

MEETING INSTRUCTIONS FOR
THE UNION COLONY CIVIC CENTER ADVISORY BOARD MEETING
On January 12, 2022 3:45 PM

There will be a short Sub Committee meeting at 3:15 PM of the Ticket Donation Committee preceding the full advisory board meeting.

The physical location for the meeting will be the Greeley Recreation Center Room 103.

- You may attend the meeting in person at the physical location.
- You can provide input/public comment for this meeting by emailing your comments to Jason Evenson (jason.evenson@greeleygov.com), or by leaving a voice message for Jason at (970) 350-9482, to provide your comments. Comments received up to 1 hour before the meeting will be read into the record at the appropriate time.

There are no remote participation options for this meeting.

Agenda

Union Colony Civic Center Advisory Board
January 12, 2022 @ 3:45 PM

1. Determination of quorum and call to order.
2. Approval of December 2021 Minutes (2 Minutes)
3. New Business
 - a. Recommend ticket donations from Sub Committee, if any.
 - b. Spring 2022 Ticket Sales
4. Old/Ongoing Business
 - a. Final Fall 2021 Ticket Sales Summary
 - b. Spring & Fall 2022 Programming updates (Brian)
5. Other
 - a. UCCC Backstage Stars Report – (Perry)
 - b. Next meeting will be February 9, 2022

Parking Lot (Items to be discussed at future meetings):

- Rebranding the UCCC
- Marquee
- Portable bars
- Parking directional signs from Active Adult Center Lot (guild supported)
- Discuss the remodeling of the outside/front of the UCCC
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff
 - Superscript or program notes in 2nd language?
- Commuter bus WiFi advertising when available?

Minutes

Union Colony Civic Center Advisory Board
December 8, 2021 3:45 PM

1. The meeting was called to order by Mark Pugatch at 3:45 PM.
 - a. Board Present: Mark Pugatch, Ken Andrews, Craig Montgomery, Doran Azari, Michelle Sauder, Cher Heimbegner
 - b. Absent: Deanna Terry, Alison Hamling, Perry Bell
 - c. Staff present: Jason Evenson, Kelly Snook, Brian Hughes, Leslie Evans
2. Approval of November Minutes
 - Motion to approve minutes made by Ken, seconded by Doran. Motion passed unanimously.
3. New Business
 - a. Introductions – meet Programming Coordinator, Brian Hughes
 - b. No pending ticket donations
 - c. Post event survey summary and comments (John Tesh, The Silhouettes, Lance Burton)
 - i. Lots of positive feedback regarding ‘warm and welcoming’ staff.
 - ii. Some disappointment in the more family oriented Lance Burton and Friends show; including comments about a lack of ‘WOW’ factor, and too many ‘and friends’ without enough Lance Burton.
 - iii. Some suggested more comfortable or worn out seating, although others commented they like the seating layout.
4. Old/Ongoing Business
 - a. Fall 2021 Ticket Sales report
 - i. Hot Chocolate sales are lagging
 - ii. For better understanding of current trends, Brian suggested comparing recovery data from 2008. He further shared that from his previous experience, we won’t have a full understanding of the whole picture for 2-5 years.
 - iii. The choice to eliminate package sales was made to boost sales for a more diverse audience.
 - b. Spring 2022 Programming updates
 - i. We are hoping to add two additional spring shows.
 - a. Brian is pursuing Leslie Jones
 - b. Brian is exploring a co-present Jelly Roll or Danielle Perez.
5. Other
 - a. UCCC Backstage Stars Report – (Perry) Perry Bell absent
 - b. Next meeting will be January 12, 2022

