COMMUNITY TICKETS (CT)
PROGRAM 2017
MEMBER HANDBOOK

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MISSION AND COMMUNITY TICKETS
INTRODUCTION:

Serving Colorado Front Range arts, cultural, and human service organizations, ArtReach enhances lives within the community by providing access to arts and cultural experiences for people of all ages who would not otherwise have the opportunity.

The Community Tickets (CT) program, now in its 43rd year, serves member organizations who in turn serve individuals. In order to be eligible for the program, CT members must be actively providing direct human services to individuals with:

- Physical, mental or behavioral needs
- Economic challenges
- The potential of being isolated from the community

ArtReach is the only organization in the Denver/Boulder area that works to provide access for the aforementioned individuals within the community to arts and cultural events. Through the CT program, ArtReach touches the lives of more than approximately 40,000 individuals and families yearly.

CT members include nonprofits, government agencies, hospital foundations, senior centers, and schools serving populations in which at least 50% qualify for free and reduced lunches.
Without the continued support of its ticket donors, the CT program would have ended years ago. Over 100 arts and cultural organizations breathe life into the CT program week after week by providing donated tickets to theater, musicals, ballets, operas, classical and mainstream music concerts and many area museums and sporting events. When those with accessibility needs receive a CT event ticket, CT staff is careful to coordinate those needs with donors and thereby with the venues involved.

ARTS EXPRESS PROGRAM

When transportation is needed in order for a donated ticket to be utilized, CT participants are served through the Arts Express program. Arts Express provides funding for round-trip RTD fares when CT member participants have no other means of getting themselves to the event for which a donated ticket has been awarded. Vans, school busses and motor coaches may be secured when funds are available for CT members who do not have independent transportation when blocks of 10 or more tickets have been awarded. CT staff needs two weeks’ advance notice when such transportation is desired.

CT member contacts may secure RTD passes upon receiving confirmation of tickets awarded by emailing ctstaff@artreachdenver.org. One round-trip pass will be given per ticket for those in need as funds allow.
BENEFITS BEYOND EVENT TICKETS AND TRANSPORTATION:

A CT membership brings added value with it to the organization/agency. For some, having a CT membership is like adding a staff member to extend the programming into the community. Some other benefits follow:

**VALUE:** The average CT member receives over 300 tickets per year, worth between $4000-$5000. The actual cost to renew a CT membership at that level is $575. Members who wish to renew at a certain level are responsible for monitoring their usage and planning ticket requests accordingly. (See price chart on page 18.)

**INSTANT ACCESS TO THE COMMUNITY:** ArtReach maintains relationships with over 100 arts and cultural donors and coordinates the details of over 800 events yearly. The time and resources it would take CT members to do this independently would cost significantly more than the cost of the membership.

**PARTICIPANTS FEEL BETTER:** A recent survey of CT participants found that 77 percent felt better after attending a CT event. Almost 75 percent felt better about their problems, and the same number agreed they felt better about their community after utilizing a donated ticket.

**MISSION REINFORCEMENT:** Think of tickets as new tools in the toolbox!
- Rewards for goals met and/or incentives for growth
- Facilitate quality family time
- Replace destructive behaviors with positive, inspiring activities
- Connect individuals to the larger community
- Open doors to new pathways of self-discovery and fulfillment

CT ACTIVITIES AND EVENTS:

ArtReach partners with over 100 arts and cultural organizations who generously provide tickets to a wide variety of events. CT members have the opportunity to request both general admission (GA) tickets and tickets for specific dates and times. Examples include:

- Denver Zoo (GA)
- Denver Museum of Nature & Science (GA)
- Denver Center Theatre Company
- Miner’s Alley Playhouse
- Sporting events
- National Western Stock Show
- Denver Botanic Gardens (GA)
- And so much more!
Primary and secondary agency CT contacts are responsible for the following key areas:

**Participation Logistics - 70%**
CT contacts may wish to recruit the assistance of co-workers or volunteers in the following:

- Communicating new event opportunities to clients/participants
- Reporting event attendance when tickets are unused
- Coordinating ticket pick-up and distribution
- Collecting and delivering/mailing thank you notes to ArtReach

**Communication - 10%**
CT contacts share information and educate:

- Participants/clients
- Co-workers and supervisors
- Organizational volunteers
- CT staff

This communication must happen promptly, clearly and accurately.

**CT Policy and Procedure Delivery and Enforcement - 10%**

- Educating and re-educating new staff and participants about program policies and procedures
- Adjusting systems when necessary
- Modifying participation criteria for clients if necessary
- Seeking guidance from CT staff when necessary

**Establishing Systems - 10%**
CT contacts develop the systems to manage the CT program to fit the unique needs of the member organization. The availability of support staff, access to volunteers and a multitude of other factors mean that CT programs look different from one member to the next. *Participants who may have had access to the program at another organization sometimes wrongly assume they may plug into the CT program in the same way they have experienced it previously anywhere else it is offered.*
The CT program schedule operates the same week to week. In other words, Event Updates will always be distributed on Fridays, and Ticket Pick-up hours are Thursdays and Fridays. Here are some predictable routines:

• Disseminating event opportunities (F, Sat, Sun, M)
• Requesting tickets (M, Tu, W)
• Receiving ticket confirmations and denials, requesting special needs seating (Tu, W)
• Distributing tickets to recipients, helping secure transportation to performance venues for those who need it, and logging GA tickets received from ArtReach (W, Th, F)
• Reinforcing event attendance with participants and cancelling tickets by 12 noon on Friday at the latest (W, Th, F)
• Following up with attendees about weekend events (M)
• Showing appreciation to ArtReach donors (Set your own deadline, but ideally within a couple weeks of the event)
FRIDAYS: Event Updates emailed to CT contacts and posted at the ArtReach website
Email updates are usually sent by 4 PM each Friday afternoon. Some events are the following weekend while others are several weeks out.

