



How Corinth Theatre-Arts Increased Ticket Revenue and Expanded Their Audience with On The Stage

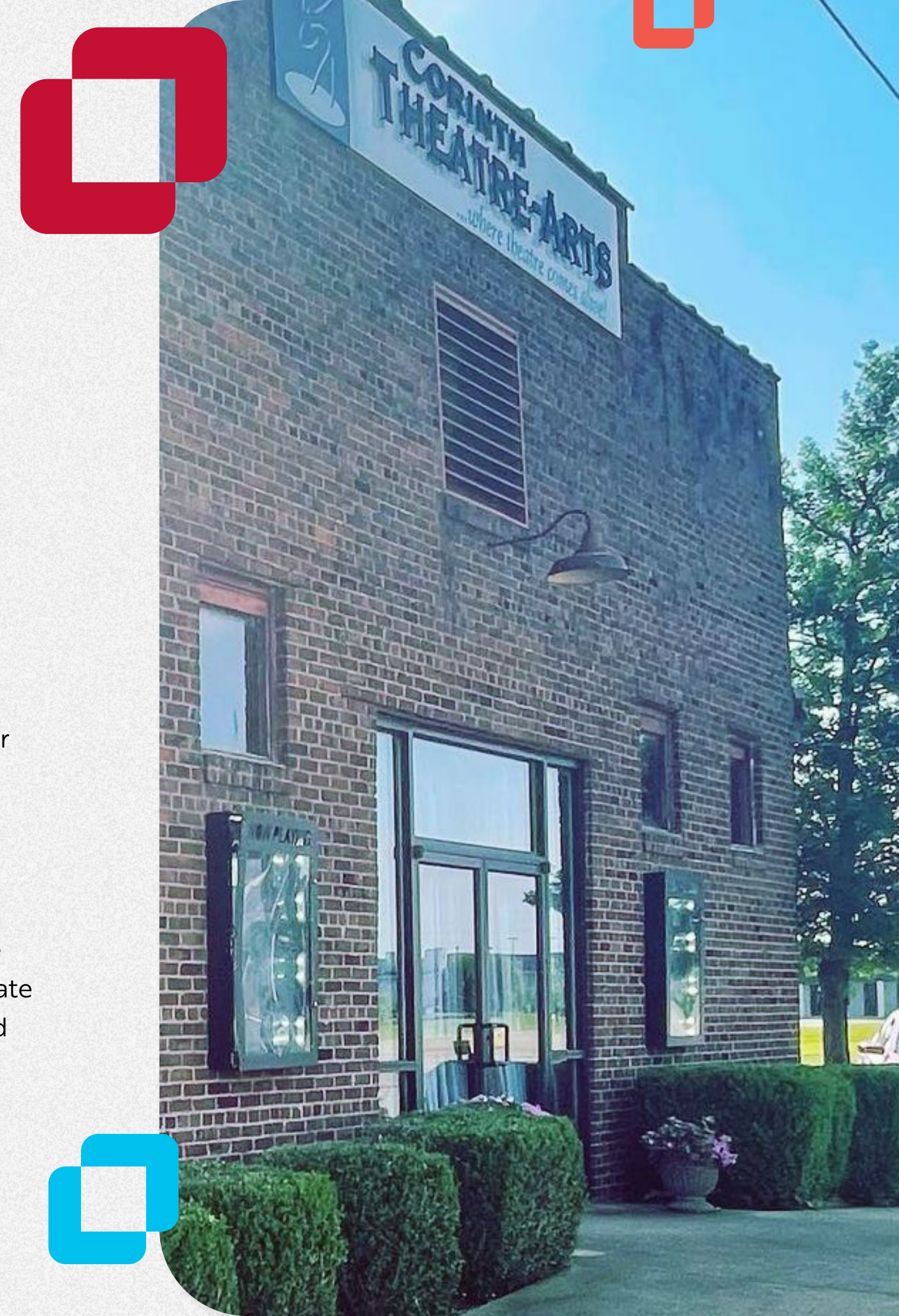
About Corinth Theatre-Arts

Corinth Theatre-Arts (CTA) was founded in 1968 and is the oldest continually operating theater in Mississippi. In 2015, Executive Director Josh Steen and a fellow board member found themselves at a crossroads and had to make a critical decision about the future of the theatre. They decided that it was more than worth whatever effort it would take to save their theatre and partnered with On The Stage (OTS) to overhaul their patron experience. We're thrilled to share their story of revitalization with you.

Professional, but Affordable

The goal of Corinth Theatre-Arts is to provide their patrons with "professional quality theatre on a community theatre budget."

When Josh initially decided to partner with OTS his goals were to provide his patrons with a professionalized ticketing experience, while at the same time finding a way to take tasks off of his plate and discover new ways to increase ticket sales and generate more net-new patrons.







The Challenge

Corinth Theatre-Arts operates in a small community where attracting theatregoers can be a challenging endeavor. Before partnering with On The Stage (OTS), their online ticketing system was ineffective and inefficient, relying heavily on manual processes. They lacked essential data on their audience's demographics and preferences, making promotion a mere guessing game. Josh Steen, the Executive Director and sole employee, juggled multiple responsibilities, leaving him overloaded and struggling to grow the theatre's audience base.

The Outcome

With the help of OTS, Josh and Corinth Theatre-Arts were able to:

-  **Nearly double ticket sales**
-  **Streamline the duties of the Executive Director**
-  **Secure more funding through grants and regional partnerships**
-  **Achieve the best-selling show in their 56-year history**



"I don't know that we would still be here if our imprint on the community had not changed with On The Stage."

