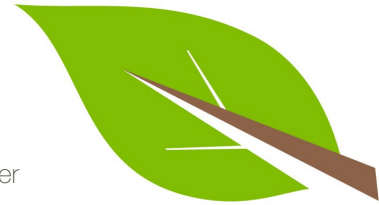


# Case Study: Lone Tree Arts Center

Leveraging AudienceView's CMS Functionality to Power your Website

## The Client

Scheduled to open in August 2011, the Lone Tree Arts Center (LTAC) will be a professional, innovative and environmentally "green" venue designed by Westlake Reed Leskosky, a leading national designer of performing arts centers. Included in the Arts Center are a grand entry hall event and gallery space; a 500 seat main stage theater with orchestra and balcony seating, state-of-the-art lighting and sound systems, an orchestra pit, fly space and expertly designed acoustics; and an adaptable 150-225 seat event hall for intimate performances, events and meetings that opens through a glass wall to a 300-350 seat outdoor terrace theater.



LONE TREE  
ARTS CENTER

I found the challenge of designing a website for the first time exciting, but found the technical aspects daunting and extremely challenging. I was worried about having to use a CMS tool to build our website because I had no experience with HTML or CSS and am not particularly computer savvy. Fortunately, with the help and patience of Laurel, our AudienceView trainer, I quickly became more comfortable using the tool, realized just how easy it is to use, and actually found it fun. It was a rewarding experience. I especially like that I can update pages immediately without going through an outside web designer – providing a higher level of service to our patrons.

Chris Wiger

Director of Marketing and Public Relations  
Lone Tree Arts Center

The organization has developed a dynamic model for the performing arts by collaborating with some of the Front Range's premier performing arts companies to present their productions in Lone Tree. The Arts Center will also be a leading presenter of smaller national and regional touring artists and productions; a new provider of arts education programs for children; and an important new meeting and event rental site for corporate, civic and private groups, and community arts groups including the Lone Tree Symphony Orchestra.

## The Situation

The citizens of Lone Tree, Colorado authorized the construction of the Lone Tree Arts Center in 2008, a brand new performing arts venue that will add to the cultural landscape of the greater-Denver area. Following the approval of the venue, the search for a ticketing and fundraising solution to meet the organization's short and long-term needs was put in motion.

The leadership at the LTAC was specifically looking for a flexible, white-label solution that would future-proof them from a technology standpoint and provide them with all of the necessary functionality to promote the growth and expansion of their business. In addition to flexibility and power, the solution also had to provide a fully-integrated suite of ticketing, fundraising, CRM and CMS functionality on a single platform.

## The Decision

Following an exhaustive search of ticketing and fundraising providers in the marketplace, the LTAC selected AudienceView to power their ticketing and fundraising operations.

In addition to the core functionality to run the organization's box office operations, the AudienceView solution includes a powerful Content Management System (CMS) that has allowed the LTAC to create a fully-customized website that is controlled and populated with content in-house. The seamless integration of content management allows the organization to build the best online experience for their patrons and donors.

## The Results

Chris Wiger, Director of Marketing and Public Relations at the Lone Tree Arts Center, was hired in early 2011 to handle all marketing and publicity for the new venue. After a couple months in his position, he was also tasked with creating the organization's new website from scratch – everything from the site's look and feel to menu items to content population. Although Wiger is an accomplished marketing and public relations professional, he had no experience with HTML or CSS and no technical background concerning website configuration. Assistance with the graphic design elements of the website was provided by Shane George at Workhorse Creative Company in Denver.



In a short matter of time, Wiger was able to learn how to use AudienceView's CMS and leveraged the powerful functionality to create their entire corporate website in-house, including the site's overall structure, building all pages, the creation of all site content and the configuration of all menu item.

The LTAC launched their website ([LoneTreeArtsCenter.org](http://LoneTreeArtsCenter.org)) in June 2011 and have quickly enjoyed the following benefits:

- » A clean online presence that boasts a fully customized, unified look and feel throughout their entire website.
- » The ability to make changes to their website in real-time using AudienceView's user-friendly CMS tool.
- » A superior online experience for their patrons that incorporates performance descriptions, event discovery and ticket transactions on the same website.
- » Enhanced customer insight through analyzing website traffic to optimize the online experience to increase ticket sales and donations.
- » Improved search engine optimization by utilizing title tags and other tools in article management to increase website traffic via organic search results.



## About AudienceView Ticketing

AudienceView provides a fully-integrated, web-based ticketing, CRM and fundraising solution to more than 140 sports, arts, entertainment and non-traditional ticketing organizations worldwide. Supporting both in-house and hosted ticketing models, AudienceView's white-label solution offers the ability to create unlimited online brands, control venue and event data, access real-time business data and interact directly with your customers. AudienceView's leading-edge solution opens the door to superior venue management, an enhanced customer experience and, ultimately, increased revenue.



*get more from your tickets*

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