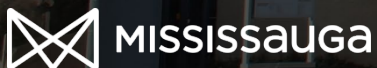


# LIVING ARTS CENTRE

VENUE RENTAL & TECHNICAL GUIDE



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# About Living Arts Centre

The Living Arts Centre is Mississauga's premier centre for arts and culture located in the heart of the city. It offers an incredible line up of live events and entertainment from symphonies to rock shows, ballets, and much more.

[www.livingartscentre.ca](http://www.livingartscentre.ca)

**Owned and Operated by**



## Celebrating 25 years of arts and culture

Dedicated to being a place for global engagement in the arts, the Living Arts Centre houses a stunning landmark atrium, three presentation ready theatres, seven professional craft studios, and an attractive in-house restaurant. The Centre plays host to hundreds of performing arts, educational, community, and corporate events and activities each year. The Living Arts Centre is a dynamic and accessible gathering place for creativity that welcomes more than 400,000 discerning and culturally diverse visitors annually.

Over its 25 years in operation, the venue has been home to the Mississauga Symphony Orchestra and Mississauga Symphony Youth Orchestra, among several high profile stage presentations. The Living Arts Centre has welcomed The Blue Man Group, Michael Bolton, Cats, Aretha Franklin, Tom Jones, Jann Arden, and many more.

# About Living Arts Centre

The Living Arts Centre is Mississauga's premier centre for arts and culture located in the heart of the city. It offers an incredible line up of live events and entertainment from symphonies to rock shows, ballets, and much more.

[www.livingartscentre.ca](http://www.livingartscentre.ca)

**Owned and Operated by**



## Highlights

The Living Arts Centre is a 225,000 square foot multi-purpose venue boasting with three theatres, studio and art spaces, meeting rooms, and a glass artwork piece, the *Dance of Venues by Stuart Reid*, in the Atrium.

The *Main Auditorium (formerly Hammerson Hall)*, is just over 1,300 seats, one of the largest stages in Ontario, with no seat further than 125 feet from the stage, providing an intimate and professional quality experience.

*Studio Theatre (formerly RBC Theatre)* has a capacity of up to 310 guests, with the option of 360 degree seating on upper balconies, and customizable tiered seating.

*Screening Room (formerly Rogers Theatre)* is a newly renovated full functioning cinema space, perfect for breakout rooms, presentations, and film screenings, with a capacity for 110.

## Amenities

- Loading dock with 2 truck bays for quick unloading/loading with access to freight elevator
- On-site box office
- On-site catering, in-house restaurant
- Meeting rooms of various sizes ranging from 10 - 150 ppl
- Free Wi-Fi
- Underground parking for 400 vehicles

The venue has also been a notable location for local film and commercial productions. For more information about film permits, please visit the [film permit site](#).



# TECHNICAL PRODUCTION SERVICES

# Main Auditorium (formerly Hammerson Hall)

Main Auditorium (formerly Hammerson Hall) comes equipped with lighting, audio, video, orchestra pit lift, as well as technical staff to operate. This ensures the space is flexible and ready to support most events. The technical crew is non-union and use of the core team is mandatory to ensure a successful event. Guest designers and engineers are always welcome.

**Capacity**  
1,300

## Dimensions

Stage: 118' (36m) x 50' (15m) x 4' (1m)

Playing Space: up to 60' (18m) x 40' (12m)

## Floor Type

Double-Sprung Maple

## Tower Height

Grid: 92' (28m) Steel: 102' (31m)

## Stage Access

Ground Level loading, Stairs from Auditorium



## Main Auditorium Technical Information

Living Arts Centre



# Technical Production Services Package - Main Auditorium

The base technical production package for events includes the following in-house services provided by Living Arts Centre staff:

- 1 x Technical Coordinator
- 1 x Front of House Audio
- 1 x Lighting Operator
- 2 x Stage Carpenter
- 1 x Fly Operator
- Venue Sound, Lighting, Staging and Video Equipment



