

# COMMUNITY PLAYERS BOARD OF DIRECTORS MEETING - AGENDA FOR August 4, 2021

Call to Order  
Approval of the Minutes  
Treasurer's Report  
President's Report

## **Committee Reports**

Facilities	Ken Johnson
Hospitality	Rusty Mumford
Membership	Cass Dasher
Newsletter	Rusty Mumford
Nominating	Sharon Benchoff
Patrons	Kel Nagel
Production	Kel Nagel
Publicity	Matt Hatfield
Scholarship	Lynne Bratten
Social Media	Shelbie Thompson
Tickets, Season Tickets	David Allen
Other Committee Reports	

## **OLD BUSINESS**

Grants - Gary  
Ticket Platforms – Darrell  
WCYCC fundraiser – Matt  
Furnace Town Renaissance Faire - Sharon  
Stevensville Show - Robin  
MTI Royalty Free Concert – Darrell  
Poe Shows - Matt  
Civic Center Show – Rusty  
Other Old Business

## **NEW BUSINESS**

Noise Off – Ken  
Ticket Prices for 2021-2022 Season - Melissa  
Shows Outside of Regular Season - Melissa  
Tents? – David  
Other New Business

## Community Players of Salisbury

# Memo

To:	Board of Directors, Community Players of Salisbury
From:	Darrell Mullins, Chair, Ad Hoc Ticket Platform Committee
Date:	July 29, 2021
CC:	David Allen, Rusty Mumford
RE:	Platform for Online Ticket Sales-Update

### Board Colleagues:

Rusty Mumford, David Allen and myself were charged to research and recommend online ticket platforms. There are many platforms available and none of us had the time to research all possibilities. Instead, we researched platforms with which we were familiar, or which had been recommended. In total, we looked at the following platforms:

- Ticketor
- ShowTix4u
- OnTheStage
- AudienceView Professional
- Thunder Tix

NOTE: There is a lot of information to process herein. I tried more than once to create a table comparing all platforms but they each have unique elements which made a comparative analysis difficult. My suggestion is that we focus on what features we really need/want and how to get those features at the most affordable cost.

Please see a summary of their features and particulars on the following pages.

## Ticketor

### Features:

- Integrated online ticketing and point of sales (box office, online and phone)
- Easy and quick setup (in minutes), low cost, full featured with full control
- Powerful features such as seating chart designer, recurring event scheduler, flexible price levels & website builder
- Greatest and most unique feature-set that you cannot find anywhere else
- Great and free customer support
- Fully branded and white-label with website builder and content management system (CMS)
- Transfer all or portion of fees to the buyer

### Costs:

- Standard Plan:
  - 2.9% of sales plus 0.49 per ticket.
  - No monthly fee, no setup fee, no hidden fees
- Premium Plan:
  - 2.5% of sales
  - No per ticket fee
  - \$32.95 monthly fee (pay annually)
- NOTE: There is a discounted "VIP" Plan that is reserved for "higher volume and professional clients." I suspect we don't qualify but I will research it.
- Pricing Considerations:
  - You can change your plan at any time from your dashboard (except for the Business VIP plan)
  - Ticketor gives you credit for the fees when you refund tickets or cancel events. Most ticketing platforms don't. Some, actually charge extra for the return transaction.
  - Ticketor charges based on the total amount of the invoice. It means that if you sell discounted or complimentary tickets, your fee is based on the discounted price and not the original price.
  - Ticketor does not charge for any unsold tickets.
  - Ticketor does not add any fees to your buyers.
  - We decide how much the buyer pays in charges (service fee) and are the ones collecting those fees. In other words, the fee that the buyer pays is not related to the fee that you pay to Ticketor. However, we can align the buyer fee to be equal to the Ticketor fee to transfer the fee to the buyer. Alternatively we can set the fee to any amount higher to make extra revenue, or any amount lower or zero to absorb the fee.

