



THE ISABEL



ISABEL BADER CENTRE
FOR THE PERFORMING ARTS

Rysia Andrade
Spektrix Hubs

Oct 25



90,000 sq ft, World-Class Performing Arts Centre in Kingston, ON

- Performance hall
 - Black box studio theatre
 - Recital hall
 - Recording studios
 - Film editing facilities
 - 92 seat movie theatre
 - 2 gallery spaces
 - & classrooms
-

Ticketing our own concerts



**Ticketing our own concerts AND some events in
our venue**



Ticketing ALL events in our venue



Ticketing other events around our city



Rental Ticketing Services

The Isabel Bader Centre for the Performing Arts

Goal: To establish a robust rental ticketing service for both onsite and offsite presenters

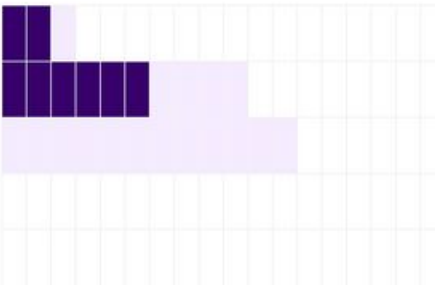
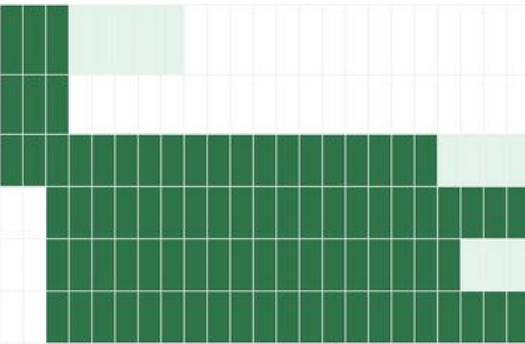
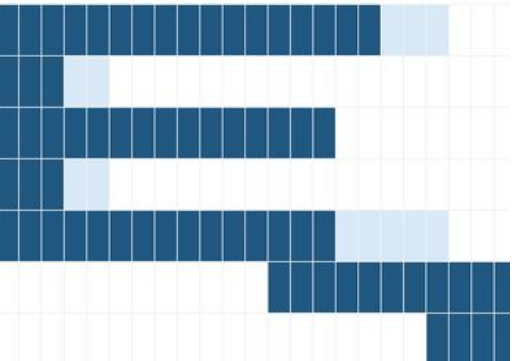
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TASK	Who	Notes	PROGRESS	START	Number of days	END
Initiation and Planning						
Develop policies and procedures for rental ticketing.	Rysia, Janelle, Jeff	See Policies Sheet	90%	8/24/25	20	9/13/25
Establish internal processes for coordinating clients	Janelle	Who is the external contact for booking a ticketing-only client? Rysia? Nicole? Maggie?	75%	8/24/25	5	8/29/25
Define any accounting processes that may operate differently from standard Isabel Box Office	Jeff	Verify PCI compliance for offsite	100%	8/24/25	15	9/8/25
Budget out sales goals and determine reasonable "break-even" goal	Rysia, Jeff, Janelle		80%	8/24/25	5	8/29/25
Draft a menu of services offered and fee schedule	Rysia, Janelle, Jeff	See Fee Schedule Sheet	80%	8/24/25	20	9/13/25
Connect with similar organizations doing rental ticketing and arrange for a knowledge exchange	Rysia, Alyssa	The Spektrix Hub will be a great opportunity for this.	50%	9/6/25	50	10/26/25
Draft contract templates	Janelle		40%	9/13/25	45	10/28/25
Marketing						
Competitor Analysis	Alyssa	What is the Grand's base Box Office admin fee? How much is Zeffy and Eventbrite charging and how are our additional fees adding value, making it worthwhile for a client?	70%	8/24/25	15	9/8/25
Who is our target market?	Alyssa		100%	8/24/25	10	9/3/25
Build a list of interested companies/presenters in Kingston	Alyssa, Rysia, Janelle	See Prospective Clients Sheet	90%	8/24/25	30	9/23/25
Begin outreach and plan pitches to future clients	Alyssa, Rysia, Janelle		60%	9/3/25	40	10/13/25
Develop brand identity for Isabel Ticketing Services including any logos or style guides	Alyssa		45%	9/3/25	40	10/13/25
Design comprehensive fee schedule and marketing package outlining available services	Alyssa		60%	9/3/25	60	11/2/25
Create templates and spec guidelines for Marketing add-ons	Alyssa		20%	10/3/25	20	10/23/25
Build out webpage content for Isabel Ticketing Services - seperate from Rent the Isabel	Rysia, Alyssa		0%	10/7/25	20	10/27/25
Spektrix and Box Office Operations						
Set Up Partner Companies Contact Preferences	Rysia	We also need to establish interal policy and documentation here	90%	8/22/25	5	8/27/25
Build Partner Companies Portal and establish both a basic and in-depth suite of reports on offer	Rysia		70%	8/24/25	10	9/3/25
Build "Add event forms" on website to smoothly capture event pre-build event details	Rysia		10%	8/24/25	12	9/5/25
Aquire maps for offsite venues and build into Spektrix	Rysia		0%	10/27/25	10	11/6/25
Build first offsite rental event	Rysia		0%	11/6/25	4	11/10/25
Implimentation						
"Soft Launch" with a trusted partner			0%	10/27/25	80	1/15/26
Evaluate soft launch and identify potential problem areas			0%	11/6/25	10	11/16/25
Revise and revisit sales goals and fees structure			0%	12/6/25	10	12/16/25

