



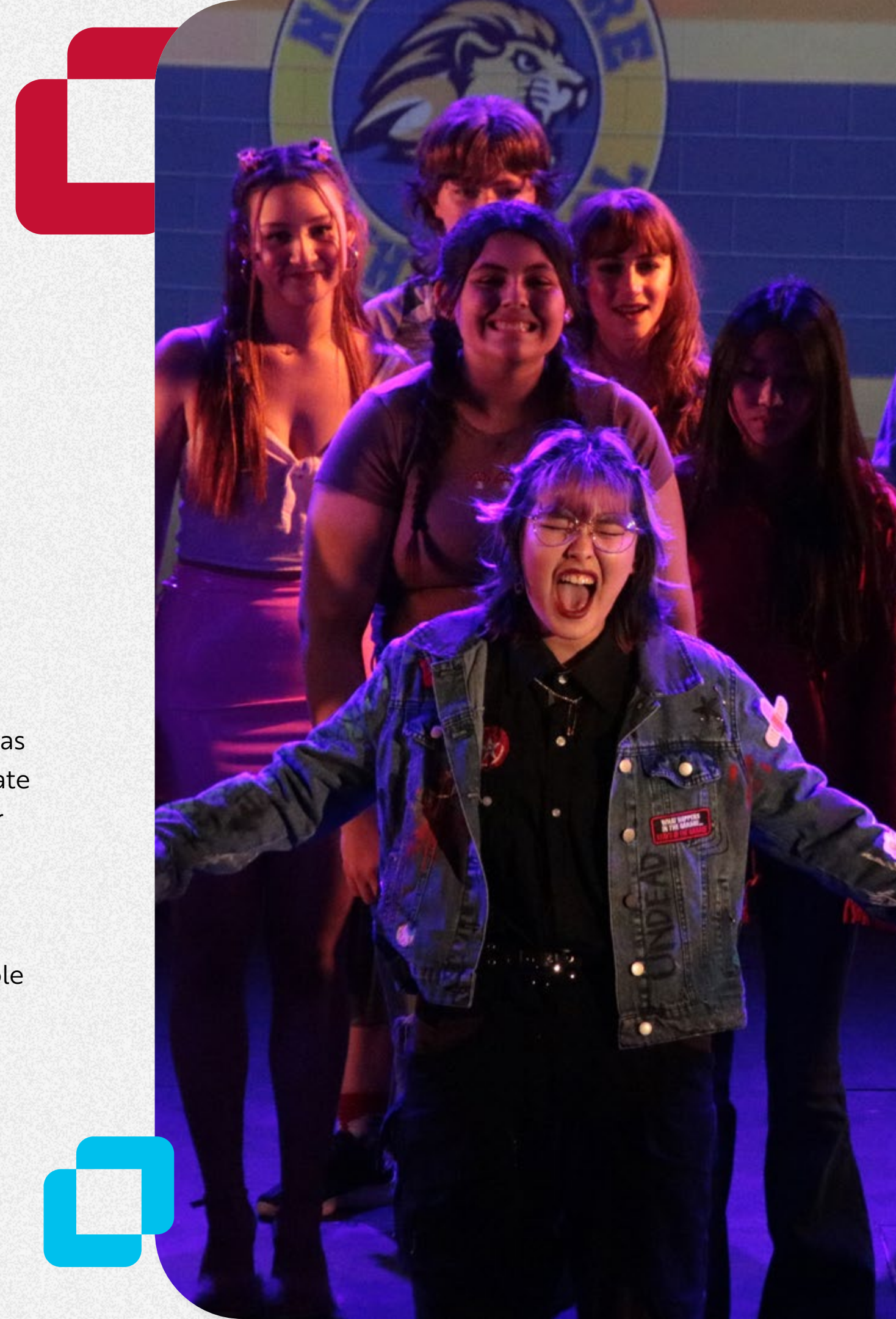
How Palos Verdes Peninsula Drama Department Increased Online Ticket Sales by 80% with On The Stage

About Palos Verdes Peninsula High School

Located near the Southern California coastline, Palos Verdes Peninsula High School provides a vibrant, compassionate, and diverse learning community with a mission to empower students to reach their full potential; and their Drama Department does just that! Home to Oscar-nominated Stephanie Hsu, the program has helped countless students embrace their individual talents, develop their skills, find their passions, and create memories that last a lifetime.

Building a Community of Creatives

From the beginning, Drama Director Seth Cohen has aspired to create a thriving community of passionate individuals who inspire and challenge one another every day. His goal has always been to empower his students by providing invaluable experiences and creating ways for them to gain peripheral knowledge and skills that can open up considerable opportunities for college, scholarships, and the professional world.







The Challenge

To achieve the set goals for his students, Seth aspired to double the number of productions and streamline ticket sales to create a more professional experience for students, patrons, and the community.

When the department first signed up with On The Stage (OTS) in 2020, they had a goal to be able to financially support four to five full-sized productions per year. Specifically, producing musicals can be a significant undertaking for most high schools. On average, they require triple the financial and resource investment compared to plays - a financial burden most high schools are hesitant to take on without support.

