

EVENT RENTAL POLICY GUIDE

Thank you for considering The Strand for your event!

The Strand Theatre first opened its doors on September 24, 1935. It was the Golden Age of cinema, and the citizens of Marietta packed the house, dressed to the nines, to see Fred Astaire and Ginger Rogers dancing cheek to cheek on the silver screen.

Today, The Strand is a unique venue for films, live entertainment, and private events. The Strand features beautiful event spaces and a one-of-a-kind view of historic Marietta and Kennesaw Mountain from the only rooftop terrace on the Marietta Square.

With an elegant terrace level ballroom and glamorous second floor Lumiere Lounge, The Strand is perfect for receptions, cocktail parties, corporate events, lectures, and more.

Our events team is committed to delivering exceptional experiences. Before booking your event, please read through this rental policy guide so we can deliver the best event possible for you and your guests. If you have any questions or to set up a tour of the facility, please reach out to your event specialist or email myevent@strandmarietta.org.

Thank you,



Chris DeLeo
Facilities and Events Director
Earl and Rachel Smith Strand Theatre



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EVENT SPACES

FOURTH FLOOR TERRACE BALLROOM



What used to be the back of a projection booth in the 1930s is now an elegant space for hosting memorable events. The fourth floor ballroom boasts coffered ceilings, a teardrop chandelier, and three windows overlooking the square.

This top tier event space bears access to an open-air terrace, where guests can enjoy the only rooftop view of the historic Marietta Square and picturesque views of nearby Kennesaw Mountain.

SECOND FLOOR LUMIERE LOUNGE



Many of the classic photos of the Marietta Square and The Strand were photographed by Mr. Horace Loudermilk, whose premier Loudermilk Studios was once housed in what is now the Lumiere Lounge.

Today, the lounge is known for its cozy atmosphere both day and night. The space is dramatic and elegant, featuring seven oversized windows, art deco stylings, cherry wood floors, coffered ceilings, and three beautiful chandeliers rescued from a historic Atlanta hotel. The café and couch seating makes this room perfect for social events and gatherings.

EVENT ROOM RATES

The following represent charges associated with rental of the facilities. All prices are subject to change. Listed rates do not include a required \$500 refundable damage deposit.

Fourth Floor Terrace Ballroom

HOURS OF OPERATION: 10 am - 11:30 pm

Events must be concluded and out of the space by 11:30pm

- Weekday Rate | Sunday - Thursday
 - Up to 4 hours — \$1,350
 - 6 hours — \$1,650
 - 8 hours — \$1,900
- Weekend Rate | Friday - Saturday
 - 8 hours — \$2,500
- Capacity
 - Ballroom: 80 guests cocktail style | 56 guests banquet style
 - Terrace: 75 guests cocktail style
 - Additional fees may apply for removal of terrace furniture*
 - Combined: 130 guests cocktail style | 72 guests banquet style
 - Fire code prohibits more than 130 guests on the fourth floor event space*

Second Floor Lumiere Lounge

HOURS OF OPERATION: 10 am - 11:30 pm

Events must be concluded and out of the space by 11:30pm

- Weekday Rate | Sunday - Thursday
 - Up to 4 hours — \$1100
 - 6 hours — \$1,350
 - 8 hours — \$1,550
- Weekend Rate | Friday - Saturday
 - 8 hours — \$1,900
 - Friday and Saturdays are available as eight (8) hour blocks only.*
- Special “Brunch” Rate | Sunday - Thursday
 - 10 am to 2 pm — \$700
 - Includes space rental and cleaning fee. Does not include bartender or marquee messages.*
- Capacity
 - 70 guests cocktail style | 40 guests banquet style
 - Additional fee may apply for removal of lounge furniture*

The following are billed at 200% of the above rates: Easter, Fourth of July, Thanksgiving, New Year's Eve, New Year's Day, and select festival days. The theatre is closed on Christmas Eve and Christmas Day.

Payments made by credit card are subject to a 3% processing fee. Payments made by check, cash, or ACH are not subject to processing fees. Price sheet is current as of September 16, 2026.

DETAILED RENTAL INFORMATION

Included in the rental fee are the following items

- Use of the event space for the contracted time
- Table and chair setup
- One bartender
- Tables, chairs, and linens
- A marquee message on the day of your event
- A/V equipment

Space Reservation

Availability is first come, first served. Space is only guaranteed upon submission of full payment, signed contract, and refundable damage deposit.

Damage Deposit

An additional refundable damage deposit of \$500 is due immediately with the signing of the contract. The deposit is to be used to offset any overages or damages, and the remainder will be refunded. If the deposit does not fully cover the damages, an invoice will be issued. In order to assess any damages, a walk-through will take place at the completion of each event load out/clean up.

