

The ArtsMan Chronicle

December 24, 2012

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MANAGEMENT
SYSTEMS



Happy Holidays!

By Diane Tuma

Another year is coming to a close and it has been an extremely busy one for us. We've had lots of new installations, launched a new website, made yet more exciting enhancements to Theatre Manager. We would like to take this opportunity to say THANK YOU and wish everyone the very best for the new year. May your holiday season be filled with much joy, happiness and success.

Have a happy and safe holiday!

For the clients and friends of Arts Management Systems

Welcome to our Newest Clients

May 2012

➤ Located in Saint John, New Brunswick, the original Imperial Theatre (www.imperialtheatre.nb.ca) was designed by Philadelphia architect Albert Westover, and was built during 1912 and 1913 by the Keith-Albee vaudeville chain of New York City and their Canadian subsidiary, the Saint John Amusements Company Ltd. The theatre was designed as a modern adaptation of the Italian Renaissance, and opened on September 19, 1913, and was used both for live vaudeville acts as well as "talkies". In 1929, it was renamed the Capitol Theatre, and like most vaudeville houses across the continent, became a cinema. The Imperial Theatre reopened in May, 1994 after being restored to its original 1913 Victorian splendor. Imperial Theatre is Atlantic Canada's busiest and most beautiful venue for live performance. The people of Saint John are proud of 'their' theatre. This claim of pride has been made indisputable by the attendance rates for shows at Imperial Theatre which have been 88% on average! Sold out performances, box office record breakings, and standing ovations have become the norm at Imperial Theatre.

June 2012

➤ Since its inception in 1932, the Duluth-Superior Symphony Orchestra (DSSO) (www.dssso.com) has proven to be a leading cultural organization in their region. Now in its 77th season, the DSSO has consistently provided professional level performances of symphonic music, both traditional and new, to audiences of every age and background. The DSSO has set itself apart from its peers and established a unique tradition by regularly featuring the most important soloists of the day. In their search for a Venue Management platform, the DSSO utilized the services of an independent consulting firm, and conferred with similar organizations to narrow down the field for selection. We're very excited that they selected Theatre Manager as their choice!

➤ Located in the heart of downtown West Palm Beach, Florida, the Palm Beach Dramaworks (www.palmbeachdramaworks.org) is a professional not-for-profit theatre company that engages and entertains audiences with provocative and timeless productions that personally impact each individual. Their productions include recent Broadway revivals as well as local favourites. In addition to producing professional theater, Dramaworks also hosts regular events like the Master Playwright Series, in which playwrights are highlighted with biography presentations and staged scene readings by professional actors. After the readings, the audience is invited to discuss the playwright's work and themes. Another program the theater offers is Drama(in the)works, where playwrights are invited to develop their new works through staged readings and audience talkbacks.

July 2012

➤ Established in 1979, Buddies in Bad Times Theatre (www.buddiesinbadtimes.com) is a professional Canadian theatre company dedicated to the development and presentation of queer theatre. Over the past 30-something years, it has evolved from a small production company into the largest facility-based queer theatre company in the world. The theatre sits in the heart of downtown, adjacent to Toronto's Gay Village, and its primary constituencies are the city's Lesbian, Gay, Bisexual and Transgender communities, and an urban alternative theatre-loving audience, both LGBT and straight. Buddies in Bad Times Theatre narrowed their solution provider search by visiting and interviewing other theatres in the Toronto area. After seeing Theatre Manager in action at Tarragon Theatre and completing due diligence reference checks, their search was over.

➤ Talk is Free Theatre (www.tift.ca) is an artist-driven, award winning theatre company based in Barrie, Ontario. The company was founded in 2003 by Artistic Producer Arkady Spivak and has produced fifty productions concentrating largely on new and neglected work. In 2010, Talk is Free Theatre and Birdland Theatre co-produced *Assassins* in Toronto. This critically acclaimed production sold out its entire run and won the Dora Award for Best Musical. It was remounted this past January with five new cast members and once again, it sold out for 6 weeks, including two extensions.

