



# Ticket Office Infrastructure

Proposal for Ticketing Consulting Services by Sarah Goodson



July 2021

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# 01

## Background

Sarah Goodson...in a nutshell



**Sarah Goodson** is a management professional and certified Project Manager with over 15 years of experience in event ticketing, marketing, and arts management. Sarah has extensive leadership experience in the private, non-profit, and education sectors spanning multiple markets throughout the southern United States including Little Rock, New Orleans, Houston, Atlanta, Birmingham, and Tallahassee. Sarah has served as the Director of the Fine Arts Ticket Office at Florida State University since 2011. In this role she is responsible for all customer service, front of house operations, database management, accounting, and IT for the Ticket Office which services over 200 events annually, in more than 10 venues, and for multiple organizations on campus and in the Tallahassee community. Sarah is a leader in strategic planning for the School of Theatre, and serves as a success manager for each Ticket Office client to help them achieve their own strategic goals.

Prior to FSU Sarah had the privilege to work in ticketing and event operations for Broadway Across America, the Houston Symphony, and the New Orleans Big Easy Awards, among many other volunteer engagements.

Sarah has served as the President, Vice President, and Meeting Coordinator for the Florida Association of Ticketing (FLOAT), and serves on the Professional Development Grant committee for the International Ticketing Association (INTIX).

Sarah received a bachelor's of music in Music Business & Vocal Performance from Loyola University, New Orleans, and has earned a graduate certificate in Web Development & Design, and Project Management from Florida State University.



# Experience & Qualifications

# Why Utilize Sarah's Consulting Services?



## Wide Ranging Knowledge & Experience

An effective Ticket Office operation is more than just selling tickets. Sarah is committed to systems thinking as a holistic approach to building an efficient organization. She will provide expert guidance in how to integrate your Ticket Office as an interconnected aspect of your organization.



## Connected & Respected Industry Leader

Sarah has worked to create strong connections in the ticketing and arts industries. Her experience and background offers your organization an extensive network of expert knowledge from around the globe.



## Cares About YOUR Success

Creating long term success for your organization is Sarah's top priority. She will work in partnership with your team to build a Ticket Office that meets your unique needs and creates continuing growth for your organization.

**02**

## **Project Overview**

# Establish Ticket Office Infrastructure & Select Ticketing Software

*The goal of this project is to develop the Ticket Office infrastructure for the Cain Center for the Arts. This infrastructure is composed of many aspects that need to be determined prior to selecting a ticketing software to serve the organization. The project can be broken down into 3 Phases:*



## Phase 1

Phase 1: We will work to create and understand the Cain Center's requirements and boundaries for the structure of the Ticket Office. This discovery process will allow us to look at the interconnected aspects of the Ticket Office with the rest of the organization to understand how the Ticket Office and selected ticketing system will serve the organization as a whole.



## Phase 2

Phase 2: We will apply our discoveries from Phase 1 into the search process for a ticketing software to meet our needs. During this process Sarah will conduct extensive research into potential systems to aid in finding a company that will not only suite our needs but will also work in partnership with the Cain Center for long term growth and success.



## Phase 3

Phase 3: We will create a sustainable roadmap to implementation for the Cain Center integrating the discoveries from Phase 1 with the selected software from Phase 2, including guidance on hiring a Ticketing Director and creating policies that support an equitable, diverse, and accessible environment. Sarah will initiate the setup of the new ticketing software and assist in migrating data from legacy systems.

# 03

## High Level Milestones & Timeline



# Phase 1

9.1.21

**Kick-Off**

10.15.21

**Discovery Meetings Complete**

# Phase 2

11.30.21

**RFP Construction Complete**

1.3.22

**RFP Circulated & Initial Proposals / Questions Received**

2.4.22

**Final Proposals Received**

2.28.22

**Proposals Reviewed & Finalists Chosen**

3.21.22

**In-Person Vendor Demos Completed**

4.1.22

**Contract Signed**

# Phase 3

6.1.22

**Software & Data Transfers Complete**

**Infrastructure Roadmap & Policy Recommendations Complete**

**Ticket Office Director Position Description Complete**

**Project Complete**

**04**

**Summary, Assumptions  
& Fees**

Included in the provided agreement document, the **Statement of Work** is an in-depth view of the proposed timeline with detailed activities and deadlines. The 3 Phases are described with specific goals, touchpoints, and actions for every stage of the project.

Phase 1	Facilitate creation of Customer's requirements and boundaries
Target Completion	October 1, 2021
Phase 2	Guide and implement the ticketing software selection process
Target Completion	April 1, 2022
Phase 3	Guide Software & Ticket Office Infrastructure Implementation
Target Completion	June 1, 2022

### **Assumptions:**

The scope of this project assumes a 9-month engagement, with a project start date of September 1, 2021 and end date of June 1, 2022. The schedule is dependent upon the signing of the agreement by the date specified and that all relevant project staff are made available during the project. The project timeline is a confident estimate based upon the information currently available.


### **Fees:**

Proposed fees for the services defined are \$3,500 to initiate the project, followed by \$3,712.50 on the 1st day of each month October 2021 through May 2022, totaling \$33,200 for project planning, research, implementation, and ongoing guidance. The fees include travel expenses for on-site services for one trip at 4 days and 3 nights to execute the in-person vendor demos.

# Statement of Work



# Thank You For Your Consideration



Do you have any questions?  
sarah.e.goodson@gmail.com  
+1.870.565.3117