

PERFORMING ARTS DEPARTMENT

DOTHAN CIVIC CENTER
DOTHAN OPERA HOUSE

MISSION STATEMENT

The Civic Center/Opera House Department's Mission is to improve the quality of life for the citizens of Dothan by providing entertainment through cultural and leisure activities, maintaining the facilities for community and other social events for the benefit of residents.

October 1, 2006 August 31, 2007

- **Number of Events:** 128
Total held in Civic Center & Opera House
- **Number of Ticketed Events:** 48
Events patrons had to pay to attend
- **Number of Days Usage:** 171
Total includes rehearsals, move-ins & move-outs
- **Revenue derived from**
\$1 Facility Fee: \$33,632.00
\$1 Facility fee is added to ticket price and
is paid by patron to the City

OBJECTIVE: To add "print at home" ticketing to our ticketing system.

- By adding the use of bar code scanners, our patrons will be able to print their own tickets from their computers adding convenience by creating an outlet at every personal computer.
- The Print at home ticketing also offers the opportunity for advertising to a captive audience thereby expanding revenue opportunities.

OBJECTIVE: To add sponsorship to the Civic Center as a means to increase facility revenues from use of existing space.

- By adding City sponsorship to certain events benefiting residents.
- By exposing the idea of advertising to a captive audience in the Civic Center and Opera House.

OBJECTIVE: To offer our patrons and prospective promoters a more easily navigated Website and the opportunity to “virtually see” our buildings.

- By adding a virtual tour of the Civic Center, our patrons and prospective promoters will have a better understanding and vision of our venue.
- Add our updated rates & services to our website, so as to preclude many questions about rental of the facilities.