

The ArtsMan Chronicle

December 23, 2013

AMS^{CO} ARTS
MANAGEMENT
SYSTEMS



Happy Holidays from the ArtsMan Family!

Another year is coming to a close and again, it has been an extremely busy one for us. Along with our new installations, we have launched a new app, and added 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

January 2013

➤ Located in Miramar, Florida, the [Miramar Cultural Center|ArtsPark](#) was created to celebrate creativity and diversity within the city. This landmark is a vibrant, urban destination located in the heart of the Miramar Town Center, situated adjacent to the Miramar City Hall. The Center consists of an 800-seat theater, two art galleries, banquet and facilities, a full-service kitchen, rehearsal halls, classrooms, a botanical garden, and more. Recognizing the lost revenue opportunities during the first five years of operation, Miramar chose to bring their venue management systems internally and replaced their cloud-based contract.

February 2013

➤ Located in Helena, Montana, [Grandstreet Theatre](#) is housed in a building which was built in 1901 as a Unitarian Church and multi-use facility. Even though the building was originally built as a church, the original architectural plans indicated that it was to have a stage, auditorium, box office and dressing rooms. Grandstreet Theatre took over the building in 1976 and has become Helena's largest and most public theatre company. Besides producing a number of performances each year for all ages, Grandstreet Theatre also has a Theatre School for grades K-12 from September through May with summer camps during the months of July and August. Their mission is produce a diverse spectrum of theatre of the highest quality, to provide hands-on learning experiences in all aspects of theatre production to all ages, and to celebrate the achievements of volunteers and staff. Grandstreet Theatre seeks to nurture the performing arts as an integral part of life in Helena and the surrounding area.

➤ [Washington National Cathedral](#) is the sixth-largest cathedral in the world. Construction of the Cathedral began on September 29, 1907, when the foundation stone was laid in the presence of President Theodore Roosevelt, and ended 83 years later in 1990, when the last finial was placed in the presence of President George H.W. Bush. Approximately 600,000 visitors, worshippers, and event attendees come to the National Cathedral every year to worship, learn, and experience its rich history, glorious art, and grand architecture. Washington National Cathedral greets its visitors with a Welcome Desk, which provides a single point of access where visitors can purchase tours, receive information about activities, and directions of the building and grounds. This funnel point allows their visitors time to ask questions, receive orientation, and opportunities to learn about all the tour offerings available for the day.

May 2013

➤ Located in Dallas, Texas, [Theatre Three Inc.](#) was founded in 1961 by Norma Young, Jac Alder, Robert Dracup and Esther Ragland. The company's name derives from the three essential human elements that comprise the theatrical experience: the author, the actors and the audience. Theatre Three's mainstage seats 242, with the audience surrounding the stage on four sides. This makes theatre-going an intimate, unique and engaging experience. Theatre Three has hosted more than 300 productions since its inception. The Mainstage Season consists of 7 shows: an eclectic combination of musicals, comedies and dramas. The season is year-round and typically begins mid-summer. Each show runs for 5 weeks: one week of previews and 4 weeks of regularly scheduled performances.

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)

June 2013

➤ The [Regina Symphony Orchestra](#) (RSO) is Canada's oldest continuously performing orchestra. Its first concert, as the Regina Orchestral Society, was given on December 3, 1908, under the direction of its founder, L. Frank Laubach. What was then an amateur group with musicians and singers from the community has developed into a professional orchestra with musicians who come from all over the world. Its musicians provide an important resource for Opera Saskatchewan, the Regina Philharmonic Choir, and performers visiting the city. They regularly perform for government functions; they are faculty members in the Music Department at the University of Regina and they teach music lessons to countless young performers. The RSO's mandate is to promote and enhance the performance and enjoyment of live orchestral music in Regina and southern Saskatchewan.

