schedule as set forth in the Notice attached as Exhibit A to this Order.

On the basis of these findings, I order that:

1. A copy of this Order with its exhibits shall be provided to the Mayor and City Councilors, and a Notice substantially conforming to the Notice attached as Exhibit A shall be made available to any persons who have requested such notice and posted at two locations at City Hall.

2. A Notice substantially conforming to the Notice attached as Exhibit B which contains those fees proposed to be \$250 or more shall be published in the Register Guard Newspaper.

Dated this 29 day of January, 2026.


Matt Rodrigues (Jan 29, 2026 15:31:04 PST)

**Matthew Rodrigues
City Manager Pro Tem**



NOTICE OF OPPORTUNITY TO COMMENT ON PROPOSED CHANGES TO THE SILVA CONCERT HALL, SORENG THEATER AND LOBBY FEE SCHEDULE.

Pursuant to the provisions of Section 2.020 of the Eugene Code, 1971, the City Manager is proposing to amend the following fees in the Silva Concert Hall, Soreng Theater and Lobby Fee Schedule as listed below. Proposed deletions are shown in ~~red strikethrough~~, and proposed additions are shown underlined in blue.

1. RENTAL RATES:

	<u>Fees</u>			
	<u>Resident Company</u>	<u>Local Performing Arts</u>	<u>Commercial</u>	<u>Local Promoter/Non-Performing</u>
Soreng Theater				
Youth Education Rate – (through grade 12) <i>*May be eligible for PUF <u>VMF</u> waiver.</i>	\$215 per performance	\$215 per performance	N/A	N/A
All Venues				
Resident Company Non-Standard Schedule Fees	Commercial rental fees apply to Resident Company if an event is outside of the Resident Company's standard schedule			
Hours Past Event End time <u>When booking an event, end time will be requested. There will be a 45-minute grace period.</u>	<u>\$150 for each hour after the grace period</u>	<u>\$250 for each hour after the grace period</u>	<u>\$500 for each hour after the grace period</u>	<u>\$500 for each hour after the grace period</u>

2. TICKET OFFICE CHARGES:

All tickets must be printed by the City at a charge of:

Ticket Office Management Fees

Resident Co. & Local Performing Arts

Silva: \$200 per production
Soreng: \$65 per production
Studio: \$35 per production
Lobby: \$65 per production
~~Maurie Jacobs Community Room: \$35 per production~~
Streaming per Production (up to 3 events) \$125

Fees

Commercial & Local Promoter/Non-Performing Arts

Silva: \$600 per production
Soreng: \$125 per production
Studio: \$35 per production
Lobby: \$65 per production
~~Maurie Jacobs Community Room: \$35 per production~~
Streaming per Production (up to 3 performances) \$125

3. PERSONNEL CHARGES:

Resident Co. & Local Performing Arts

~~*City temporary scale and/or AFSCME scale plus 34% of total labor charges~~
~~\$150 per event for Soreng Theater and \$364 per event for Silva. If additional spaces are used for ancillary events then hourly charges at City temporary scale and/or AFSCME scale plus 34% of total labor charges will be charged.~~

Security

\$34 per show/hour, overtime \$49 per person/hour

Fees

Commercial & Local Promoter/Non-Performing Arts

~~*City temporary scale and/or AFSCME scale plus 34% of total labor charges~~
~~\$260 per event for Soreng Theater and \$520 per event for Silva Theater. If additional spaces are used for ancillary events then hourly charges at *City temporary scale and/or AFSCME scale plus 34% of total labor charges will be charged.~~

\$3637 per person/hour; overtime \$51 per person/hour

6. MARKETING FEES:

Social Media Campaign

Sales Metric Tagging Fee

Configure Google Tag Manager

(GTM) tags and triggers. Tracking tags to include conversions (& revenue if approved by Hult Center) specific to each resident or rental events only.

This does not provide access to other producer or Hult patron data

Targeted Email

Fees

~~\$500 or 15% of total ad spend (whichever is greater) plus promoter ad budget~~

Resident Company/Local Performing Arts - \$50 per placement

Commercial/Local Non-Performing Arts - \$200 per placement

\$50 per thousand email addresses, limit one email per title.~~max audience of 8K contacts~~

7. EQUIPMENT RENTAL RATES:

“Event” is defined as one use, e.g. tech rehearsal, dress rehearsal, performance, within a production.

