



## Changes to Our Ticket Procedures

*We have recently made changes to our Ticket Policy. To learn more about these changes please review the following.*

### **Pricing**

The primary goal of the Arts Council is to bring performing arts programs to as many people on Kiawah Island as possible. When the Arts Council began in 2004, complimentary tickets served the community and the Arts Council mission well. The popularity of Arts Council performances is growing, and with that growth comes unexpected challenges. The number of rapidly sold-out performances in 2018-2019 prompted Arts Council members to re-think how to make events accessible to those who most want to attend.

The Arts Council observed that sold-out complimentary events resulted in as many as one third of the audience absent. Paid events, however, resulted in little to zero no-shows. Moving forward, events with high prospects of selling out will carry a \$10 ticket charge, excluding events at the area churches. It is not the desire of the Arts Council to raise funds with this change, but rather to ensure each seat is occupied the night of the performance.

The number of \$25 ticket events will be consistent with years prior, these ticket revenues remain with the artist.

### **Ticketing System**

Beginning in July 2019 at the start of the 2019-2020 season, the Arts Council will utilize a new online-only ticket system. The same software is currently used by other Charleston area arts programs, as well as programs across the country. Tickets will no longer be available at the Municipal Center. All tickets will be scanned at events via electronic scanners.

With the previous system, the Arts Council was unable to offer Kiawah property owners online access to their 3-day lead time tickets. The new software will enable Kiawah property owners to order tickets whether on or off-island. Kiawah property owners who wish to access advance tickets will register once online by providing their name, Kiawah address, and email address. Once their address is verified, they will be issued an early-access code for the season.