



ARCADIA  
Unified School District

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## Arcadia Performing Arts Center strengthens revenue stream with online ticket, merchandise and concession sales



*"Not only do we have a platform to sell tickets to our theater, but we are able to register students for events around the campus, plus sell merchandise for added sales."*

— **BRITTANY NORIEGA**, Performing Arts Service Coordinator at Arcadia High School

### An integrated buying process with ticket widgets

The Arcadia Unified School District (AUSD) is currently ranked in the top 1% of best school districts in America. The district holds 11 schools with approximately 9,500 students. While they may be the best around, their performing arts center was far behind. Arcadia Performing Arts Center creates a professional learning environment for students interested in the arts. A high quality program with low quality ticketing.

With Purplepass, AUSD is no longer limited to their box office. Now, they can also sell tickets online, cutting box office lines in half the day-of their events. AUSD guests can purchase everything they need directly from their website without being directed to a third party. By using Purplepass' ticket widget integration, the buying process is streamlined, simple and branded all on their website.

### Challenge

- No online registration for ticket sales
- Offering a customized shopping experience
- Selling merchandise and concessions
- Online registration for students (due to COVID-19)

### Solution

Using a complete event management software; *ticket widgets, custom order questions, school registration, and concession sales*, via Purplepass

### Results

- **Ticket and concession sales** are available 100% online (*spike in revenue and attendance*)
- **Branded checkout experience** with questionnaires for further insights
- **Support for student registration online** due to pandemic (COVID-19)



*"Purplepass has been a game changer for ticketing at our school theatre. I look forward to using Purplepass in every one of our schools in the district."*

— **BRITTANY NORIEGA**, Performing Arts Service Coordinator at Arcadia High School

## AUSD sells more than just tickets!

One thing AUSD needed that most ticket solutions couldn't offer was ticket add-ons; *selling merchandise, food, drinks, concessions, PLUS tickets.*

*Why?* For a few reasons. Most of their shows are big events, meaning big lines and congested traffic. Selling event merchandise and concessions ahead of time not only encouraged an increase in these sale types, but eliminated heavy wait times and long lines during the events. AUSD's concessions online consist of anything from water, coke, sodas, to chips, cookies, and popcorn. They also sell branded merchandise and student t-shirts online.

Before adding concession sales online, AUSD had a hard time selling merchandise and food at events. They couldn't maximize their sales because people **(a)** didn't want to wait in line, **(b)** were afraid of missing the show, **(c)** AUSD couldn't process payments other than cash. After promoting ticket add-ons and merchandise sales online, not only has their revenue spiked, but now they have a better idea of inventory needs and popular items to stock up in.

## Online school registration during COVID -19

Unfortunately, the coronavirus pandemic has affected every aspect of our lives. Until deemed safe, we remain working at home and living online. COVID-19 has had a huge impact on students; predicted that schools will remain online until 2021. Instead of turning to Purplepass just for events, they've now outsourced the platform as a registration for classes. Enroll as a student, purchase Grad Night tickets, and even spirit shirts all online. AUSD has also chosen to include a donation option before checkout to receive further support from their communities and students.

## Custom orders, questions and terms

*Performing arts, charity dances, fundraisers, registration, family events, ticket add-ons and online concession stands ... let's just say AUSD holds a lot of unique events throughout the calendar year. Although it's one district, every school and event is different, requiring individual checkout processes with their own customization features. With Purplepass, each checkout is tailored to fit the needs of that event.*

For example, their school registration checkout page also includes a questionnaire for students, collecting all required information. Any student that also includes a *Spirit Shirt* fills out another questionnaire requesting information on their shirt size, color, etc.

At the end of each event, AUSD also includes terms and conditions set for each specific event. These address ticket processing, refunds, policies, food and beverage allowance, what you need prior to admittance, etc. They can add custom elements and build a tailored set of terms for each event that guests are required to agree to before checkout.

## Variety of ticket options & packages

See what ticket deals AUSD is using for their events:

- *VIP experience*
- *Assigned seating*
- *Student discounts*
- *Ticket by donation*
- *Adult/children/senior*
- *Student ID promo codes*



## Ticketing for Education

Learn more about an event management system fully optimized for school districts, universities and educational programs.

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"The Purplepass system is reliable as long as we give them a great map of the seats of the venue. So if we have an accurate map of the venue then the map where our customers choose their seat is great. If you use the same venue every time you can clone the past event and know all your settings are where you want them to be. I give them a 10. We love the way customers can choose tickets and especially that we can use promo codes to encourage people to buy more than just two tickets. We have found that our audience buys 2-3 tickets so we have a promotion that if they buy 4 tickets their 5th ticket is free. This has increased our ticket sales tremendously!!"

- Karen Lake, **Executive Director**



"Kids Rock Free at Fender Center for the Performing Arts has been using Purplepass for some time. We are a non-profit that supports education for kids ages 7-17, and we teach keyboard, drums, guitar, bass, and vocal as well as having a drumline & band. To benefit our education program, we hold a number of concerts every year and we sell our tickets through Purplepass. I myself am new to working here and I picked up the website quickly and easily. Their customer service has also been very helpful when we have had problems."

-Amy Yates, **Communications Coordinator**



"Purplepass has been awesome for our theatre performances over the last year. We had awesome shows with a professional, easy-to-use ticketing system which made our events more pleasant for everyone involved..."

- Addison Walden, **Teacher & Director at NFHS**