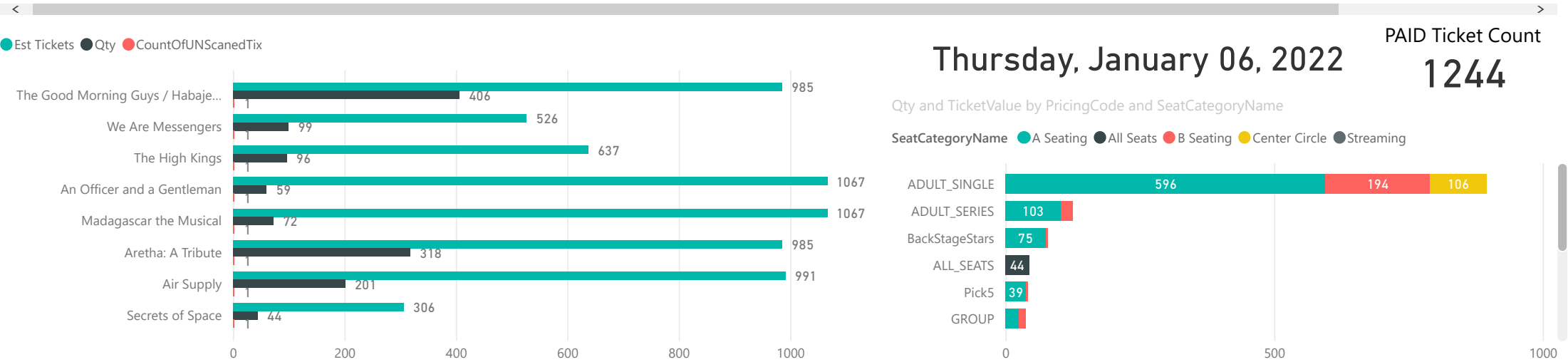
Minutes

Union Colony Civic Center Advisory Board
December 8, 2021 3:45 PM

Parking Lot (Items to be discussed at future meetings):

- Rebranding the UCCC
- Marquee
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- Parking directional signs from Active Adult Center Lot (guild supported)
- Discuss the remodeling of the outside/front of the UCCC
- Seat replacement in theater
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff
 - Superscript or program notes in 2nd language?
- Commuter bus WiFi advertising when available?

SHOW DATE	Performance Name	Est Tickets	Qty	Est Revenue	TicketValue	Est Expenses
Friday, January 28, 2022	The Good Morning Guys / Habajeeba Show	985	406	\$23,600	\$11,816	\$28,930.4443
Friday, February 04, 2022	We Are Messengers	526	99	\$11,281	\$2,589	\$17,953.994
Friday, March 04, 2022	The High Kings	637	96	\$25,092	\$3,682	\$27,356.548
Saturday, March 05, 2022	An Officer and a Gentleman	1067	59	\$41,056	\$2,367	\$58,083.324
Saturday, March 19, 2022	Madagascar the Musical	1067	72	\$36,576	\$2,512	\$50,784.324
Saturday, March 26, 2022	Aretha: A Tribute	985	318	\$26,598	\$8,964	\$39,564.566
Friday, April 01, 2022	Air Supply	991	201	\$52,386	\$12,203	\$82,833.984
Thursday, April 21, 2022	Secrets of Space	306	44	\$1,110	\$220	\$13,164.34
Total		6564	1295	\$217,699	\$44,353	\$318,671.5243



