

The ArtsMan Chronicle

December 9, 2011

ARTS
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Happy Holidays!

By Diane Tuma

As 2011 comes to an end, we think about everything that we are grateful for. Our relationship with our clients is important to us at ArtsMan. May your holiday season be filled with much joy, happiness and success. We look forward to working with you in the coming year and hope our business relationship continues for many years to come.

Have a happy and safe holiday!

For the clients and friends of Arts Management Systems

Welcome to our Newest Clients

The new South Miami-Dade Cultural Arts Center (www.smdcac.org) is a world-class, multi-disciplinary performing arts center in the heart of the Town of Cutler Bay. The Center is dedicated to presenting and supporting arts and culture and providing access to the arts to the entire Miami-Dade County community. It will serve as a showcase for the performing and media arts, welcoming people from all backgrounds and economic means. The facility includes 966 seat state-of-the-art theater, which features a fly tower, orchestra pit, front of house spaces (box office, lobby, concessions, etc.) and back of house support spaces (dressing rooms, storage and work areas, administrative offices, etc.). The site also includes an activities building which houses lab / experimental theaters, and may be used for classrooms, rehearsals, and small-scale performances. A beautiful outdoor plaza allows for festivals, art shows, and other outdoor activities. The concert lawn "back yard" slopes to the Black Creek Canal, and can host outdoor concerts, performances and events.

The Grand Theatre (www.the-grand.org) is located on Salt Lake Community College's South City campus and has been producing theatre for 20 years. Each year, The Grand offers a season of 5 shows along with other special concerts, lectures, films and productions. Their commitment is to present productions that will entertain and engage their patrons in a new dynamics that will enrich their community's future. They try to do this via their local talent and by maintaining affordable ticket prices.

The Albany Symphony (www.albanysymphony.com) is a professional symphony orchestra based in Albany, New York. It is one of the region's most revered music and cultural institutions, having won numerous national awards for its adventurous concert programming, recording projects, composer residencies, and innovative educational efforts involving area schools throughout the region. As the only professional symphony orchestra based within the Capital Region, the Albany Symphony enriches a broad and diverse regional community, engaging over 150,000 people each year across an extended geographical area.

The Vancouver Recital Society (www.vanrecital.com) has built a reputation around the world for innovation and excellence in programming, garnering prestigious awards in New York and Toronto. It is one of the few recital series in North America dedicated to presenting internationally acclaimed artists, both emerging and established. Formed in 1980, the Vancouver Recital Society now presents its recital series at four venues: Vancouver Playhouse, Orpheum Theatre, Kay Meek Centre and the Chan Centre for the Performing Arts.

Hot off the Press! New Product Available!

While Theatre Manager has long supported Boca Printers, we now offer them as part of our desire to provide complete 'one stop shopping'. If you currently use BOCA printers and are in need of a replacement, please contact Tod Wilson, and he can provide you with more details. He can be reached at sales@artsman.com or by phone at (403) 536-1214.

If you are looking for a gift for that hard to shop for individual, how about considering the following:

- Practical Automation Printers
- Generic or Custom Thermal Ticket Stock
- MiniMag Credit Card Swipes
- Tethered Bar Code Scanners
- Wireless Ticket Scanners
- Cash Drawers
- SSL Certificates
- User Licenses

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

The Legend of Kung Fu in Branson, Missouri

Branson is a small town of approximately 8,000 people, nestled in the heart of the Ozark Mountains in Missouri. This town attracts approximately 7 to 8.25 million visitors each year to a tremendous variety of entertainment venues. One of these venues is the White House Theatre which houses The Legend of Kung Fu, which became one of our clients in April of 2011.



The ticketing industry in Branson isn't as regulated as it is in other entertainment hubs such as Orlando, Las Vegas and Broadway, so this makes the city unique in that they have over 400 brick-and-mortar ticket resellers. This makes it very difficult for venues to attract patrons to their box offices. The Legend of Kung Fu was coming to the end of their contract with their former ticketing company, and decided that they wanted to explore their options and find the best system that they could.