MONDAYS: Late-breaking events added to Virtual Ticket Window, weekend attendance follow-up and preparation for requesting tickets
If additional donations arrive over the weekend, ArtReach will sometimes release an additional Event Update on Monday or Tuesday. Mondays are a great day to check in with clients who attended events the prior weekend, send out information about new events, and coordinate incoming ticket requests from participants/clients. Some members may submit their Priority ticket requests beginning at 6 PM.

TUESDAYS: Priority ticket requesting continues until 12:59 PM
Priority requests for tickets may be made as early as 7 AM on Tuesday. Requesting remains open 24 hours a day through the Virtual Ticket Window until Wednesday at 4 PM. Contacts who made requests will receive a confirmation or denial for each request submitted.

WEDNESDAYS: Request accessibility seating needs and attend to transportation details
After tickets are awarded, most agency contacts use Wednesdays to communicate any important information about events to awardees, request accessibility needs from ArtReach, forward electronic ticket vouchers (Letters to the Box Office and Letters to the Ambassador) and direct extra staffers to retrieve tickets. Electronic vouchers or the aforementioned letters will be emailed by CT staff to the contact who requested the tickets; these come independently from the confirmation, but are usually sent the same day.

THURSDAYS: Ticket pick-up begins
The ticket desk in the ArtReach office is open Thursdays and Fridays from 10 AM to 4 PM. Not all tickets need to be picked up at ArtReach, and occasionally tickets for a specific event will be available earlier or later. This information is always included in event confirmations. Log GA ticket barcodes after pick-up.
Information events and activities available for CT members is posted on a weekly basis through:

- **E-mail** - Weekly Event Updates will be sent via e-mail on Fridays to all listed CT contacts. *Please keep ArtReach updated with current e-mail addresses.* Also make sure to add the email addresses ctstaff@artreachdenver.org and ticketoffice@artreachdenver.org to your computer’s “Safe Sender” list so that contacts will receive all updates without them ending up in spam folders or quarantines.
- **Web** - All current events can be found on the ArtReach webpage: www.artreachdenver.org. Click on the “Current Events” link on the home page.

If for some reason CT staff is not releasing an update, agencies will be notified. If no announcement was made and a member or individual contact does not receive a posting by Monday at noon, the CT contact should notify ArtReach ASAP.

### REQUESTING TICKETS

Three ways to request tickets:

1. Leave a message on the Ticket Hotline: **303-433-2882 x753** on Tuesdays and Wednesdays. Leave your name and member organization (as ArtReach knows it); event title, event date and time, event location; and number of tickets requested for each event desired.
2. Request during your designated Priority time slot through the Virtual Ticket Window.
3. Request after 2 PM Tuesdays through Wednesdays at 4 PM through the Virtual Ticket Window.
REQUESTING TICKETS: VIRTUAL TICKET WINDOW

The Virtual Ticket Window is a CT member-exclusive website primary and secondary CT contacts use to submit ticket requests. It functions like an online retail website with shopping cart capability. Logging in to the Virtual Ticket Window requires unique member credentials that must be kept confidential. It is best for the account name and password to change when new individuals become CT contacts.

The Virtual Ticket Window offers member contacts the opportunity to see a listing of each event offered, or full detail including a complete event description. Events may be sorted by type, for example classical or matinees, or even most recent additions to the Virtual Ticket Window. A history section with past requests may also be referenced.

Upon joining the CT program, members select a Priority Requesting time slot that is used each week that a member wishes to make ticket requests. Priority Requesting time slots are:

<table>
<thead>
<tr>
<th>Monday Open</th>
<th>Monday Close</th>
<th>Tuesday Priority Open</th>
<th>Tuesday Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>10:00 PM</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>7:00 AM</td>
<td>7:59 AM</td>
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<td>-</td>
<td>-</td>
<td>8:00 AM</td>
<td>8:59 AM</td>
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<tr>
<td>-</td>
<td>-</td>
<td>9:00 AM</td>
<td>9:59 AM</td>
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<td>10:00 AM</td>
<td>10:59 AM</td>
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<tr>
<td>-</td>
<td>-</td>
<td>11:00 AM</td>
<td>11:59 AM</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>12:00 PM</td>
<td>12:59 PM</td>
</tr>
</tbody>
</table>

After informing CT staff of the member’s Priority requesting time slot, the credentials needed to access the Virtual Ticket Window are emailed to designated contacts, and the same credentials are to be used by primary and secondary CT contacts.
REQUESTING TICKETS: VIRTUAL TICKET WINDOW

General time slot requests may be sent through the Virtual Ticket Window Tuesdays after 2 PM through Wednesday at 4 PM. Members may make requests in both Priority and General time slots, and repeated requests may be made in either time slot.

The CT orientation includes a demonstration of how to navigate the various screens in the Virtual Ticket Window.
REQUESTING: TICKET ROTATIONS

When ticket demand is high, ArtReach may set a maximum ticket number an agency is eligible to request per event. The frequency with which an event may be awarded to members may also be limited. If such restrictions and/or rotations are necessary, the information will be included under the “Ticket Guidelines...” portion of the event description.