Are you still at Versions 6, 7 or 8, and looking to upgrade to Version 9? If so, please contact Tod Wilson and he will be more than happy to answer any questions you may have and get the process started for you. Tod can be reached by email at sales@artsman.com or by phone at (403) 536-1214

Welcome to our Newest Clients(cont'd)

August 2012

► The Birmingham Children's Theatre (BCT) (www.bct123.org) exists to educate, entertain and enrich the lives of children through the magic of professional Theatre. Located in Birmingham, Alabama, it is one of the nation's old and largest professional theatre companies for young audiences. BCT produces high-quality, professional theatrical entertainment and curriculum-relevant arts education experiences for children and families. BCT is the largest employer of professional theatre artists in North Alabama, and is Alabama's only professional touring theatre company. As the resident professional theatre of the Birmingham-Jefferson Convention Complex (BJCC), BCT operates the 150-seat Dominick Studio Theatre, the intimate 250-seat Wee Folks Theatre for students aged 3-6 and the larger 950-seat Mainstage Theatre for students 6 and up. BCT started exploring a Theatre Manager solution after reviewing the results of the ticketing software satisfaction survey produced by the Center for Arts Management and Technology at Carnegie Mellon University.

September 2012

► Located in Toronto, Ontario, the Young People's Theatre (YPT) (www.youngpeoplestheatre.ca) is the largest Theatre for Young Audiences (TYA) company in Canada and a significant institution in the Canadian professional theatre community. Over its 47-year history, YPT has produced many of the most important works that now form the canon of plays for young audiences in this country. Learning is at the center of everything YPT does and the theatre is renowned as the showplace for presenting important TYA work developed elsewhere. In addition to being a producer and presenter of theatre, YPT has also been home to a year-round Drama School for youth since 1969.

► The Smith Center for the Arts (www.thesmith.org) is both a presenting organization and a catalyst for enhancing the role for the arts in the Finger Lakes Region. The organization owns and operations the historic Smith Opera House, manages a regional arts events calendar, and coordinates numerous other arts advocacy projects. For more than a century, the Smith Opera House has thrived as the center stage of the region, offering quality performing arts and cultural opportunities for area residents and regional visitors. Occupied approximately 250 nights per year with events open to the public, the theatre is an ongoing symbol of historic preservation, non-profit perseverance and artistic excellence. With seating for 1,434, the Smith boasts the largest indoor silver screen in the region and now features a state-of-the-art digital projection.

Have you checked out our Quick Reference Guide section on our Theatre Manager Help website lately? We have quick reference guides, videos and cheat sheets to help you with a variety of topics.

Please click [here](#) to take a look.

We are continually adding new ones, and encourage you to check back often!

A Fun Website to Visit!

During a recent search online for any mention of Theatre Manager, I was pleasantly surprised to find a website which referred to us in a fun way ...

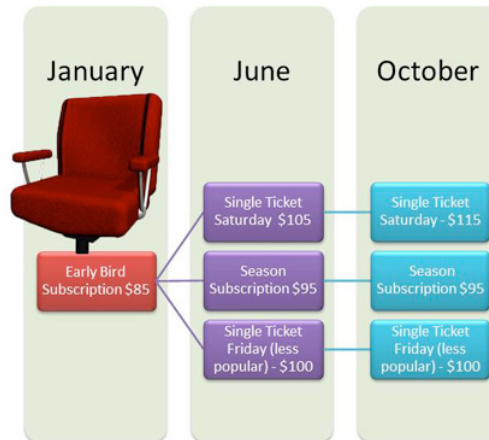


I recommend that you follow this tumblr blog ... it's a lot of fun and if you are involved with a box office at all, you will be able to relate. It can be found here:

<http://whatshouldboxofficecallme.tumblr.com/>

Dynamic Pricing

One of “the” hot topics in the industry these days is Dynamic or Demand Based Pricing. Dynamic pricing is when prices of tickets are lowered or raised based on a fluctuation in demand. Here is an example of what this could look like:



Some organizations choose to implement a higher price schedule when ticket sales are in high demand. Likewise, prices may need to be lowered in an effort to bring more patrons in. Dynamic pricing allows you to change the Pricing map while sales are currently ongoing. There are a few tools in Theatre Manager which can help you:

1. A [new pricing map](#) allows you to:
 - Change the [price codes for reserved seating events](#) in the middle of a sale to re-scale the seating sections in a venue dynamically.
 - Change the [pricing maps for an entire event](#) if you want to move the event from one venue to another or to use a different map within one venue.

There are rules for switching venues or pricing maps. The new venue or pricing map must:

- Be active.
- Have the same valid price codes in the new venue and pricing map.
- Have the same seating capacity and seats must be named (reserved seating only).
- When changing the reserved seating map for an event, you can select some other venues (and their pricing map).
- When changing the reserved seating map for one performance, you can only select other pricing maps within the venue.
- When changing the map for a general admission performance, you set the alternate venue as before.
- If using Theatre Manager’s Outlet Edition, the map and event MUST be owned by the same outlet. Users from outside your outlet cannot change price maps or prices codes for you.