The Outcome

So Seth set out to find support. With the help of On The Stage, Seth Cohen and the Palos Verdes Peninsula Drama Department were able to:

-  **Double Productions**
-  **Increase Online Ticket Sales by 80%**
-  **Increase Overall Ticket Sales 11% with the OTS Marketing Tools**
-  **Cultivate Student Leaders**



"On The Stage provided a great user experience for us and our Drama Department families. Online ticket sales are a breeze, and live streaming is very user-friendly, both in the setup and the audience experience. Everything about our Spring production of Mean Girls went smoothly... I am looking forward to continuing our relationship with On The Stage and continuing to take better advantage of all the features that they offer!"

Seth Cohen - Palos Verdes Peninsula High School



Partnering with On the Stage

Prior to utilizing the OTS Platform, the Drama Department sold only 11 (out of 1,291) tickets in advance. With more than 60% of ticket sales occurring at the door, they needed volunteers each night and spent those precious “before-show moments” in a high-stress state. With OTS, Palos Verdes has been able to increase online ticket sales by a pivotal 80%, enabling their department to streamline the box office process, ensure that productions start on time, reduce the need for volunteers, and create a more professional experience for their patrons.

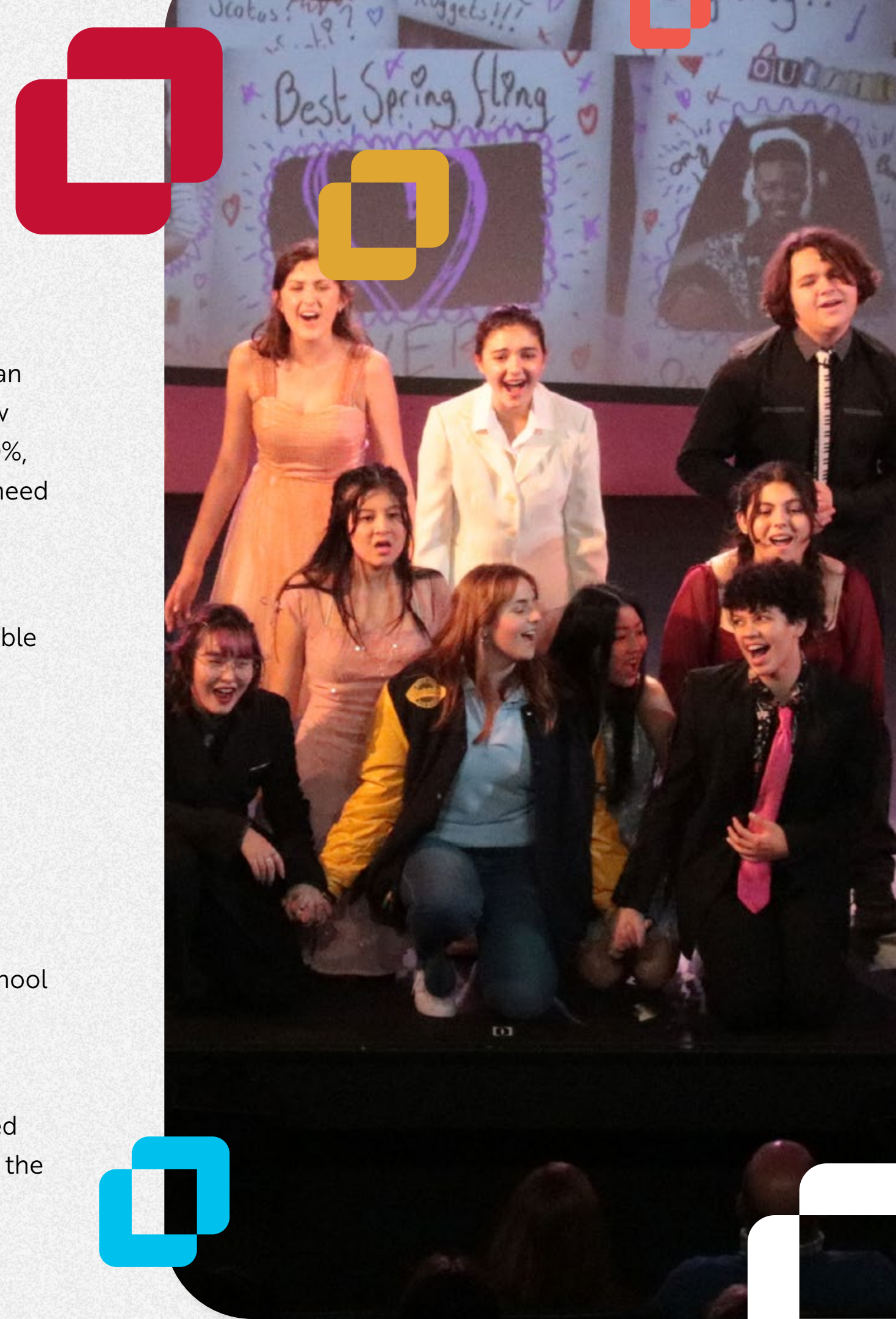
In addition, when they initially partnered with OTS, they had a stretch goal to work towards having the ability to financially support four to five full-sized productions per year. Within just two years, the department was not only able to meet that goal, but exceed it, while also creating additional momentum to ensure ongoing success.

