



Public Amenities Committee Summary

Oct. 14, 2009

10:30 a.m.

Conference Room 391

Committee Members Present: Lehmann, Madison, Johnson

Other Council Present: None

Agenda: 2-for 1 Ticket Promotion

2-for-1 Concert and Theater Tickets

Erin Trapp, Director, Denver Office of Cultural Affairs (DOCA); Gina Rubano, DOCA; and Robert Lopez, Cultural Tourism manager for Visit Denver, explained the promotion. The administration of the program is funded with federal American Recovery & Reinvestment funds.

Each week, participating arts organizations will be able to offer 50% discounts on unsold seats for the weekend. People will either sign up to receive a weekly email on Wednesdays or go to the website to find out about that week's offerings. The organizations will fill more seats and may increase the number of regular ticket purchasers.

The website will go live on Oct. 21 at www.Denver2for1Tix.com.

The program will be officially launched for Denver Arts Week, Nov. 6-14. After the first of the year, the organizations will do an evaluation. If it is successfully filling seats, the program will continue indefinitely.

The program will be promoted on and linked to from the DOCA and Visit Denver websites. DOCA is working with The Denver Post on promotional pieces.

Councilwoman Johnson suggested that 3-1-1 should have a phone number for referral of non-computer users.

Councilwoman Lehmann suggested that DOCA send Council members the promotional information, links and weekly offers for inclusion in their electronic newsletters and on their websites.