## Lighting

- Complete Rep House Plot
- 22 x JB Lighting A7 Zoom
- 8 x Mac Quantum Profile
- 1 x Grand MA 2 Light



## Consoles

- FOH Digico SD5 w/Core2
- MON Digico SD10 w/ Core2



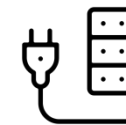
## Speakers

- FOH JBL VTX Line Array
- MON JBL STX812m Wedges
- CROWN Amplifiers



## Wireless

- 6 x Shure UR2 w/ KSM9 Capsules



## Digital Snake

- 56 x Inputs onstage  
Optocore configured as dual preamps

Additional equipment, services and/or staffing are also available upon request.

Living Arts Centre uses the industry standard 4-hour minimum call for all staff and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

# Studio Theatre (formerly RBC Theatre)

Studio Theatre (formerly RBC Theatre) is an adaptable space for traditional theatre-style seating, “in-the-round” seating, and cabaret-style seating. The theatre provides spectacular lighting and sound systems, and intimate setting for all event types.



**Capacity**  
310

## Dimensions

Stage: 50' (15.2m) w x 22' (6.7m) d x 40' (12.2m) h

Playing Space: up to 29' (8.8m) width

## Floor Type

Concrete with laminate wood flooring

## Rigging

None at this time, please inquire about specific production requirements.



**Studio Theatre Technical Information**

Living Arts Centre





# Technical Production Services Package - Studio Theatre

The base technical production package for events includes the following in-house services provided by Living Arts Centre staff:

- 1 x Technical Coordinator
- 1 x Front of House Audio
- 1 x Lighting Operator
- Venue Sound, Lighting, Staging and Video Equipment



## Audio

- 1 x EAW KF650 PA
- 1 x Midas M32
- 6 x Shure ULX-D2 w/ 87C Capsules



## Lighting

- Full Rep House Plot
- 24 x Colorblast16
- ETC Element

## Grid Space

- Overhead LX and Rigging access via suspension grid

Additional equipment, services and/or staffing are also available upon request.

Living Arts Centre uses the industry standard 4-hour minimum call for all staff, and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

# Screening Room (formerly Rogers Theatre)

Screening Room (formerly Rogers Theatre) is suitable for many types of presentations, such as film screenings, business meetings, and lectures. The theatre has optimal viewing from any seat and has updated décor, seating, and audio/visual equipment.

**Capacity**  
110

## Dimensions

Screen: 7.5' projection screen to first row of seating

Room size: 26' w x 22' h

## Floor Type

Concrete with laminate wood flooring

## Lighting Controls

Controls are located in the rear booth. Room lighting is available for general illumination.



**Screening Room Technical Information**

Living Arts Centre





# AMENITIES, FOOD & BEVERAGE

# Living Arts Centre

## Location

4141 Living Arts Drive

Living Arts Centre is located in downtown Mississauga and intersects with Duke of York Boulevard, Princess Royal Drive, and Prince of Wales Drive.

A short walk from Square One Shopping Centre and the City Centre Transit Terminal and can be easily reached by local transit, ride-share and taxi services.

## Owned and Operated by



## Public Transit

Easily accessible by Mississauga public transit routes and a short walk from City Centre GO Transit Terminal. For more information, including schedules and maps visit: [Mississauga.ca/miway](https://mississauga.ca/miway).

## Accessibility

In accordance with the Accessibility or Ontarians with Disabilities Act (AODA), the Living Arts Centre is committed to meeting the accessibility needs of persons with disabilities through identifying, removing, and preventing barriers to accessibility and inclusion.

### Accessible features include:

- Accessible seating in our theatres and meeting rooms
- Ability to choose accessible seating during online checkout
- Accessible washrooms on all levels of the Centre
- Assistive listening devices
- Service animals and support workers welcome
- Courtesy wheelchair available onsite for transportation use
- Accessible parking spots, entrances and elevators
- Assistive listening devices are available free of charge.



