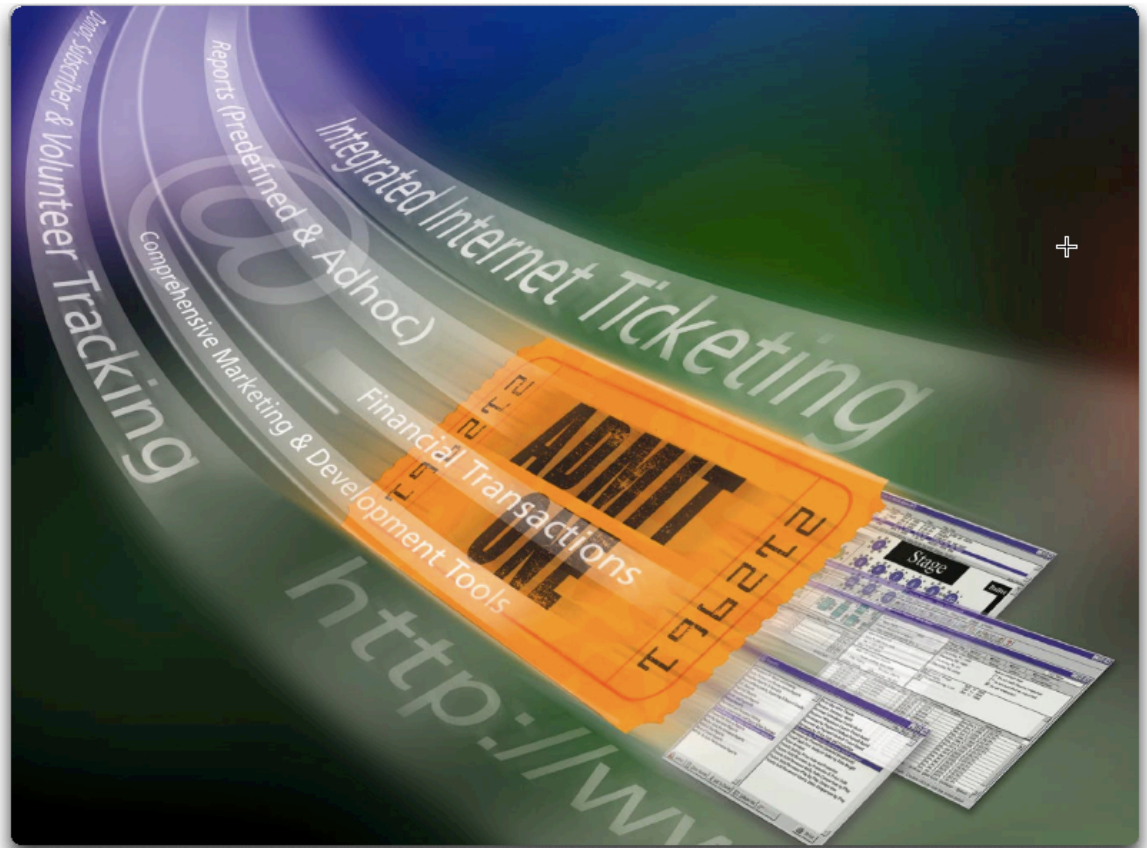


# The ArtsMan Chronicle

May 1, 2012



## Welcome!

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For the friends and clients of Arts Management Systems

## Welcome to our Newest Clients ....

January 2012 saw our second Branson, Missouri client join the Theatre Manager family -- Baldknobbers Theatre ([www.baldknobbers.com](http://www.baldknobbers.com)). In 1959, the Mabe brothers (Jim, Lyle, Bill & Bob) created a legacy of country music and comedy that would forever change the face of family entertainment in the Ozarks. Adopting the name of an old Ozarks vigilante group, it was on the downtown Branson lakefront that the "Baldknobbers" paved their way into America's musical history. Today, the 2nd and 3rd generations carry on the family tradition of delivering everything from today's #1 hits, great country music, and lots of hilarious side-splitting comedy.

Peninsula Music Festival ([www.musicfestival.com](http://www.musicfestival.com)) also installed Theatre Manager in January. For 60 years, the Peninsula Music Festival has been presenting world class symphonic music on Wisconsin's Door Peninsula. They are a fully professional symphony orchestra that presents nine orchestra concerts each August. Please read our feature article on them on Page 3.