“Production” is defined as a booking containing one or more events-performances.

8. MISCELLANEOUS EQUIPMENT:

Drum Kit & Hardware

Resident & Local Companies

\$300

24" Gong with Stand

\$75

Guitar Amp Fdr Twin

\$75

Guitar Amp Vox AC

\$75

Guitar Amp Fishman

\$50

Fees

Commercial & Local Promoter/Non Performing

\$300

\$75

\$75

\$75

\$50

8. MISCELLANEOUS EQUIPMENT:

Base Amp (Combo)

Resident & Local Companies

\$50

Base Amp (Head)

\$100

Base Amp (Cab)

\$50

Equipment available upon request:

(Please check availability prior to finalizing rental agreement).

Silva orchestra shell (both theaters)

No equipment charge

Commercial & Local Promoter/Non

Performing

\$50

Soreng orchestra shell (both theaters)

\$100

Hazers (not including juice)

\$50

\$75 per Hazer per performance

\$1,000 per move

\$250 per move

\$100 per Hazer per performance (actual cost if rented)

Projection/Video

~~—10x14 rear screen~~

\$50

\$100

Comments on the proposed amendments may be submitted in writing to Laura Lee, Managing Director of the Hult Center, One Eugene Center, Eugene, Oregon 97401, or via e-mail to LLee@eugene-or.gov. To be considered, written and e-mail comments must be received within 15 days from the date posting as indicated below. If the City Manager chooses to take action after considering the comments received, the proposed or modified fees will be adopted by administrative order.

Matthew Rodrigues, City Manager Pro Tem

Date of Posting: February 5, 2026

NOTICE OF OPPORTUNITY TO COMMENT ON PROPOSED AMENDMENT OF THE SILVA CONCERT HALL, SORENG THEATER, AND LOBBY FEE SCHEDULE.

Pursuant to the provisions of Section 2.020 of the Eugene Code, 1971, and as a result of an investigation of the revenue needs of the City of Eugene in administering Hult Center events and programs, the Eugene City Manager is proposing to amend the Silva Concert Hall, Soreng Theater, and Lobby Fee Schedule.

The current rates and the rates proposed to be \$250 or greater, are set out below. A full schedule of the proposed amendments can be reviewed at the City Hall posting locations at 500 E. 4th Ave. in Eugene and on the City of Eugene's website at www.eugene-or.gov/520/Administrative-Order.

	Current	Proposed
Hours Past Event End Time rate for Local Performing Arts	New fee	\$250 for each hour after 45-minute grace period
Hours Past Event End Time rate for Commercial and Local Promoter/Non-Performing Companies	New fee	\$500 for each hour after 45-minute grace period
Personnel Charge for Event Custodian for Resident Co. & Local Performing Arts	City temporary scale and/or AFSCME scale plus 34% of total labor charges	\$150 per event for Soreng Theater and \$364 per event for Silva. If additional spaces are used for ancillary events then hourly charges at City temporary scale and/or AFSCME scale plus 34% of total labor charges will be charged.
Personnel Charge for Event Custodian for Commercial & Local Promoter/Non-performing Arts	City temporary scale and/or AFSCME scale plus 34% of total labor charges	\$260 per event for Soreng Theater and \$520 per event for Silva Theater. If additional spaces are used for ancillary events then hourly charges at *City temporary scale and/or AFSCME scale plus 34% of total labor charges will be charged.

Exhibit B to
Administrative Order No. 57-26-01

	Current	Proposed
Social Media Campaign	\$500 or 15% of total ad spend (whichever is greater) plus promoter ad budget	Fee Discontinued
Drum Kit & Hardware	New Fee	\$300

Comments on the proposed amendments may be submitted in writing to Laura Lee, Managing Director of the Hult Center, One Eugene Center, Eugene, Oregon 97401, or via e-mail to LLee@eugene-or.gov. To be considered, written and e-mail comments must be received within 15 days from the date posting as indicated below. If the City Manager chooses to take action after considering the comments received, the proposed or modified fees will be adopted by administrative order.

Matthew Rodrigues, City Manager Pro Tem

Date of publishing: February 5, 2026.

City Manager's Findings
Proposed Silva Concert Hall, Soreng Theater and Lobby Fee Schedule Amendments
FY26

Pursuant to Section 2.020(2) of the Eugene Code, 1971, the City Manager has considered the following factors in determining the proposed Silva Concert Hall, Soreng Theater and Lobby fee amendments:

(a) Applicable policies, enactments and directives of the Council.