Thursday, January 06, 2022

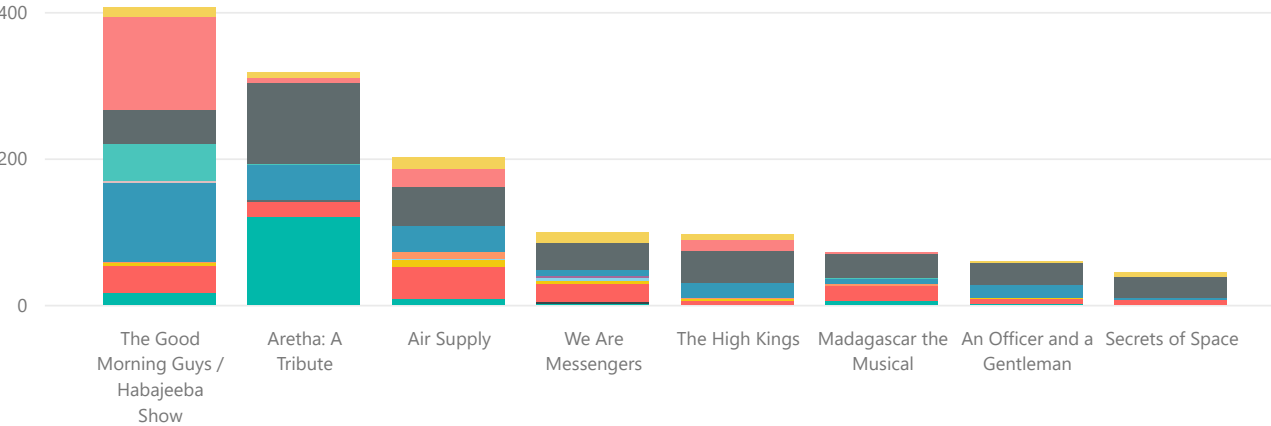
Latest OrderDate

PAID Ticket Count

1244

Count of HeardAbout by Performance Name and HeardAbout

HeardAbout ● Billboard ● Email/New... ● Google ● GTV8 ● Magazine ● Newspaper ● Online Blo... ● Other ● Poster ● Radio ● Season Br...

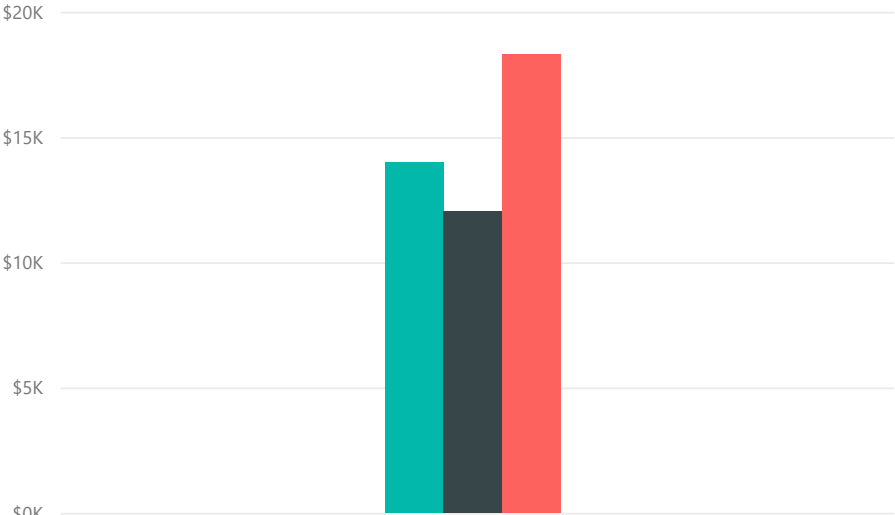


PerformanceName	TicketValue	AvgTicketValue
Air Supply	\$12,203	\$60.71
The Good Morning Guys / Habajeeba Show	\$11,816	\$29.10
Aretha: A Tribute	\$8,964	\$28.19
The High Kings	\$3,682	\$38.35
We Are Messengers	\$2,589	\$26.15
Madagascar the Musical	\$2,512	\$34.89
An Officer and a Gentleman	\$2,367	\$40.12
Secrets of Space	\$220	\$5.00
Total	\$44,353	\$34.25