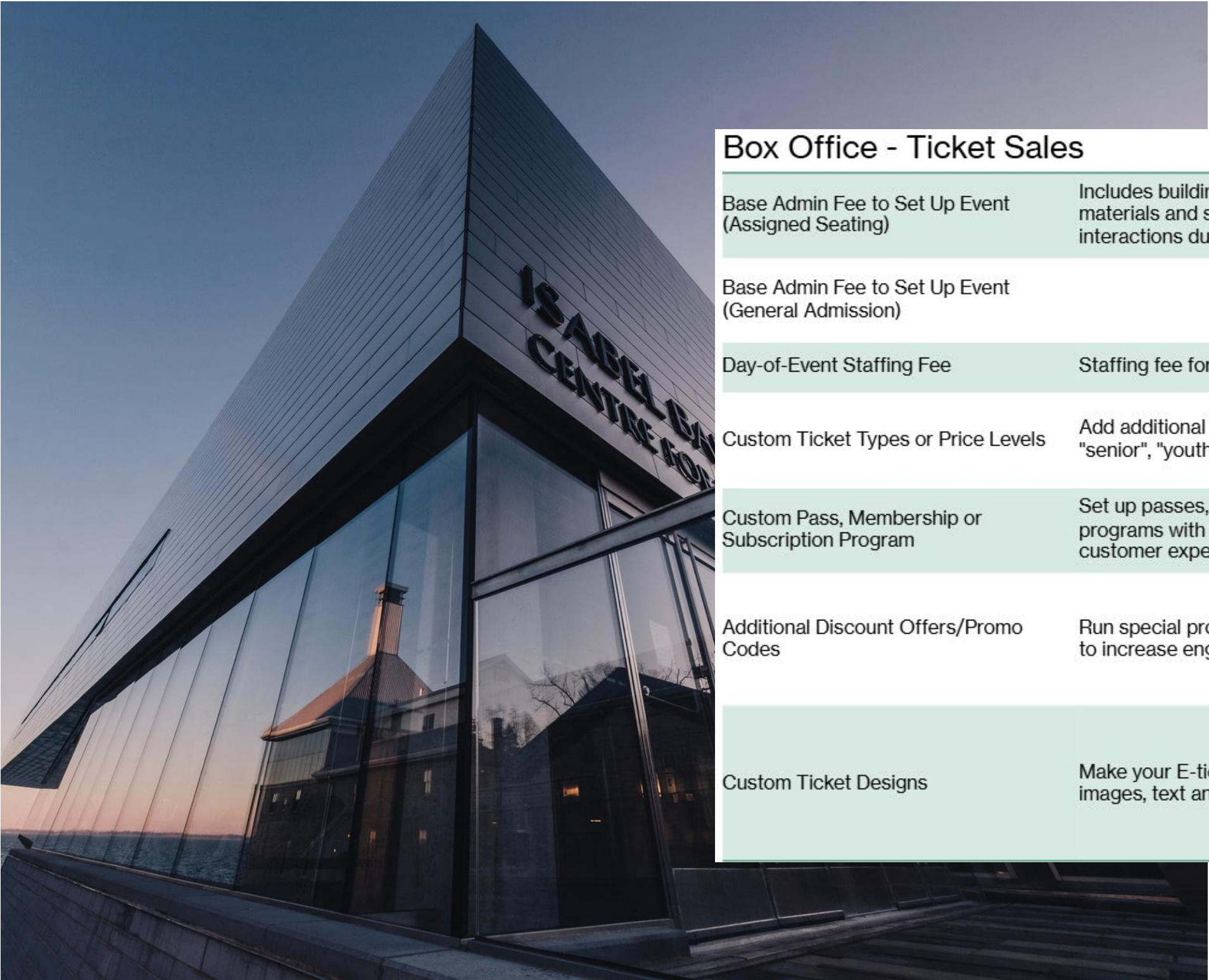
Project start: Sun, 8/24/2025

Display week: 1

Aug 25, 2025							Sep 1, 2025							Sep 8, 2025								
