

## How to Read Your Box Office Reports (and What to Expect)

It is very important to us that you understand your box office reports. There is plenty of information included and it can be confusing if you don't know what each line is referring to. Below is a crash course.

First of all, there are two categories. One is called **Casual** (these are tickets that have been paid for) and the other is called **Complimentary** (these are tickets that have been provided for free). For each performance, your report will be split into these two categories with sub-totals for both and then a grand total at the bottom of each page which is the total number of individuals that attended your performance on that day (paid and unpaid).

Here is what each line on your report means:

### **Casual**

- **2 for 12** – refers to “2 for \$12” \$6 tickets (only relevant if you chose this promotion and only available for the one performance chosen for the promotion)
- **Frequent Fringer** – refers to the pre-paid pass (\$8.50 per ticket)
- **Full Price** – self-explanatory
- **Discount** – refers to tickets purchased at a discount that your company has chosen (students, seniors etc.) – these discounts are only available at the door

### **Complimentary**

- **Company Comp** – refers to tickets that your company has provided to individuals for free (*approximately 9% of all tickets*)
- **Media Comp** – members of the media who are either reviewers or writing stories about the festival (*approximately 0.6% of all tickets*)
- **Super Pass Comp** – festival VIPs including funders, sponsors, artistic directors, billetors etc. (*approximately 4% of all tickets*)
- **Show Pass Comp** – one time comp tickets given to patrons who showed up late and were denied admittance to a show that they already purchased tickets for. These 1 show passes are also provided to certain sponsors to distribute as they see fit (*approximately 0.7% of all tickets*)
- **Promo Comp** – one pair of tickets from each show are provided to radio stations etc. to give away as prizes (*approximately 0.3% of all tickets*)
- **Volunteer Comp** – volunteers are allowed to see one free show for each four-hour shift that they work. 6% of tickets to each performance are reserved for volunteers in advance. Volunteers may receive tickets to performances at the door if they have not sold out. This category will also include any tickets provided for Volunteer Appreciation shows. (*approximately 3.2% of all tickets*)
- **TL Comp** – Team Leaders are experienced volunteers who supervise regular volunteers and are provided a pass that allows them to see free shows (*approximately 2% of all tickets*)
- **Staff Comp** – Fringe staff use the standby line and receive a comp if the show hasn't sold out at 10 minutes to show time (*approximately 0.1% of all tickets*)

- **Performer Comp** – Performers are issued a limited Performer Comp Card and use the standby line. They are issued a comp if they have an available stamp on their card and the show hasn't sold out at 10 minutes to show time. (*approximately 2% of all tickets*)

**DOS** refers to Day of Sale (i.e. tickets purchased or claimed at the door). **ADV** refers to tickets purchased or reserved in advance.

### **“Why are there comps that my performing company hasn't approved?”**

Here is what you can expect at our festival. For the last few years the average breakdown for all companies was 77% paid tickets (Casual) and 23% comp tickets. If we remove company comps from the equation, the average becomes 85% paid tickets (Casual) and 15% comp tickets. The Fringe is constantly trying to maintain a healthy balance between providing comps to groups and individuals that are important to the festival and protecting each company's box office potential. We understand that sometimes the box office reports can come as a shock to new performing companies if they are not expecting comps that they haven't booked themselves. Complimentary tickets are, however, a necessity and without them, this festival would not exist.

Here is a good rule of thumb. Do not count heads in your audience and multiply by \$10, \$11, or \$12. You will be disappointed. If you insist on counting heads at each performance to give yourself a rough estimate of what to expect, use a more conservative dollar amount like \$7. It will be much closer to the actual amount you will eventually receive (this is assuming you are charging the full \$12 ticket price).

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