Renee' Johnson, the Assistant General Manager of The Legend of Kung Fu, said that they went out and looked at a wide variety of systems, both in-house and web-based. They knew what worked in their unique location and knew that they needed something more flexible and intelligent. What caught their eye with Theatre Manager was the reporting, flexibility and functionality of the system. They also liked that it is widely used - tried and true.

Now that they have been using the system for a number of months, Renee' is happy to say that they really like the system. They found the initial load-in difficult and challenging, but realized that change is never easy. She said that it helped to know that the fact they were upgrading to a better system made it easier in the long run for them. In comparing Theatre Manager to their old system, Renee said that they like how all the control lies with them. The system is designed to do everything they want and ask it to do, yet it's user-friendly. It's the perfect combination of flexibility, function and price.

Renee' and her staff found the training session very comprehensive and like that they have been able to have access to our head developer to assist them with setting things up in their unique environment - "we like the fact that we can get hold of the creator of the system to fine tune it to assist us. He can reshape it to suit us and that has been a monumental plus for us."

When asked whether Theatre Manager has made life easier for them, Renee' responded that once some very ancient hardware was replaced, the one technical issue they had completely disappeared. They have found that the software allows them to stretch, it isn't binding or restrictive. They have loved getting to know it and love how ArtsMan has stayed with them through their issues.

Renee' is happy that they selected a product that has been around as long as it has. They are finding that it is an easy system to use, yet they know that there are many aspects that they haven't had an opportunity to explore yet. They like the many convenient processes within the system (specifically the reporting) and find that they don't need to try to figure a lot of stuff out ... the system just works and makes things easy.

The website at The Legend of Kung Fu has been set up but they have delayed opening it to the public. They have been far too busy with other things to concentrate on getting everything together on their side, but they are looking forward to getting it all up and running during the off-season.

Renee's view on what she would tell someone looking to purchase Theatre Manager: "they would be hard pressed to find any other system that is as functional or intelligent as Theatre Manager that is not twice the price. It's absolutely worth a look!"

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 Unique Way to Sell Season Subscriptions

I recently attended a local ticketing association meeting and one of the members shared with the group how they recently sold some of their subscriptions. Although they are not one of our clients, I thought that it was an interesting and unique way to go about selling subscriptions and wanted to share it with you ...

The venue held a "Select a Seat" night. They used their ticketing system to produce a list of all seats that were still available to be sold as a subscription. They used that list as a mail merge, printing the section, row and seat number on an order form in big letters and THIS SEAT AVAILABLE. They had two nights available for subscriptions, and so had two order forms - each printed on different colour paper, with the show schedules for each subscription package on each.

Then, they invited the general public to come out and physically pick their seats! Everything was set up in their arena, stage and all, music playing, and the public could very easily see what the view was going to be like from their new seats. The forms that were printed earlier, were attached to the seats that were available. To claim a seat, they just pulled the order form right off it, filled out the information that was asked for on the sheet, and brought it to the box office to pay for the subscription.

It made for a great media event and the patrons loved it! They also invited their existing subscribers in a couple of hours early so that if any of them wanted to move, they could.

There is a whole gamut of possibilities with doing this ... you could have music playing from the upcoming shows, make it a "subscriber appreciation night" with cast members, etc.

Do any of you have an interesting way that you sell subscriptions that you would like to share?

Telephone Marketing Scam

One of our clients recently told us about something that happened to one of their patrons.

A patron of the theatre called to report that she had received a call at home from someone claiming that this patron had recently attended a show at the theatre and filled out a ballot to win a trip and was the winner. The patron told the caller that she had not filled out a ballot and promptly hung up the phone and called the theatre. It's disturbing that the caller knew the patron's first name and that the patron had recently attended a show at the theatre. The Theatre doesn't sell their mailing list, so they were unsure of how anyone could get hold of this information.

How can you protect yourself and your patrons from something like happening? In today's day and age, these kinds of things are happening more frequently and some people will go to any lengths to get the information that they want.

It isn't too hard to get some people's first and last names because they are listed in the phone book, however, here are some thoughts on what you can do as an organization to help protect your patrons' information:

Shred the following items if they apply to you ... don't put them out in the business recycling bins or trash:

- attendance reports
- print at home tickets (that have the patron name on them)
- misprinted tickets

Another way that some scammers can get patron name information is if the patron was a donor to your venue and you printed the information in your program. Odds are probably pretty good that a donor has a season subscription to an event and would have attended a particular event. In this case, your patron would just need to be vigilant and realize that the caller is not truly legitimate.

