

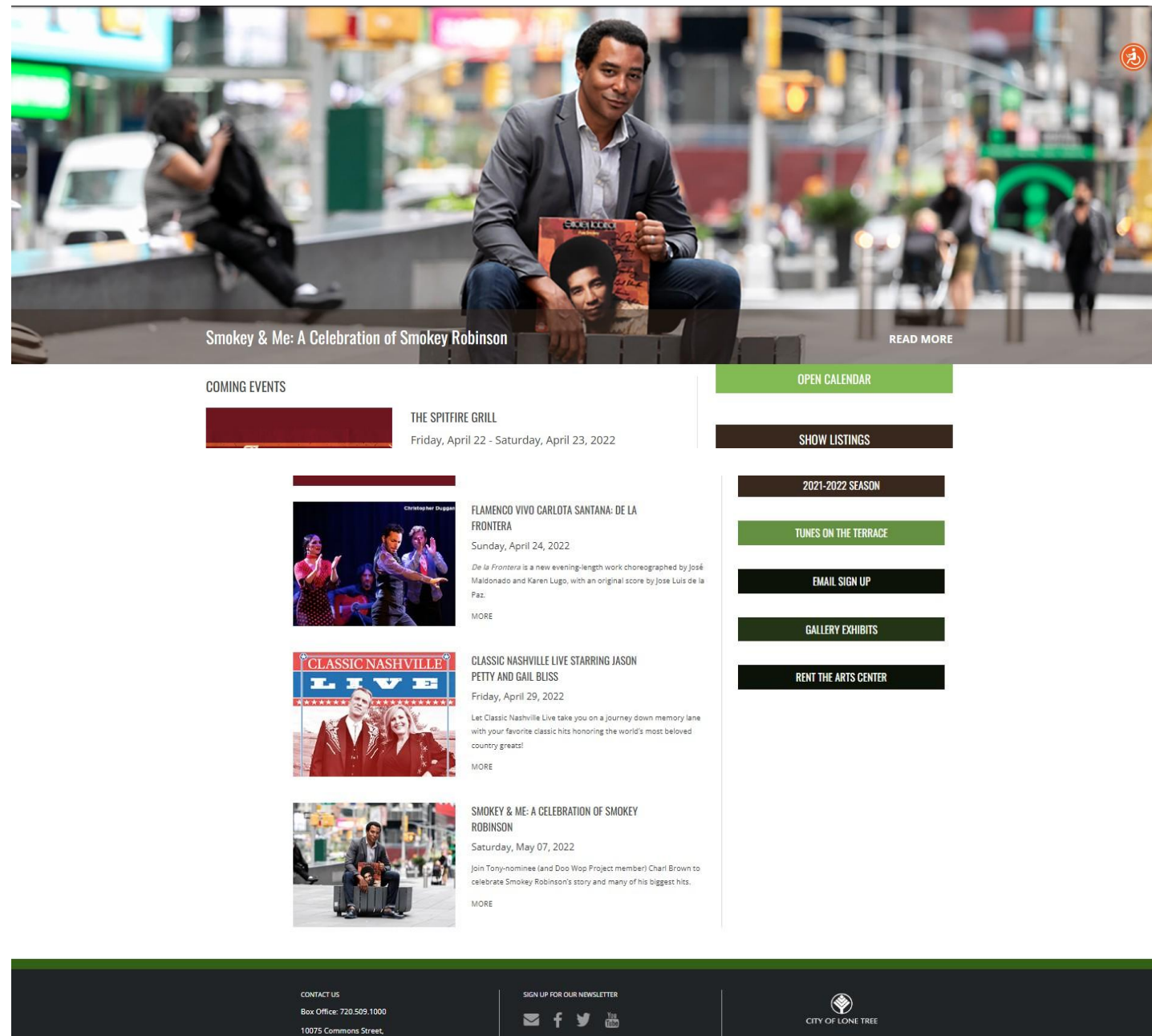
About me!

- Katie Konishi – Marketing Manager at Lone Tree Arts Center
- Been at the LTAC for 11.5 years in Box Office and Marketing roles
- Been on Spektrix since May of 2018



Our Website Redesign

- Budget set aside in 2020 that was shifted, but kept in the 2022 budget.
- Not just an aesthetic choice, but also concerned about patron ease of use and accessibility, as well as my workflow



What we wanted...



Ease of use,
both for patrons
and for staff

Design for
Accessibility

Support

A website
developer
familiar with
Spektrix

Not just a website redesign, but a brand refresh!

- Used this as an opportunity to not just refresh the look, but also to refresh all of our copy and to re-examine the way that we talk about ourselves and our programming.



Post Go-Live

- Went live in April 2023.
 - First time we sold packages online to previous subscribers since the switch to Spektrix.
- 2019 – Single ticket on sale day 74% of sales online. Previous subscribers couldn't purchase online.
- 2023-2025: Average online sales for subscriber on sale day is 54%. Single tickets hover around 80% on average.
- 2026: 54% of subscriber packages sold online. Highest revenue day ever by \$20,000. Single tickets on June 1 was 89% online.



Upcoming Events

EVENTS →



Fri, Jun 26, 2026 7:30pm

Tunes on the Terrace New Orleans Suspects

[BUY TICKETS](#) [MORE INFO](#)



Fri, Jul 10, 2026 7:30pm

Tunes on the Terrace Chicken Wire Empire

[BUY TICKETS](#) [MORE INFO](#)



Fri, Jul 24, 2026 7:30pm

Tunes on the Terrace Peter Oyloe's Nashville at Night

[BUY TICKETS](#) [MORE INFO](#)