As with any ticket request, there is not a guarantee tickets will be awarded. Limits and rotations notify members that tickets are limited for high demand events.

<table>
<thead>
<tr>
<th>Ticket Rotations:</th>
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<tbody>
<tr>
<td><strong>Current Two Month Rotations:</strong></td>
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<tr>
<td>• Denver Art Museum</td>
</tr>
<tr>
<td>• The Denver Zoo</td>
</tr>
<tr>
<td>• Denver Museum of Nature and Science</td>
</tr>
<tr>
<td>• Gates Planetarium at the Denver Museum of Nature and Science</td>
</tr>
<tr>
<td><strong>Current Three Month Rotations:</strong></td>
</tr>
<tr>
<td>• Botanic Gardens</td>
</tr>
<tr>
<td>• Museo de las Americas</td>
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<tr>
<td>• Rocky Mountain Quilt Museum</td>
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</tbody>
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(Rotations help determine eligibility and do not guarantee the agency will receive tickets. Requests are not restricted or prohibited if tickets are recently awarded; if tickets are available, they may be awarded sooner than the aforementioned rotations indicate.)

ArtReach Reserves the Right to Cancel Tickets Awarded

In the rare instance that a box office should cancel a performance or decrease the number of tickets donated to ArtReach, CT staff may have to cancel or decrease tickets previously allotted to a member. In this situation ticket counts are decreased as fairly as possible with respect to the members involved.
Most Priority requests will be processed early Tuesday afternoon. Ticket awarding continues throughout Wednesday as requests are received – usually within 3 hours.

For EACH event requested, members receive a confirmation or a decline via email. Unlike submitting a list of events with one click, individual responses will be emailed independently, and at different times, for all events requested. Full count and partial count ticket award confirmations for an event have the same subject line. Members are advised to check ticket numbers awarded against a list of ticket numbers requested carefully, as not all requests are awarded at the counts requested.

Decline emails may include additional information in the “Requested Qty Was Not Awarded” field, such as other dates and times when the event might have availability, or if the event will be posted again in the future.

Below is a sample of the request confirmation and request decline emails to look for in your inbox.

Ticket Confirmation

Ticket Decline
COORDINATING: SPECIAL NEEDS SEATING

Wheelchair and special needs seating must be reserved with CT staff upon confirmation of tickets, and no later than 48 hours before an event. If an agency is unaware of special seating until the last minute, contacts should call the box office and communicate the need so the venue can prepare accordingly. Many donors request advance notice for wheelchair or special seating because they may have limited options available and want to provide the correct tickets. *ArtReach is not responsible for injury resulting from the transfer of a participant in a wheelchair to any kind of theater/venue seat.*

Advise CT staff of individuals attending events using walkers or crutches, or any other individuals that may be unable to utilize stairs/steps. Also notify CT staff if those using tickets have visual impairments, auditory limitations and other needs that may require assistance at a venue. Upon request, and with enough advance notice, CT staff may also be able to provide a volunteer at a venue to assist any participants who might wish to have companion support.

There are very few exceptions to ADA accessibility requirements. If requests are made in advance, participants will be accommodated. *CT contacts are strongly encouraged to inquire about the accommodations any companions of a member participant using tickets might need.* Any member with participants that have not been assigned special seating and request wheelchair/special seating at the event may receive a penalty point. CT contacts and member participants must communicate questions about venues, and/or make requests for accommodations to CT staff instead of contacting a donor or a venue. (More information in the Points and Probation section.)

To reserve special needs seating, please request tickets as usual. **Upon confirmation of the tickets,** call or email CT staff with the following information:

- Agency name
- The name, date and time of the event
- Specific needs of the individual
- If a companion seat is required for the individual in the wheelchair

LOGGING TICKETS

CT contacts are strongly encouraged to maintain a log of general admission tickets distributed. CT staff and ArtReach volunteers occasionally check in with members about such tickets that have NOT been redeemed. The Denver Zoo, Denver Museum of Nature and Science and Denver Firefighters’ Museum tickets are some of the tickets that have redemption reports returned to ArtReach. Future ticket awards are often influenced by past usage. If desired, CT staff can email a log sheet showing the specific codes on tickets awarded so that members might record the names of those to whom tickets were distributed.
ArtReach tries to maintain RTD passes for individuals who would not otherwise be able to utilize an awarded event ticket without this assistance. Requests for transportation are fulfilled based upon available funding and are not guaranteed with event tickets awarded.

Bus passes must be picked up on Thursdays and Fridays and are filed with event tickets when advance requests for them have been made. Passes come in the form of one-way tickets, so members receive two one-way passes for each participant.

