



SERVING GARLAND, ROWLETT AND SACHSE



# BOX OFFICE PROCEDURES MANUAL



**Box Office Procedures Manual  
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## **CURTIS CULWELL CENTER**

### **Box Office Procedures Manual**

#### **I. Purpose of Box Office**

**Our goal with every customer is convenient, efficient, friendly service.**

These policies are an addendum to the lease agreement for all ticketed events. If you have any questions regarding these policies, they may be directed to the Box Office Manager.

#### **Marketing & Promotions**

The Lessee is responsible for the cost of all advertising and all materials must be submitted to the Event Coordinator for approval before any releases are made to the media.

#### **Box Office**

The Box Office manages and carries out all aspects of ticketing the events held at the Curtis Culwell Center including online sales, window sales, distribution, Will Call, complimentary tickets and related functions.

#### **Box Office Manager**

The Box Office Manager supervises and monitors all Box Office functions and personnel. The duties include staff hiring, scheduling, coordinating preparation of ticket sales and other reports, and accounting functions. The Box Office Manager is responsible for the day-to-day operations including taking ticket orders, preparing tickets for mail or Will Call, and answering the Lessee's questions about procedures and customer service.

### **Tickets – Seating (Reserved, General, Other)**

Tickets must be approved by the General Manager of the Curtis Culwell Center prior to going on sale. Tickets are provided **by an online ticketing agency used at the discretion of the Special Events Center**. Tickets for admission to any event must be sold online or through the Box Office unless approved by the General Manager. Any tickets distributed to the Lessee are subject to pre-print and facility fees. Tickets distributed are non-returnable and fees are non-refundable.

Lessee is required to provide ticket information on a Ticket Order Form, including event seating format, the number of tickets ordered, Box Office hours required, on sale date, and pricing (including tax). The Order Form must be proofed and signed by Lessee prior to tickets going on sale.

Ticket outlets must be approved by the Curtis Culwell Center prior to selling tickets to any event and must comply with all Curtis Culwell Center rules and regulations. Locations for the outlets will be determined by the General Manager.

## **II. Fees and Staffing Needs/Duties**

### **Box Office Fees:**

- Ticketing Fees - Facility fees, ticket printing fees, credit card fees and other charges may be applicable for ticketed events. Refer to the Lease Agreement for further details.
- Sales Tax - The State of Texas currently imposes a sales tax of 8.25% on tickets sold unless the Lessee is GISD or provides proof of exemption as a 501(c) organization. This tax is collected from the Lessee at the time of settlement and paid to the Texas State Comptroller by the Special Events Center.
- Required Labor Charges - Box Office staffing needs depend upon expected attendance, but ultimately are determined by the Event Coordinator. The labor cost is the responsibility of the Lessee and will be presented in the Event Settlement as part of "Administration Staffing" fees.

### **Personnel Requirements**

**NO ONE is allowed in the Box Office except** the Ticket Sellers, Box Office Manager, and the Lessee.

All personnel are paid a **four-hour minimum per show**. These fees are paid from ticket sales and indicated on the Settlement Sheet at the end of the performance.

These requirements are subject to change depending on the nature of the event at the discretion of the Curtis Culwell Center management.

**Ticket Sellers** are responsible for reconciliation of gross tickets sales and all related functions described in the opening and closing requirements for the box office.

### **Opening Shift Checklist for Box Office Staff:**

- Sign in on payroll sheet.
- Check supplies, ticket stock, sales terminal, phone lines, and have radio available.
- Count banks and set up cash drawers.

- Review notes on the event in order to answer phone inquiries.
- Review and organize Will Call envelopes being held for shows.
- Prep and issue scanners to Ticket Takers
- Open window **ON TIME** at predetermined schedule

### **End of Shift Checklist**

- Balance cash and credit card sales to totals on Box Office Statement
- Box Office Manager will put all money and deposits in the safe, lock the vault, and lock the doors.
- Collect and account for all ticket scanners.

**NOTE: ALL BOX OFFICE PERSONNEL MUST USE TIME CLOCK TO PUNCH IN AND OUT**

### **III. Ticket Sales Policies**

#### **Ticket Sales**

On the day tickets go on sale for an event, tickets are sold on a first-come, first-served basis. Parking on the grounds will be limited to only a reasonable time prior to the time tickets go on sale. The facility will not allow patrons to stay overnight on the grounds in advance of sale dates.

**Curtis Culwell Center personnel are not privy to ticketed events.** No employee will be allowed to purchase or hold tickets for any event for any other person.

#### **Phone Sales**

Advance ticket sales by Phone are not permitted as customers generally have an option to purchase tickets 24/7 online and print them at home. Walk up sales at the Box Office may also be an available option during normal business hours, Monday through Friday.

#### **Holding Tickets**

The Box Office will hold only paid tickets.

