

# PERFORMING ARTS TICKET OFFICE POLICIES AND PROCEDURES

## Important Phone Numbers

Box Office.....	805/756-ARTS (2787)
Toll Free ( CA only) .....	888/233-ARTS (2787)
Fax.....	805/756-6088
Terri Hopson, Ticketing Services Manager.....	805/756-7235
Maria I. Chavez, Ticket Office Supervisor.....	805/756-2790

## Hours of Operation

Monday through Friday: 10 a.m. to 5 p.m.

Saturday: 10 a.m. to 2 p.m.

Performance days during the week: 10 a.m. through intermission

Performance days on weekends: one hour prior to performance ½ half hour into event

*\* Please note, the ticket office closes at 2 p.m. on Saturdays & reopens one hour prior to the curtain. The ticket office closes at 5pm during weekdays and reopens one hour prior to curtain.*

## TICKET SALES

### Parking

There is a 5 minute free parking zone located in front of the Ticket Office. Patrons may use this for walk-up ticket purchases. Patrons wishing to park in the Center's lot on event evenings must purchase a \$6 parking permit from the attendants, or this may be done in advance through the Ticket Office for a fee of \$5. Patrons with disabled placards need not purchase a parking permit. Disabled parking is located in the lot closest to the Center.

### Ticket Purchases

The PAC ticketing services are exclusive. All tickets sold within the PAC including all day-of-event sales will be sold exclusively by the PAC ticket office. Tickets may only be purchased, not held. Tickets may be purchased via walk-up, phone, fax, mail or internet. Patrons may pay for their tickets with cash, check, money order, or the following credit cards: American Express, MasterCard, Visa, or Discover. Ticket stock is the property of The PAC. All tickets will be printed showing the location of the event and the day, date, and time of the event.

### Handling

A \$5 handling fee will be charged to all phone, mail, and fax orders. When purchasing tickets over the internet, Tickets.com fees apply. Window sales that are also subscription sales will be charged the \$5 handling fee. There is no charge for single ticket window sales. The \$5 handling fee covers materials, postage, labor, and credit card fees.

**Facility Fee**

Patrons will pay \$3.00 per ticket in addition to the advertised ticket price for events held in Harman Hall, the Pavilion and Philips Hall. Patrons will pay \$2.00 per ticket in addition to the advertised ticket price for events held at the Spanos Theatre. Patrons will pay \$3.00 per ticket facility fee for Cal Poly Arts events that are presented in the Spanos Theatre.

**Refunds**

No refunds will be made, except in the case of canceled events which are not re-scheduled. Refunds are valid one year after the canceled event. Handling charges and Tickets.com fees are not refundable. In special circumstances, ticket office management is permitted to authorize refunds.

**Exchanges**

Generally speaking, exchanges are not allowed. Cal Poly Arts subscribers and season ticket holders may exchange tickets for other events listed in the current season brochure. Tickets for Center Stage events may not be exchanged. Tickets for exchange must be received by the Ticket Office no later than one week prior to the event. Exchanges cannot be made by telephone. Exchanged tickets will be credited at their face value toward the price of the new event on a ticket per ticket basis. Patrons may also donate unused tickets prior to an event and receive a non profit tax deduction.

**Lost Tickets**

There is a \$2 per order charge for replacing lost tickets. Patrons who lose their tickets may pick up reprints at the Ticket Office one hour prior to the event. Patrons are not charged for replacing tickets if the tickets were lost in the mail and never reached the patron.

**Children's Tickets**

To enhance the enjoyment of all patrons, it is not recommended that patrons bring children under the age of 5 unless it is a children's event specifically geared toward that age. Every person entering the Center must own a ticket. While it may be possible for a small child to sit in the lap of an adult, the child must still possess a ticket for the event. Babies are not allowed to attend events at the Center, unless specifically advertised by the sponsor.

**Disabled Patrons**

Seats are held in all areas of the facility for patrons who need wheelchair access, as well as for those with visual impairment, hearing impairment, and for those with limited mobility, but do not require the use of a wheelchair.

**Sold-Out Events**

Wheelchair and companion seating will be held until the event sells out. After this period of time, the majority of wheelchair seating will be released. All seats will be released 24 hours prior to the performance date.

### **Non-Sold Out Events**

Ticket sales will be available beginning one hour prior to curtain until one half hour into the event.