Findings: n/a

(b) Suggested amendments to previously noted charges.

1. Rental Rates

Youth Education Rate:

(through grade 12)

**May be eligible for VMF Waiver. Correction to the acronym spelling*

All Venues – Resident Company Non-Standard Schedule Fees:

- Aligning with practice. There is no Resident Company standard calendar requirement, which then follows that an additional rate for an item that doesn't exist and is not an expectation should be deleted.

2. Ticket Office Charges

Ticket Office Management Fees:

- Deletion of Maurie Jacobs Community Room management fee. In practice, if we were to ticket this room, it is an extremely small load for our ticketing office, and this charge would be excessive for the community groups that would like to use this space. Also of note, this has not historically been charged in any instance.

3. Personnel Charges

Security:

- DPI Security fees have been changed by DPI/City contract.
- Our Resident Companies need advance warning, pre-budgeting, for changes that will impact on their very tight margins. Historically this has meant a note for the next year for security increases. They will be notified that security charges will be increased for FY27.

6. Marketing Fees

Social Media Campaign:

- Deletion of Social Media Campaign. This fee was included by previous leadership with the forward thought that an additional social marketing FTE would be added to

the Hult. That FTE was not added, and it is not within the capacity of Marketing Staff to add “boutique” marketing, meaning acting like a 3rd party digital media provider. This service has also not been requested by any user.

Targeted Email:

- Deletion of maximum 8K contact note. In practice segmented targeted emails being restricted by number proves difficult. The determination of who to exclude, and then the logistics to make that happen are time consuming and are also not necessary. Removing a number restriction is beneficial to both the Hult and our users.

7. Equipment Rental Rates

- Clarity in definition for “Production”.

8. Miscellaneous Equipment Charges

Silva and Soreng Orchestra Shell:

- Clarifying definition. “equipment” added to the “no charge” designation. There are fees that are equipment fees and then there are labor fees to install and strike shells. This is a clarifying note that there is no equipment charge only.

(c) New Fees - The full costs of providing the service supported by the fee.

4. Rental Rates

All Venues – Hours Past Event End Time:

- To address recurring issues with events exceeding their scheduled end times—often by several hours—we are proposing the addition of a new fee. Currently, there is no cost expectation tied to event end times across user categories. This has led to confusion and unanticipated expenses, including overtime charges. By implementing this fee, we will be able to provide transparency around the costs incurred when events run over the end time.

6. Marketing Fees

Sales Metric Tagging Fee:

- Inclusion of a new marketing fee. Digital industry changes have now led to requests for Hult staff to place metric tags in Meta (and other platform) pathways. This request takes significant staff time that is currently uncompensated. Without this fee, the requests to place multiple tags is requested by users, with open ended expectations.

8. Miscellaneous Equipment Charges

Added Equipment to the Hult’s Inventory:

- Drum Kit & Hardware

- 24" Gong with Stand
- Guitar Amp Fdr Twin
- Guitar Amp Vox AC
- Guitar Amp Fishman
- Base Amp (Combo)
- Base Amp (Head)
- Base Amp (Cab)

With added equipment inventory, providing better service and costs for all users on their back-end rental charges, fees need to be established. These fees are within industry norms.

Removal of an item that we have never owned or provided:

The 10x14 rear screen should be removed as we do not own this piece of equipment, and our digital video wall has replaced this outdated equipment.

(d) The amounts charged by other comparable providers.

5. Personnel Charges

Event Custodians:

- Introduction of a flat fee. By all users, it has been flagged for the Hult that it is out of industry norm, and very difficult for users to budget for custodial fees when there is no basis for the number/hours of custodial support. The standard flat fee charges bring us in line with industry expectations and allows for appropriate budgeting. These fees were set after extensive analysis of actual events and charges to land on an appropriate flat fee charge.

8. Miscellaneous Equipment Charges

Hazers:

- Updated cost. The cost of the use of the hazer, updated to "actual cost if rented" is to account for the rental industry's trend in raising the cost of this equipment. Without this inclusion, the Hult may incur costs if we need to rent a hazer that is more than \$100.

(e) The revenue needs of the City as determined by the adopted city budget.

Findings: n/a