



De's Dazzles – WHY DO MY TICKETS COST SO MUCH?

Sometimes I hear, please bring in this rich and famous amazing band. Well, the Corning Opera House can't afford \$750,000+ to bring in the musicians you hear on the radio or Spotify! Or sometimes I hear, I've never heard of that band, I don't know if they are any good. Did you know that famous band started small? Did you know that we have Branson performers in the off season, performing the same shows as they do in Branson!? Did you know some of our performers have won America's Got Talent or The Voice? Just because you haven't heard of the person, doesn't mean they are awful. Practice Makes Progress! People leave our concerts with smiles, promises to return, and I'd encourage you to come and hear what we offer!

Sometimes I hear, our prices are too high. Here is an *average* breakdown on Corning Opera House tickets:

- ✓ The performer receives 60%
- ✓ Iowa sales tax is 7%
- ✓ Building Preservation Fee is 7%
- ✓ Ticketing company fees 5%
- ✓ ASCAP & BMI royalty fees 2%
- ✓ Advertising in newspapers, flyers, programs, etc 1%
- ✓ Performer food & lodging 1%
- ✓ Corning Opera House 18%

You may ask what is the Building Preservation Fee? A few years ago, our board of directors approved this to keep up with the building maintenance – from fixing toilets to repairing gutters. What is a ticketing company? They help us by offering online ticket purchases for the out-of-town patrons, keep track of emails/phone numbers in case of cancellations and help with our e-newsletter. What is ASCAP & BMI? We are required by law to report who performed, attendance, amount paid to performer and gross receipts. For example, if we have a Simon & Garfunkel tribute, I report it, so S&G can be paid for the songs they wrote. As for the Opera House portion of 18% or less than \$5 of a \$30 ticket covers the janitor, utilities (stage lighting uses a LOT of power!), insurance (building, liability, accident, dram), license fees for food service, fire security, internet, phone and the remaining funds are our profit. Pricing is a complex subject!

Why should you come to a concert? Many reasons! It's Me Time! Satisfy your curiosity for something new and different. Hear the songs you know and love with a fresh perspective. Belong to a community of like-minded people. Meet new people. Reduces stress! What's your excuse? What's your excitement?

Sincerely,
De Heaton, Executive Director
10/1/24