## ShowTix4U:

### Features:

- Easy step-by-step event setup (streaming and live)
- Pricing outlined below
- Fees can be passed on to patrons or paid by us
- Includes online program builder
- Great Help options (FAQ, Chat, Phone)
- Customer service for us and our customers
- Can address all of our ticketing options
- Can use our existing equipment
- Ticket stock already purchased
- Offer codes for special deals (Patrons, percentage off, etc.)

### Costs:

- **In-Person Event--Per Ticket**
  - MTI Show - \$0.95 + 3.5%
  - Non MTI Show - \$1.00 + 3.5%
  - These fees can be passed on to buyers or incurred by CPOS. The 3.5% is applied to all tickets and fees, regardless of who incurs the fees.
  - \$0 Face Value **In-Person Tickets**---FREE
  - Cash, Check, Bulk Tickets **In-Person Tickets**---FREE
- **Streaming Event--Per ticket**
  - MTI Show \$2.45 + 3.5%
  - Non MTI Show \$2.50 + 3.5%
  - These fees can be passed on to patron or incurred by arts organization. The 3.5% is applied to all tickets and fees, regardless of who incurs the fees.
  - \$0 Face Value **Streaming Tickets**--\$1.50 (always paid by arts organization)
  - Cash, Check, Bulk **Streaming Tickets**--\$1.50 (can be passed on to patron)
  - **Streaming Minimums**
    - Each streaming event has a minimum fee of \$10 per event/stream/performance.
    - Once ShowTix4U fees exceed \$10 for a performance, the minimum fee does NOT apply.
- **Donation Fees**
  - 3.5% - Paid by arts organization
  - Can I turn donations on/off? (yes)
- **Manual Streaming/Transcoding Services** (Optional)-- \$35/hr
- **Closed Captioning Services** (Optional)
  - \$1.75 per video minute
  - CC for Scheduled Content
  - CC for Video on Demand

NOTE: We have used ShowTix4U for our last two productions (*Almost Maine* and *A Streetcar Named Desire*) based on recommendation from the publishing house.

## ShowTix4U Problems @ Box Office:

The issues below were problems we encountered during the run of “A Streetcar Named Desire.” The content in red addresses how we can solve those problems should we desire to continue with ShowTix4U

- Logo on Ticket **no**
- QR code on stub instead of ticket **no**
- Still requests personal info for cash/check sales when switch is off. **Lag time between turn off and initiation. If it comes up, enter no.**
- Season ticket sales option **Flex pass for MTI or Concord shows. Family ticket—Flex pass.**
- Can't print directly, must hit print boca **check computer setup**
- Shopping cart does not empty after sale **Click X beside ticket number**
- Customer has ticket on phone, but when we print will call tickets, they printed again. **Select No for Will Call or Deal with the duplication**
- Credit Card not correctly reading Credit Card number correct, CRS/Date not **Put the cards in manually**

## On The Stage

This is the link to a demo that was recorded in December 2020 ([https://drive.google.com/drive/u/0/folders/1HxZh1A\\_1oHdZTJmTnRUwMtsvf6zvG\\_jX](https://drive.google.com/drive/u/0/folders/1HxZh1A_1oHdZTJmTnRUwMtsvf6zvG_jX)). It answers a lot of questions about the platform but is almost an hour long.

A benefit of this platform is that it was created by theater people (who were out of work due to the Pandemic) for theater people. They know theaters, box offices, etc. and how they work.

### Features:

- No cost for using their website builder, hosting service, artwork, walk-up app or merchandise portal.
- Profit comes from a standard, per-ticket convenience fee, which is among the lowest in the industry
- Paperless ticketing with printable stubs if required
- Chip readers and scanners not needed
- Online merchandise sales
- OTS does **NOT** process refunds or exchanges; we must do them ourselves

### Costs:

- Process credit cards at a rate of 4% per transaction
- \$0.30 on a per ticket
- Pass these fees along to patrons at the point of purchase or absorb the cost

## AudienceView Professional (formerly Vendini)

### Features:

- No set up fees
- No charges per show/event. We can have as many shows as we want and sell as many tickets as we want.
- A team to help us set up.
- Customizable Seat Maps
- We control branding and layout
- Can also sell merchandise, gift cards as well as accept donations.
- Offers a comprehensive Customer Relationship Management program.