25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T



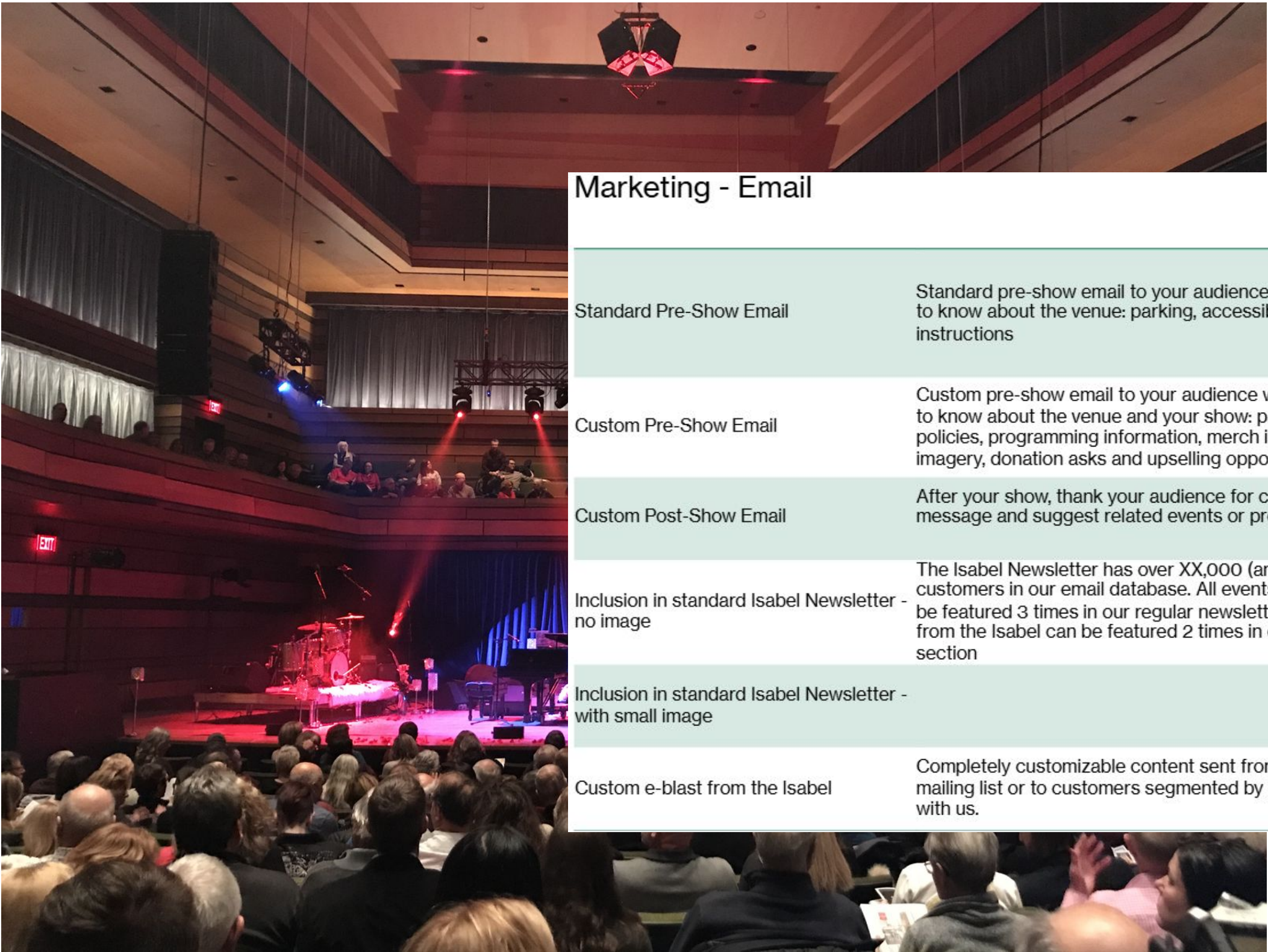
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Box Office - Ticket Sales