January was a busy month as another new client, Arts United of Greater Fort Wayne ([www.artsunited.org](http://www.artsunited.org)) joined us. Arts United is the local arts agency for the Fort Wayne, Indiana area. It owns and operates a variety of buildings, including the 660 seat Fort Wayne Civic Theatre, a 140 seat film center, dance studios, galleries, etc. In addition to operating facilities for the benefit of Fort Wayne arts and cultural organizations and the community, Arts United is a united fund-raising organization for its 10 "funded" organizations. The Arts United Consortium includes These organizations: Fort Wayne Ballet, Fort Wayne Dance Collective, ARCH (Historic Preservation), Fort Wayne Art Museum, Fort Wayne Civic Theatre, Fort Wayne Youth Theatre, Fort Wayne Historical Society (History Center), The Film Center, Art Link (gallery and visual arts service organization), and the Fort Wayne Philharmonic. The consortium chose the Outlet Edition of Theatre Manager, which is a single shared database that allows all members to remain independent organizations. The outlet installation is unique in that each consortium member has separate and secure data, yet each member has the ability to co-market and sell tickets for each other.

The installation and training session is currently underway at DanceHouse ([www.dancehouse.ca](http://www.dancehouse.ca)). DanceHouse is Vancouver's newest dance series, bringing large-scale contemporary dance from around the world to the Vancouver Playhouse and The Centre in Vancouver for Performing Arts. Started in 2008, DanceHouse was created to showcase larger scale contemporary work that was passing Vancouver by due to a lack of presenting infrastructure. DanceHouse aims to present sophisticated, urban audiences with globally celebrated work.

The London Fringe Theatre Festival([www.londonfringe.ca](http://www.londonfringe.ca)) were set up from scratch and running within 4 days to be ready for this year's festival sales. In 1998, a group of theatre loving, arts-minded friends came together with the belief that a Fringe Festival would be an excellent addition to the arts scene in London. Their vision was to create a platform where artists and audiences would come together to share arts experiences. Organizing and planning for the first Festival began in 1998, and the first London Fringe Festival premiered in 2000.

## Our New Website is Online!

Arts Management Systems is pleased to announce that on March 22, 2012, we officially launched our new website. The site has been redesigned with a fresh look and has been updated with the latest information about our latest products and services.

The new site is accessed via [www.artsman.com](http://www.artsman.com), and we have added some new aliases to help you which are [www.theatremanager.com](http://www.theatremanager.com) and [www.theatermanager.com](http://www.theatermanager.com). Access to the Theatre Manager help pages remains at [help.theatremanager.com](http://help.theatremanager.com).

We're very excited to showcase our Theatre Manager product in a new platform and would like to take this opportunity to thank our clients who assisted us with testimonials and photos.

Please stop by and visit and let us know what you think about our new look!

Are you still at Versions 6, 7 or 8, and looking to upgrade to Version 9? Are you currently at Version 9, but would like assistance upgrading to the latest version? 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 reach by email at [sales@artsman.com](mailto:sales@artsman.com) or by phone at (403) 536-1214

## Peninsula Music Festival, Ephraim, WI

For 60 years, the Peninsula Music Festival ([www.musicfestival.com](http://www.musicfestival.com)) has been presenting world class symphonic music on Wisconsin's Door Peninsula. They are a fully professional symphony orchestra that presents nine orchestra concerts each August. The orchestra is comprised of musicians from America's finest orchestras and under the baton of Music Director and Conductor Victor Yampolsky.

The Peninsula Music Festival started training in January 2012. Sharon Grutzmacher, the Executive Director of the Festival, was part of the software selection process and when I asked her what the main reason was for them selecting Theatre Manager, she said that the Support that was offered by ArtsMan was a key factor in them selecting Theatre Manager. The fact that help/support is available by phone, email and remotely was huge to them.

Sharon takes every opportunity she can to share with me just how much they "LOVE Theatre Manager". I have to admit, that I never tire of hearing it! When I asked Sharon how Theatre Manager compares to their old system, she said that although there has been an adjustment period and they are all still on a learning curve, it is so much easier to use than their previous system. "We were using Filemaker Pro, and it was tedious with so many steps just to sell a ticket. There is no comparison."

