



CREATING A COMMUNITY-BASED REGIONAL BOX OFFICE

1. Access your organizational capacity
 - a. Staffing (tech savvy?)
 - b. Technology Infrastructure (networks, software, hardware, phones, etc.)
 - c. Physical/location, space
 - d. Leadership (community organizing)
 - e. Mission (is this consistent with your mission?)
 - f. Board Commitment (financial investment, promoting other organizations)

2. Access the *community need*
 - a. Identify existing box offices in the region... are you the right organization to undertake this project or should you be suggesting it to another
 - b. Inventory presenting organizations that sell tickets
 - c. Analyze the existing marketing / promotional strategy for the Arts in the region
 - d. Interview reps from the travel & tourism industry and ask for their support
 - e. Interview reps from the chamber of commerce and ask for their support
 - f. Determine whether there are existing data centers for the Arts in the region

3. Identify Initial Ticketing Partners
 - a. Start with the 2-3 largest (cornerstone) organizations during the first 90 days, taking on one per month
 - b. Determine annual ticketing revenue
 - c. Involve them as early as possible to build the box office together... since they will represent the majority of your ticketing volume, the box office systems/processes need to accommodate their operations
 - d. Get signed agreements which establish all financial terms, expense sharing policy for customization work and tax related issues

4. Identify a Software Partner (THIS IS A KEY DECISION... CONSIDER THIS A PARTNERSHIP AND NOT JUST A VENDOR/CUSTOMER RELATIONSHIP!!!)
 - a. Test drive as many systems as possible (they all offer guest access)
 - b. Plan for tomorrow and ensure room for growth
 - c. Check references carefully – ensure support services are excellent
 - d. Investigate customization resources/procedures/terms
 - e. Investigate networking/hardware requirements
 - f. Staff training options
 - g. Request at least 3 quotes



- h. Remember, technology is changing very quickly! Access a license subscription model via the classic lease/purchase option. Three years is forever with technology
5. Budget Assessment
 - a. Ensure the combined ticketing revenue of key partners and yourself cover the fixed costs of the project
6. Negotiate credit card processing terms
 - a. Start with your local banks and ask for them to waive their fees as a donation
 - b. Request at least 3 quotes
7. System design
 - a. Always highlight/celebrate your ticketing partners in your design
 - b. Ensure integration with existing website
 - c. Establish fee structures / pricing rules early and stick with them... simpler is better
 - d. Physically inspect venues to verify seating charts
8. System implementation
 - a. Allow for at least 90-120 days to install equipment/networks, customize the software and train your staff
 - b. Initial training should be done in person. Follow-up can be online /remote.
 - c. Beta test: start with a medium size event the first week, and then introduce additional events slowly to work out bugs
 - d. Carefully monitor network/system diagnostics and reports to identify problems. Do not assume that everything is going ok because you're not hearing from people
 - e. Anticipate problems/delays
9. After 30 days of beta... GO FOR IT!
 - a. Market and promote! Flood the media-waves with a sustained 6 month ad blitz (print, radio, internet, etc.) establishing the new regional box office as the go-to location for performing arts information and tickets
 - b. Issue press release highlighting the community partnerships and positive economic impacts of the project
 - c. Actively recruit new ticketing partners by referring them to your existing partners... ask your existing partners to help recruit
 - d. Check in routinely with your partners and get their feedback. Verify that they are satisfied with the presentation of their unique brand
 - e. Start to leverage the data and tell the story of the collective economic impact of performing arts in your region
 - f. Keep looking ahead in regards to technology upgrades and stay in constant communication with your software partner