

**Les Conklin**

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**From:** Bill Thompson [BillT@sccarts.org]  
**Sent:** Monday, August 06, 2007 4:48 PM  
**To:** Thompson, Bill  
**Subject:** SCOTTSDALE CENTER FOR THE PERFORMING ARTS UNVEILS NEW ONLINETICKETING SYSTEM



FOR IMMEDIATE RELEASE: August 6, 2007  
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**SCOTTSDALE CENTER FOR THE PERFORMING ARTS  
UNVEILS NEW ONLINE TICKETING SYSTEM**

(SCOTTSDALE, Ariz.) Scottsdale Center for the Performing Arts' new online ticketing system was successfully launched in July. The new system has greatly enhanced customer service for patrons, who may now purchase tickets 24 hours a day, seven days a week, directly through the Center's Web site at [www.scottsdaleperformingarts.org](http://www.scottsdaleperformingarts.org) instead of through a third-party site. In addition to promoting online ticket sales, the new system offers the same low handling fees as the box office and enables patrons to:

- purchase discounted "pick your own" series tickets online to four or more performances;
- select best available seating online for any performance;
- join Scottsdale Center for the Performing Arts as a member, or, if already a member, register online to take advantage of special member discounts and other benefits;
- purchase tickets online for rental events as well as those presented by Scottsdale Center for the Performing Arts.

The Scottsdale Center for the Performing Arts' new online ticketing system is an extension of Tessitura,<sup>®</sup> a state-of-the-art customer relationship management (CRM) software application that was purchased by the Scottsdale Cultural Council in 2005 with support from a \$350,000 grant from The Virginia G. Piper Charitable Trust. Used by many of the world's leading arts organizations, Tessitura<sup>®</sup> augments ticketing and box office, marketing, fundraising, database and reporting operations. The

Scottsdale Center for the Performing Arts' new online ticketing system is one of the final components of the Tessitura® program to be implemented.

### **SCOTTSDALE CENTER FOR THE PERFORMING ARTS**

Opened in 1975, Scottsdale Center for the Performing Arts is one of the leading arts presenters in the Southwest, offering exceptional and culturally diverse performances of contemporary dance, jazz, classical and world music, theater and satire. More than 1,000 performances, educational programs, festivals and other events are showcased annually serving more than 300,000 people. Performances take place in the Scottsdale Center for the Performing Arts' 838-seat Virginia G. Piper Theater and 136-seat Stage 2, the 2,200-seat amphitheater on the grounds of the Scottsdale Civic Center Mall and the 326-seat Theater 4301 @ Galleria Corporate Centre. In 2007-08, the City of Scottsdale will begin a major renovation of the Scottsdale Center for the Performing Arts, part of the Scottsdale Civic Center complex designed by acclaimed Arizona architect Bennie Gonzales. Scottsdale Center for the Performing Arts' educational programs reach more than 43,000 school children each year, and its free programs are available to the entire public. Scottsdale Center for the Performing Arts also produces the popular Scottsdale Arts Festival every March; Sunday A'Fair, a series of free outdoor music festivals held on Sunday afternoons from January to April; and Native Trails, a collaboration with the Fort McDowell Yavapai Nation and the Scottsdale Convention & Visitors Bureau that features free demonstrations of Native American arts and culture from January to April. Open daily and during performances, The Store @ Scottsdale Center for the Performing Arts offers hand-crafted jewelry, accessories for the home, toys for imaginative young minds, recordings, books, greeting cards and more.

The Scottsdale Cultural Council, a private non-profit 501(c)(3) organization, is contracted by the City of Scottsdale, Arizona, to administer certain City arts and cultural projects and to manage the City-owned Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art and Scottsdale Public Art Program. The programs of the Scottsdale Cultural Council are made possible, in part, by the support of members and donors and grants received from the Arizona Commission on the Arts through appropriations from the Arizona State Legislature and the National Endowment for the Arts.

### **HOW TO REACH US**

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