Base Admin Fee to Set Up Event (Assigned Seating)	Includes building event, preparing ticketing, proofing materials and staff fees for all customer service interactions during on-sale period		\$xxx.00	
Base Admin Fee to Set Up Event (General Admission)			\$xxx.00	
Day-of-Event Staffing Fee	Staffing fee for box office agents on day of event	Front-of-house services not included here	\$xxx.00	
Custom Ticket Types or Price Levels	Add additional ticket types for concessions such as "senior", "youth", "choir member" etc.	A base of 2 ticket types and 4 price levels are included in your ticketing contract	\$xx.00	/additional ticket type
Custom Pass, Membership or Subscription Program	Set up passes, memberships or subscription programs with the Isabel for a fully tailored customer experience.		Pricing available upon request	
Additional Discount Offers/Promo Codes	Run special promo codes, discounts or flash sales to increase engagement and drive sales.	2 promo codes/discount offers included in your ticketing contract. Additional promo codes or offers will be processed at \$xx each	\$xx.00	/per promo code/discount
Custom Ticket Designs	Make your E-tickets a work of art with customized images, text and content	If you opt to not to have a custom E-ticket, the standard Isabel Rental Ticket Face will be used. Please note we require certain policies and formatting	\$xx.00	

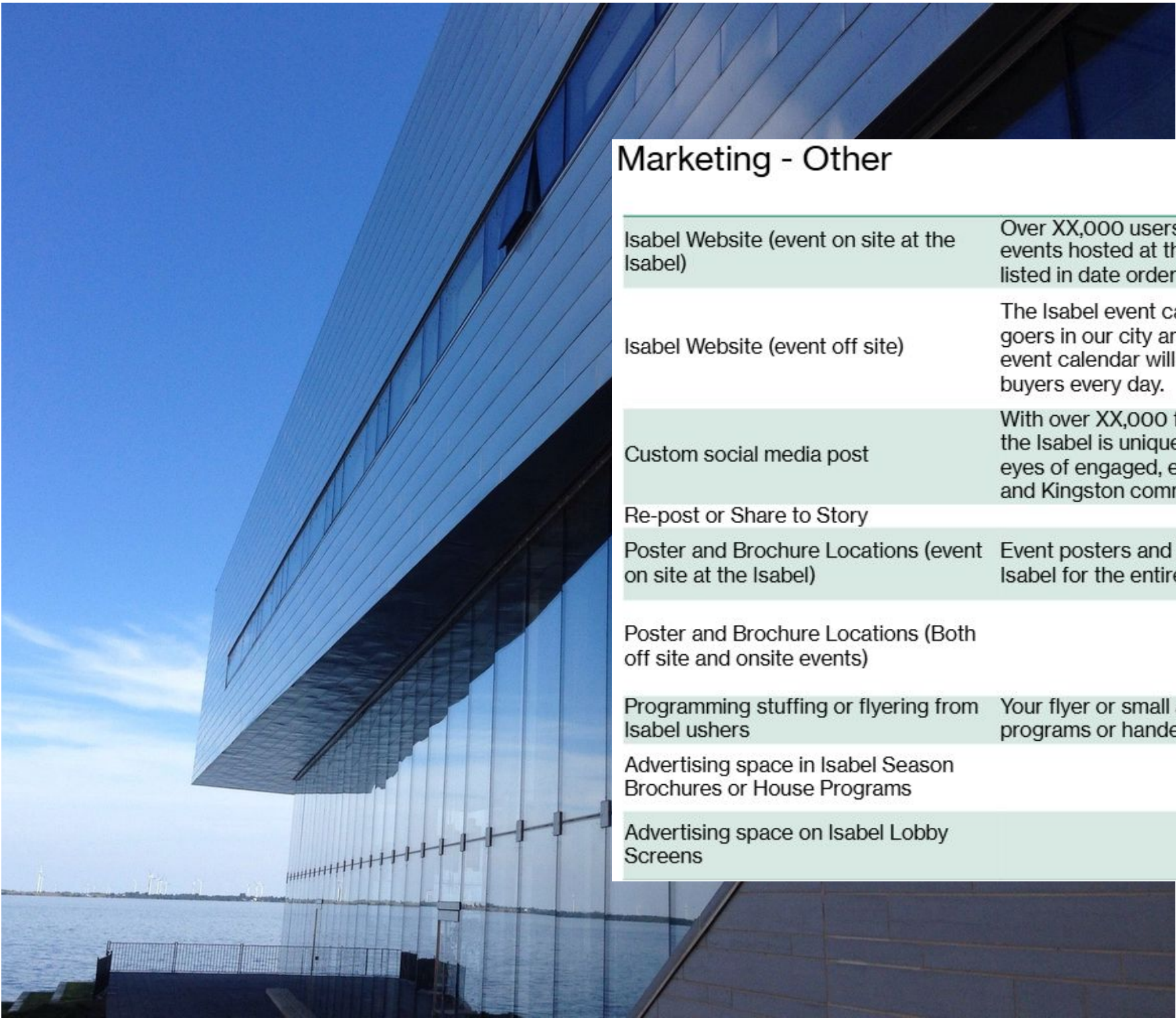
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Marketing - Email

