

## Box Office Report (2024/25)

We have completed a full year with Brushfire, our new ticketing provider. Any ticketing system that meets our complex needs (reserved seating, season tickets, pay-what-you-choose nights, gift cards, etc.) is necessarily complicated, involving a significant learning curve for the administrator.

This first year, we have had several growing pains (not unexpected) and we thank our patrons for their patience while we ironed out the bugs. Brushfire's excellent support personnel have been wonderful to work with, and Brushfire management has reached out to me for detailed feedback aimed at improving their system for theatres such as ours. Their service is also very affordable.

We are launching into our second season with Brushfire and so far, things are going relatively smoothly.

A big thank you to Alice Chin, our Box Office Manager, for organizing the volunteers for each production as well as additional events, like our improv nights and our summer musical theatre camp. And, of course, a big thank you to the volunteers themselves. We couldn't do it without you.

I also want to extend a heartfelt thank you to Anna DeWolff, owner of Choose Refill, and her staff, Jenn and the two Emily's. They have very competently learned to navigate the new ticketing system and have solved problems on the fly. Anna is a very enthusiastic Shuswap Theatre supporter (you might even see her on stage someday), and her staff provides a warm, friendly atmosphere for our patrons who prefer to purchase their tickets from a real live person.

It is our policy that "the price you see is the price you pay." All ticketing and processing fees are included in the published price. We believe this is good public relations and builds trust.

### Season Ticket Sales

We sold 128 Season Tickets in 2024 for a total revenue of \$9,613. (For comparison, this season (2025), we have sold 143 Season Tix for \$11,139.00 at the time writing, Sept. 17<sup>th</sup>.)

Single Ticket Sales	Tickets	Revenue
The Mousetrap	1424	\$33,997
Halfway There	1315	\$31,865
The Virgin Trial	583	\$13,501
<b>Total Ticket Revenue</b>		<b>\$88,976</b>

Submitted by Kim MacMillan