Sharon said that their training experience was amazing. They thought that it would be overwhelming to learning all that needed to be learned in the time that was allotted, but it turned out that it wasn't. They actually had fun! "The training was very organized and methodical. It was done so that each step led us to the next step. By the fourth or fifth day, we were starting to put the steps together and it all made sense. We weren't worried because we knew that great support would be available to us."

I asked Sharon what the most important feature has been for them to this point, and she responded that the ability to pull accurate data has been very important to them. "To know how we are doing for each concert at any given time is wonderful and to access that information easily is amazing."

Using Theatre Manager has made life so much easier for them. Sharon said that it has been a treat to batch out at the end of the day and have it balance on the first try. "It has been so nice to be able to sell seats quickly and efficiently. Our monthly calling by board members to our donors is now so easy to do by utilizing the Telemarketing Sheets. The Board LOVES having so much information prior to dialing the phone." Having access to Theatre Manager on all their computers has been extremely helpful to Sharon and her staff. Pulling reports for board meetings used to take days, but now it can be completed in 15 minutes, and being able to answer questions for board members without hesitation and have confidence in the data that she gives them is extremely important.

I asked Sharon if there was any one feature in Theatre Manager that they were unaware of and that surprised them, and she said that she didn't think there was any ONE feature. It is a multitude of features and she knows that they have only just begun to tap into what Theatre Manager can do for them. They have been selling tickets online, and this was a cumbersome process for them in their old system. Now, once everything is set up in the system, all they have to do is batch out.

Sharon shared with me that she thinks that Theatre Manager is one of the best integrated sales/marketing/reporting systems she has seen. Although there is a lot to learn, it is worth the time and learning curve for what it will do for your organization. "The support that ArtsMan provides is wonderful, so you never have to feel frustrated. Everyone is excellent at helping and are very good natured. The ArtsMan staff wants their clients to succeed."

When asked if there was anything else that she would like to share, Sharon said, "Where have you been all my life?" Well Sharon, we're right here, and happy that you joined the ArtsMan family!



*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!*

## Red Butte Garden has Successful One Day Sales Event!

Red Butte Garden ([www.redbuttegarden.org](http://www.redbuttegarden.org)) is a non-profit organization which is part of the University of Utah and is located in Salt Lake City, Utah. With over 100 acres including display and natural gardens, walking paths and natural areas with hiking trails, Red Butte Garden is the largest botanical garden in the Intermountain West that tests, displays and interprets regional horticulture.

From May to September, the Red Butte Garden Amphitheatre is home to a variety of outdoor performances. This 3,000-seat venue is not only the site for their Outdoor Concert Series, but also Sundance Film Institute screenings, Greek Theater and Monday Family Night shows.

At the end of April each year, Red Butte Garden puts all their Outdoor Concert Series tickets on sale at the same time and offer their members an advance opportunity to purchase tickets to the concerts. This onsale event is so popular, that they have found that there isn't enough supply of tickets to keep up with the demand. This year's sale on Monday, April 20th was their most successful one yet.

Here are some exciting stats about the onsale:

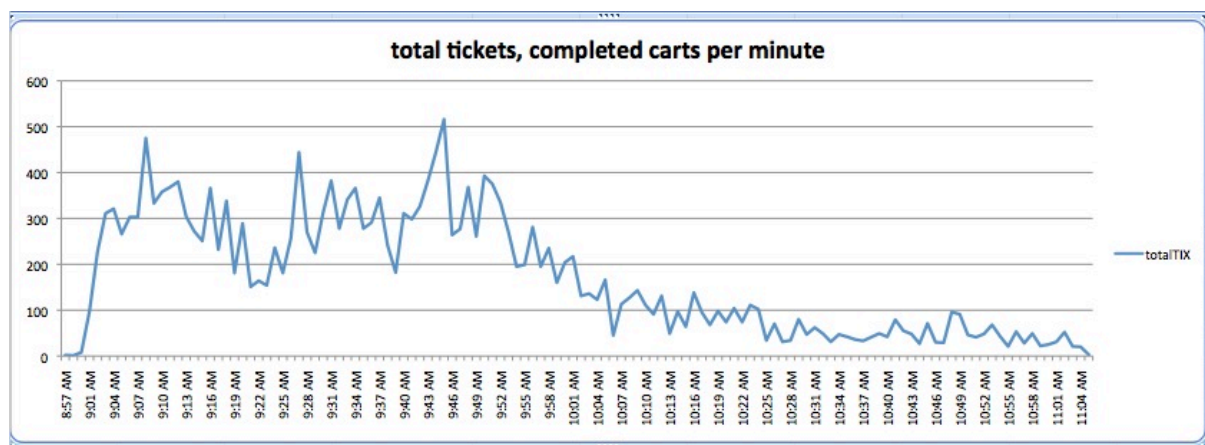
From 9:00 am to 10:22 am, there were 107,379 page requests:

