

FRINGEARTS

BOX OFFICE MEETING 2014

Important Contacts

1. Jordan Layman

Neighborhood Fringe Coordinator
(215) 413-9006 x 16
Jordan@FringeArts.com

For Programming Information, Venue Capacity Changes, and Show-Related Changes

2. Jen Cleary

Box Office Manager
PatronServices@FringeArts.org
(267) 687-0660

For day-of-show ticketing questions and issues with presales.

3. Meg Morris

Venue and Patron Services Manager
Meg@FringeArts.com
(267) 613-9815

If Jordan and Jen are Unreachable

Box Office Information

- Box Office Hours:** Aug 27 – Sep 21: Noon-8pm
- Phone Number:** (215) 413-1318
- Website:** www.FringeArts.com
- Address:** 140 N Columbus Blvd, Philadelphia, PA 19106
- Payment Methods:** Visa, MasterCard, American Express, Discover & Cash (no checks!)

Box Office Policy Change

- FringeArts year round staff will be eligible for 2 Comp-Rush tickets at your show.**
 - This is subject to availability.
 - Eligible staff members will carry badges that say “Staff Rush Eligible”
 - We love to see as many shows as possible, and we’re frequently asked for and pass on recommendations to potential audience members. We want to see your show and tell other people to see your show!

FringeArts Sales

- Each show has allotted FringeArts at least 20% of their venue’s capacity to sell through our ticketing system, Patron Manager.
- Online + Phone sales** have already begun!
- Walkup sales** are available beginning August 27, 2014.

4. **There are no physical tickets** at our box office. As soon as a patron purchases a ticket online/phone/in-person through our box office, they are emailed the ticket directly. They can either print at home or show the ticket on their smart phone device.
5. A service fee is added to all credit card transactions. FringeArts does not retain this fee, it is passed directly on to merchant services.
 - i. \$1 for online purchases
 - ii. No fee for walkup cash purchases
6. All festival discounts apply to your tickets. See the settlement form for festival discounts.
7. No comp tickets are reserved through our box office except to members of the press. Press tickets will be indicated on both the sales report and the door list you'll receive prior to show time (see Appendix A).
8. When our allotment of tickets runs out, our website will say "Additional tickets may be available at the door." If you have not allotted FringeArts your entire house's capacity and our allotment runs out, you may want to consider increasing our allotment. You can do this by contacting Jordan at Jordan@FringeArts.com or (215) 413-9006 x 16.
9. FringeArts keeps 10% of the ticket revenue (excluding fees) from online sales and tickets sold through our box office to offset our box office and administrative costs.
10. Our sales stop 2 hours before the performance time.

Your Pre-Sales

1. **Sell Tickets Yourself** - Sell any inventory that you did not allot to us.
2. If you would like to change, or have questions about, how your tickets are allotted, contact Jordan Layman, Neighborhood Fringe Coordinator, at Jordan@FringeArts.com or (215) 413-9006 x 16.
3. Since there **are no hard tickets** we cannot give you physical tickets to sell yourself. This also means you do not need to come to the Box Office to pick up tickets.
4. You must keep track of your pre-show sales. We cannot track your sales.

Reporting

1. You will receive **daily ticketing reports** letting you know how many tickets you have sold through the FringeArts box office.
2. 2 hours before your show starts, tickets will go off sale online. At that time, you will receive one last report via email listing the names of everyone who purchased tickets to that show. You will then know exactly how many tickets you have left to sell at the door. See Appendix A for a sample.

3. The reports will be automatically sent to the primary email on MyFringeArts.com. If you would like to include a different person to receive ticketing reports, please email Jordan@FringeArts.com. **Only one email address can receive the reports.**

Things to Pick-Up (at the Box Office)

1. **Sandwich Boards**
2. **Artist Badges**

Show Related Changes

1. **Contact Jordan immediately** at Jordan@FringeArts.com or (215) 413-9006 x 16.
2. **Cancelling Shows**
 - a. Only because of the weather for outdoor shows
 - b. At least 4 hours before the show
 - c. We call and refund everyone who bought tickets to that performance through our box office.