Are you planning to attend the INTIX conference in Orlando on January 29-31, 2013? Stop by, say hello and see our new booth! We'll be at booth #615.

Are you located in the Orlando area, but not attending the conference? If you would like to come check out the exhibit hall, we can provide you with passes. Please send us a quick email to sales@artsman.com, and we will send you a pass.

2. Using the Ticket Printing, Invoicing and Inventory Analysis ([Tickets Sold/Revenues by Promotion and Price Code](#)) report, you can determine which seats have been sold and which codes you may want to change.
3. The [Hot Seat Analyzer](#) (you need the Facility Management Module to access this). You can use it to:
 - Determine the usage frequency of seats in a venue and/or the revenue capacity of a particular seat.
 - Find out if the current price zones in the venue are appropriate or if they should be allocated differently to accommodate customer preferences in your venue.
 - Using this tool allows you to replace the typical bands of seats with different pricing on aisles or zones in the venue.

This information can also be found on our online help pages at:

<http://help.theatremanager.com/frequently-asked-questions/demand-based-pricing>

Theatre Collingwood is Featured in a Documentary



During the month of September, Theatre Collingwood (www.theatrecollingwood.com) was featured in a documentary entitled: "Theatre Collingwood: From Page to Stage", which aired on a local cable TV station.

Located in Collingwood, Ontario, Theatre Collingwood is a professional theatre company which is dedicated to showcasing Canadian talent in high quality productions. It offers events, workshops and educational programs enriching the cultural life in the community.

"From Page to Stage" is a glimpse behind the scenes of Theatre Collingwood, taking you through a journey of commitment, theatrical passion, and community engagement. Candid interviews and playwright perspectives highlight the hard work of the many people associated with Theatre Collingwood. Through the support of sponsors,

volunteers and the community, Theatre Collingwood continues to produce high quality productions for audiences to enjoy, escape to and be entertained.

If you are interested in viewing the half-hour video, it can be found here:

[Theatre Collingwood: From Page to Stage](#)

Ensemble Theatre Breaks Ground on the New Vic!



Ensemble Theatre Company of Santa Barbara (www.ensembletheatre.com) officially commenced construction on their new home at the Victoria Theater! After a decade of planning, Ensemble began extensive renovation of the 80-year-old Victoria Community Hall on West Victoria Street, to transform the facility into a modern, intimate 300-seat theater slated for a grand opening in the fall of 2013. A celebratory groundbreaking event was held on June 28th to officially launch the construction. In attendance were over 100 patrons, donors, VIP guests, volunteers and enthusiastic supporters, eager to see Ensemble move into its new home.

At the new Vic, Ensemble will continue its youth-oriented programs and will be able to grow its main-stage productions into a broader range of plays. With a larger stage and state-of-the-art lighting, sound and technical capabilities, the New Vic will provide expanded opportunities for more complex production designs, and larger cast shows, as well as musicals and dance productions.

More information about their exciting news can be found on their [website](#).

And the Award Goes to



The Business Review recently held its CFO of the Year awards, and Rick Geary from SPAC - Saratoga Performing Arts Center (www.spac.org) won in the non-profit category.

The Business Review honors the top CFO's in the Capital Region for their outstanding performance in their roles as corporate financial stewards. These awards were started in 2009 to honor the vital, but sometimes unheralded, role of the CFO. For the class of 2012, they started with a long list of nominations and then narrowed them down to 14 finalists in four categories (non-profit, large private company, small private company, and future financial executive, which goes to a college student in the greater Capital Region.) We know that you faced some tough competition Rick, and we send our congratulations your way!

Getting ready to do your Year-End Rollover? Please go to [this webpage](#) on our help site for more information.

Are you looking for more information on Season Subscriptions, check this [page](#) out.

There is a lot of information available on our help website at <http://help.theatremanager.com/>

Ticketing Associations ... A Great Way to Network

I know that many of you already know about INTIX, www.intix.org (International Ticketing Association), but as we are getting close to the annual conference (January 29-31, 2013 at Disney's Contemporary Resort, Lake Buena Vista, FL), I thought that I would share some information about the association in the event that you don't know about it.