# Living Arts Centre

## Location

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A short walk from Square One Shopping Centre and the City Centre Transit Terminal and can be easily reached by local transit, ride-share and taxi services.

## Owned and Operated by



## Event Coordinators

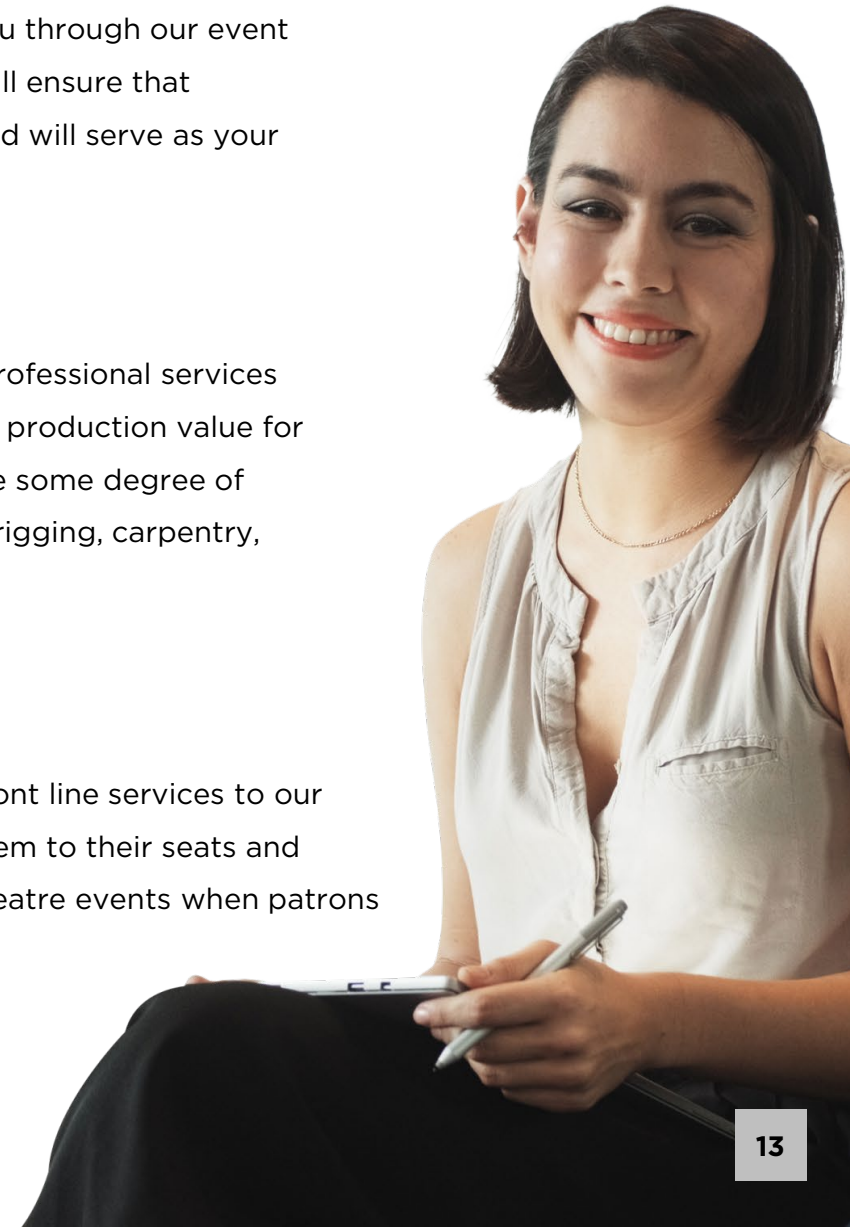
Our skilled Event Coordinators will guide you through our event process from enquiry to post event. They will ensure that guidelines and City By-laws are followed, and will serve as your main point of contact.