ArtReach is not responsible for any damages caused by the actions or inactions of its affiliated member organizations, transportation contractors, or artists including, but not limited to, its agency clients, companions, volunteer ambassadors or staff at any event for which tickets have been donated to ArtReach or at any ArtReach-sponsored event.
Important Community Tickets Definitions:

- **Ticket Procedure**: The way a member organization/CT contact is to acquire tickets for organizational participants, chaperones or volunteers to CT events. The Ticket Procedure is included with every event description, and in confirmations. It will be listed as one of the following three: Letter to the Box Office, Letter to the Ambassador, and Ticket Pick-up.
- **Box Office**: An area at an event where tickets are distributed to CT participants and otherwise sold to event patrons.
- **Letter to the Box Office**: A letter generated by CT staff and emailed to the requesting CT contact that serves as a voucher to be exchanged for tickets. Letters to the Box Office are to be presented to the venue’s box office staff no sooner than 45 minutes before the event. It is important that anyone presenting a Letter to the Box Office be at the box office at least 30 minutes before curtain.
- **Ambassador**: An ArtReach-trained volunteer that serves as a point person at designated CT events by greeting participants, distributing tickets awarded, and providing assistance as needed. Ambassadors are most often found in an area adjacent to the box office. They wear 3” buttons with the same symbol appearing on the Letter to the Ambassador. Many hold up signs to make themselves more visible. When ambassadors are designated, CT participants must refrain from engaging box office staff. Venue house managers and ushers may be approached by participants if assistance is needed locating the ArtReach ambassador.
- **Letter to the Ambassador**: A letter generated by CT staff and emailed to the requesting CT contact that serves as a voucher for tickets. Letters to the Ambassador are to be exchanged for tickets directly with the ArtReach Ambassador 30 to 45 minutes before the event. Many ambassadors also attend performances and for that reason will leave a post five minutes prior to the curtain. Participants are strongly encouraged to be 30 minutes early when presenting a Letter to the Ambassador.
- **Ticket Pick-up**: Physical event tickets must be picked up from the ArtReach office. CT contacts do not receive an email reminder to pick up tickets. Ticket pick-up hours are Thursdays and Fridays from 10 am to 4 pm unless otherwise indicated on the confirmation email.
More about Ticket Pick-Up

Email event confirmations list the date tickets are ready for pick-up. In short work weeks, or for some weekday events, ticket pick-up may be other than the usual Thursday/Friday time.

Appointments are required if tickets must be picked up outside of the time designated on the event confirmation. Volunteers staff the ticket window Thursdays and Fridays, and staff are not always otherwise available or in the office. Tickets cannot be picked up “self-serve”.

Anyone may pick up tickets. CT contacts are encouraged to involve support staff and volunteers for this task. Spouses, friends and neighbors are also eligible to pick up tickets. Such individuals should be advised that tickets are filed by member organization as opposed to the name of the CT contact dispatching the individual, or the names of those who will be using tickets.

Tickets must be signed out when picked up, and those assigned this task will be asked to supply a name and phone number. The requested signature indicates that the individual is in agreement that the number received is equal to the number listed on the sign-out paperwork. Lists of items to be signed out are helpful when the person picking up was uninvolved in the requesting process.

Some member organizations ask participants awarded the tickets to pick them up. If a block of tickets are to be distributed among a smaller number of people or family groups, it is recommended that the tickets be requested in the numbers that they will be distributed. For example, if an organization is awarded eight total tickets, but those tickets are to be divided into two groups of four, it is strongly recommended that two requests for four tickets be submitted instead of one group of eight tickets if participants will ultimately be responsible for ticket pick-up. This strategy safeguards against a participant signing out and taking more tickets than they were awarded.

CT members have two weeks to pick up tickets after they are awarded. If the tickets have not been signed out in a reasonable amount of time, CT staff may re-distribute them to another member.

In summary, the individual picking up any or all event tickets is responsible for verifying the name of the member organization, the title and date of each event signed out, the number of tickets taken, and count verifying those tickets.
CT MEMBERSHIP RENEWAL FEES

The renewal fee of a CT membership is tied to the number of tickets requested that are awarded in the prior 12-month membership period. This means that members are in control of the fee due to ArtReach upon renewal. At any time, CT contacts can request a usage report that will help in monitoring the number of tickets awarded every quarter, or every other month.

CT Renewal Fees (based upon tickets awarded the prior twelve months)

<table>
<thead>
<tr>
<th>Tickets Range</th>
<th>Fee</th>
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<tbody>
<tr>
<td>1-75 tickets</td>
<td>$275</td>
</tr>
<tr>
<td>76-175 tickets</td>
<td>$350</td>
</tr>
<tr>
<td>176-275 tickets</td>
<td>$450</td>
</tr>
<tr>
<td>276-375 tickets</td>
<td>$575</td>
</tr>
<tr>
<td>376-500</td>
<td>$700</td>
</tr>
<tr>
<td>501+</td>
<td>$850</td>
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</tbody>
</table>

Memberships that include more than two sites utilizing the CT program may be subject to an additional one-time $100 fee per property upon renewal. Additional ticket number tiers available upon request.
ENFORCEMENT OF POLICIES

CT tickets are not free; they are donated. Each ticket has a monetary value and that donation is based upon the expectation that tickets will be redeemed. It is understandable when ticket donors are upset if those who have been awarded tickets do not attend. ArtReach understands that people get ill, cars break down and emergencies happen. However, a simple phone call or email can make a world of difference to a ticket donor.

Canceling Tickets in Advance: (M-F, more than 6 hours prior to the event)
- The Primary or Secondary Contact must call the CT Manager at: 303-433-2882 x751
- Cancellations may also be done via email (ctstaff@artreachdenver.org)
- The individual cancelling must leave the following information:
  - Name and contact Information
  - Agency name
  - Event name, date, and time
  - The number of tickets to be cancelled
  - The reason for cancellation

Canceling Tickets the Day of an Event: (Weekends, Holidays or M-F, after 12 Noon)
- Agencies and ticket recipients are required to call the venue box office if the tickets procedure is a Letter to the Box Office or Letter to the Ambassador.
- Please tell the box office the following:
  "I am calling from ArtReach, Agency Number _____________.
  I received tickets to tonight/today's event through ArtReach. Unfortunately, I need to cancel ___ (number) of tickets for my agency. Please release these tickets to the box office for sale."
- Next, report the cancellation to CT staff using the mediums listed above.
- A reason is required.