There is so much information available out there these days and accessible in so many ways. Our best advice is to shred all corporate information before disposing of it ... that way you protect yourselves and your patrons.

Here is our trade show exhibit schedule for 2011/2012:

INTIX (International Ticketing Association) 32nd Annual Conference & Exhibition
www.intix.org
 - San Antonio, TX
 - January 17 to 19, 2012

League of American Orchestras Conference
 - Dallas, TX
 - June 5 to 8, 2012
www.americanorchestras.org

League of Historic American Theatres (LHAT)
 - San Diego, CA
 - July 18 to 21, 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!

TicketTrove is a Star in Salt Lake City ...

Recently, one of our clients, The Pioneer Theatre Company, issued a press release about our TicketTrove app. One of the local papers took an interest in the app and decided to print a story about the app in their paper:

Lifestyle.

The Salt Lake Tribune

[Home](#) [News](#) [Sports](#) [Blogs](#) [Opinion](#) [Money](#) [Lifestyle](#) [Entertainment](#) [Weekly Ad](#) [Obituaries](#)

Arts | Faith | Food | Health | Home & Family | Outdoors | Travel | Kirby | Cannon

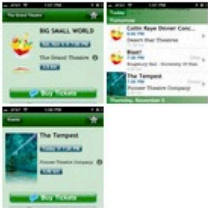
New app makes finding Utah entertainment productions a snap

Technology » Free TicketTrove app makes it easier to find shows and buy tickets.

Article Tools

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Photos



Dining Guide

- » [Black Widow Cafe & Catering \(Salt Lake City\)](#)
- » [Daly's Pub & Rec \(Park City\)](#)
- » [Zy \(Salt Lake City\)](#)
- » [Nacho's Libre \(Salt Lake City\)](#)
- » [Chabaar Beyond Thai \(Midvale\)](#)
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BY VINCE HORIUCHI
The Salt Lake Tribune

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TicketTrove, a free mobile app, makes it easy for local arts patrons to find shows and buy tickets with just a few taps on your iPhone or iPad.

TicketTrove, which was released this summer on the iTunes App Store, is a one-stop shopping service that allows theatergoers to find the productions going on around them, get their showtimes and purchase tickets straight from the app. It's only available for the iPhone, iPod touch and iPad.

"This is a great way to know what's going on around town and on what days of the week," said Kirsten Park, director of marketing for Pioneer Theatre Company. She added it's especially beneficial for arts organizations seeking an application without wanting to program their own.

Eight Utah companies are tied into the app: Deseret Star Theatre, The Grand Theatre, Kingsbury Hall, Park City Performing Arts Foundation, Pioneer Theatre Company, Red Butte Garden, Salt Lake Acting Company, Utah Shakespeare Festival and the Heritage Center Theatre in Cedar City.

TicketTrove users can buy tickets to productions from those organizations from within the app. But the app also lists all entertainment venues around you based on your GPS location, including sports arenas, and shows where they are on the phone's Google Maps function.

"It's nice to have all those things consolidated into one app," said Eddy Dawson, director of information technology for Red Butte Garden. "It brings it all together to make shopping easier for people who want to go out and be entertained."

The app is tied into a box-office management system run by a Calgary company, Arts Management System, that many theaters use to sell tickets, gift certificates or handle donations for non-profit arts organizations, said Tod Wilson, the director of sales and marketing for the company.

The company's software is used by more than 350 performing arts organizations in North America and handles about \$750 million in revenue from those organizations each year, he said.

vince@sltrib.com

Twitter: @ohmytech

The article in its entirety can be found at this link: <http://www.sltrib.com/sltrib/lifestyle/52827220-80/app-arts-company-organizations.html.csp>

Successful Audits at Plano Symphony Orchestra!