## Technical Services

Our experienced Technical team provides professional services and consultation to create the best possible production value for each client. All events in the theatres require some degree of technical support including lighting, sound, rigging, carpentry, and staging.

## Front of House

Our Front of House (FOH) team provides front line services to our guests entering the theatres by directing them to their seats and enforcing policies. FOH is required for all theatre events when patrons are sitting in theatre seats.



# Food and Beverage

Our culinary team is led by European trained chef, Nico Tretschok with over 25 years of experience. A native of Germany, graduate of Apprenticeship and Culinary Diploma program at the Chamber of Commerce in Chlausthal-Zellerfeld, and has worked at some of the best hotels in the World.

Nico's cooking style focuses on simplicity using the best possible ingredients. His love for incorporating diverse flavours in his food is a passion. Nico and our entire hospitality services team are excited to share our dedication to cooking, service and exceeding customer expectations.



## Contact

[banquets@mississauga.ca](mailto:banquets@mississauga.ca)



## Catering

Our experienced team of hospitality professionals will plan and execute catering events and packages ranging from 10 to 400 guests. As we are a full service event space, The Living Arts Centre does not permit any outside food or beverages.

## LIVE Restaurant

LIVE Restaurant is an in-house restaurant. Tastefully decorated, the seating space is surrounded by windows overlooking the City Centre. Capacity for up to 80 (seated dinner) or 120 (cocktail reception) guests with separate stand alone bar area.



## Concessions

There are three (3) permanent concession stands, one on each level, which are operated by our food services team. If a custom menu is preferred for your event, our hospitality team would be happy to discuss this with you.




# BOOKING INFORMATION

# Booking Information

Event bookings at Living Arts Centre are processed by our Event and Performing Arts team. All booking inquiries are evaluated on a number of criteria. All event arrangements are considered tentative until a contract has been issued and executed. To inquire about booking an event at Living Arts Centre, please contact us at:

 [lac.rentals@mississauga.ca](mailto:lac.rentals@mississauga.ca)

 [livingartscentre.ca](http://livingartscentre.ca)

 dial 3-1-1 within city limits

## Deposit Requirements & Contract Execution

All arrangements for rentals are considered to be tentative until a contract has been signed and deposit payment has been received.

### Events two days or less (including load in/out days):

- 100% of Facility rental fees are required at the time of booking and are non-refundable.
- 50% of estimated event fees due no later than 90 calendar days prior to the event start date.
- Full payment of the balance of the estimated event fees due no later than 30 calendar days prior to the event start date.

### Events greater than two days (including load in / out days):

- 50% of Facility rental fees are required at the time of booking and are non-refundable.
- Full payment of the remaining Facility rental fees due no later than 120 calendar days prior to the event start date and are non-refundable.
- 50% of estimated event fees due no later than 90 calendar days prior to the event start date.
- Full payment of the balance of estimated event fees due no later than 30 calendar days prior to the event start date



# Booking Information

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## Insurance Requirements

General liability insurance is required for all events at Living Arts Centre. The following insurance requirements must be met for all events at the Square:

- \$5 million general liability insurance
- Name “The Corporation of the City of Mississauga” as an additional insured
- Cover all event dates including set-up and clean-up
- Proof of Insurance will only be accepted on the **City of Mississauga template**
- Must be signed, dated, and stamped by the insurance provider or broker

## Merchandise

Living Arts Centre offers pre-approved locations for merchandise sales. Merchandise rates are based on commission or flat rate.



## Fees & Charges

Living Arts Centre Event Fees





# TICKET SALES AND BOX OFFICE


# Ticket Sales and Box Office

The Living Arts Centre operates an in-house call centre, in-person sales, and online ticketing with regular operating hours.

The venue uses Paciolan as their ticketing platform for all ticketed events. All ticketed events must be built and sold exclusively via Paciolan, third party ticket platforms are prohibited.

