

BLOOMINGTON, IN— The BCT Box Office, the regional ticketing service provided by the Buskirk-Chumley Theater is proud to announce the advent of its new ticketing system: July 1. Adding to its newly remodeled space, the change is welcomed by the BCT Box Office promoter partners and a community of arts patrons that has grown to 35,000+ in under 4 years. Major changes include the elimination of patron fees, new web accessibility for ticket sellers and new capacities in customer service, marketing and development.



The BCT Box Office has gone through a miraculous transformation over the last decade. From modest beginnings to strengthening partnerships with VisitBloomington, Downtown Bloomington Inc. and the Bloomington Entertainment and Arts District, the BCT Box Office now processes well over 11,000 transactions for over 580 events yearly. The service is being used by over 50 community organizations that together reach over 35,000 patrons.

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“We have seen tremendous growth in both the demand from patrons for advance tickets, and the number of events that need ticketing service.” says Maarten Bout, Associate Executive Director for the Buskirk-Chumley Theater.

In the fall of 2010 the BCT Box Office underwent a complete physical renovation and upgrade, including staff additions and a new brand. Developing website changes were also culminated, delivering to the community a “one-stop-shop” for all their ticketing needs at www.bctboxoffice.com

Now, an improved processing system and new pricing structure will remove all barriers to patrons and increase marketing and development capacity of arts organizations throughout the community.

Benefits to patrons:

- No more convenience fees!
- Reserved seating selection available online
- Personal profile which allows access to past ticket purchase information/Subscriptions
- Tailored, patron-focused experience
- Faster purchase time

Benefits to Promoter Partners:

- 24/7 access to your sales information
- Communicate directly with your patrons
- Marketing opportunities to past and present ticket buyers
- Easy to utilize download of all patron information for long term database development
- Reduced set up fee
- Use based rates – pay only for the tickets you sell or print
- On location sales capacity for qualified promoter partners

Commitment to Customer Service Excellence

Under new supervision by assistant box office managers Caitlyn Kuhs and Nicole O'Neal, the box office will also enter a new era of customer and ticketing service. In addition to the new ticketing system the staff at the BCT Box Office has articulated a new commitment to customer service excellence. "The BCT Box Office will serve every patron with enthusiasm, respect and tireless attention to their needs. The BCT Box Office will represent Bloomington Arts & Entertainment District, Bloomington Parks & Recreation Department, Visit Bloomington , Downtown Bloomington, Inc., and all of our Promoter Partners consistently, professionally, and with care to our shared missions."

Future forward

The BCT Box Office staff is looking forward to the future. Caitlyn Kuhs, Assistant Box Office Manager says: "the renovation, the new staffing, and the new system; it will all contribute to a whole new experience in the box office for each patron we may help".

The BCT Box Office/Downtown Visitors Center is open Monday through Friday 11 a.m. – 6 p.m., Saturdays and Sundays 12noon – 5 p.m. and during events at the Buskirk-Chumley Theater. For event information and ticket sales the BCT Box Office can be reached at [\(812\) 323-3020](tel:8123233020)

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and

www.bctboxoffice.com

For more information about the BCT Box Office and the Buskirk-Chumley Theater, please contact:

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