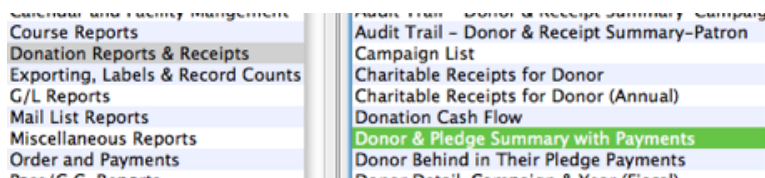
For the past three years, Plano Symphony Orchestra has had successful audits, and I recently spoke with Elizabeth Holley, the Ticket Office & Patron Services Manager and Kaitlin Einkauf, the Finance Director to discuss the role that Theatre Manager played in these successes.

Plano Symphony Orchestra uses Theatre Manager from an accounting perspective. It's used as a check and balance with their accounting system (Quickbooks). Both systems have to balance 100%. They look at it as a partnership between both programs. Each day they run their EOD, all accounts are matched and journal entries are made into Quickbooks. Each month Plano Symphony does a small reconciliation on their income accounts with respect to their ticket sales and contributions from fundraisers. They find it's very important to keep tabs on these accounts.

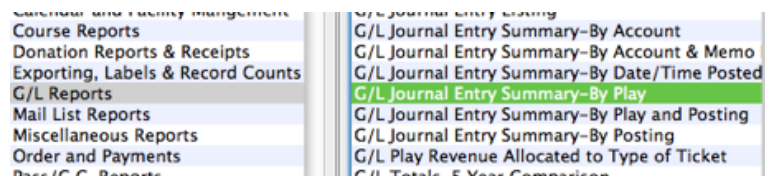
At the end of their fiscal year (June 30th), they pay closer attention to each income account to make sure there aren't any discrepancies. If there are any, then they investigate to determine what the reasons are.

Within the past month, they had their 2010/11 financial audit which is done by an independent accounting firm. This has been their third year of audits with this particular firm. The auditor provided them with a list of things which they were looking for. These included: investment accounts bank statements, deposits (especially large ones - they always want to know the details about the large deposits), and receivables. The auditor also wanted to look at how they do a number of their business practices and Elizabeth said that using Theatre Manager over the years has made them rethink their business practices and they put all this information down in writing. We will go into more detail on this in the next newsletter.

Kaitlin ran a number of reports from Theatre Manager which they then provided to the auditors. One report which they use a lot is **Donor and Pledge Summary with Payments**. This report displays their pledge receivables with aging, as well as when pledges are set up, how much has been paid and how much is owed. The criteria they used were: the appropriate **Fund** and **Donation Year-Program**. The auditors loved this one!



Kaitlin also printed G/L reports by concerts which displayed all the funds of each account, which they could then compare to Quickbooks. The criteria she used was **G/L Header Date-Posted** is greater than or equal to the start of their fiscal year.



Kaitlin and Elizabeth both felt that they were well prepared for their audits. They laid the groundwork by doing their daily EOD and their monthly reconciliations, and find that Theatre Manager provides them with the tools that they needed to be successful. As a result of their hard work, they received the highest rating available. Congratulations!



Next month we'll visit another client who has recently had a successful audit and see how using Theatre Manager has helped them as well.

For information about what the key changes are for the latest Version 9.12.08 release, please visit our website [here](#).

You can also get a complete version history of all of our releases on this same webpage.

Reminder About WYSIWYG Email Blasts

In the June 2010 Newsletter we told you about Theatre Manager having the ability to do WYSIWYG Email blasts. As we've received marketing emails from various clients, we've noticed that some of you still use an outside program, and we'd like to remind you that you can save yourself some money by using something that you already have!

Eblasts were completely revised in Version 9 to include the WYSIWYG editing. Theatre Manager has been able to do HTML email since Version 5, but now it is much easier and simpler.

Images can be pasted in a form letter or placed from your desktop via drag-and-drop. When you send out the message, Theatre Manager will recognize the images and FTP them to the Apache server and replace those images with links to a specific folder in your Apache web listener. When the patron opens the message, they see the images the way you intended. At any time, you can also view the message that was sent to the patron in WYSIWYG format as well rather than as a web page - that way you can see exactly what they see!

As a user of Theatre Manager, you can now create and send picture-perfect emails and e-blasts with ease.