 [lac.boxoffice@mississauga.ca](mailto:lac.boxoffice@mississauga.ca)

 [livingartscentre.ca](http://livingartscentre.ca)

 dial 3-1-1 within city limits

## Paciolan

The Promoter understands that the Living Arts Centre uses Paciolan as their ticketing platform for all ticketed attractions hosted in the Main Auditorium (formerly Hammerson Hall), Studio Theatre (formerly RBC Theatre), and/or Screening Room (formerly Rogers Theatre). Paciolan's services are limited to serving as its agent for the sale and distribution of tickets. Paciolan makes no guarantee of the number of tickets that will be sold through the eVenue System for the events. Further, Paciolan does not warrant that the use of the eVenue System will be uninterrupted or error free and it shall not be responsible for such interruptions or errors.

## Facility Fees

A \$2.30 base facility fee will be added to each ticket purchased for each event at the Living Arts Centre, on all ticket purchasing channels. Complimentary tickets pulled by the client will also be charged the \$2.30 facility fee and added to the final settlement as an additional expense line.

\* Ticket sale monies may be applied towards outstanding balance owing.

# Ticket Sales and Box Office

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[livingartscentre.ca](http://livingartscentre.ca)



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## Complimentary Tickets

The Living Arts Centre will not charge for complimentary tickets, such tickets having a face value of \$0.00, which are printed on the ticketing software, subject to the Living Arts Centre management approval.

Complimentary tickets can be requested up to one (1) week prior to the performance date. All complimentary tickets not issued must be returned to the Living Arts Centre two (2) days prior to the event date by 12:00pm (noon) to ensure they are returned to our ticketing system in advance of your event date. Any tickets not returned will be considered as sold tickets and the facility fee will be charged.

## Postponement / Major Changes

When a client makes a major change to an event, date/time change, or postponed, patrons may request a refund and a refund will be granted, regardless of what the client is offering. If an event is postponed within the same calendar year, tickets to the original event date/time will be valid for the postponed date/time, no new tickets will be printed, and patrons will be asked to keep their original tickets. If an event is postponed to a future calendar year, a new event will be created and patrons will receive new tickets for the postponed event.



## Ticketing Terms & Timelines

Living Arts Centre





# **SAFETY & SECURITY**


# Safety & Security

## Health and Safety

As required by the City of Mississauga, the Ministry of Labour, and any provincial or federal laws and regulations, employers and workers are required to comply with fire, healthy and safety regulations. The following section outlines specific health and safety requirements for Living Arts Centre.

 [livingartscentre.ca](http://livingartscentre.ca)

 [lac.rentals@mississauga.ca](mailto:lac.rentals@mississauga.ca)

 dial 3-1-1 within city limits

## Evacuation & Emergency Procedures

Living Arts Centre has established evacuation procedures for emergency situations. Our emergency plan promotes safety awareness and shows a commitment to the safety of workers and the public along with understanding the risks and hazards they may encounter and how to respond timely and appropriately. All Living Arts Centre staff are trained to deal with such situations. In the event of an evacuation, we request full participation and assistance to ensure the safety of everyone.

## Emergency Care and First Aid

The Living Arts Centre has fully stocked first aid kits throughout the facility and a First Aid room located on the ground level galleria by the washrooms. The Centre is equipped with 2 AED units found in the atrium on the ground floor across from the box office, and on the 3rd floor by the elevator. We also have two wheelchairs available on site for transporting purposes.

The Living Arts Centre is located minutes away from healthcare facilities with 24-hour emergency care:

- Credit Valley Hospital - 2200 Eglinton Avenue West (905) 813-2200
- Mississauga Hospital - 100 Queensway West (905) 848-7100



## Smoking Policy

Living Arts Centre is committed to creating a safe, comfortable, and enjoyable entertainment experience for all fans. City of Mississauga staff and bylaw enforcement will be implementing the Smoke-Free Ontario Act legislation at Living Arts Centre.