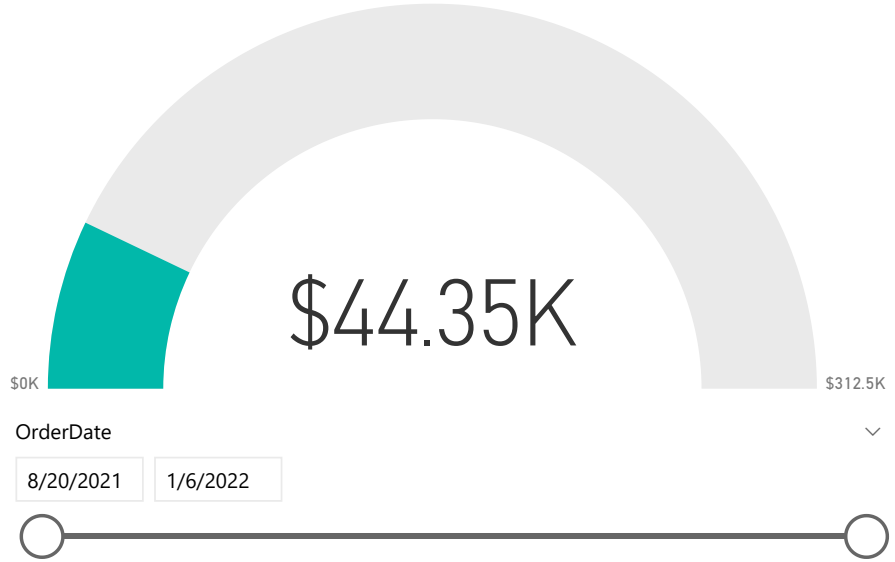
PerformanceCode	NoShowRate	Qty
012820220730MCH	0%	406
020420220730MCH	1%	99
030420220730MCH	1%	96
030520220730MCH	2%	59
031920220730MCH	1%	72
032620220730MCH	0%	318
040120220730MCH	0%	201
0421202200630MCH	2%	44
Total	0%	1295