Standard Pre-Show Email	Standard pre-show email to your audience with everything they need to know about the venue: parking, accessibility, venue policies and instructions	This is a courtesy to customers at our venue. You will not have the opportunity to read or edit email before deployment. Show specific information will reflect booking contract.	Complimentary with venue rental
Custom Pre-Show Email	Custom pre-show email to your audience with everything they need to know about the venue and your show: parking, accessibility, venue policies, programming information, merch information, custom imagery, donation asks and upselling opportunities	Max of 3 edits per email	\$xxx.00
Custom Post-Show Email	After your show, thank your audience for coming with a custom message and suggest related events or prompt donations.	Max of 3 edits per email	\$xxx.00
Inclusion in standard Isabel Newsletter - no image	The Isabel Newsletter has over XX,000 (and growing!) subscribed customers in our email database. All events hosted at the Isabel can be featured 3 times in our regular newsletter. Events hosted offsite from the Isabel can be featured 2 times in our In the Community... section		\$xx.00 /newsletter
Inclusion in standard Isabel Newsletter - with small image			\$xx.00 /newsletter
Custom e-blast from the Isabel	Completely customizable content sent from the Isabel to a targeted mailing list or to customers segmented by past ticket buying history with us.	Limit of 2 per event	\$xxx.00

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Marketing - Other

Isabel Website (event on site at the Isabel)	Over XX,000 users visit the Isabel website every year. All events hosted at the Isabel will be featured on our website and listed in date order in our What's On event calendar.		Complimentary with venue rental
Isabel Website (event off site)	The Isabel event calendar is a go-to destination for concert-goers in our city and surrounding area. Inclusion in the Isabel event calendar will mean your event is in front of eager ticket-buyers every day.	If you opt to not be featured in our event calendar, the tickteing page for your event will only be accessible through a private link and will not appear in search results	\$xx.00
Custom social media post	With over XX,000 followers across Instagram and Facebook, the Isabel is uniquely posed to get your event in front of the eyes of engaged, enthusiastic art lovers in the greater Queen's and Kingston communities.	Limit of 3 per event	\$xx.00 /post
Re-post or Share to Story		Limit of 6 per event	\$xx.00 /post
Poster and Brochure Locations (event on site at the Isabel)	Event posters and brochures can be displayed onsite at the Isabel for the entire duration that your event is on sale.	Limited to upper lobby rack and designated poster boards	Complimentary with venue rental
Poster and Brochure Locations (Both off site and onsite events)		On box office counter or in lobby displays. Complimentary in upper lobby rack and designated poster boards	\$xx.00
Programing stuffing or flyering from Isabel ushers	Your flyer or small advertisment inserted into Isabel house programs or handed out as a flyer by Isabel FOH staff	Limited to one Isabel event only. Organized at Isabel discretion.	\$xxx.00
Advertising space in Isabel Season Brochures or House Programs			Pricing available upon request
Advertising space on Isabel Lobby Screens			Pricing available upon request

