



Legislation Text

File #: 20-0046, **Version:** 1

One-Year Renewal with a One-Year Renewal Option for Software Service for the Hosted Customer Relationship Management (CRM) and Box Office Ticketing System for the Mesa Arts Center **(Citywide)**

The Mesa Arts Center has been successfully using this hosted solution ticketing system for the past six years. The system provides ticket sales, theatre access management, fund reconciliation and accounting, customer information management, and marketing. It uses social media for ticket purchases, allows ticket buyers to share content related to a specific event, and provides a distribution channel for online ticketing through Facebook.

The Arts and Culture Department and Purchasing recommend authorizing the renewal with AudienceView Ticketing Corp., at \$150,000 annually, based on estimated usage.