



TICKETING FEES CHARGED TO PATRONS

Due to the implementation of a new ticketing system, the Ford is now able to set and manage our own fee structure. Beginning with the 2016 summer season, the Ford's ticketing fees have changed. Fees paid by Ford patrons fall into the following categories.

- **Facility Fee:** Commonly charged at historic performing arts venues, this **fixed fee of \$2.50-per-ticket** will be allocated to a historic venue maintenance fund, which will be used for continual improvements and upkeep of the historic Ford Amphitheatre.
 - Embedded within the ticket price (patron does not see it).
 - Added at *all* points of sale (online, phone, window and consignment).
 - A disclaimer on the Ford website will inform patrons of the fee, with details how the funds are used.
 - The facility fee is never discounted. Coupon codes will apply only to your base ticket price set in the Ticket Setup form, and \$2.50 will be added to this discounted rate to form the final discounted price (see example below).
 - Applies to evening shows only. Excludes Big World Fun and JAM Sessions, so these programs can remain free and low cost.

- **Convenience Fee:** Used to cover the costs of doing business (credit card fees and box office payroll), this **fixed fee of \$4.00-per-ticket** is added to phone and web points of sale for the convenience of using these channels.
 - For subscription and group sales orders, the \$4.00-per-ticket rate is substituted with a **\$10.00-per-order** rate.

- **Mailing Fee:** When patrons select mail as their delivery method, they will now be charged a fixed **\$6.00-per-order** fee to cover the costs of mailing via USPS prepaid envelope with a tracking number.
 - In past seasons, tickets mailed via LA County mail services took up to 10 days and have not proven reliable. This change is being made to cover the costs of a more efficient, traceable service.
 - While many venues charge for print-at-home or will call services, we will continue to offer these delivery methods at no extra charge to keep fees accessible and encourage use of the new print-at-home option.

- **Walkup Sales:** Still remain convenience fee-free, although the facility fee will now be included (embedded) in the ticket price for window sales.

- **Consignment Sales:** Still remain convenience fee-free, although the facility fee will now be included (embedded) in the ticket price for consignment sales.

All fees outlined above can be summarized as follows:

POINT OF SALE	PAST	2016 SEASON	
	Convenience Fee	Convenience Fee	Facility Fee
Walkup Sale	NO FEE	NO FEE	\$2.50/ticket (included in price)
Consignment Sale	NO FEE	NO FEE	\$2.50/ticket (included in price)
Web Sale	\$3.50-\$5.50/ ticket	\$4.00/ticket	\$2.50/ticket (included in price)
Phone Sale	\$3.00/ticket	\$4.00/ticket	\$2.50/ticket (included in price)
Group Sale	\$10.00/order	\$10.00/order	\$2.50/ticket (included in price)
Subscription	\$10.00/order	\$10.00/order	\$2.50/ticket (included in price)

The following chart provides sample calculations for how discount codes will function with the fixed facility fee, based on one sample base price.

- Flat discounts (e.g. \$5 off) will not be affected by the facility fee; you will still see that dollar value come off the full price total.
- However, in cases of percentage discounts (e.g. 20% off), the discount will affect the base price only; the facility fee will not be discounted. There will be language on the website and checkout pages outlining how the discount is calculated and what the facility fee is used for.

Base Price	Facility Fee	Full Price Total	Discount Rate	Discount Amount	Base Price Sub Discount	Facility Fee	Discount Price Total
\$37.50	\$2.50	\$40	\$5 off	\$5.00	\$32.50	\$2.50	\$35
\$37.50	\$2.50	\$40	20% off	\$7.50	\$30.00	\$2.50	\$32.50
\$37.50	\$2.50	\$40	10% off	\$3.75	\$33.75	\$2.50	\$36.25
\$37.50	\$2.50	\$40	Buy 1 Get 1 ½ off	\$18.75 off 2 nd ticket	\$18.75	\$2.50	\$40 for 1st; \$21.25 for 2nd

QUESTIONS? Please contact Jessie Towers, Box Office Manager (jtowers@arts.lacounty.gov, 323.769.2147) or Ann Jensen, Assistant Box Office Manager (ajensen@arts.lacounty.gov, 323.856.5788).