TicketValue by SalesChannel

SalesChannel ● Mobile ● Offline Patron ● Online

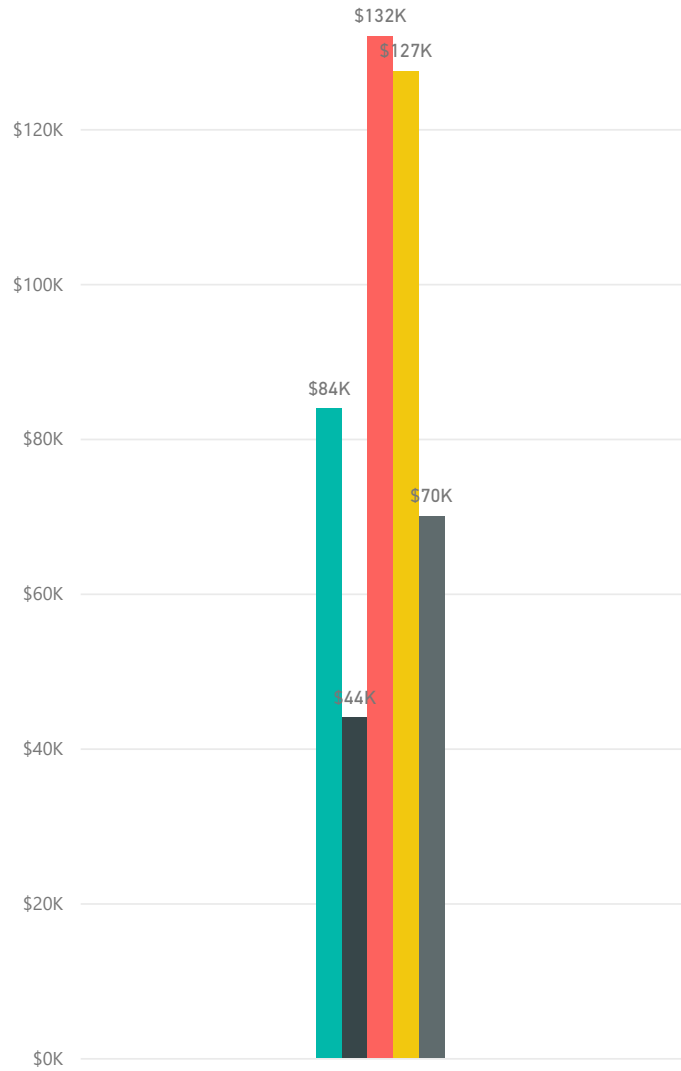


TicketValue and EstRevenue



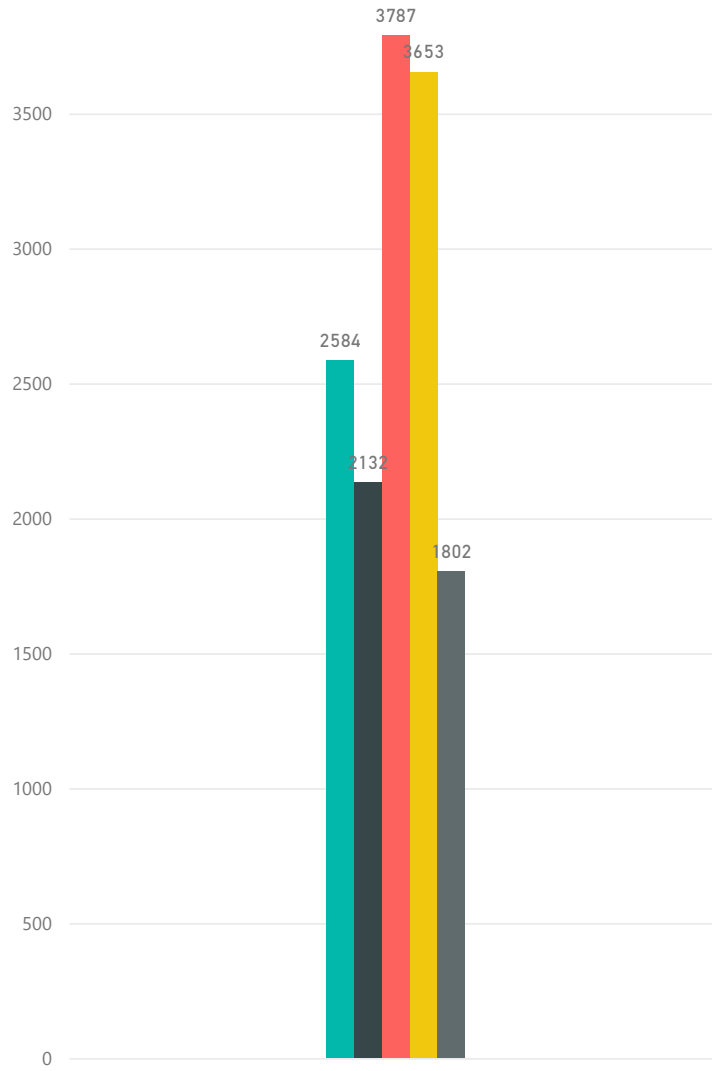
Spring Value

● Price1617 ● Price1718 ● Price19Spring ● PriceSpring2020 ● PriceSpring22



Spring Quantities

● 2016-2017 Qty ● 2017 -2018 Qty ● Spring 19 Qty ● QtySpring2020 ● QtySpring22



Days on Sale

-35

44



Thursday,
January 06,
2022

Latest OrderDate

44

Max of Days on sale

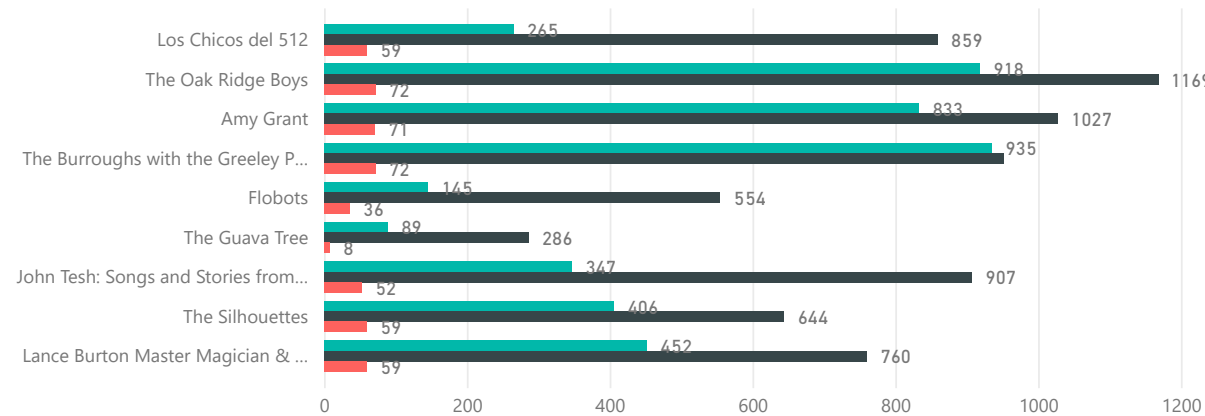
SHOW DATE	Performance Name	Sum of EstTicketCount	Qty	Sum of EstRevenue	TicketValue	Sum of Est Expenses	P
9/24/2021	Los Chicos del 512	859	265	22274	\$6,963	26,485.33	0
10/2/2021	The Oak Ridge Boys	1169	918	36560	\$31,665	60,960.79	1
10/8/2021	Amy Grant	1027	833	46340	\$39,017	76,400.01	1
