



ARENA SUCCESS STORY

City of Kent Uses Ticketing to Boost Revenue

CHALLENGE

The City of Kent knew that taking control of ticketing for events held at ShoWare Center would allow them to be more competitive and gain greater control of revenue.

SOLUTION

The City of Kent selected ShoWare Ticketing for its flexibility over managing events, its ease-of-use for both the city as well as its patrons, the ability to control branding and marketing, and of course a revenue model that was beneficial for all.

BENEFITS

- System is revenue-generating
- Allows freedom to control ticket fees
- Improved patron experience
- Greater ownership of its branding and marketing

ABOUT City of Kent, WA's ShoWare Center

Located in Kent, Washington, ShoWare Center is less than 18 miles from Seattle, Bellevue and Tacoma. Easy access to major freeways and convenient parking, that is always free, puts the venue in a class by itself. ShoWare Center is North America's first sports and entertainment arena to achieve GOLD certification from Leadership in Energy & Environmental Design (LEED) by the US Green Building Council. Because of its intimate design and flexible scale, ShoWare Center is the ideal venue for a wide array of events including concerts, family shows, professional and exhibition sports, trade shows, community gatherings and more. The arena hosts more than 110 events each year and provides flexible seating configurations with capacities ranging from 2,500 – 7,300.

The ShoWare Center CHALLENGE

It almost goes without saying that municipalities are continually looking for ways to boost revenue given the general state of the economy. The City of Kent opened ShoWare Center in 2009, but before the doors ever opened, city officials and arena management worked diligently to ensure its immediate and long-term success; fiscally, operationally and for the overall benefit of its residents. Part of the solution was identified in the form of ticketing software.

Although it might not sound like an important factor, the City of Kent knew that taking control of ticketing for events held at ShoWare Center would allow them to be more competitive and gain greater control of revenue. This function is traditionally outsourced to third parties more interested in their own bottom line since funds from ticket sales are often held until after an event takes place.



“We evaluated ShoWare’s ticketing system as well as the other well-known solution providers. The choice for ShoWare was based on its ease of use for both our box office staff and guests who purchase tickets online.”

Tim Higgins
General Manager at
ShoWare Center

The ShoWare SOLUTION

The City of Kent and its arena management team conducted an extensive review of ticketing software and selected the ShoWare ticketing system for a variety of reasons including its flexibility over managing events, its ease-of-use for both the city as well as its patrons, the ability to control branding and marketing, and of course a revenue model that was beneficial for all.

“We evaluated ShoWare’s ticketing system as well as the other well-known solution providers,” said Tim Higgins, general manager at ShoWare Center. “The choice for ShoWare was based on its ease of use for both our box office staff and guests who purchase tickets online.”

ShoWare ticketing system’s freedom to control ticket fees allows the City of Kent to extend those benefits to its residents, such as not charging customers for at-home printing or lowering fees for family events, which has allowed the arena to stay competitive with the other 25 venues that exist within a 50-mile radius of the facility.

“When we embarked on our search for a ticketing solution, we said to ourselves, ‘Let’s see if we can drive greater revenue, while achieving more control and better return,’” said Ben Wolters, Director, Economic & Community Development for the City of Kent. “Our use of ShoWare is what’s best for us and our citizens because of the low fee structure.”

Beyond the importance of features directly related to revenue, ShoWare Center’s management has been extremely pleased with the ticketing system’s ease of use for both its employees as well as its patrons, allowing guests to choose their own seating for select events, thereby increasing customer satisfaction and decreasing calls to customer service.

Through ShoWare, the arena has also been able to take greater ownership of its branding and marketing as opposed to a general ticketing website that promotes events and entertainment regardless of venue. Looking for ways to constantly improve, ShoWare Center consistently evaluates the rich data collected through its ticketing system and also uses customer surveys to gain feedback.



“ShoWare is a great partner.” adds Higgins. “With excellent customer service and willingness to ensure our needs are satisfied, ShoWare has been a tremendously valuable solution for all our events.” “We’re pleased with the strong partnership we have with ShoWare,” adds Wolters.

SHOWARE CENTER

- Home of Seattle Thunderbirds Hockey
- North America’s first LEED® GOLD Events Center
- Hosting more than 110 events each year
- Flexible seating configurations with capacities ranging from 2,500 – 7,300

About ShoWare™

ShoWare™ by VisionOne, Inc. provides turn-key box office solutions, as well as ticket selling and distribution services for an array of events and venues. ShoWare offers a complete range of innovative and reliable ticketing software systems. As an alternative to "outsourcing" box office ticket operations, ShoWare licensed ticketing offers the benefit of total control, private labeling, and content management.

VisionOne, Inc. is a privately held international corporation founded in 1998 with headquarters in Fresno, California and operations in Chile, Brazil, Argentina and Mexico, and European Headquarters in St. Gallen, Switzerland (TicketPortal AG) with operations in Germany and Austria.

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