- ❖ 42,020 were serviced by a listener with no waiting in line (40%)
- ❖ the highest volume of requests at one single moment was 164 simultaneous requests
- ❖ the vast majority were serviced in an average of 1.7 seconds from time of receipt of request, a very small amount of time to wait
- ❖ an average of 300 tickets per minute were being purchased (6 per second) with a peak rate of 500/minute.

By noon, there were:

- ❖ 3,352 completed carts for 19,610 tickets. Most of that was sold in the first little while.
- ❖ 4,661 tickets sold at the box office.
- ❖ Total sales of 24,271 tickets.

*Red Butte Garden in Salt Lake City, Utah, sold a total of 24,271 tickets at their recent big onsale event. Most of those sales were completed within the first hour!*



## Red Butte Garden has Successful One Day Sales Event (continued)

I spoke with Eddy Dawson (the Information Technology Manager) and asked him how they prepared for the event:

Technologically:

- ❖ As part of ongoing technology renewal, we replaced our old database server with a new one containing solid state drives and more RAM which vastly improved server response time.
- ❖ Worked with the Theatre Manager team to implement a new general admission event selection process that reduced the number of clicks a user needed to process a sale from 40 to 12.
- ❖ Briefly ran 38 listeners on 12 machines during the peak two hour period and then reduced it back to a normal 6 listeners.

Through Marketing:

- ❖ Sent out regular email blasts reminding members of the upcoming sale. In these email, they asked the members to check their login information to make sure that everything worked and that they remembered their passwords.
- ❖ Asked members to make sure that their membership information was correct and also offered non-members the opportunity to purchase membership so that they could qualify for the advance sale.

People were very anxious about getting their tickets and sometimes made errors. Some of the patrons didn't follow through on the shopping cart or inadvertently cancelled the order. These were basically the only issues that they had on this successful day.

We wanted to share this exciting story with our readers to show that large onsale days can be successful with the proper planning. If you have a large event coming up, please give us a call at least a month in advance as there are a number of things that we can do assist to you with the preparation for your event.

*With proper planning and advance notice to ArtsMan, large onsale events can be successful. Please give us a call at (403) 536-1214. We'll be more than happy to help you with your preparations.*





## The Importance of Reliable Server Hardware

Everyone knows what can happen when a server goes down. Data can be lost and many other office functions necessary for running a business can't be done. If you have an older server in your organization, then you need to be prepared that your server could "give up the ghost" so to speak. It's important to know that servers have life cycles. For a moderate- to high-use server (such as a database server), the average life cycle is about 5 years, or an amortized ownership cost of about \$300 to \$400 per year.

There are no concrete rules in deciding when companies should upgrade servers. Decisions are typically based on server performance rather than depreciation or when the hardware support/warranty contracts expire. Make sure to continually monitor and take detailed reports of vital server details as reliability, uptime, bandwidth consumption and CPU utilization.

In addition to current server performance, it is important to assess the future needs of the company. Once you know this, you can make smart decisions regarding short-term upgrades and anticipate a long-term server replacement strategy.

We know that many of our clients are non-profit and as such are trying to squeeze as much out of their servers as possible. What can you do to ensure that you get the most use out of your server as possible?

- ❖ Use good hardware - While it is certainly possible to use a standard computer as a server, it is better to use a dedicated server as they use internal components that are intended to run 24/7 and are generally better engineered to make failures less likely.
- ❖ Protect the hardware - Ensure that your server is plugged into high-quality surge protectors or uninterruptible power supplies (UPS). Servers (and their air inlet filters) should be cleaned regularly. Don't leave access slots uncovered if component boards are removed -- insects and mice can enter through uncovered holes and wreak havoc on the system.
- ❖ Make sure the systems are well ventilated.
- ❖ Perform any necessary upgrades.