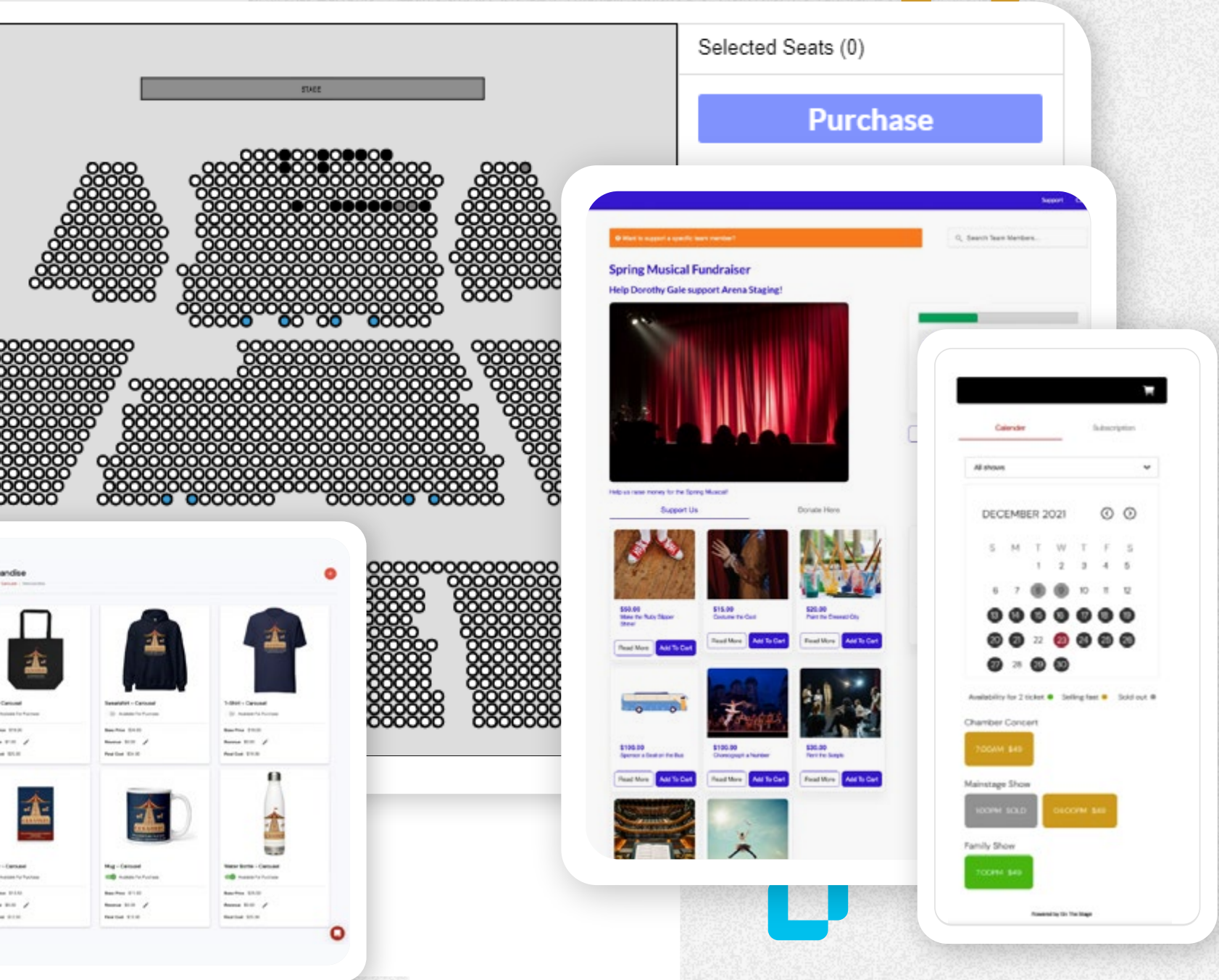
With the “Junior Administrators” feature, Seth has been able to give students the opportunity to work within the business side of theatre, diversifying their skill set and giving them real-world experiences they can bring into their future careers and theatre endeavors.

Empowering the Next Generation of Artists

The Palos Verdes Peninsula Drama Department has grown to be a true beacon of excellence in the world of high school theatre. With the OTS platform, the department has more time and resources than ever before, equipping them to create high-quality productions and empower students to showcase their incredible talent.

Together, with a commitment to quality, innovation, and accessibility, Palos Verdes Peninsula High School has created an environment that fosters tremendous success and growth of its students. And with the support of On The Stage, the department is committed to continuing to grow and provide truly special experiences.





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](#)

www.onthestage.com