Day of Show Operations

1. **There is no need to come into the box office.** There are no hard tickets to pick up. The list of ticket buyers and tickets sold is emailed to you approximately 2 hours before the show.
2. **We may call you!** Sometimes a patron will contact our Box Office with issues/questions we cannot handle without you. Especially in the two hours prior to the show, we may need to contact someone at your venue. By default we will contact the Primary Contact you listed on MyFringeArts.com. If you would like us to contact someone else with Box Office questions, please e-mail PatronServices@FringeArts.com.
3. **Sell Tickets**
 - a. You are responsible for selling tickets at your venue starting at least 30 minutes before your show.
 - b. Use the Settlement Form to calculate your availability at the door.
 - c. Listed on Settlement Form are festival discounts that are available through our box office. We ask that you also make these discounts available at the door of your venue.
 - d. Keep track of ticket sales at the door on the settlement form.
 - e. You keep all revenue from tickets sold at the door.
4. **Check-In at the door**
 - a. Using the will call list that was e-mailed to you, you should check-in patrons by name at your door.
 - a. Make sure your ticket-takers are prepared to accept all forms of tickets. See Appendix C for an example.
 - b. Some patrons will come with their tickets printed out; some will come with a ticket on their smart phone. **You should ask for their name.**
5. **Call us if there are issues** – We will do whatever we can to help: look people up, resend your list, whatever you may need. Make sure the person running your Box Office/Front of House has our Box Office phone number (215-413-1318).

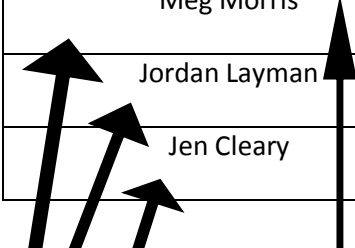
MyFringeArts.com - Reconciliation

1. **Enter your Ticket Sales** as recorded on your settlement sheet on Step 3 of MyFringeArts.com
2. **Upload your W9.**
3. We cannot release your ticket income until we receive your W9 and your settlement info

Appendix A – Sample Attendees Report (E-mailed 2 Hours Prior to Show)

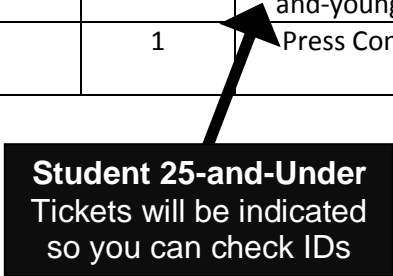
NEIGHBORHOOD SHOW TITLE
Sunday, Sept. 14, 2014 - 8pm

Name	Quantity	Price Level	Order Number
Meg Morris	1	General Admission	ORDER-000162593
Meg Morris	1	General Admission	ORDER-000162593
Meg Morris	1	General Admission	ORDER-000162593
Jordan Layman	1	Student & 25-and-younger	ORDER-000162594
Jen Cleary	1	Press Comp	ORDER-000162595

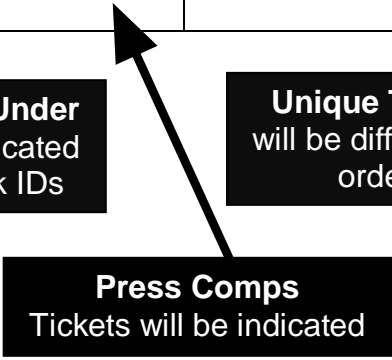


Each ticket appears as one row

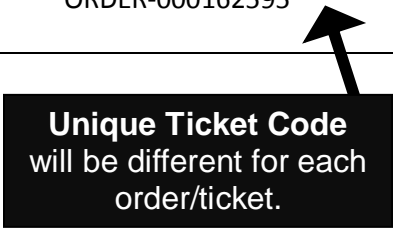
Patrons who buy multiple tickets will show up on multiple lines with the same name on each ticket.



Student 25-and-Under Tickets will be indicated so you can check IDs



Press Comps Tickets will be indicated



Unique Ticket Code will be different for each order/ticket.

Appendix B – Sample Sales Report

NEIGHBORHOOD SHOW TITLE

9/2/2014 7:30 PM			
Quantity	Price	Ticket type	Price Level
1	\$10.50	Discounted	General Admission
1	\$10.50	Discounted	General Admission
1	\$10.50	Discounted	General Admission
1	\$10.50	Discounted	General Admission
1	\$10.50	Discounted	General Admission
1	\$15.00	Full Price	General Admission
1	\$15.00	Full Price	General Admission
1	\$15.00	Full Price	General Admission
1	\$10.00	Full Price	Student & 25-and-younger
9	\$107.50		
9/3/2014 7:30 PM			
Quantity	Price	Ticket type	Price Level
1	\$15.00	Full Price	General Admission
1	\$15.00	Full Price	General Admission
1	\$15.00	Full Price	General Admission
1	\$15.00	Full Price	General Admission
4	\$60.00		
9/4/2014 7:30 PM			
Quantity	Price	Ticket type	Price Level
1	\$0.00	Comp	General Admission
1	\$0.00	Comp	General Admission
1	\$0.00	Comp	General Admission
1	\$0.00	Comp	Press Comp
1	\$0.00	Comp	Press Comp
5	\$0.00		

**FringeArts retains
10% of this total, you
retain 90%**

**Each performance
appears as a
separate section**

Appendix C – Sample Print Ticket

This is your ticket. Print this entire page and bring it with you to the event.