We think a good server has as a minimum a quad-core microprocessor, 4 to 8 GB of RAM memory and at least two hard-drives configured as RAID '0'. A great inexpensive server is Apple's Mac Mini Server with Lion Server software. Retail price is approximately \$1,300.00.

*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/](http://help.theatremanager.com/)*

## The Necessity of Doing Regular Back-ups

Your data is one of your most important assets and it is critical to your business to **maintain current and valid backups**. Here are some tips relating to backups from our Help pages. For more detailed information please go to <http://help.theatremanager.com/theatre-manager-help/Backups-Data-Verification-Integrity>.

- ❖ Do backups **daily**.
- ❖ Do backups **before an upgrade**.
- ❖ Do backups before doing a significant batch activity (like automated mass merging of patrons). It is sometimes easier to back out a change by restoring an older database!
- ❖ Keep two weeks worth of daily backups.
- ❖ Keep two months worth of monthly backups.
- ❖ Keep a yearly backup of the database. At the same time, backup the specific copy of Theatre Manager used to access the database. If you upgrade later in the year, it means that you can still access your old database using the old program without having to upgrade that database as well.
- ❖ **Test your backups** once a month by trying to restore from the backup to make sure they are reliable. See if you can read the data. If not, your hardware may have problems that need to be fixed.
- ❖ **Do take a copy of your latest backup home with you.** If your machines are stolen or wiped out in a fire, the backup at home will be your only friend!

## Successful Audits at Santa Rosa Symphony!

In our last issue, we told you about a client (Plano Symphony Orchestra) that has had successful audits for the past three years. For this issue of the ArtsMan Chronicle, I spoke with Judy Bruce, Director of Finance & Administration at Santa Rosa Symphony ([www.santarosasympphony.com](http://www.santarosasympphony.com)), and discussed how she has achieved successful audits for the past 13 years.

The thing that really stuck out for me during my talk with Judy was her statement: "Theatre Manager works for me, I don't work for it." When I asked her to expand on her comment she said, "I make sure that Theatre Manager is properly used and the data is input by all departments so that the output (reports) is everything I need. Theatre Manager is a database and when used with respect, the result is always 'good and accurate information.'"

Judy said that she uses Theatre Manager in a way that is low maintenance for her, and what she does is really pretty simple. Here are the main points of her action plan:

- ❖ Most important - The chart of accounts and subs numbers match the accounting software.
- ❖ The Chart of Accounts that are in Theatre Manager are managed by finance only; when an event, development, pass, etc needs a G/L account, finance inserts them. This ensures that the G/L is the correct one that finance needs the tracking to be in.
- ❖ All daily sales and deposits are actually done daily - "if there is a problem, everyone still has the memory of what happened that day. If you put off doing the daily sales and deposits, then the chances of people remembering things decreases and there is more potential for error."
- ❖ The trial balance, income statement and balance sheet that are used for the audit are from the accounting software, not Theatre Manager. For Judy, the reports in Theatre Manager support (either in summary or detail) the dollars posted in the accounting software trial balance.
- ❖ Various reports are pre-run throughout the year so that any potential issues can be identified and so that Judy can correct any discrepancies found before the end of the year.
- ❖ For their year end roll over, Judy has all departments quit out of Theatre Manager at noon on June 30th. She runs all the audit reports and if everything looks good, she does the roll over and then the next day the staff can log back in to post for the new year.