When explaining this to ticket recipients, please emphasize that they must tell the Agency and ArtReach about the cancellation and that calling the box office is only appropriate for canceling - not for trying to reschedule attendance.

To Notify CT Staff of Unused Tickets After the Event:
- The Primary or Secondary contact must call, mail or submit cancellation information explained above.
- If the cause of not utilizing a ticket is viewed as unreasonable, the CT Manager may issue a penalty point.
ENFORCEMENT OF POLICIES

Following CT program procedures and utilizing tickets properly helps ArtReach in maintaining good relationships with ticket donors. To ensure that ArtReach expectations are honored, points, which result in consequences, are assigned to agencies that miss the mark relative to ticket usage.

Points and Probation

- Points are given to agencies each time they violate a CT policy.
- In addition to points, each time there is a violation, the agency will become ineligible to receive tickets for a specified amount of time, dependent on the severity and frequency of the violation.
- Below is a schedule of ineligibility based on the number of points assigned at one time.

<table>
<thead>
<tr>
<th>Points</th>
<th>Length of Ticket Ineligibility</th>
<th>Additional Actions</th>
</tr>
</thead>
</table>
| 1      | 1 week                        | • Email from CT Manager;  
                               | • Recommendations for solutions given to contacts. |
| 2      | 2 weeks                       | • Phone call and email from CT Manager;  
                               | • Recommendations for solutions given to contacts;  
                               | • Plans to correct problem submitted in writing to ArtReach on a form. |
| 3      | 3 weeks                       | • Phone call from CT Manager;  
                               | • Recommendations for solutions given to contacts;  
                               | • Plans to correct problem submitted in writing to ArtReach on a form. |
| 5 in ≤ 6 months | N/A                          | • Contacts and program supervisor must meet with ArtReach to assess problems, establish new strategies and determine pace for re-entry. |
| 10 in ≤ 1 year | 1 year                       | • Program supervisors meet with ArtReach. |
## COMMUNITY TICKETS POLICIES

### SAMPLE CT POLICY BREACHES

Points may be awarded for infractions that tie to CT contacts and participants. The samples shown are by no means all-inclusive. The CT Manager will evaluate any issue not listed and discuss solutions and potential consequences with an agency contact.

<table>
<thead>
<tr>
<th>Sample Offenses</th>
<th>1&lt;sup&gt;st&lt;/sup&gt; Time</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; Time</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; Time +</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agency Coordination</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Public transportation mistakes or failure to locate venue;</td>
<td>Warning</td>
<td>1 Point</td>
<td>2 Points</td>
</tr>
<tr>
<td>• Arriving to an event with fewer individuals than reserved without alerting CT staff or the box office;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Non-emergency no show/no call of entire group;</td>
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<td></td>
<td></td>
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<tr>
<td>• Chronic (&gt;3 in one month) last-minute cancellations. Exceptions include but are not limited to: weather, emergencies, illness, facility lock-down.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ticket Recipient Behavior</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Arriving late and/or leaving early;</td>
<td>Warning</td>
<td>1 Points</td>
<td>2 Points</td>
</tr>
<tr>
<td>• Failing to cancel with the box office if after 12 noon on Friday;</td>
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<tr>
<td>• Cancelling for non-emergency reasons;</td>
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<tr>
<td>• Disruptive, rude and/or inappropriate behavior before, during or after an event;</td>
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<tr>
<td>• Bringing children to an event for adults, or lack of supervision of children;</td>
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<tr>
<td>• Presenting digital copy of box office or ambassador letter instead of printed copy;</td>
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<tr>
<td>• Using a phone or a personal gaming device during a performance.</td>
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<tr>
<td><strong>Policy Offenses</strong></td>
<td></td>
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<tr>
<td>• Bypassing the ambassador and attempting to get tickets at the box office;</td>
<td>Warning</td>
<td>1 Point</td>
<td>2 Points</td>
</tr>
<tr>
<td>• Attempting to change seats, dates and/or times with the box office/other contact with a donor apart from cancellations;</td>
<td></td>
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<tr>
<td>• Giving tickets to individuals not associated with the agency;</td>
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<tr>
<td>• Not returning unused tickets to the box office;</td>
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<tr>
<td>• Not informing ArtReach of accessibility seating needs prior to the event;</td>
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<tr>
<td>• Attempting to attend an event without having confirmed tickets or letter to the box office/ambassador.</td>
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<tr>
<td>• Attempting to sell tickets.</td>
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<tr>
<td>• Emergency reasons;</td>
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<tr>
<td>• Not informing of box office or ambassador letter to the box office/ambassador.</td>
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<tr>
<td><strong>Immediate Suspension</strong></td>
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</tbody>
</table>

**Note:** Points are awarded for infractions that tie to CT contacts and participants. The samples shown are by no means all-inclusive. The CT Manager will evaluate any issue not listed and discuss solutions and potential consequences with an agency contact.
Event tickets are available through the CT program to member agencies only. Ticket donors give to ArtReach because they wish to reach individuals within the demographics of the CT membership. ArtReach’s relationship with donors remains in good standing only because agencies honor our policies and adhere to them diligently.