10/23/2021	The Burroughs with the Greeley Philharmonic Orc...	951	935	27381	\$27,635.25	35,211.60	1
10/30/2021	Flobots	554	145	12950	\$3,525	16,757.93	1
11/4/2021	The Guava Tree	286	89	1010	\$245	2,917.82	1
11/5/2021	John Tesh: Songs and Stories from the Grand Piano	907	347	37235	\$15,098	37,596.60	1
11/6/2021	The Silhouettes	644	406	16394	\$10,769	23,638.71	1
11/10/2021	Lance Burton Master Magician & Friends	760	452	24920	\$18,534	38,261.08	1
Total		7157	4390	225064	\$153,451.25	318,229.86	

56.2%

65.9%



Qty Sum of EstTicketCount CountOfUNScannedTix

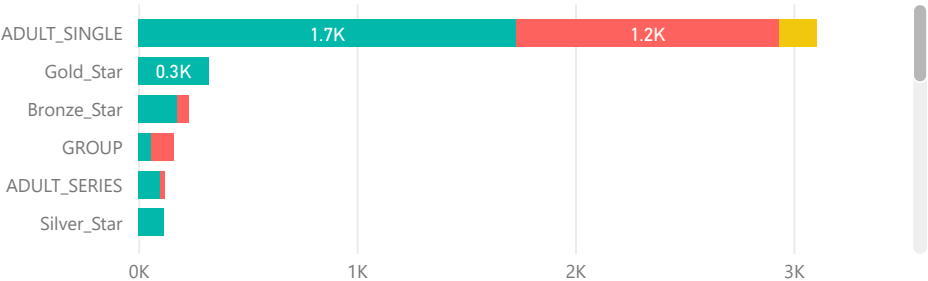


Saturday, December 04, 2021

PAID Ticket Count
4134

Qty and TicketValue by PricingCode and SeatCategoryName

SeatCategoryName A Seating All Seats B Seating Center Circle General Admission Streaming