INTIX is a nonprofit membership organization committed to leading the forum for the entertainment ticketing industry. INTIX represents over 1000 ticketing, sales, technology, finance and marketing professionals who work in arts, sports and entertainment as well as a full range of public venues and institutions. Members represent organizations from across the United States, Canada and 20 countries from around the globe. Every year, they have a conference in a different city which is designed to meet the needs of those working in the entertainment ticketing industry. The programs combine educational workshops, committee and business meetings, networking and social events, and exhibits of ticketing products and services. This year the conference is in Orlando, FL. More information about the conference can be found here:

[INTIX Conference](#)

There are a number of regional ticketing associations as well which may be beneficial for you to look into. They are a great place to get together to network and share experiences. Here are some of the regional associations that we are aware of:

BAPTA (Bay Area Professional Ticketing Association)

Region: Greater Bay Area of Northern California

www.bapta.org

Carolina Regional Ticketing Association

Region: North Carolina and South Carolina

[Facebook Page](#)

DC BOMR (The Washington DC Box Office Manager's Roundtable)

Region: Washington DC, Maryland, and North Virginia

www.bomr.wordpress.com

[Facebook Page](#)

FLOAT (Florida Association of Ticketing)

Region: Florida

[Facebook Page](#)

GaPTA (Georgia Professional Ticketing Association)

Region: Greater Atlanta area and nearby region

www.gapta.info

GHATA (Greater Houston Area Ticketing Association)

Region: Greater Houston Area

[Facebook Page](#)

HAPTA (Heart of America Professional Ticketing Association)

Region: Kansas and Missouri

www.hapta.net

HCATA (Hill Country Admissions and Ticketing Association)

Region: Texas Hill Country - Austin, San Antonio, San Marcos, New Braunfels

[Facebook Page](#)

ITP (Intermountain Ticketing Professionals)

Region: Salt Lake City and Intermountain Region (Utah, Wyoming and Idaho)

[Facebook Page](#)

Here is our trade show exhibit schedule for 2012/2013:

INTIX (International Ticketing Association)
33rd Annual Conference & Exhibition
www.intix.org
- Lake Buena Vista, FL
- January 29 to February 1, 2013

League of American Orchestras Conference
- St. Louis, MO
- June 17 to 20, 2013
www.americanorchestras.org

League of Historic American Theatres (LHAT)
- Minneapolis, MN
- July 17 to 20, 2012
www.lhat.org

If you plan on attending any of these conferences, please stop by and say hello. We'd love to see you!

Ticketing Associations(cont'd)

LVRTA (Las Vegas Regional Ticketing Association)

Region: Southern Nevada and Las Vegas area

[Facebook Page](#)

L.O.T.T.O. (Los Angeles & Orange County Ticketing Organization)

Region: Los Angeles, CA area

[Facebook Page](#)

NASHtix

Region: Nashville, TN Area

Contact: Marty McGinty, marty_mcginty@yahoo.com, +1 (615) 308-5720

OPTA (Ontario Professional Ticketing Association)

Region: Ontario, Canada

www.optaonline.ca

OrTAA (Oregon Ticketing & Admission Association)

Region: Oregon Area

[Facebook Page](#)

POInK (Ohio, Indiana, Kentucky Ticketing Group)

Region: Ohio, Indiana and Kentucky

[Facebook Page](#)

SNAP (SoCal Network of Admission Professionals)

Region: San Diego and Southern California

[Facebook Page](#)

TRI-TIX

Region: Tri State area of New York, New Jersey and Connecticut

email: tritixregional@gmail.com

TSG (Ticketing Services Group of the Upper Midwest)

Region: Minnesota, Iowa, Eastern North and South Dakota, and Western Wisconsin

www.tsgmidwest.org

WATER (Washington Ticketing Employee Resource)

Region: Seattle, WA and surrounding cities

Contact: Jeff Beauvoir, jeffb@stgpresents.org

Here are a few other associations you may be interested in:

League of American Orchestras (LoAO)

www.americanorchestras.org

League of Historical American Theatres (LHAT)

www.lhat.org

American Association of Community Theatre (AACT)

www.aact.org

Greater Vancouver Professional Theatre Alliance (GVPTA)

www.gvpta.ca

ArtsReach (Association of Arts Management, Marketing & Development Professionals)

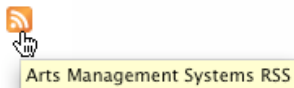
www.artsreach.com

There are many others out there. If you know of any other which we can list in a future newsletter, please let me know at diane@artsman.com



Please subscribe to our RSS feed.

Subscribing to the RSS feed is the best way to stay up-to-date with what is new with your software and Arts Management Systems. To subscribe to this feed, use the link <http://help.theatremanager.com/> and click on the RSS feed icon in the upper right hand corner. The icon looks like this:



Depending on your browser, you will need to select how you would like to receive your RSS subscription.

We urge you to subscribe to the RSS feeds, as this is how you will receive Theatre Manager update notifications.

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