All member agencies, respective ticket recipients, and agency volunteers and/or chaperones must follow these policies:

GENERAL POLICIES:

- Only the primary and secondary contact within a member agency may request tickets.
- Tickets are distributed in a fair and equitable manner. Certain tickets are available on a rotation basis and others have limits to the maximum amount of tickets an agency can request.

TICKET UTILIZATION POLICIES:

- Tickets are to be used only by agency clients that qualify for being at-risk or under-served. Staff members of an agency are not eligible to receive tickets unless they are chaperoning. Friends of a member that can afford tickets are not eligible to receive a ticket.
- Tickets are not to go to anyone outside the agency group. If tickets are unused, return them to ArtReach. At an event, return tickets to the ArtReach Ambassador or to the box office. Always report unused tickets to CT staff, even after an event has passed.
- Tickets are not to be sold. Any agency caught selling tickets will have its membership revoked immediately. Scalping tickets is illegal in Colorado and is punishable by law.
- Tickets may not be reproduced. This is a form of theft. Any agency caught counterfeiting tickets will be liable to the ticket donor for loss and may face prosecution. ArtReach will revoke the membership of such offenders immediately.
- Tickets are not to be traded for “better” seats. Recipients cannot attempt to upgrade with the box office for seats located elsewhere.
- Agencies must follow the pre-designated ticket procedure to obtain tickets. Such procedures are set by the venues and/or ticket donors, and are non-negotiable. Letters to the Box Office may not be presented earlier than one hour prior to curtain on the day of the show.
- Agencies must use the tickets they reserve. Constant over-reserving, canceling, and/or not showing up for events will result in an agency becoming ineligible to receive tickets.
- Exceptions will be made regarding complications that prohibit an agency’s attendance but they must be reasonable. Circumstances considered reasonable include but are not limited to: serious illness, inclement weather, emergencies and facility lock-downs. “Not up for it”, “better offers”, and similar reasons are unacceptable.
EXPECTATIONS AT EVENTS:

- Ticket recipients arriving late to a performance scheduled event may not be admitted. At the start of the event, ambassadors return unused tickets to the box office.

- Ticket recipients must **not** leave a performance before it has ended, except in cases of an emergency.

- Agencies attending events must provide for adequate chaperoning of all children and adults with special needs. Chaperones are not required for other groups, but it is suggested that agencies appoint a group leader or point person for all events with more than two couples/families/sub-groups attending.

- Individuals and groups attending an ArtReach event must behave in a respectful manner.

COMMUNICATION & REPORTING POLICIES

- Accessible seating and all other accessibility related requests must be reserved with CT staff directly. Once an agency receives the event confirmation, the primary or alternate contact must speak directly with the Community Tickets staff. The event name, date, time, the number of accessible seats (including companions) and any other specifics necessary for ArtReach to process the request. Participants should not contact donors or venues in this regard.

- Agencies are responsible for ensuring an event is appropriate for their attendees. CT staff works hard to provide information about any known age restrictions, and/or adult content. Agency contacts are strongly encouraged to remind interested clients if the information is listed, and ask questions about appropriateness if an interested party is under the age of 18 or particularly sensitive about adult content.

- If advance notification of CT staff is not possible, the cancelling party is responsible for cancelling with the box office. More information about proper cancellation procedures can be found on page 18.

- Agencies are required to inform CT staff of all unused tickets and any event disruptions, even if the agency has already called the box office.

- Agencies using tickets are required to submit at least one thank-you letter to ArtReach for each event attended. Designate one individual to write the note for the group of ticket holders, incorporating feedback from everyone. Please write instead of emailing.
Each agency is asked to appoint a Primary and a Secondary contact person to coordinate all CT services. CT staff must have the current contacts’ names, phone numbers and email addresses on file. The Primary and Secondary contacts are the only individuals that can request tickets. If an agency contact is a volunteer, the name, phone number, and email of the staff member overseeing volunteers is required.

ArtReach also reserves the right to request a change in Contact Person if recurring difficulties with an agency present themselves.

### Agency Contact Responsibilities and Job Description

- Organizes CT services within his/her agency.
- Properly administers and trains staff and ticket recipients on CT policies and procedures.
- Commits to and enforces the intentions, policies and procedures contained in the CT Handbook.
- Creates a safe environment for ticket recipients to quickly communicate with the contacts and/or the agency when tickets go unused and/or need to be cancelled.
- Accurately determines the number of people who will attend an event.
- Requests tickets.
- Communicates specific requirements to CT staff pertaining to special needs of people attending a particular event, i.e. wheelchairs, seeing-eye dogs, walkers, etc.
- Communicates specific requirements to CT staff pertaining to the event or ticket pickup procedures.
- Contacts CT staff within 48 hours of any problem at an event or if tickets are not used.
- **Ensures every ticket reserved under his/her agency’s name is used, and used appropriately.**
- Works with CT staff in a cooperative and professional manner to ensure as smooth a process as possible for all.
EXPECTATIONS OF CHAPERONES AND RECIPIENTS

• Request CT tickets through agency contacts, not by calling CT staff.

• Communicate specific requirements to agency contacts pertaining to special needs of people attending a particular event, i.e. wheelchairs, seeing-eye dogs, etc.

• Follow the proper ticket procedure as directed by CT staff and the agency. Information can be found in confirmation emails and the letters used as vouchers for tickets.

