



**DENVER**  
ARTS & VENUES



**Denver Arts & Venues - AXS Digital, LLC**  
**Ticketing Service - 2014 - 2019**  
*October 29, 2014*

# Denver Arts & Venues

AXS Digital will provide ticketing sales, box office support, market research and technical development for City-owned and operated facilities.

- ***34,847 seats in City-owned venues***  
(Bellco Theatre, Denver Coliseum, Denver Performing Arts Complex, Red Rocks Amphitheatre)
- ***More than 2 million tickets sold in Arts & Venues properties annually***  
More than Kroenke Sports, Denver Broncos/Edge Sports or Colorado Rockies/Coors Field
- ***Benefits:***  
Standardizes Processes/Reporting (FDA tax), Provides Flexible Revenue Stream, Upgrades Box Office Operations, Informs Demographics-based Marketing Decisions

Allows

# RFP Process

- Began April 2013 via Purchasing
- Four Finalists: AXS, Altitude Tickets/TicketHorse, Ticketmaster, TicketsWest/NWSS
- AXS selected based on service component, technology, and added value (AXS TV broadcasts, StubHub integration, etc.)



# Service Rollout

- Red Rocks 2015 Season – AXS already ticketing 70% of shows at Red Rocks
- Bellco Theatre – January 2015, new on-sales, upon expiration of current ticketing contracts
- Denver Performing Arts Complex – January 2015, new one-off events
- Denver Coliseum – Mid-2015, upon expiration of current ticketing contracts
- McNichols Building – January 2015, new on-sales as needed