Payment Schedule

100% of the rental fee is due upon the signing of the contract. Any verbal arrangement is subject to immediate cancellation by The Strand without full payment and signed contract.

Cancellation Clause

Cancellation within 180 calendar days of an event will result in the forfeiture by the renter of all payments for said event with the exception of the refundable \$500 damage deposit. Cancellation more than 180 days in advance will entitle renter to a refund of any payments, less a \$200 administrative fee. A fee of \$25 shall be paid for reissuing any Rental Agreement. A fee of \$100 will be levied on returned checks.

Site Visits

Two (2) one-hour site visits are included in the rental price and must be scheduled in advance. The purpose of the site visit is to finalize your event details. It is recommended the renter include all parties involved to see the facility during these two visits, such as: event planner/coordinator, designer (florist, decorator), etc. If additional site visits are required, they must be scheduled in advance and will be billed at \$50/hour.

Additional Information

- The Strand reserves the right to limit the volume and subject matter of live or recorded music. Outdoor music may not be played (live or recorded) if there is a conflicting City of Marietta event at the same time. Renter is responsible for coordinating their event with the City of Marietta calendar.

- Disruptive attendees may be asked to leave at the discretion of Strand staff.
- Other rental spaces may be in use inside the building, which may include the sale of concessions and/or alcohol.
- Alcohol must only be served by a Strand employee.
- The allotted rental time must include your set-up, decoration, and break down time. It is the renter's responsibility to remove any and all decorations, food, and personal belongings. The facility must be left cleared and promptly vacated at the ending time of your rental. Any belongings left behind will be subject to an additional disposal fee.
- If the renter fails to adhere to the contracted schedule, an overcharge fee of \$175/hour will be automatically applied. Bartenders will not operate past scheduled time.

FREQUENTLY ASKED QUESTIONS

Do I have to use The Strand's preferred caterers?

In most cases, an outside caterer may be brought in for a \$350 kitchen/administration fee. The caterer must be approved by The Strand before you contract with the company. The caterer is required to: 1) Provide proof of insurance; 2) Provide a copy of current business license; 3) Take a tour of the facility prior to the day of the event. No fee is charged if a preferred caterer is used.

Can I bring in my own food or drink?

Lessees of The Strand Theatre may not provide or bring in food or drink. A licensed and insured caterer must provide all food items served at the event.

Can I provide my own alcohol?

The Friends of The Strand, Inc. holds the liquor license for the Earl and Rachel Smith Strand Theatre. Due to city and state codes, no alcohol may be brought in and served by other parties. All alcohol must be provided by licensed distributors to The Strand.

Can we dance in the event space?

Yes. You may rent a dance floor from a rental company if you prefer.

Can I bring in my own entertainment?

You may bring in a DJ or other form of entertainment. You may also use The Strand's sound systems to play music from a CD or a device such as a phone or computer with a 3.5mm auxiliary input. You would be responsible for changing or adjusting your music as needed during the course of your event. Any entertainment must be approved by Strand management. The Strand reserves the right to limit the volume and subject matter of live or recorded music. On the terrace, outdoor music may not be played (live or

recorded) if there is a conflicting City of Marietta event at the same time. Renter is responsible for coordinating their event with the City of Marietta calendar.

Do I need to use your vendors for flowers, photography, or linens?

You may use your own vendors for anything except for beverages. We recommend our vendors as they are familiar and experienced with the space. Additional fees may apply for using a non-preferred caterer.

Do you provide linens?

The Strand has a limited selection of black and white linens that may be used for your rental, based on availability. In most cases, your caterer or a rental company can also provide the linens. For more formal events, we recommend renting linens through your caterer.

How much does it cost to rent chairs and tables?

The Strand provides tables and chairs as part of your event rental package, saving you the additional cost of renting from an outside company. The Strand inventory includes:

- Nine (9) 60" round resin banquet tables
- Eight (8) 8' resin buffet tables | *Dimensions: 30" W x 96" D x 29" H*
- Six (6) 6' resin buffet tables | *Dimensions: 30" W x 72" D x 29" H*
- Eighty (80) black vinyl round back seats | *Dimensions: 17 ½" w x 21 ½" d x 35 ½" h*
- Six (6) highboy cocktail tables | *Dimensions: 80" w x 80" d x 104" h*

BEVERAGE SERVICE

The Friends of The Strand, Inc. holds the liquor license for the Earl and Rachel Smith Strand Theatre and is required by law to be the sole provider of alcoholic beverage services for all events.

Event space rentals include one bartender. Additional bartenders can be provided at \$25/hour with a 4 hour minimum.

— BAR SERVICE OPTIONS —

Open Bar (*recommended*)

Renter pays for drinks served. Renter can specify which of the items below are covered in the open bar. Items are based on our distribution list, which is available upon request. Credit card must be provided in advance. Open bars are subject to a 15% gratuity.

