

Box Office & Front of House

1:45 pm to 2:30 pm – Wednesday, November 29, 2023

Moderator – Chelsea Boan

AGENDA

1. Ticket pricing

Kathy Robinson – Port Theatre

- Rental Roadhouse
- Average Price \$50
- More Expensive prices \$70
- Pretty consistent throughout her region

Attendees are coming back.

Christine (Shadbolt) – Ticket buying is different – not planning as far out – tickets are selling closer to the performance – lots of door sales – mood-based purchases.

- Also allowing refunds for anyone who is showing COVID Symptoms.

Jessica (Chilliwack)– Is seeing more advance purchases by early bird discounts – instead of last-minute discounts and less stuck refund policy – building trust with audiences – but seeing more people purchase early.

Ticket-selling reports give data on how ticket sales are trending

- 25% off (Mid Nov – Dec 24)– promoting New Year's shows.
- Patron Programs – 15% off – Chilliwack <https://www.chilliwackculturalcentre.ca/patron-program/>
- Opt-in for Rental Clients for promotion but at 10% discounts or whatever the client wants.

Under 30 Tickets / Under 40 Tickets - Rolling out under 30 at Rotary Centre for the Arts

- Benefit the struggling youth
- Bring out younger groups – new scenes

Indigenous Discounts

- How do we best proceed with that as a community standard?

Software used:

One Note, Microsoft Office,
Theatre Manager
Spextrix

2. Junk fees crackdowns any impact on ticket sellers and handling fees

- Junk Fees Law – The ticket price (final price) - needs to be the advertised price going forward. This is to deal with Ticket Master. \$150 advertised vs \$200 at the door.

- As Box Office, it is important to talk to clients to include a TOTAL Price in all marketing.

Jen ACT Centre – Ticket commission – 12% or 6.00 per ticket. This varied from \$2.00 - \$6.25

Elaine: Ticketing is done all over the place, ticket company, clients use whatever they want – she is going to talk to her manager at the school district to help systematically implement ticket sales for clients.

Christine Musgrave:

Front-of-House Manager + 2 FOH Assistance – Still struggling for staffing.

Volunteers - Fire Drill & Emergency Procedure – Once a year