

## **Box Office Annual Report**

Our ticketing systems have gone well this year.

A big thank you to Alice Chin for organizing the box office volunteers for each production and other events. And, of course, a big thank you to the volunteers themselves. We couldn't do it without you.

We unexpectedly lost Wildcraft Mercantile as our downtown Ticket Agent as they moved and downsized. They did a good job for us for two seasons and I'm grateful to Amber, Hardy and their staff for their excellent work.

I was very pleased that Anna DeWolff, owner of Choose Refill, was more than willing to take this on. She and her staff are very comfortable with computers and learned the system quickly. In fact, even before being approached, Anna had been thinking it would be nice to sell Shuswap Theatre tickets. There will always be glitches and growing pains, but Anna and her staff have rolled with the waves and done a great job.

For some time I have been exploring other ticketing systems that would be easier to use for both our own people and online customers. In June, I tested a system called Brushfire on the performances of *Peter Pan Jr.* for Musical Youth Summer Theatre. The support staff have been excellent and very willing to help in any way. If we are satisfied, we will likely use Brushfire for the 2024-25 season. There are no upfront costs or contracts, so we would be free to make a different choice the following year.

Submitted by Kim MacMillan