

## MEMORANDUM



**TO:** PARKS, RECREATION & FORESTRY COMMISSION  
**FROM:** RANDY AULER, CPRP, DIRECTOR PARKS, RECREATION  
& FORESTRY  
**SUBJECT:** AGREEMENT WITH TIX, INC. FOR THEATRE TICKETING  
PROGRAM  
**DATE:** MARCH 12, 2008

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The current recreation software, CLASS, has enhanced customer service since its implementation in September 2006. This system enables registrations to take place for programs and leagues via the front service counter and internet. The online registration portion has been extremely popular, with recent monthly registration percentages near 70%, providing convenience and good service to our customers while allowing staff to focus on other priorities. However, the CLASS software does not include or offer a ticketing module suitable for the Novi Parks Performing Arts program. Currently, theatre tickets are only sold at the front service counter during office hours of Monday-Friday, 8am-5pm or on production days just prior to the show. Tickets are created in house, printed on card stock and hand cut by staff. A third party, online software system, Tix Inc., has been sought out to increase the customer service, convenience and quality of the theatre ticketing process to the same level as all other program registrations. Tix Inc., will provide a comprehensive ticketing method for box office sales at the front service counter, as well as online for all ticket purchases. Due to the number of customer requests we have for online ticket sales, it is our expectation that online ticketing has the potential to be just as successful or even more so, than our current online registrations for programs and leagues. This method will allow users to select their seats as well, both at the box office and online, print quality theatre tickets and send e tickets via email.

Information Technology and Finance have been highly involved throughout the research and selection of Tix Inc. There are no up front, set up costs associated with Tix Inc. However, there is a per transaction fee associated with each sale as detailed in the Master Ticket Sales Agreement. These fees will be incorporated into the cost of a purchasing a theatre ticket.