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Box Office - Reports

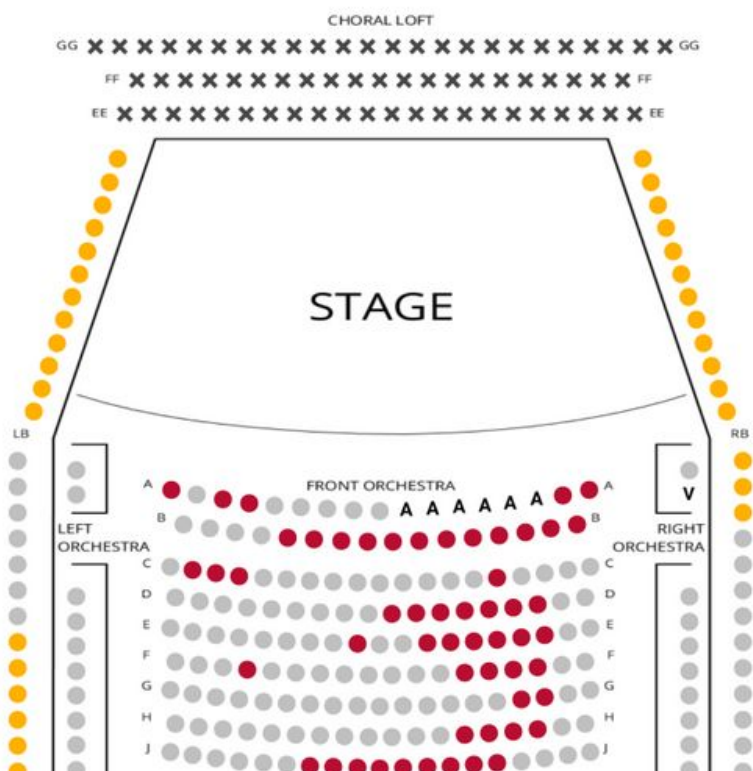
Regularly Scheduled Reports	Standard reports sent as automatic emails straight to your inbox once a week.	Sent on Monday mornings, See "Report Offerings" for more	\$xx.00	/type of report
Regularly Scheduled Reports at Custom Intervals	Receive regular check-ins about how your event is doing, as frequently as you'd like		\$xx.00	/type of report
On Demand Reports	Through a personalized report portal, standard and custom reports are available to download on demand. Gain insights on your sales, your customers and your progress through the on sale period and up to 2 months after your event.		\$xx.00	/type of report
Post-Show Customer List	After your show, receive a list of all your ticket-holders	Limited to only first names, last names and postal codes	\$xx.00	
Full access to your Customer List	After your show or through-out on sale period, receive lists of all your customers including full contact information for customers who consent to share. We capture Express Consent so you can increase your mailing list in full accordance with Canadian Privacy Laws		\$xxx.00	
Post-Show Reports	Standard post-show reports are included in your ticketing contract	See "Report Offerings"	Complimentary as per ticketing contract	
In-depth Post-Show Reports	Reports of more complex data such as Customer Booking Behavior and Offer Analysis	See "Report Offerings". Reports may be requested a maximum of 2 months after show date	\$xx.00	/type of report