Cash Bar

Guests purchase their own drinks with cash or credit card.

Drink Tickets

This plan is generally offered at nonprofit or corporate events. With this option, renter purchases a set number of drink tickets for their guests. Ticketed tabs are subject to a 15% gratuity.

With any of the above bar service options,, the renter may choose to offer a non-alcoholic bar, beer and wine, or full bar.

— BEVERAGE PRICING —

NON-ALCOHOLIC BAR

Bottled Water	\$2
Soda	\$3

BEER & WINE BAR

Bottled Water	\$2
Soda	\$3
Beer	\$5 - \$7
Wine	\$8

FULL BAR

Bottled Water	\$2
Soda	\$3
Beer	\$5 - \$7
Wine	\$8
Cocktails	\$7+

Alcohol inventory list available upon request

CATERING AND VENDORS

All catering must be hosted by a licensed and insured caterer. No food, other edibles, or drinks shall be sold or given away in the facility by a renter unless otherwise authorized.

If a Strand preferred caterer is not used, additional fees will apply. If a caterer is not on the preferred caterer list below, they are required to:

1. Provide proof of insurance
2. Provide copy of current business license
3. Take a tour of the facility prior to day of events

— STRAND PREFERRED CATERERS —

ADRIANE'S DELECTABLES

3894 Due West Road, Ste 270
Marietta, GA 30064
Phone: (404) 966-3609
www.adrianesdelectables.com

CARRIAGE HOUSE CATERING

57 Whitlock Avenue
Marietta, GA 30064
Phone: (770) 426-9852
www.carriagehouse-catering.com

CATERED SOUTHERN EVENTS

Phone: (770) 714-8426
sandrascateringcreations@gmail.com
www.cateredsouthernevents.com

DAVE POE'S BBQ

660 Whitlock Avenue
Marietta, GA 30064
Phone: (770) 792-2272
www.davepoes.com

A DELIGHTFUL BITEFULL CATERING

Phone: (770) 565-4146
info@bitefull.com
www.bitefull.com

GABRIEL'S

800 Whitlock Avenue, Ste 135
Marietta, GA 30064
Phone: (770) 427-9007
catering@gabrielsdesserts.com
www.gabrielsdesserts.com

L ON NORTH

113 N Park Sq
Marietta, GA 30060
Phone: (770) 675-7972

LOW COUNTRY CATERING

2000 South Pioneer Drive SE
Smyrna, GA 30082
Phone: (404) 352-1121
catering@lowcountrycatering.net
www.lowcountrycatering.net

MISS MAMIE'S BAKERY

156 Roswell Street SE
Marietta, GA 30060
Phone: (404) 352-1121
lindsey@missmamie.com
www.missmamie.com

THE MARIETTA LOCAL

148 Roswell Street
Marietta, GA 30060
Phone: (770) 794-2299
catering@TheMariettaLocal.com
www.themariettalocal.com

PIASTRA

45 West Park Square
Marietta, GA 30060
Phone: (770) 425-9300
piastrarestaurant@gmail.com
www.piastrarestaurant.com

STOCKYARD BURGERS AND BONES

26 Mill Street
Marietta, GA 30060
Phone: (678) 503-2760
www.stockyardburger.com

SUGAR CAKES PATISSERIE

101 North Park Square NE
Marietta, GA 30060
Phone: (770) 218-9994
info@sugarcakespatisserie
www.sugarcakespatisserie.com

TAQUERIA TSUNAMI

70 South Park Square
Marietta, GA 30060
Phone: (678) 324-7491
info@TaqueriaTsunami.com
www.taqueriatsunami.com

— Other Recommended Vendors —

GEORGIA PLAYERS GUILD

Band and Solo Musicians
Jacob Deaton
Phone: (404) 274-7613
jacobbgpg@gmail.com
facebook.com/georgiaplayersguild

K MIKE WHITTLE DESIGNS

Floral Designs
156 Church Street
Marietta, GA 30060
Phone: (770) 499-1700
www.kmikewhittledesigns.com

HADLEY(S) PHOTOGRAPHY

Photography and Videography
Justin & Rickelle Hadley
26 Winters St
Marietta, GA, 30060
Phone: (404) 731-4006
info@hadleysphoto.com
www.hadleysphoto.com

PARKING AND ACCESSIBILITY

Parking

There are numerous free and paid parking options throughout the Marietta Square area. The Square features both paid and free parking lots, as well as free parking spaces and several paid parking decks. Please visit marietta.com or marietta.gov for the most up to date parking information.

City Events

Marietta City often hosts events such as festivals and 5k races on the historic Marietta Square. Because The Strand is also located on the square, these events can include outdoor music and affect parking availability. It is the renter's responsibility to check all city-related calendars and choose their event dates accordingly.

Accessibility

All event rooms at The Strand are wheelchair accessible.

