



# Growing Together: How Creative Grounds Fine Arts Academy Elevated Ticket Sales and Engagement with On The Stage

## About Creative Grounds Fine Arts Academy

**Creative Grounds Fine Arts Academy**, founded by Mark and Katie Landis, is a vibrant youth theatre program serving the Indianapolis metro area. For years, they've been bringing children ages 7-18 together to create heartwarming musical theatre productions. Creative Grounds usually runs three to four productions each semester, showcasing the talents of 200-250 young performers and captivating over 1,000 audience members over a weekend run.

## Building a Supportive Community Where Everyone Shines Professional, but Affordable

Creative Grounds' mission? Foster relationships and cultivate young artists in a welcoming environment. They believe that every child should have the opportunity to grow not just in their craft, but also in character and teamwork. What's truly special? Every child who auditions gets to be part of the show! This inclusive approach helps build social bonds and instills a sense of belonging, ensuring that all participants shine both on and off the stage.






## The Challenge

While Creative Grounds Fine Arts Academy thrived in bringing people together on stage, they were struggling to keep that connection strong with past patrons once the curtains closed. Without an affordable way to stay engaged with their community, it was tough to maintain the relationships they had worked so hard to build.

They needed a solution that wouldn't break the bank but could still help them keep their community involved and excited for future shows.

## The Outcome

With the help of On The Stage, Creative Grounds was able to:

-  **Increase ticket sales by 12% in just one year**
-  **Drive 15.5% of ticket orders and revenue through streamlined, automated email campaigns that reach patrons at just the right moments**
-  **Attracted more than 3,000 new patrons since joining OTS, expanding their patron database by 45.7%**



***"When you do the research on all of the solutions out there, On The Stage is the most personable with comparable rates and their customer support is unmatched."***