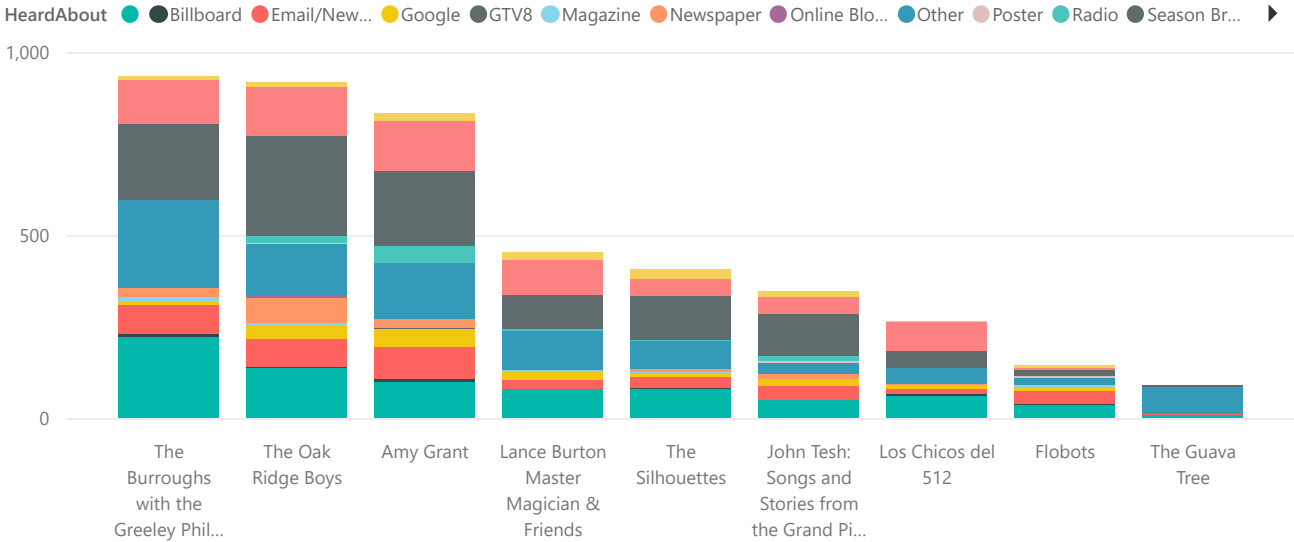


Saturday, December 04, 2...

Latest OrderDate

PAID Ticket Count
4134

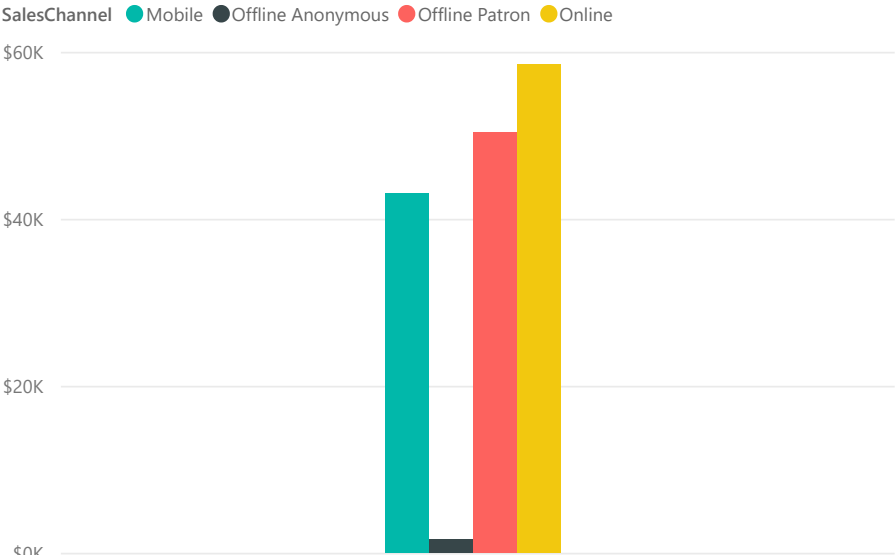
Count of HeardAbout by Performance Name and HeardAbout



PerformanceName	TicketValue	AvgTicketValue
Amy Grant	\$39,017	\$46.84
The Oak Ridge Boys	\$31,665	\$34.49
The Burroughs with the Greeley Philharmonic Orchestra	\$27,635.25	\$29.56
Lance Burton Master Magician & Friends	\$18,534	\$41.00
John Tesh: Songs and Stories from the Grand Piano	\$15,098	\$43.51
The Silhouettes	\$10,769	\$26.52
Los Chicos del 512	\$6,963	\$26.28
Flobots	\$3,525	\$24.31
The Guava Tree	\$245	\$2.75
Total	\$153,451.25	\$34.95

PerformanceCode	NoShowRate	Qty
092420210730MCH	22%	265
100220210730MCH	8%	918
100820210730MCH	9%	833
102320210730MCH	8%	935
103020210730MCH	25%	145
110420210630MCH	9%	89
110520210730MCH	15%	347
110620210730MCH	15%	406
111020210700MCHb	13%	452
Total	11%	4390

TicketValue by SalesChannel



TicketValue and EstRevenue

