



## TICKETING FEES CHARGED TO FORD PATRONS

- **Facility/Programming Fee:** Commonly charged at historic performing arts venues, \$2.50 of this fixed fee of \$4.00-per-ticket is allocated to a historic venue maintenance fund used for continual improvements and upkeep of the historic Ford Amphitheatre. The remaining \$1.50 is set aside for future Ford Theatres programming.
  - 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 Theatres website will inform patrons about the fee, with details regarding how the funds are used.
  - This fee is never discounted. Coupon codes will apply only to your base ticket price set in the Ticket Setup form, and \$4.00 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, a \$10.00-per-order fee replaces the \$4.00-per-ticket fee.
  
- **Mailing Fee:** When patrons select mail as their delivery method, they will now be charged a fixed \$7.00-per-order fee to cover the costs of mailing via USPS prepaid envelope with a tracking number.
  - There is no extra charge for print-at-home or will call delivery methods in order to keep fees accessible and to encourage use of the print-at-home option.
  
- **Walkup/Window Sales:** Include the facility/programming fee (embedded in the ticket price); no convenience fee.
  
- **Consignment Sales:** Include the facility/programming fee (embedded in the ticket price); no convenience fee.

All fees outlined above can be summarized as follows:

	2017 SEASON	
POINT OF SALE	Convenience Fee	Facility/Programming Fee
Walkup Sale	NO FEE	\$4.00/ticket (included in price)
Consignment Sale	NO FEE	\$4.00/ticket (included in price)
Web Sale	\$4.00/ticket	\$4.00/ticket (included in price)
Phone Sale	\$4.00/ticket	\$4.00/ticket (included in price)
Group Sale	\$10.00/order	\$4.00/ticket (included in price)
Subscription	\$10.00/order	\$4.00/ticket (included in price)

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

- Flat discounts (e.g. \$5 off) will not be affected by the facility/programming 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/programming 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/programming fee is used for.

Base Price	Facility/Prog Fee	Full Price Total	Discount Rate	Discount Amount	Base Price Sub Discount	Facility Fee	Discount Price Total
\$36.00	\$4.00	<b>\$40</b>	\$5 off	\$5.00	\$31.00	\$4.00	<b>\$35</b>
\$36.00	\$4.00	<b>\$40</b>	20% off	\$7.20	\$28.80	\$4.00	<b>\$32.80</b>
\$36.00	\$4.00	<b>\$40</b>	10% off	\$3.60	\$32.40	\$4.00	<b>\$36.40</b>

**QUESTIONS?** Please contact Ann Jensen, Box Office Manager ([ajensen@ford.lacounty.gov](mailto:ajensen@ford.lacounty.gov), 323.856.5788).