There are a number of reports that Judy uses that gives detail and verification to the income and, of which, are provided to the auditors. Every day the box office staff prints a copy of the General Ledger - Summary by Account report and gives that to her along with the daily deposit and deposit detail reports:

Report Categories	Reports in the Category
Category	Report Name
Attendance for House and Calendar	Financial Statements-Balance Sheet
Box Office Statistics	Financial Statements-Profit/Loss
Calendar and Facility Management	G/L Budget Vs Actual
Course Reports	G/L Budgets
Donation Reports & Receipts	G/L Chart of Accounts
Exporting, Labels & Record Counts	G/L Journal Entry Detail-By Account
G/L Reports	G/L Journal Entry Detail-By Posting
Mail List Reports	G/L Journal Entry Listing
Miscellaneous Reports	<b>G/L Journal Entry Summary-By Account</b>
Order and Payments	G/L Journal Entry Summary-By Account & Memo
Pass/G.C. Reports	G/L Journal Entry Summary-By Date/Time Posted

This report provides Judy with all the information she needs to record into her accounting books for the daily sales activity. If she wants to know the details that make up any of the numbers on this report, she runs a Transaction History Report entitled "Transaction History List":

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

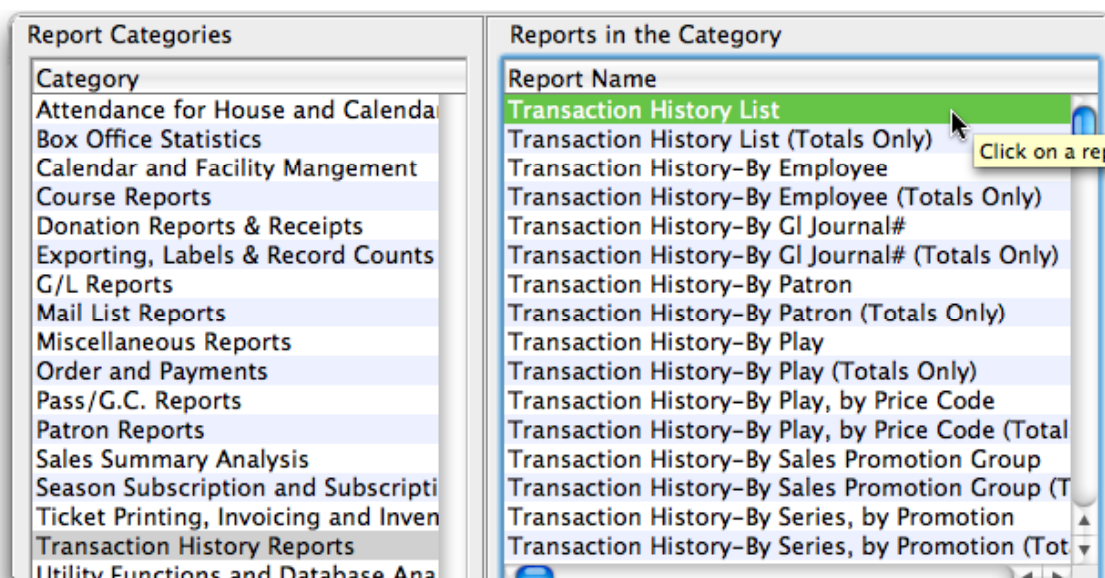
League of American Orchestras Conference  
- Dallas, TX  
- June 5 to 8, 2012  
[www.americanorchestras.org](http://www.americanorchestras.org)

League of Historic American Theatres (LHAT)  
- San Diego, CA  
- July 18 to 21, 2012  
[www.lhat.org](http://www.lhat.org)

INTIX (International Ticketing Association)  
- Orlando, FL  
- Jan 29 to 31, 2013  
[www.intix.org](http://www.intix.org)

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

## Santa Rosa Symphony (continued)



Judy likes how any of the reports in Theatre Manager can be exported into Excel, allowing her to sort when troubleshooting should there be a problem with any of the numbers.

In preparation for her audits, Judy runs income reports, deferred and earned and contributed, that details the dollars posted to her trial balance, and these reports are saved as .pdf. Department staff has the ability to find and show the auditors anything posted in Theatre Manager when asked. Mail lists are also run from Theatre Manager and given to the auditors so that they can send letters to selected patrons to confirm transactions.

Judy feels that Theatre Manager is one of the tools of her department and she wants all departments to work with it at its best, so that the numbers have integrity.