### **Discounted Ticket Prices**

The Client establishes ticket prices. Discounted tickets may include students, senior citizens, and group rates. Occasionally Clients will request student rush tickets to be made available 1 hour prior to the event. The Performing Arts Center does not mandate what the ticket prices will be or whether discounted tickets are offered.

### **Will Call Sales**

Orders that are placed later than 10 calendar days prior to an event will be held at Will Call. Will Call orders will be in alpha order in separate boxes for future events. The ticket envelope will be filled out with last name, first name, event code, and number of tickets.

### **Gift Certificates**

Gift certificates are sold in any denomination through the PVM ticketing system. Gift certificates can be redeemed at face value toward the total balance due on any event on the ticketing system and also can be applied to parking and ticketing fees.

### **Complimentary Tickets**

All complimentary (free) tickets for the Center are prepared and accounted for by the Ticket Office Management Staff. These tickets are normally requested using a complimentary ticket request form. The Client or persons designated by the Client may request comps. These tickets are normally used for radio promotion, media, press, or guests of the artists.

### **Performing Arts Center Ticket Holds**

Management reserves the right to hold up to 3% of total inventory as House Seats in any venue for every event. The seats used to fulfill the Center's "House Holds" will be clearly defined at the time ticket services are established for the Client's event. As an event approaches, it may be determined that the number of tickets held is no longer required. The PAC will release these tickets, or a portion thereof, for public sale.

## **EVENT SET-UP**

### **Ticketing Exclusivity**

The Performing Arts Ticket Office has exclusive rights for ticket sales to all events held in the Performing Arts Center, San Luis Obispo. This includes: the Sidney J. Harman Hall, Philips Electronics Hall, the Pavilion, and the Alex and Faye Spanos Theatre. A license agreement, signed by agents for the Center and the Client, is required at the time a reservation for use of the Center is confirmed. No ticket sales are permitted until a fully executed contract is received by both parties.

## **Ticket Information Document**

Ticketing services can be ordered by contacting the Ticketing Services Manager. A separate Ticket Information Form must be completed and submitted by the Client at least 3 weeks prior to the date tickets are to go on sale. Tickets must be on sale for a minimum of 2 weeks. The Center's Ticketing Services Manager is available to provide the Client with assistance in completing the document, which in turn establishes ticket prices, ticket text, and a variety of available price category configurations for each venue. In special circumstances, additional stage seats may be added to the manifest. The Client must have the approval of the artist's management and also the Center's Technical Services Manager when adding additional seating on the stage. Client agrees to provide Ticketing Services Manager, *prior to the first day of public ticket sales*, a short and accurate written description of the performance. This description should include:

1. Length of acts or sections
2. Brief plot synopsis
3. Specific musical repertoire
4. Age appropriateness of performance
5. Biographical data on artist(s)
6. When intermissions occur
7. When show is to conclude
8. Any pertinent information which, in the Client's judgment, a patron might wish to know about the event.
9. Other information, as requested by the PAC

## **Planned promotions**

The Client must inform the Ticketing Services Manager at the time the order for Ticketing Services is placed of any special promotions planned, and should provide copies of any order blanks to be used and further provide information regarding any vouchers or give-away planned, or other promotions expected.

## **Acknowledgment**

The Client agrees to put "Ticketing Services provided by the Performing Arts Center" in all their promotional materials. The direct ticketing phone numbers and website as listed in this document should also be included.

## **TICKET OFFICE CHARGES**

### **Set-Up Fee**

The Client is charged a set-up fee of \$175 per performance for events held in Harman Hall. Events in the Pavilion and Spanos Theatre are \$120. This charge is for the programming of the event on the ticketing system. The charge is non-refundable in the event a cancellation should occur. Once the document has been received, the client will be billed at a rate of \$25 for each change requested in the original programming.

### **Per Ticket Fee**

Clients will pay a per ticket service charge of \$2.15 for each ticket sold to their event. The Client is required to build the cost of this fee into the ticket price of admission. The \$2.15 will be deducted from the gross revenue at settlement.

### **Bank Card Chargeback's**

3.5% of credit card sales which includes any purchase made with Visa, MasterCard, Discover, and Amex will also be deducted from gross revenue on commercial events only. Not for profit presenters will not be billed for credit card fees.

### **Complimentary Tickets**

Clients may hold no more than 5% of the house from inventory for their own use and distribution. These tickets may not be sold to the general public and are provided to meet the Client's special VIP or complimentary ticket needs. A printing fee of .05 per ticket will be charged for the first 50 complimentary tickets. If the client exceeds 50 tickets for complimentary needs; \$2.15 per ticket will be charged.