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Partner Companies

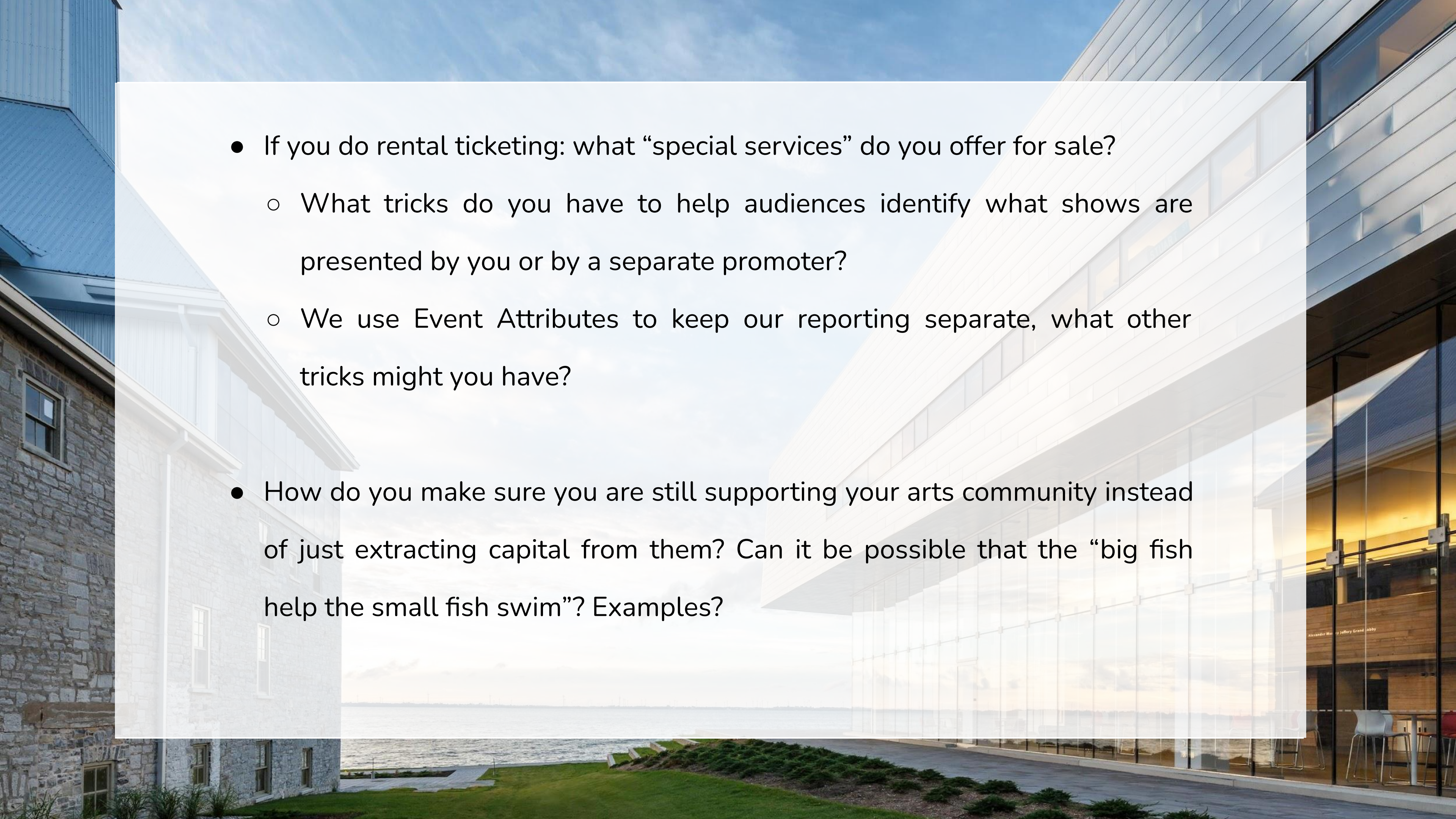
Event Information	
Event Name:	James Ehnes - Violinist
Instance Date:	01-05-2026 at 7:30 PM
Total Capacity:	567
Sold:	259
Reserved:	0
Locked:	91
Available:	217

Key	
● Available - Balcony (\$63.00)	A Artist Hold
● Available - Front Orchestra (\$72.00)	B Bariatric Seat
● Available - Rear Orchestra (\$63.00)	P Promoter Hold
● Sold	V VIP - Ballytobin
	X Locked
	☐ Box Office Hold
	♿ Accessible Seat



Reports

Name ↑	Format
Seating Map Report 25-26 A Festive Celebration	PDF
Seating Map Report 25-26 A Night on Broadway	PDF
Seating Map Report 25-26 The Journey	PDF
Name ↑	Format

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- If you do rental ticketing: what “special services” do you offer for sale?
 - What tricks do you have to help audiences identify what shows are presented by you or by a separate promoter?
 - We use Event Attributes to keep our reporting separate, what other tricks might you have?
 - How do you make sure you are still supporting your arts community instead of just extracting capital from them? Can it be possible that the “big fish help the small fish swim”? Examples?