August 2013

➤ The [Tidemark Theatre](#), originally the Van Isle Theatre, was built in 1946, officially opening on January 2, 1947. It was used as a movie house until 1985 when the City of Campbell River purchased the property and began to convert it to an art deco, 435 seat live theatre under the direction of the Cultural Commission and with the financial support of Friends of the Tidemark. The Tidemark Centre held its grand opening in October 1987. The Tidemark Theatre Society was then created and soon afterwards signed a Management Agreement with the City. The City does, however, still own the building and the property. Since its inception, the Tidemark Theatre has been a busy centre for arts and culture in Campbell River, British Columbia. The Tidemark works closely with local non-profit organizations, ensuring local talent and production is brought to the stage. The theatre provides a unique space in the community of Campbell River, operating one of the largest venues for conferences or presentations in the area. The set up of the Tidemark's lobby and full service concession makes it an excellent venue for staging receptions and meetings.

September 2013

➤ [RuBarb Productions Inc.](#) is a thriving, non-profit theatre company presenting high-quality, live theatre entertainment for the enjoyment of Moose Jaw, Saskatchewan residents and visitors. Their mission is to enrich the community through the production of accessible, high-quality theatre experiences; support the development and growth of cultural activities and events in their community and be a leader contributor to the dramatic, musical and artistic standards of the region; provide opportunities for children and youth to learn and develop their creative skills while also building their sense of self-confidence and self-worth; and to provide opportunities for emerging, seasoned and professional artists to gain professional experience in theatre arts and music in their home province of Saskatchewan.

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.

October 2013

➤ Located in the heart of the Kawartha Lakes Region of Ontario for over thirty-five years, [Kawartha Concerts](#) is the primary live performing arts presenter of classical chamber music. Kawartha Concerts is a division of Lindsay Concert Foundation (LCF) a registered charitable not-for-profit organization. Kawartha Concerts presents and engages professional, established and emerging, Canadian and International Artists for live performance concerts in venues throughout the Kawartha Region in the professional chamber music series – Ovation (City of Kawartha Lakes) & Bravo (City of Peterborough), and in the Encore Series, a family and young audience friendly performing arts series for the enjoyment and benefit of the citizens of the Kawartha Lakes Region. The Artists' Connection Series provides professional Artist-in-Residence opportunities that support outreach educational activities and lectures for youth and music enthusiasts of all ages. The Community Connection Series provides interactive educational and performance opportunities for local musicians of all ages; coordinates the annual Bursary Trust auditions and scholarships for local young musicians; and fosters community collaborations and connections.

Please visit our [Facebook Page](#) and Like us.

We also have a page on [LinkedIn](#). Follow us on there as well!

New Product Announcement - TM Scanner App and Linea Pro Scanner Device

We have just introduced our [new ticket scanner app](#) to allow QR code and 1D ticket barcode scanning on the Apple Store.

The app can be used on iPod Touches and iPhones and attaches to a [Linea Pro scanner device](#). This exciting new app can be used with traditional tickets, print at home tickets, and is easy to use! Download a copy of the app free of charge from the [Apple Store](#) and feel free to try it out without the hardware.

Please contact the sales team if you would like to add it to your TM license. They can be reached by phone at (403) 536-1214 or by email at sales@artsman.com.



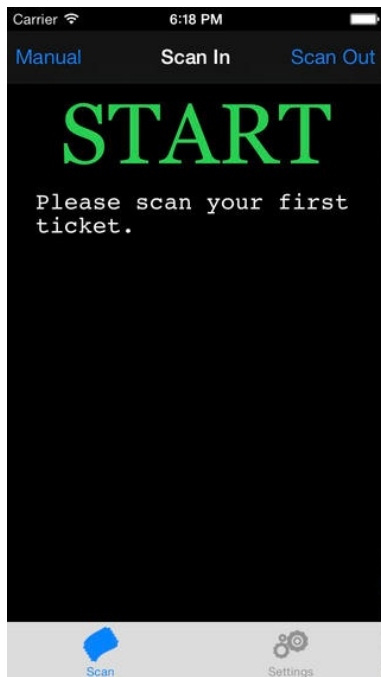
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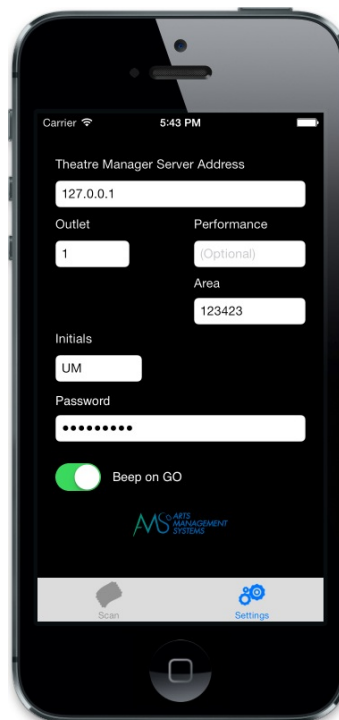
Scanner Hardware