E-blasts from Theatre Manager give you absolute confirmation of the purchasing cycle and effectiveness. You know who you sent the message to and who bought, without interring it from an 'open' rate on emails that is not truly accurate.

You need to be at Version 9 to utilize the WYSIWYG feature. Set up instructions to get the Apache server ready for FTP access are included on <http://help.theatremanager.com> beginning at <http://help.theatremanager.com/frequently-asked-questions/setting-e-blast-image-access-theatre-managers-web-listener>

More information about Form Letters can be found at: <http://help.theatremanager.com/theatre-manager-help/form-letters>

Sample e-blast sent by
Mississippi Symphony

The image is a sample e-blast from the Mississippi Symphony Orchestra. It features a background image of a tropical beach with a blue umbrella and two lounge chairs. The Sandals logo is in the top right corner. The text reads: "Enjoy a Luxury All-Inclusive Resort while Fundraising for the Mississippi Symphony Orchestra. Sandals will donate \$250 per booking! to the Mississippi Symphony Orchestra. Here is how it works: 1. Book a minimum 6-night Sandals, Beaches, or Grand Pineapple all-inclusive vacation between October 8, 2010 and October 21, 2010. Any resort, any category: your choice! 2. Complete your travel by January 31, 2012. 3. The Mississippi Symphony Orchestra will receive \$250 and you will receive a great vacation! Sandals & Beaches Resorts are putting the FUN back in Fundraising. For more information or to book, please contact: McGehee Cruise & Vacation, Inc. Highland Village Suite 104 4500 Interstate 55 North Jackson, MS 39211 601-981-7070 Located in Highland Village www.mcgeheecruise.com".

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/>

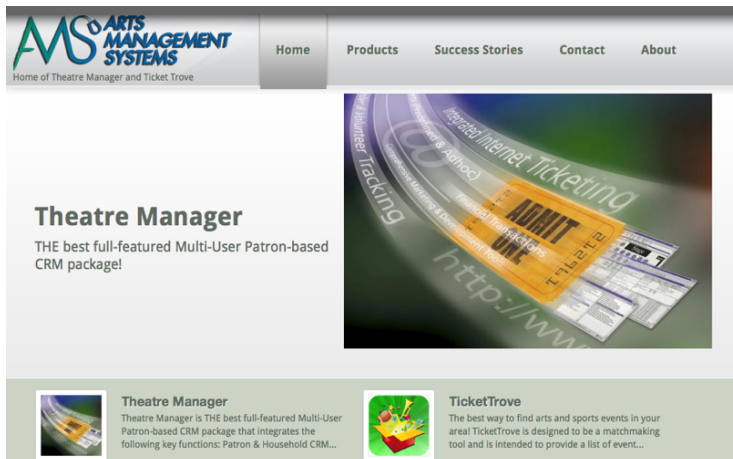


Our Website is Getting a New Look!

We're upgrading our main website and getting a new and fresher look. For the past couple of years, we've been working hard at providing you with comprehensive help pages for any questions you may have regarding the use of Theatre Manager after the Version 7 release point.

We've kept the old style website because it had the resource of help pages for clients running the the Version 6 level of Theatre Manager. Support for the Version 6 level hasn't been readily available for over a year and the last clients at that level are finally transitioning forward.

We have decided that it's finally time for us to update our website. Look for the launch at the beginning of 2012 and we look forward to your feedback.



Suite 300, #2, 3012 - 17 Avenue S.E.

Calgary, Alberta
T2A 0P9

Phone: (403) 536-1214

Fax: (403) 536-1210

Email: sales@artsman.com

Website: www.artsman.com

Theatre Manager Help Website:
<http://theatremanagerhelp.com>

The ArtsMan Team ... how to reach us:

Support:

Phone: (403) 536-1211

Email: support@artsman.com

Sales (Tod Wilson):

Phone: (403) 536-1214

Email: tod@artsman.com

Ticket Sales (Laura Easterbrook):

Phone: (403) 536-1204

Email: tickets@artsman.com

Sales Administration (Diane Tuma):

Phone: (403) 538-7760

Email: diane@artsman.com

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Arts Management Systems RSS

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.