

Mansfield Center for the Performing Arts

Change in Fee Structure – Great Falls Symphony

THE Mansfield
Center for the Performing Arts

Mansfield Center for the Performing Arts

- Owen Grubenhoff - Mansfield Event Manager
- Hillary Shepherd - Great Falls Symphony Director

- The Great Falls Symphony has been a partner with the Mansfield Center for 37 years
- Symphony approached the City to discuss options to continue facility usage while being able to build customer relationships and brand continuity
- Multiple meetings resulted in a 1 year test proposal to ascertain positive/negative impacts

THE Mansfield
Center for the Performing Arts

Symphony Flat Fee Proposal

- Current model used an industry standard; Mansfield charged 8% of gross ticket sales plus \$2.00/ticket
- Also; Mansfield collected \$4.00/ticket for online and phone sales
- *Proposed model; negotiated flat rate charge of \$5000 per show for Symphony concerts and \$2000 per show for Youth Orchestra Concerts*



Symphony Flat Fee Proposal

Symphony Benefits

- Meets Symphony #1 priority – dedicated ticket sales; drive customers to symphony website increasing customer relationship management
- Provides additional revenue potential from ticketing fees
- Allows Symphony to bundle ticket sales in unique ways

City Budget Impact

- Mansfield revenues from 2017-2020 symphony concerts (pre-COVID) averaged \$5216 per show
- Retaining the Symphony at our facility is essential as they are our biggest customer with 12 events per year

Items to Monitor

- Less traffic at Mansfield ticketing site and office reduces reservations
- New website/box office could cause customer frustration
- Decreasing revenue will prohibit much needed theater enhancements