Are you planning to attend the **INTIX** conference in Chicago on January 28-30, 2013? Stop by, say hello and see our new booth! We'll be at booth #319.

Are you located in the Chicago 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.



App Screen



Setup Screen

Limiting Your Risk of Credit Card Exposure

I think everyone in the entertainment industry is aware of the problems that one of our competitors had earlier this year as a result of a hacking attack into their network. This is a good time to remind all of you that it is extremely important to take the security set up of your Theatre Manager system and all of its components very seriously. To process credit cards, means you need to be PCI compliant.

ArtsMan never wants this type of situation to happen to any of our clients, and would like to remind you to make sure that you have the [Apache server set up in your DMZ](#). This is your first line of defence and having a dedicated Apache server in the DMZ is extremely important in situations like this. We know that for some organizations the extra cost of having a separate machine can be tight, however, the added cost of implementing the right way would be minimal compared to the hefty fines that have been imposed by VISA/MasterCard. Let alone the bad publicity generated by a security breach. Patrons may decide to think twice before purchasing tickets online from your organization.

Having a separate machine is only half the battle ... you need to have the separate machine AND have that machine in the DMZ. Yes, it is more work to set up initially, but it is a proven line of defence. It's just like the notion that seat belts save lives. We want to remind you (our clients) to buckle up, because one day it may just happen to you and weren't you glad you were buckled in?

Theatre Manager uses high encryption for data. However, we also recommend that people limit the length of time they keep credit cards by setting an automatic 'shredding date' in system preferences. Any card not needed a specified number of days after its last use is rendered useless. Typical values are between 3 months and a year.

Cyber-hacking can happen to anyone, not just the banks, government offices and large corporations. Hackers will go after any organization that maintains an online purchase presence and is lackadaisical about security. Take the pro-active approach ... it will save huge costs and headaches down the road.

A Couple of Great Articles for You to Check Out

I'm sure that many of you are aware of the [National Arts Marketing Project](#) (NAMP), and receive their newsletter. For those of you who are not familiar with this organization, NAMP is a program of Americans for the Arts dedicated to helping arts organizations better understand the marketplace in which they operate and recognize the benefits of an aggressive, outward-looking audience development effort. NAMP provides training and resources to help arts organizations acquire and implement sophisticated marketing, technology and entrepreneurial skills that will in turn help increase earned income through greater audience engagement. NAMP consists of online and in person learning opportunities:

- 1) Comprehensive resources featuring e-books, practical lessons, podcasts, and more.
- 2) Webinars are available every month on everything from social media trends to authentic messaging to diversifying your audience. Webinars are FREE to Americans for the Arts members.
- 3) The National Arts Marketing Project Conference provides real time access to marketing, research, audience engagement strategies, and live networking experiences.
- 4) Customized regional workshops built to suit the needs of your community and can be scheduled at any time throughout the year.

This past year, we came across a couple of great articles which we thought would be interesting and possibly helpful to you.

The first one is about one organization (Arena Stage, Washington, DC), and [how they dealt with declining subscription sales](#).

The second article is about the [value of data](#) ... collecting, maintaining and using it.