• Arrive early. People who arrive late disturb the performers on stage and audience members. It is best to arrive 30 minutes before the start time.

• Suggest that ticket recipients take care of personal needs (drinking fountain or restroom) prior to the start of the performance. Ticket recipients must remain seated during the performance.

• Assigned seats may not be exchanged.

• All electronic devices, including cell phones, beepers, and watch alarms, must be silenced during performances. Engaging in social media or texting is prohibited during performances; the glow from the device is distracting.

• Most shows do not allow photography of any kind. Flash photography inside a theater is never allowed, as it is a distraction to others and a potential danger to performers.

• The overture is part of the performance. Talking must cease at that time.

• Leaning on a neighbor’s shoulder blocks the view for people further back. Hats should also be removed in theaters.

• Ticket holders must refrain from talking, humming, or singing along with the show, except when encouraged to do so by the artist or show.

• Consider the appropriate moment to dig something out of a pocket or purse.

• If assistance is needed during a show, locate the nearest usher.
• Leaving while the show is in progress or before the actors have taken their final bows is discourteous. Wait until the performance ends and then exit with the rest of the audience.

• Outside food and beverage is not allowed, yet special exceptions may be made on a case-by-case basis.

Children and Live Theater

Attending a live theater performance can be a magical and memorable experience for young children. With proper planning and preparation, a child’s first theater experience will plant the seeds of appreciation in a young patron for a love of live theater.

Take time to select the proper show. For those under 8, look for performances designed for children. The length of the performance should be no more than 45 minutes. At about 8 years of age, children begin to be capable of sitting through a full production. Just be sure the subject matter is appropriate and interesting for the child. Infants and toddlers should stay at home unless the performance is designed for them.

Here are some general guidelines that should be mentioned prior to attending a live performance to prepare a child to present the proper behavior everyone will be expecting from him or her:

• They will be expected to be quiet, sit still in their own chair, and not disturb others around them by talking or fidgeting.

• They will need to keep their feet in front of them, not on the seats around them. They should not kick the chair in front of them or stand during the performance.

• They should not leave the theater except during intermission and only with their parent(s) or guardian.

• They should use the restroom before the performance or during intermission and only with their parent(s) or guardian.

• They may applaud when appropriate.

• Explain that the theater will be dark at times and sudden bursts of noise may occur.

Please remove a restless, frightened, or very loud child to the lobby. Be mindful that lobbies are not soundproof and loud noise will travel into the theater.
THANK-YOU NOTES

A thank-you note is a small token worth much to a donor. Event attendees can show appreciation by writing, drawing, creating or dictating thank-you note(s).

Submit thank-you notes to the ticket donor via ArtReach. CT staff forwards these letters to ticket donors and to potential funding sources.

Thank-You Notes:

• Should address the donor (e.g. Dear Denver Zoo);
• Must be mailed or delivered to ArtReach: 3400 W 38th Avenue, Suite 200, Denver 80211;
• Contain the name and date of the event attended;
• One thank-you note per event.

ArtReach Strongly Encourages Thank-You Notes to:

• Be personal (instead of a fill in the blank form);
• Describe the people who attended, including reactions on how the event made an impact or difference in their lives.
Dear Art Reach Ron
Here, I'm staying at the T.R.T. program. I'm working on life skills to live a clean & alcohol free good life. The program is in house and part of Denver Health.

I had a wonderful experience at the Boulder Bach Festival. I've never seen Opera & Orchestra Music together. What an awesome sound.

Thank you very much for this experience.
Here are some ideas from agency contacts that are successful with the ArtReach ticket program.

- Utilize volunteers as much as possible (collecting ticket requests, picking up tickets, distributing tickets to clients, etc.).
- Forward event updates to clients and/or program directors.
- Post event sign-up lists for tickets on Mondays.
- Think about what can be done to help members understand CT program expectations and general procedures. Have those who request tickets sign a contract or only allow those individuals that use the tickets, or call with a valid reason for not using the tickets, to reserve them in the future.
- Send chaperones to help clients. With enough notice, ArtReach may also be able to find a volunteer to assist persons requiring assistance.
- Select an attendee to act as an agency point person. This person can assist individuals and report back with problems, confusion or no-shows.
- Keep track of general admission tickets. It is best for ticket users to request general admission tickets after a date and time has been scheduled for the ticket’s use.
- If tickets are being distributed as rewards, give the recipient a photocopy of the ticket, and hold on to the original until a date has been scheduled for its use. Remind clients to return to you all unused tickets that get stashed in pockets or wallets. ArtReach can re-award unused general admission tickets.

**WORDS OF WISDOM**

**MAKE A PLAN FIRST.** Decide how to administer the program before requesting tickets. It is otherwise easy to become overwhelmed.

**READ THE FINE PRINT.** It is easy to skim through the email updates and ticket confirmations. Please be careful to read the details, and remind attendees to do the same.

**DESCRIBE ARTREACH TICKETS AS “DONATED” INSTEAD OF “FREE”.** ArtReach tickets are not free and are not a fallback if nothing better presents itself.

**GET SOME HELP.** Get ticket users to pick up tickets, take initiative to write thank-you notes, and call the box office if tickets will be unused.

**MAKE NOTIFICATION OF EVENTS A TWO-WAY STREET.** Forward the email updates to anyone affiliated with an agency. Direct individuals to the ArtReach website over the weekend to check for upcoming events they may wish to attend.