## Congratulations to Margo Gram, Centennial Theatre!

We would like to congratulate Margo Gram from Centennial Theatre in Vancouver on being a recent award recipient. Margo was awarded the Presenter of the Year Award by the BCTC (BC Touring Council). Members of the council are eligible to nominate candidates for Touring Artist/Company, Presenter and Agent/Manager of the Year. The criteria for the Presenter of the Year Award which Margo received are: be presently presenting in British Columbia; attend Pacific Contact; demonstrate commitment to artistic and managerial excellence; demonstrate community involvement; demonstrate the highest degree of professionalism in presenting; and contribute to the awareness and development of the arts. Congratulations Margo! Past clients of ours that have won this award include:

- 2011 - Paul Gravett, Kay Meek Centre (now with Vancouver Recital Society)
- 2006 - Sandra Thomson, The Port Theatre
- 2005 - Michael Cade, Vernon & District Performance Arts Centre (now with Chilliwack Cultural Centre)
- 2004 - Wilson Durward - Evergreen Cultural Centre
- 2003 - Deb Renz - Sid Williams Theatre
- 2002 - Fiona Black- Capilano College Performing Arts Theatre



## Business Process Documentation at Plano Symphony Orchestra

Plano Symphony Orchestra ([www.planosymphony.org](http://www.planosymphony.org)) has been using Theatre Manager for over 8 years, and when their original trainer came onsite to do their installation, they were told that they were going to find out how using Theatre Manager was going to help them redirect their business processes. When they originally purchased their system, Elizabeth Holley, Patron Services Manager, said that they just thought that they were going to sell tickets. They quickly discovered that they needed to have some standards on how they were doing things. As they started using more and more of the features in Theatre Manager, they realized that perhaps the way that they were doing things weren't exactly the best way.

As they went through their processes and rethought things through, they found ways to make things work more smoothly and efficiently. Elizabeth said that they then realized that they needed to document how things were done, in the event that the staff member that was responsible for a particular function was unable to come in. It would also be a good training tool for new staff.

They had a volunteer come in to their offices, took all the departments in their business, from finance to human resources and analyzed step by step how things were done. An example from the ticketing side "how do we set up for season subscription sales". They developed the methodology of what was involved and came up with a work instruction document. These documents are available for every process that happens in their organization. Each one has a document number and is categorized as to whether it is a strategy or work instruction. They are dated and each time they are updated, the date of the last update is also included, along with a version number. Each document has a stated purpose, scope, procedure, roles and responsibilities. If you need to have another document in order to complete the task, then that is also documented. Each document has a version history which details when it was released and what the reasons were for the changes.

PCI compliance has been another reason for them to rethink how they do things within their organization, as I'm sure that it has been for other organizations. They have spent the last two years examining everything and rethinking how they do things. As a result of this, Plano Symphony Orchestra has come up with a disaster recovery plan and a fraud prevention plan. Everything has been documented and when they put everything together, they used a Six Sigma approach. More information about Six Sigma can be found at [www.isixsigma.com](http://www.isixsigma.com).

As they developed their disaster recovery plan, they decided that it was time to redo their entire server. As a non-profit, they need to make everything work as optimally as possible, and couldn't afford to lose any of their data.

As a result of all their hard work, the auditors have found Plano's documentation processes to be "brilliant" and has been giving them kudos for all their hard work. It also has helped them achieve their successful audits for the past 3 years (see article in the last newsletter).

Elizabeth said that after all is said and done, "who knew that a little piece of software could make us so efficient!"



*For information about what the key changes are for the latest Version 9.15.00 release, please visit our website [here](#).*

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

Please remember that if there is anything that you would like to see in a future article, please send a note to [diane@artsman.com](mailto:diane@artsman.com).



## Friends of the Midwest Theater Wins 2012 Governor's Arts Award

We would also like to congratulate the Friends of the Midwest Theater on being awarded the 2012 Governor's Arts Award for Organizational Achievement. This award is presented to an arts organization that has demonstrated a consistently high level of excellence in programming and outreach.

The Friends of the Midwest Theatre (FMT) is an organization of concerned citizens who joined together to help operate activities at the historic Midwest Theater (an ArtsMan client) in downtown Scottsbluff, NE. It is the mission of the FMT to preserve and enhance the theater for present and future generations by offering mainstream and specialty films, performing, and visual arts events, and school and community educational programming. The Midwest Theater, firmly supported by the FMT, offers a wide range of programming that ensures the availability of a broad array of artistic opportunities and outreach programming that reflect the diversity of the region.

Congratulations!

### **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:



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.

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Theatre Manager Help Website:  
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The ArtsMan Team ... how to reach us:

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