ITEM-000113017

Scratch Night: Neighborhood Fringe Spotlight Series



Mon, August 4, 2014 - 7pm

Price: \$0.00

Print Preview

Venue: FringeArts

Address: 140 North Columbus Blvd.
Philadelphia, PA 19106

arts alive 2014 FRINGE FESTIVAL
SEPTEMBER 5 TO 21

FRINGEARTS
THE LINCOLN MOTOR COMPANY

Real people. Real stories.

100% Philadelphia

Rimini Protokoll (Germany)

Fri, Sept 19 at 7pm
Sat, Sept 20 at 7pm
Sun, Sept 21 at 3pm

Temple Performing Arts Center
1837 N Broad St (between
Montgomery Ave and Norris St)
Pay What You Wish

TICKETS at FringeArts.com / 215.413.1318

arts alive 2014 FRINGE FESTIVAL
SEPTEMBER 5 TO 21

FRINGEARTS
THE LINCOLN MOTOR COMPANY

The original dances that inspired
Beyonce's music video, "Countdown."

Rosas Danst Rosas
Anne Teresa De
Keersmaecker / Rosas (Belgium)

Sat, Oct 4 at 7pm
Sun, Oct 5 at 2pm

FringeArts
140 N Columbus Blvd (at Race St).
\$29 / Members save 30%

TICKETS at FringeArts.com / 215.413.1318

All sales are final. Ticket exchanges are for 2013-14 Annual Members only. Memberships are \$65 for one and \$100 for two.

For more info and to become a Member, call the Box Office at 215.413.1318.

Valid I.D. is required at the door with a student & 25-and-under ticket.

Please call the box office if you have accessibility requests.

E-Tickets: There are no tickets to pick up. All tickets are sent to you as a link in an email. Tickets are required at the door and need to be scanned before entering. Bring your ticket as a print-out or display the QR code on your mobile device.

FringeArts does not discriminate against any person on the basis of race, national origin, gender, sexual orientation, disability or age in admission, treatment, or participation in its programs, services and activities, or in employment.

Parking Map

Validated discount parking available at P2.

P1 Holiday Inn, 110 N. Columbus Blvd. **P3** Dave & Bussers Lot, 325 N. Columbus Blvd.
P2 Parkitorium, 231 N. 2nd St. **P4** DRFVC Vine Street Parking Lot (at Columbus Blvd)

ITEM-000113017

Scratch Night: Neighborhood Fringe
Spotlight Series

Mon, August 4, 2014 -
7pm

General Admission
RSVP

\$0.00

Print Preview



FRINGEARTS

FRINGEARTS

Festival Artist Settlement Form

Show Information

Producer/Artist: _____

Show Title: _____

Date: _____ Time: _____ Full Ticket Price: _____

Instructions

- Use the boxes on the right to calculate the total tickets available for sale at the door.
- Begin selling tickets 30 minutes before your show.
- Keep track of your walkup ticket sales below. Do NOT include patrons who are holding tickets on arrival. These patrons pre-purchased tickets.
- Please honor festival discounts listed below.
- Feel free to offer other discounts. You can keep track of them in the blank lines below!
- Need Box Office help? Call 215-413-1318

Calculate your ticket availability

Total Capacity

FringeArts pre-sales -

Your pre-sales -

Tickets Available for Sale =

Ticket Type	Tally Box (put slash marks here)	Total # of Tkts	Price	Total Amount
Full price			X \$	\$
25-and-Younger & Students \$5 off one ticket per ID (If full price is \$15 or more. Subject to availability)			X \$	\$
Artist Rush \$5 ticket per FringeArts Artist Lanyard. (Only valid 5 minutes before the show. Must show lanyard. Subject to availability.)			X \$	\$
Membership Discount 30% off 1 ticket per member lanyard. (Must show lanyard. Subject to availability.)			X \$	\$
Press Comps 2 free tickets per press lanyard. (Must show lanyard. No reimbursement. Subject to availability.)			X \$0.00	\$0.00
Other Discounts. You give these out.			X \$	\$
Other Discounts. You give these out.			X \$	\$
Comps You give these out. You choose who to let into your show for free.			X \$0.00	\$0.00
		Total		Total
		<input type="text"/>		<input type="text"/>

What do I do with my settlement forms?

Record ticket sales information online at MyFringeArts.com (Step 3).

We cannot mail your TicketLeap ticket income until we received your W9 and your ticket sales information.