

# A NOTE FROM PLANO STAGES

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Hello Valued Client!

On behalf of the staff at Plano Stages, I'd like to say that we're excited about having your production company back at one of our venues. We hope that your time with us is enjoyable and successful for your production. Our staff will ensure that you have a professional setting in which to work in. If you ever have any questions or concerns, please do not hesitate to ask any of us for assistance.

As the Patron Services Coordinator, I will make sure that all of your needs before the show begins are taken care of. We understand that the act of providing entertainment to the people of Plano must operate as a partnership between us and our clients. The audiences that attend performances at any of our three venues consist of two types—ones that have a history with you, the client, and ones that have a history with us, Plano Stages. Therefore, it takes a collaborative effort to provide exemplary service to both sets of patrons at the same time.

In order to accomplish this, Plano Stages is taking steps to fill in the gaps between where the patron interacts with the client and where the patrons interact with the venue. A definitive separation of Plano Stages from our clients should not be visible to the audience member attending a performance. Rather, a seamless transition from the time they walk in through the door and leave after the curtain closes must be executed. To create this seamless transition, the following policies and adjustments were added to the excellent operations of our three venues:

**In order to utilize any of the following services, clients must coordinate with the Patron Services Coordinator. Any correspondence with other Plano Stages staff members does not guarantee receipt of your materials or requests.**

## **Patron Services Coordinator**

Andrew L. Smith

[AndrewSm@plano.gov](mailto:AndrewSm@plano.gov)

972-941-5613

## **Volunteers in Plano – Volunteer Usher Program**

Plano Stages is dedicated to ensuring the quality of service provided to the patrons in our venues. Thus, in collaboration with the national award-winning Volunteers in Plano program, we are able to offer our clients volunteers to serve as ushers for their performances. In order to fully utilize this service, please follow the following guidelines:

- ❖ **Volunteer requests must be sent to the Patron Services Coordinator ([AndrewSm@plano.gov](mailto:AndrewSm@plano.gov)) a minimum of two weeks prior to your event.**
- ❖ Volunteers are designated to serve as ushers for your event. In this capacity, they can take tickets, hand out programs, or escort guests to their seats. For any other use of the volunteers, prior approval must be received from the Patron Services Coordinator. *Under no circumstances will volunteers be permitted to handle money or food.*
- ❖ Due to the nature of volunteers being volunteers, there is no guarantee of their attendance to assist with your event. While we have had a fantastic track record with our volunteers, we encourage clients to maintain a contingency plan in the rare instance that volunteers do not show up as scheduled.
- ❖ Plano Stages staff will remain as the sole supervisor of city-provided volunteers. All direction and instruction will come from Plano Stages staff. This is to limit the exposure and liability of all parties involved.

## **Complimentary Marketing Services**

At Plano Stages, we understand that attendance is directly proportional to marketing. Even the best production, with the greatest director or group of talent, cannot pull packed houses without advertising. The word has to get out somehow and that's why Plano Stages is now offering complimentary, limited advertising support. We have recently installed an E-newsletter that is sent out monthly containing event information for all of our venues. The E-newsletter from Plano Stages reaches a circulation of over 3,000 recipients. Coverage from our newsletter will hopefully provide your production company with significant help in your standard advertising plans. Along with the E-newsletter, Plano Stages will also post your event information within our online calendar at [www.planostages.com](http://www.planostages.com), as well as forwarding your information along for inclusion in the master city calendar. This website is directly accessible to anyone who has internet capabilities, and there is no cost to you, the client, for the number of hits your event pages acquire. Furthermore, your event can be showcased on the in-house digital display kiosks located throughout the Courtyard Theater lobby. With these resources, along with your own marketing strategies, the attendance of your productions should increase considerably. Failure to follow the requirements listed below may result in your event being omitted from our marketing services:

*Please note that if there are any difficulties or confusion regarding the file formatting for your materials, contact the Patron Service Coordinator for assistance. We want your event to succeed, and we will do our best to assist you in any way we can!*

- ❖ The **E-newsletter** is distributed to the various subscribers of the Plano Stages audience lists. The E-newsletter is distributed semi-monthly, with the division of events included being towards the middle dates of the month. In order to have your event placed in the E-newsletter, please submit a graphic and short summary that has the following requirements.
  - Must be submitted as an attachment in an E-mail to the Patron Services Coordinator **one month** before opening night
  - JPEG format with no compression
  - RGB color format
  - 72 dpi resolution
  - Must be formatted to 240 pixels wide by 240 pixels high
  - Must contain the following information:
    - ◆ Event title
    - ◆ Event dates
    - ◆ Show times and when doors/gates open
    - ◆ Venue (i.e. The Courtyard Theater, Cox Building Playhouse, or Amphitheater at Oak Point Park)
    - ◆ Contact information (i.e. phone numbers and/or E-mail addresses)
    - ◆ Ticket prices
    - ◆ Any other special notifications (i.e. coolers not permitted, no children, etc.)
  
- ❖ The **digital kiosks** are primarily image-based. *Please note that not adhering to the image size guidelines will result in your image becoming severely skewed*, as our kiosk system does not allow for adjustment for incorrectly sized images. Images that are too severely distorted **will not be included** in the kiosk rotation. Items to be included in the kiosk rotation must be provided **one month** before opening night. Your requirements for kiosk display are as follows:
  - Landscape-oriented 27" w x 10" h (4050 pixels wide, 1500 pixels high, at least 125 DPI resolution) poster containing all relevant event information
    - ◆ Information includes show times, dates, venue, ticket costs, contact information, etc.
    - ◆ For a screenshot image of the final orientation for planning purposes, contact Patron Services Coordinator
    - ◆ Images sent with the incorrect dimensions will be manually adjusted by Plano Stages staff, and we are not responsible for any loss of quality in the final image
  
- ❖ The **G Avenue street-side LED sign (CYT & Cox Clients only)** is exclusively text-based. Given the nature of this type of marketing, options for modification are highly limited. As a client, you are given one slide within the LED display, consisting of two lines of information. The first line will be the name of your event. The second line will be the date(s) of your event. The maximum number of characters for the display name is approximately 25 characters, including spaces. If your event title is longer than this, please inform us of your preferred shortened version. If this is not provided, we will edit or omit the event name, at our discretion.
  
- ❖ For information regarding the **Spring Creek street-side LED sign (A@OPP Clients only)**, contact the Patron Services Coordinator for specific guidance, including templates and guideline.

Any questions or concerns regarding any of these resources are welcomed. Please direct all inquiries to the Patron Services Coordinator via e-mail or phone. Please note that any submitted content may be adjusted by Plano Stages staff for technical, aesthetic, image quality, or other reasons. Please remember that while we provide these complimentary marketing services to you, it is still the responsibility of the client to actively advertise your events. These initiatives provide no guarantee from Plano Stages of patron turnout or awareness.

Again, on behalf of the Plano Stages staff, I thank you for choosing our venues to house your production. I hope your experience with us is nothing but extraordinary. With our two parties working in tandem, we will succeed in producing the best experience possible for all of our patrons. Together, we will continue to bring them back again and again!

Sincerely,

Andrew L. Smith  
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