### **Event Labor**

Clients are required to pay an hourly rate to staff the Ticket Office for their event. This includes any hours of operation that exceed the normal hours of operation. The fees are as follows:

*Performing Arts Center - \$175 - night of performance (\$75/hour for overtime)*  
*Pavilion or Spanos Theatre - Minimum \$70 per hour - night of performance (\$30/hour for overtime)*

### **Consignment Tickets**

Consignment of tickets is not permitted. Generally speaking, all tickets are sold exclusively through the Performing Arts Ticket Office. Clients may purchase blocks of tickets at full price. The Client can designate an official ticketing liaison which may purchase no less than 50 tickets from the Center's Ticket Office. Block sales are for general admission events only. Representatives of the Client may then "re-sell" these tickets to the public. Block tickets, if returned un-sold to the Ticket Office Manager no later than 48 hours after the event, will be credited to the account at settlement. If un-sold tickets are not returned 48 hours after the event, the revenue will be credited to the event and appropriate ticket fees will be charged.

### **Lists and Labels**

The Ticket Office will enter each ticket purchaser into the Center's computer database if agreed to by the patron, with the exception of walk-up sales which occur 1 hour prior to curtain. Exclusive access to ticket purchasers will be allowed only on a Client by Client basis. The Center reserves the right, however, to send the Center's Calendar of Events and other promotional information to all persons on the database. The Ticket Office will provide each Client with one free list of purchasers to their event. Any requests thereafter including special lists for marketing reasons, mailing labels, etc.; there will be a \$50 fee per request. The Client needs to give the Ticket Office 5 working days when requesting lists and labels.

### **In Lieu Fee**

For nominal priced events, Clients may opt to sell their own tickets in advance or at the door. Nominal priced events are events where the ticket price does not exceed \$5. The in lieu fees are priced for the following venues:

*\$750 Harman Hall*  
*\$250 Spanos Theatre*  
*\$250 Pavilion*

This applies only to general admission events. There is also a charge of .05 per ticket for printed stock. The “in lieu” fee covers calls and walk-up patron questions answered during regular business hours and also the facility fee.

### **Low Priced Events**

The Center adjusts the service charge to 21.5 % of the face value of the ticket (not to include the Facility Fee) for events where the top ticket is priced under \$14. Set-up and labor fees for ticketing remain the same as normal for low priced events.

### **Event Cancellation**

After ticketing arrangements are established between the Client and the Ticketing Services Manager, if the event is cancelled the Client shall pay the minimum set-up fee and all credit card charges in addition to other deposits. The \$5 per order handling fee is a non-refundable fee absorbed by the patron.

### **Ticketing for Non-Center Events**

The Center may agree to handle Ticketing Services for events that will occur in venues other than the Performing Arts Center. The same fees as outlined will be assessed to the Client.

## **EVENT SETTLEMENT**

### **Custody of Funds**

All funds derived from the sale of tickets shall be held in the custody of the Performing Arts Center until the performance or events scheduled have been completed.

### **Event Audits**

The Client may call the Ticket Office Management at any time during the sale of their performance and request a current ticket count which will reflect the amount of tickets sold and the gross revenue to date.

### **Customer Payments**

The ultimate responsibility for bad checks and credit card charge-backs is that of the Client. Situations such as this often occur weeks after the performance. The Client will be expected to reimburse the Performing Arts Center after settlement has taken place, if any bad debt should occur.

### **Refund of Ticket Revenue**

In general, the Center's policy is to offer no refunds for single tickets. The Center retains the right to make determination of ticket refunds for cause, in keeping with the Center's policy of retaining public faith. This shall include and not be limited to:

- 1. Failure of an event to begin within a reasonable time of schedule stated by the Client.*
- 2. Failure to provide the event as advertised.*

### **Ticket Office Statement**

A final and official ticket office statement will be available to the Client upon completion of the event.

### **Ticket Drop Count**

The ticket office statement does not indicate attendance. The event's attendance can be ascertained by a ticket drop count provided by the Center's House Manager. The ticket drop count will only reflect the total number of tickets torn.

### **Final Settlement**

Assuming all parties agree on the settlement audit and the Client agrees to accept the same as an accurate accounting of tickets sold and tickets remaining, a settlement check will generally be available the 10th business day following the end of a performance run.