

PAEC TICKETING SYSTEM RFP 2021
MONDAY 7/26/2021

1. How many ticketed events do you do at the performing arts center annually across all residents orgs?
 - a. 80-100
2. Are all the events ticketed by your current ticketing provider? If not, please explain.
 - a. Yes
3. What is your average ticket price? Does that vary by event type (i.e. arts vs concerts)?
 - a. \$48. Does not vary by event but does by presenting organizations.
4. Number of single event tickets (by price) you project to sell annually through ticketing providers internet channel?
 - a. 7500
5. Number of single event tickets (by price) you project to sell annually through ticketing providers mobile channel?
 - a. 400
6. Number of single event tickets (by price) you project to sell annually through the box office/back office?
 - a. 12,500
7. Who is your current ticketing provider?
 - a. Audience View
8. What do you like about your current provider?
 - a. Reporting is clean.
9. What do you feel is missing (if anything) with your current platform?
 - a. Quality and timely customer service. Currently no CS phone number available. Buying process for customers is very clunky and difficult.
10. Are there plans for future expansion or increased booking not listed in the current volume?
 - a. Potentially another dozen or so
11. Do you work with outside promoters? If so, who and number of shows?
 - a. 20/year. While many are local, we have also rented the theatre to Nunn Better Productions, Bronn Journey, Seattle Men & Women's Chorus, Sound Publishing. We also buy directly from APA, WME, ICM, CAA and others.
12. Are you currently using any email marketing tool? If so, who? Is it part of your current ticketing solution?
 - a. Constant Contact. No
13. Number of internet/mobile single reserved seat tickets priced \$100 & above. –
 - a. 127 sold (2019-2020)

14. Number of internet/mobile single reserved seat tickets priced \$75.00 to \$99.99. –
 - a. 588 sold
15. Number of internet/mobile single reserved seat tickets priced \$55.00 to \$74.99. –
 - a. 1659 sold
16. Number of internet/mobile single reserved seat tickets priced \$40.00 to \$54.99. –
 - a. 2477 sold
17. Number of internet/mobile single reserved seat tickets priced \$25.00 to \$39.99. –
 - a. 3872 sold
18. Number of internet/mobile single reserved seat tickets priced \$15.00 to \$24.99. –
 - a. 2256 sold
19. Number of internet/mobile single reserved seat tickets priced \$10.00 to \$14.99. –
 - a. 334 sold
20. Number of internet/mobile single reserved seat tickets priced \$0.01 to \$9.99. –
 - a. 7561 sold (includes comps)
21. Ticket Holder Renewal Process and Online Account Management speak to season ticketing needs, please describe:
 - a. The specific need for this functionality for these events you do annually
 - i. Need customers to have a select-a-seat option when purchasing full seasons.
22. What is the nature of the season tickets you sell? How many season ticket holder accounts do you have?
 - a. We will season tickets for our annual presentations. We sold 30 seasons for the 2019-2020 season.
23. Do you currently have a permanent tenant(s) of the venue that sell season tickets? If so, please provide the name of the tenant(s) and the nature of the season tickets they sell. How many season ticket holder accounts do they have?

PAEC does not have “permanent” tenants, however the facility does have extended contract with groups who sell season tickets. For privacy reasons, client names are not publicly shared.

 - a. #1 - 100 annual accounts
 - b. #2 - 25 annual accounts