*Getting ready to do your
[Year-End Rollover?](#)*

*Are you looking for more
information on [Season
Subscriptions?](#)*

*There is a lot of information
available on our [help
website](#)*

Interesting Tidbits About Some ArtsMan Clients

This is a new feature that we're starting in our newsletter. There are so many stories to tell about our clients that I could go on for pages, so here are just a few of them. We have great clients and are very proud to be a part of your lives ...

Congratulations to [Tampa Theatre](#) on being included on [BBC's - The 10 Most Beautiful Cinemas in the World!](#)

[Prairie Theatre Exchange](#) in Winnipeg has received an international award for staging plays by women playwrights. The International Centre for Women Playwrights (ICWP) hands out the 50/50 Applause Award annually to theatre companies that present 50 per cent or more women playwrights in a season. PTE is receiving the award for its 2012-13 season, in which it staged *This is War* by Hannah Moscovitch, *The Swearing Jar* by Kate Hewlett and *The Brink* by Ellen Peterson. This year, 29 awards were given out worldwide. Only two other Canadian companies received an award.

In June of this year, the [Toronto Alliance for the Performing Arts](#) (TAPA) presented their annual Dora Mavor Moore awards. These awards honour theatre, dance and opera productions in Toronto. We would like to congratulate three of our Toronto clients that received awards this year: [Buddies in Bad Times Theatre](#) (6), [Tarragon Theatre](#) (2) and [Young People's Theatre](#) (7). The [complete recipient list](#) can be found on TAPA's website.

[Orlando Shakespeare Theater](#) in Partnership with UCF is proud to [announce its recent award](#) of \$15,000 from the Universal Orlando Foundation. Combining the Theater's pre-existing *Imaginations Alive!* program with Magic Tree House author Mary Pope Osborne's *Classroom Adventures*, the Theater's *Imaginations Alive!/Classroom Adventure* dual program will use the funding to provide tickets and educational programming to Title I 3rd and 4th grade classrooms in Orange County free of charge.

Dorothy Gunther Pugh, founder and artistic director of [Ballet Memphis](#), has been honoured with the 2013 Thomas W. Briggs Foundation Community Service Award. The award annually recognizes the outstanding leadership and service to the community by a Memphis individual. The award was presented to Pugh at a ceremony and dinner on October 28, 2013.

The 2013 season at [Barrington Stage Company](#), the award-winning theater in Pittsfield, Mass., was the [most successful since its founding](#) in 1995. "2013 was a banner year for BSC," said Artistic Director Julianne Boyd. "We are grateful for the ongoing support of our loyal patrons year-in and year-out, and are proud to continue bringing top-notch talent and works to our stages, especially as we look ahead to our 20th anniversary season." Bucking the national trend of decreasing subscriptions, the company's total season pass sales for 2013 were 22 percent higher than 2012, following an increase of 30 percent from 2011 to 2012. Overall, single ticket sales exceeded \$1 million for the third consecutive year, and total earned revenue from ticket sales increased 12 percent. Attendance exceeded 52,000, setting an all-time record.

The [Albany Symphony Orchestra](#) has been nominated for a Grammy Award for Best Classical Instrument Solo. The group was nominated for its recording of "Conjurer-Concerto for Percussionist and String Orchestra". The recording features percussionist Evelyn Glennie.

[Lighthouse Festival Theatre](#) in Port Dover, Ontario continues to rebound from its money-losing season two years ago and has just finished one of its [best seasons ever at the box office](#). The professional summer stock company sold 31,677 tickets — one of its biggest, if not the biggest, box office haul in its 34-year history — and will finish in the black. People lined up outside the theatre the day the 2014 subscriptions went on sale.

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

[INTIX](#) (International Ticketing Association) 34th Annual Conference & Exhibition
- Chicago, IL
- January 28 to 30, 2014

[League of American Orchestras](#) Conference
- Seattle, WA
- June 4 to 6, 2014

[League of Historic American Theatres](#) (LHAT)
- New York, NY
- July 16 to 19, 2014

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



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