# Safety & Security

## Guest Services Team

Guest comfort, safety and satisfaction are vital to the success of each event. Each event will be planned and staffed individually based on specific event related information. Final event staffing levels are determined by Living Arts Centre staff.



[livingartscentre.ca](http://livingartscentre.ca)



[lac.rentals@mississauga.ca](mailto:lac.rentals@mississauga.ca)



dial 3-1-1 within city limits



## Alcohol Management

The Living Arts Centre is compliant with all requirements set out and governed by the Alcohol and Gaming Commission of Ontario (AGCO). The AGCO is responsible for administering the Liquor License Act (LLA) and specific sections of the Liquor Control Act (LCA), which together with the regulations made under them establish the licensing and regulatory regime for most aspects relating to the sale and service of alcohol in Ontario. The consumption of alcoholic beverages must be strictly confined to designated areas. The sale of alcohol for any event is at the discretion of the Living Arts Centre.

City of Mississauga staff are trained to enforce the Alcohol Management Policy designed to:

- Ensure our guests have a safe and enjoyable experience
- Encourage guests who consume alcohol to do so in moderation and to not drink and drive
- Ensure staff is trained to serve alcohol responsibly and deal with guests in an appropriate manner

# Safety & Security

## Parking

Paid parking is available in the Mississauga Civic Centre/Central Library and the Living Arts Centre. Parking spots on the layby on Burnhamthorpe can be reserved through Living Arts Centre.



[livingartscentre.ca](mailto:livingartscentre.ca)



[lac.rentals@mississauga.ca](http://lac.rentals@mississauga.ca)



dial 3-1-1 within city limits



## Security Plans and Crowd Management

Event organizers must ensure that all participants and patrons are adequately safeguarded. Final event staffing levels and component parts of the overall event security plan will be solely at the discretion of the Living Arts Centre Staff.

The Living Arts Centre partners with a professional third party security provider. Our team will determine the level of security staffing required for your event with all costs being the responsibility of the client.

During the run of the event certain precautions will be taken in advance to help reduce or eliminate unnecessary problems. The following is recommended:

- Advise of any VIPs which may attract attention.
- Disclosure of any problems you have experienced in the past with your event which may be prevented with advance planning.
- A comprehensive list of staff, crew, volunteers, and exhibitors/sponsors should be provided to the Event Coordinator, with a visible pass/credential system in place.





# MARKETING & saugaLIVE

# saugaLIVE

A place that connects residents, artists, visitors and communities to live events, entertainment and experiences happening at five venues in Mississauga. Living Arts Centre is one of the premiere venues.

 [saugalive.ca](http://saugalive.ca)

 [saugaLIVE](#)

saUGa **LIVE**

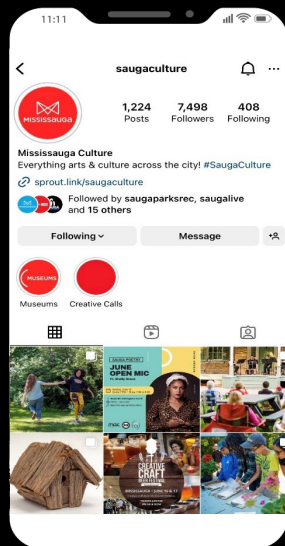
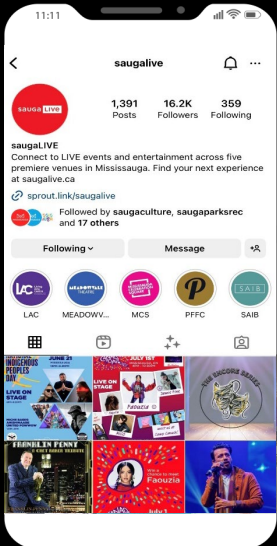
# Social Media