Josh Steen - Executive Director





Partnering with On The Stage

With On The Stage (OTS) as their partner, Corinth Theatre-Arts embarked on a transformative journey that revitalized their operations, bolstered their impact on the community, and expanded their reach throughout the region. OTS didn't just provide a ticketing solution; it offered a comprehensive suite of tools and insights that fundamentally reshaped how Corinth Theatre-Arts operated. Data became the theater's ally, enabling them to understand their audience better, tailor their marketing efforts, and make strategic decisions about the future.

The theater could now develop a five-year plan with confidence, knowing that data-driven decisions were guiding their strategies. They are now able to secure funding through data-backed grant applications and form lucrative partnerships.

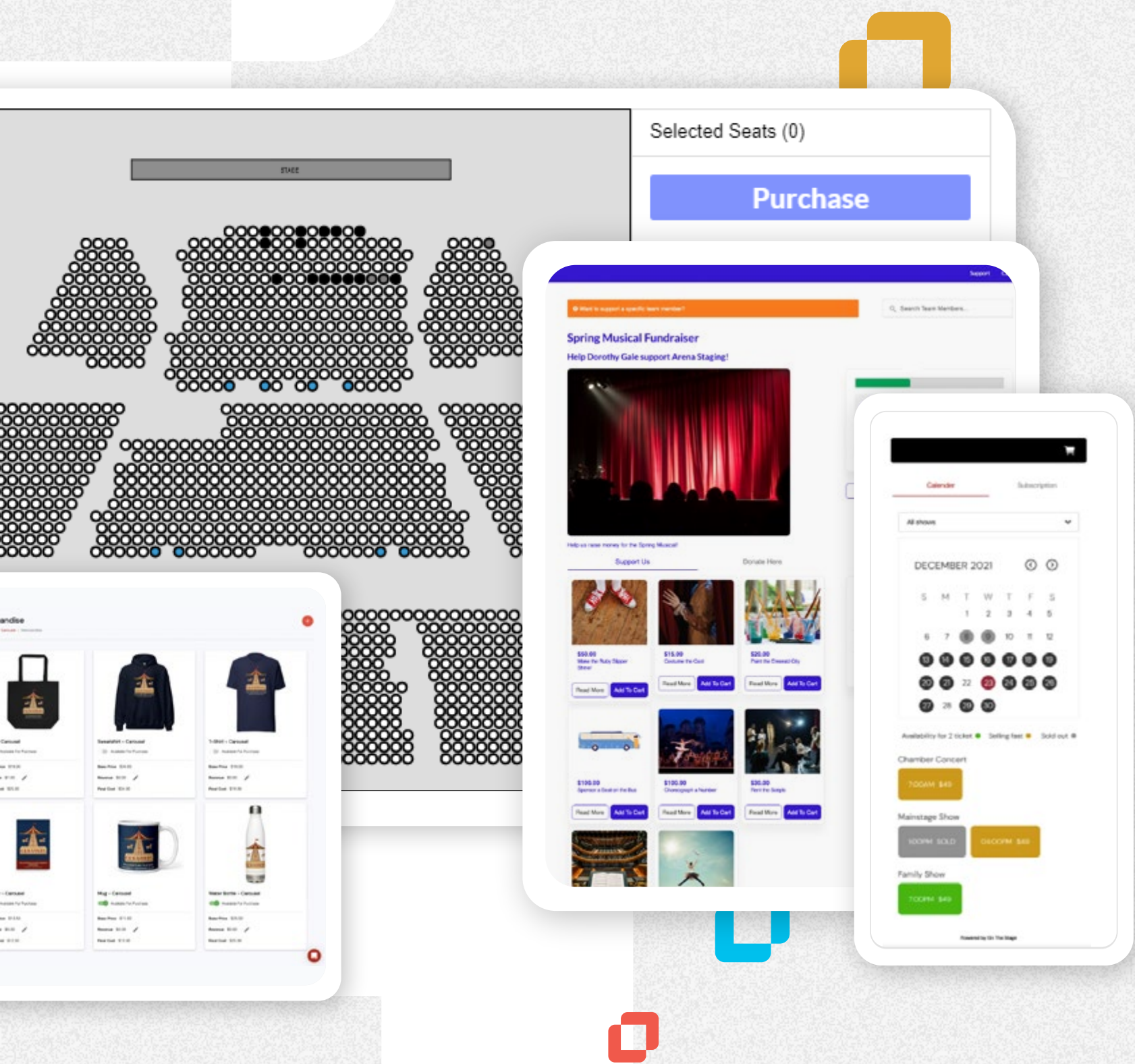
OTS simplified the duties of the Executive Director, allowing Josh to manage the box office, marketing, and fundraising efficiently. This streamlining proved crucial as Josh was a one-person show responsible for numerous aspects of the theatre's operation. Josh explains, "Everything we've done after switching to OTS has been infinitely easier!"

From Brink to Best-Selling

OTS empowered Josh to focus on creating exceptional theatre experiences and nurturing the organization's growth. This newfound efficiency didn't just save time - it breathed new life into the theatre's mission. In his own words, "We just closed 'Footloose the Musical,' and that show became our best-selling and most profitable show in our 56-year history, and we could not have done that without the team at On The Stage. Not at all."

In a world where small theatres can find themselves at the foot of a large mountain, Corinth Theatre-Arts went from being on brink of closure to shattering records and expanding its reach. Their success should serve as an inspiration and testament to what can be achieved when innovation and determination take center stage.





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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