#### **Will Call Tickets**

Will Call tickets are generally not available, as tickets purchased online may be printed at home. Customers who purchase tickets on-line but don't have access to a printer may pick up tickets at the Box Office on the day of the event. The original credit card and matching identification must be provided. Customers who have Will Call tickets may pick them up at the Box Office on the day of the event, two hours prior to the start of the event.

#### **Complimentary Tickets**

Lessee, in writing, will supply to Box Office Manager all complimentary ticket orders.

#### **Building Complimentary Tickets (26).**

Per the Lease Agreement, twenty-six (26) complimentary tickets will be provided to the Curtis Culwell Center for distribution at the discretion of the General Manager.

### **Lessee Complimentary Tickets**

Complimentary tickets may be requested by the Lessee for use in promoting events or for distribution to media and artists' guests at a cost specified in the Lease Agreement. Given reasonable notice, the Box Office may issue complimentary tickets not to exceed 10% of the beginning ticket inventory. It is the responsibility of the Lessee to distribute these tickets once received.

### **Answering the Phones**

The Box Office may inform callers that we are only open for that evening's event, and that they may call back during regular business hours for information on other events. We may briefly answer questions about dates, times, or prices on other events, but do not offer to check seat availability or provide other information.

### **Replacement Tickets**

Replacement tickets are handled through the Box Office and may only be issued for tickets purchased online or tickets purchased by credit card at the Box Office. The original credit card and matching identification must be provided. All tickets presented at the door will be scanned and validated. We will remove anyone attempting to enter an event with a ticket that has been reported as lost, stolen, or missing.

### **Refunds/Cancellations**

Tickets are non-refundable except when an event is canceled. Refunds occur at point of purchase.

### **Ticket Drop**

In the event that tickets cannot be scanned, a ticket drop will be set up by the Operations staff thirty (30) minutes before the doors open. The Ticket Takers will count the drop if requested by the Lessee and the contents of the drop will be placed in an envelope, sealed, and given to the Lessee at the time of settlement.

### **Complaints**

Complaints, comments, and concerns are written in a complaint log. The log is passed to the General Manager and will be handled directly by him.

### **Infants and Children**

All individuals entering the Curtis Culwell Center are required to have a ticket unless otherwise specified in the Ticketing Set-up Form as completed by the Lessee.

### **Wheelchair and Assistive Listening Device Notes**

When a customer requires disabled access, the ticket seller must fill out an **Information Note**. These notes will be given to the disabled patron who will present the information note and their ticket(s) to the Ticket Taker at the entrance to the event.

- Ticket Taker will ask patron(s) to wait in a designated area for assistance.
- Box Office personnel will notify Operations/Security that a patron(s) needing help is waiting at the entrance of the event.

## **IV. Reporting and Forms**

### **Box Office Statement**

The Curtis Culwell Center uses a web based ticketing service which includes strict controls over ticket sales and inventory. The Box Office Statement includes a recap of ticket sales as well as complimentary tickets issued and unsold tickets. Additional reporting will reflect method of payment, sales locations and attendance.

### **Settlement Sheet**

1. The Settlement Sheet is used to close the event with the Lessee.
2. The Box Office may be closed at the discretion of the Curtis Culwell Center management and the Lessee.
3. The event will be settled within five days following the close of the final event, or if advance arrangements have been made, on the next business day after the conclusion of the event.
4. The Lessee or their designated representative must be present during the settlement procedure and must sign the Settlement Sheet. The General Manager or his/her designee must sign the Settlement Sheet.
5. The Settlement Sheet includes a reconciliation of the Gross Box Office Receipts and Gross Expenses related to the event.
6. Copies of a full set of support documents will be provided for the Lessee at settlement closing.
7. The Settlement Sheet is generally a receipt to the Lessee that all obligations are cleared; however, we recommend that settlement be done after the event closes and a walk-thru of the building has been completed in addition to settling with the Merchant for novelty or souvenir sales commissions. Otherwise, any additional changes will be due within ten (10) days to settle the event in full. The Curtis Culwell Center reserves the right to estimate additional charges at settlement. The Curtis Culwell Center accounting will reimburse the Lessee for any overpayments caused by the estimations within ten (10) days of the event.



**CURTIS CULWELL CENTER**  
**Complimentary Ticket Form**

Date: \_\_\_\_\_

This is to Certify that I received \_\_\_\_\_ tickets to  
the \_\_\_\_\_ Event.

Signed \_\_\_\_\_

Company \_\_\_\_\_



## **CURTIS CULWELL CENTER**

### **Information Note**

\*\*\*\*\*

**Please Take this Form to the Ticket Taker  
at the Entrance to the Event**

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**Ticket Taker:**

**This Patron Needs Assistance in the Following Manner:**

**Wheelchair Accessibility**  
**Listening Device**  
**Blind Services**  
**Medical Assistance**  
**Other**


**Please Mark with an "X"**



## **CURTIS CULWELL CENTER**

### **Request for Building Complimentary Tickets:**

DATE SUBMITTED: \_\_\_\_\_

Event Date:	
No. Tickets:	(1 or 2)
Event:	

Signature \_\_\_\_\_