### Costs:

- 4% credit card processing fee per transaction
- \$1.25-1.75 per ticket.
- Yearly fee of \$7,500 which is obtained through a monthly fee of \$250 as well as per-ticket fees. NOTE: If our yearly sales are less than \$7,500, do we have to pay the difference? Darrell is waiting to hear back from them on that.

## Thunder Tix

### Features:

- Can use their free apps for scanning tickets
- Receive payments daily
- Has reserved seating option
- Motivate ticket sales by offering limited time coupon codes through social media and daily deals. Offer automatic group discounts.
- Gain insight into your business with the Analytics Dashboard and real-time event sales reports for tickets and revenue.
- Designed to increase event attendance, season packages allow customers to reserve their seats for the entire season in a single order.
- Sell eGift Cards electronically with automated redemption and balance tracking to make management seamless.
- Embed your events easily into your own website as a calendar, list or individually. They provide the HTML to create a branded experience with custom styles.
- A customer database with purchasing and donation history to leverage for marketing.
- We decide what fee to charge, if any, and keep 100% of the revenue.
- Easily sync your ticket buyers' data from ThunderTix direct to our mailing lists with either MailChimp or Constant Contact.
- Any computer with an Internet connection can become a powerful Point of Sale (POS) machine with integrated USB credit card swipe.
- ThunderTix serves the best interests of non-profit organizations and charitable events by enabling online donations during the ticket purchase process.
- Custom surveys allow you to pose up to five questions to buyers during the checkout process, like "How did you find out about us?".
- Products like souvenirs, t-shirts or program guides can be offered as additional items while buying tickets with the ThunderTix product module.
- ThunderTix offers print-at-home tickets by email to your customers and both printable PDF and thermal ticket options for the box office
- Customize your event order receipt for richly formatted confirmation emails that match the look and feel of your business.
- Accumulate and manage a database of charitable patrons for fundraising with the ThunderTix management feature.
- Amplify awareness and ticket sales of your event through social media. Free event advertising is made easy by ThunderTix social sharing tools.
- Sell tickets directly on our Facebook Page right where your customers see your posts about upcoming events and shows.
- Thermal ticket printing is a professional grade solution for rapid printing when it matters most — on the night of the show

Costs:

They have four subscription levels as follows:

- Maintenance-\$10 per month which includes:
  - 0 tickets
  - Ability to sell and scan tickets
  - Ability to sell merchandise
  - Nightly Payouts
  - Donations and Fundraising: 2.5% fee
  - Sell eGift Cards: 2.5% fee
  - Customer Database
  - Unlimited Staff Users
  - Ability to Create Events
  - Share events on social media
  - Online Support
- General Admission-\$65 per month and 65 cents per ticket which includes:
  - No per-ticket fee for the first 100 tickets per month
  - All features from Maintenance Level
  - General Admission Events
  - Season Subscriptions and Packages
  - Concessions and Merchandise Sales
  - Ticket Printer Integration
  - Email Reminder Upgrade
  - Post-Event Email & Survey Upgrade
  - Email Validation Upgrade
  - Branded Email Sending Upgrade
- Reserved Seating-\$95 per month and 79 cents per ticket which includes:
  - No per-ticket fee on the first 100 tickets per month
  - All features from General Admission Level
  - Ability to Have Reserved Seating
  - Donations/Fundraising, 1.5% fee
  - Ability to sell eGift Cards, 1.5% fee
  - Ticket Printer Integration
  - Unlimited Rental (Event-Restricted) Users
  - Priority Support
- Corporate-\$275 per month and \$2.50 per ticket
  - No per-ticket fee for the first 100 tickets per month
  - All features from Reserved Seating Level
  - Donations /Fundraising, no fee
  - Ability to sell eGift Cards, no fee
  - Unlimited Email Reminders
  - Unlimited Mass Emails
  - Two-Factor Authentication
  - Private Stack Channel
  - Phone Support