**Mark Landis** - Executive Director and Co-Founder





## Partnering with On The Stage

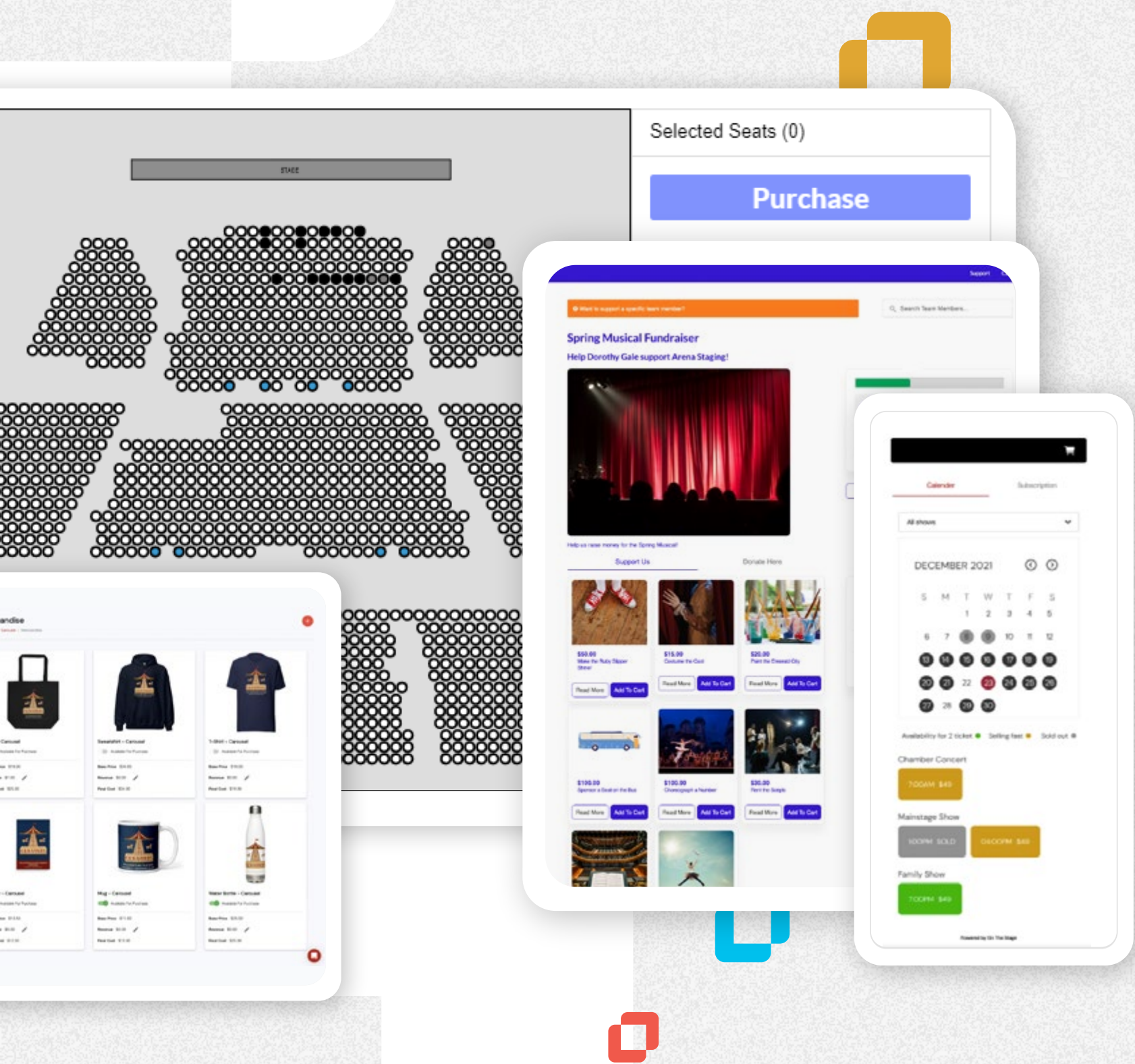
From the very beginning, Creative Grounds Fine Arts Academy was drawn to On The Stage (OTS) because of their shared values. OTS's mission is to empower performing arts organizations to bring people together and positively impact their communities, which aligns perfectly with Creative Grounds' goal of fostering relationship-building among artists and within the community.

With this strong foundation, OTS provided Creative Grounds with the tools they needed to streamline their marketing efforts and engage with their audience in new and meaningful ways. Using OTS's top-notch marketing tools, Creative Grounds boosted their program's visibility through social media integration, email marketing, and targeted campaigns. Now, they rely on OTS to create professional, Broadway-style show sites and merchandise with ease, manage ticket sales, and automate their marketing—strengthening relationships with past patrons while attracting new audience members beyond their immediate cast and crew families.

## Cultivating Community Connections

The results have been nothing short of amazing. Since partnering with On The Stage, Creative Grounds has seen a steady rise in ticket sales, including a 12% increase from 2022 to 2023. Their dream of creating a strong, community-centered theatre experience is more achievable than ever. Not only have they welcomed more repeat patrons, but they've also noticed broader community engagement—even from people without direct ties to the cast or crew. Plus, they love how easy it is to create professional-looking show sites and merchandise with OTS, all while enjoying low fees and exceptional, personalized support from their OTS account manager.





## On The Stage

Founded by Tony Award-Winning Broadway producer Hunter Arnold, On The Stage (OTS) is the innovative technology solution created by theatremakers for theatremakers. The all-in-one technology platform empowers performing arts organizations with the tools and technology to control their own creative destiny.

OTS believes that Broadway-caliber tools and technology should be easily accessible to all theatres, regardless of size, budget, or resources. By partnering with OTS, performing arts organizations are empowered to:

- **Drive revenue** with ticket sales, merchandise, and fundraising
- **Save time and money** with box office and production tools
- **Create a professional experience** with show sites, a walk-up app, ticket scanning, show programs, and more...

All for free!

To learn more about On The Stage and becoming part of our community of theatremakers, schedule a personalized demo today.

[Book a Demo](#)

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