**CREATE AN INFORMATION SHEET.** Require a mini orientation be completed by those requesting tickets. Clearly communicate program policies and requirements at that time.

**HAKUNA MATATA!** ArtReach will work through any problems as they arise.
• How do I know if my request was processed?
   CT staff will never leave a request hanging. If a confirmation or decline is not received within 24 hours, please follow up with a phone call or email.

• Who can report unused tickets?
   ANYONE! As long as they know that they must also contact the agency contacts, and they know the name of the agency that awarded tickets to them.

• When can I pick up tickets?
   Tickets are available Thursday and Friday between 10 am and 4 PM unless indicated otherwise. Please double-check confirmation emails for each event. If you can’t pick up tickets on Thursday or Friday, please call or email to schedule a ticket pick-up appointment.

• How do I know if I have taken care of my thank-you notes?
   ArtReach does not generally contact an agency unless it has come to our attention that thank-you notes have been neglected. If you are concerned, please feel free to contact CT staff.

• How do I know if our Agency has any points for poor behavior?
   ArtReach will inform you whenever a point is given to your agency and will let you know what needs to happen to get your agency back in good standing.

• I missed my Priority Requesting time slot.
   Request during general requesting after 2 PM Tuesday. You are not out of the running.

• My counterpart requested tickets after I already sent in my email request.
   You can request as many times as you would like. Remember that most things are gone by Tuesday afternoon.

• How many different events can I request at one time?
   As many as you would like.

• I can’t seem to get ANY tickets. WHY!?!
   If you are struggling to get your requests filled, it is probably because you are requesting the most popular events and are not submitting them during Priority Requesting. If you are frustrated or confused why you are not finding success in requesting tickets, please contact the CT Manager.
• The people we serve are difficult to track down after an event. How do I figure out if the tickets were used?
   ArtReach relies on the honor system and reports from box offices and ambassadors. ArtReach cannot expect you to follow up with every single person for every single event. Please make sure your clients understand that reporting an unused ticket has a consequence, but that they will not be kicked out of the program unless it becomes a constant problem. Once they know better, expect them to do better.

• Our agency deals with a lot of behavioral problems. What if a client has a meltdown or runs away?
   Our ticket donors are understanding of this type of situation. Just let us know so we can tell the ticket donor.

• Will our agency be in trouble if a ticket does not get used because of a last minute emergency or uncontrollable situation?
   Of course not! Just let us know about it and we will inform the donor.

• I cannot find the Ambassador… what do I do?
   Ask to be directed to the house manager, who can help locate the ArtReach Ambassador.
• Ars Nova Chamber Singers
• Arvada Center for the Arts & Humanities
• Augustana Arts
• Avenue Theatre
• Ballet Ariel and Ballet Arts Theatre
• Baroque Chamber Orchestra
• Boulder Bach Festival
• Boulder Ballet Company
• Boulder Chamber Orchestra
• Boulder Chorale
• Boulder Ensemble Theatre Company
• Boulder Philharmonic Orchestra
• Central City Opera
• Cherry Creek Chorale
• Cherry Creek Theatre
• Cirque du Soleil
• Cleo Parker Robinson New Dance Theatre
• Colorado Ballet
• Colorado Children's Chorale
• Colorado Choir & Chorus Organization
• Colorado Chorale
• Colorado Mahlerfest
• Colorado Music Festival
• Colorado Railroad Museum
• Colorado Shakespeare Festival
• Colorado Symphony
• Colorado Wind Ensemble
• Denver Art Museum
• Denver Botanic Gardens
• Denver Center for the Performing Arts
• Denver Center Theatre Company
• Denver Film Society
• Denver March PowWow
• Denver Museum of Miniatures, Dolls & Toys
• Denver Museum of Nature and Science
• Denver Philharmonic
• Denver Young Artists
• Orchestra
• Denver Zoological Foundation
• El Jebel Shrine Circus
• Empire Lyric Players
• Englewood Cultural Arts Center
• Evergreen Players
• Feld Entertainment
• Firehouse Theatre Company
• Frequent Flyers Productions, Inc.
• Golden Community Choirs
• Hannah Kahn Dance Company
• History Colorado
• Ignite Theatre
• Inside the Orchestra
• Interweave Dance Theatre
• Jefferson Symphony Orchestra
• Kantorei
• Kim Robards Dance, Inc.
• Krogen Sports Enterprises
• Lakeside Amusement Park
• Lakewood Cultural Events Center
• Lakewood Symphony Orchestra
• Littleton Town Hall Arts Center
• LOCAL Theatre Company
• Longmont Symphony Orchestra
• Longmont Theatre Company
• Miner's Alley Playhouse
• Mizel Center for Arts and Culture
• Molly Brown House
• Museo de las Americas
• National Western Stock Show and Rodeo
• Newman Performing Arts, University of Denver
• Opera Colorado
• PACE Center
• Performance Now Theater Company
• Phamaly Theater Company
• Rocky Mountain Quilt Museum
• Seicento Baroque Ensemble
• Spotlight Theatre Company
• St. Martin's Chamber Choir
• Stories on Stage
• Summit Jazz Foundation
• Tesoro Cultural Center
• The Denver Brass
• The Edge Theatre Company
• The Spirituals Project at the University of Denver
• University of Colorado Artist Series
• Vintage Theatre Productions
• Wells Fargo Foundation
• Westernaires
• Wings Over the Rockies Air and Space Museum
• Wonderbound

(This is a partial listing.)