@saugaLIVE Connects residents to LIVE events and entertainment across five premiere venues in Mississauga. Find your next experience at saugalive.ca



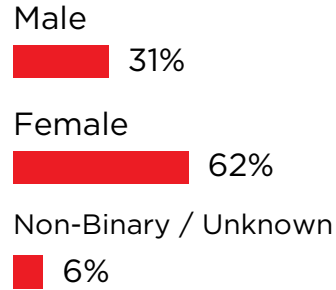
@saugaCulture Invites Mississauga to discover the vibrant world of arts and culture throughout the city! #SaugaCulture



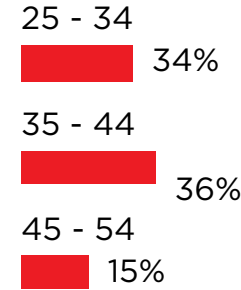
## Demographics

@saugaLIVE

### Gender

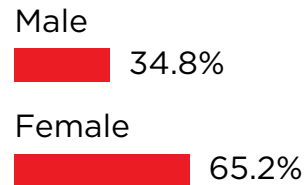


### Age

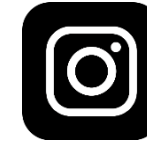
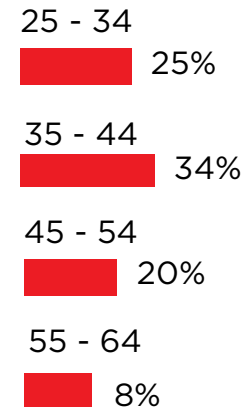


@saugaCulture

### Gender



### Age



### Instagram

@saugaLIVE  
**16.2K Followers**  
 @saugaCulture  
**7.4K Followers**



### Facebook

@saugaLIVE  
**41K Followers**  
 @saugaCulture  
**6.3K Followers**



### Twitter

@saugaLIVE  
**14.6K Followers**  
 @saugaCulture  
**10.3K Followers**

\*Data is for all social media channels

\*Current statistics as of June 2023


\*Statistics are subject to change

# Marketing: In-Kind Assets

We will leverage our in-kind assets to ensure that your event is promoted through our networks.

 [lac.rentals@mississauga.ca](mailto:lac.rentals@mississauga.ca)

 [livingartscentre.ca](http://livingartscentre.ca)

 dial 3-1-1 within city limits



## Living Arts Centre in-kind assets

- Digital Signage (interior)
- Venue Website
- Marquee Signage (exterior)
- Arts & Culture Website
- City of Mississauga Tourism Website
- saugaLIVE e-newsletter or e-blasts (based on availability)
- Event promotion on saugaLIVE social media channels (Instagram, Facebook, and Twitter)

When advertising your event, always use “Living Arts Centre”. Any and all use of the Living Arts Centre logo or likeness of the venue must be approved by our marketing team, who can also supply appropriate logos.



# ABOUT THE CITY OF MISSISSAUGA

# About The City of Mississauga

Mississauga is the largest city in the Peel Region with a total population of over 800,000 residents.

 [mississauga.ca](http://mississauga.ca)

 [@citymississauga](https://www.instagram.com/citymississauga)

The city is part of North America's largest and fastest growing regions, and Canada's most powerful beacon to the world with millions of people seeking economic opportunities, peace and security, and a better quality of life. With the downtown core of Mississauga being conveniently situated between two major Canadian highways, the city can boast a metropolitan reach of nearly 6 million.

## mississauga tourism

A vibrant and culturally-rich city, Mississauga is a top tourist destination in the country that offers its visitors a variety of entertaining, engaging and inspiring experiences through its festivals, museums, theatres, and cultural sites.

# Living Arts Centre



[livingartscentre.ca](http://livingartscentre.ca)



[lac.rentals@mississauga.ca](mailto:lac.rentals@mississauga.ca)



3-1-1  
within city limits



Follow us at  
[@saugaLIVE](https://www.instagram.com/saugaLIVE)

