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## A COMMUNITY EFFORT...A COMMUNITY SUCCESS

**BOERNE, TX – December 28, 2014.** Boerne Performing Arts will present their fourth season of professional performing artists at Boerne Champion Auditorium, and recently, recognized three indispensable community based organizations that have been involved with the organization since its inception.



*Boerne Performing Arts representatives thank local partners for their roles in the success of their organization. Pictured left to right are: Greg Talford (Boerne Performing Arts) thanking Wendy Little and Larry Woods of the Boerne Convention and Visitors Bureau, Carol Schultz (Boerne Performing Arts) thanking Lynn Richter, Mary Sue Hurdt and Crisanne Zamponi of the Greater Boerne Chamber of Commerce, and Cathie Meadows (Boerne Performing Arts) thanking Melissa Milton of the Boerne Kendall County Economic Development Corporation.*

In 2011, the organization began with a financial contribution made by the Boerne Kendall County Economic Development Corporation. Dan Rogers, President/CEO, explains, “The community was missing a piece of the puzzle! Boerne is a thriving community with several visual arts organizations and community opportunities in local performing arts, but prior to Boerne Performing Arts, we had no offerings in the professional performing arts. Having a well-rounded arts program, including world-class performing arts, enriches the quality of life in our community. Our organization was behind Boerne Performing Arts from day one!”

Once Boerne Kendall County Economic Development Corporation made the first donation, the newly formed Boerne Performing Arts committee began to grow. Carol Schultz was selected to head up Boerne Performing Arts and has been a driving force in the growth and development of the organization. Carol, who has a background in music, combined her business expertise with a group of dedicated individuals to bring professional performing arts to our community.

The major source of income for Boerne Performing Arts would be through ticket sales. The only obstacle? Box Office location. And as they say in real estate...location, location, location...the same is true for a box office location for selling tickets to the events. So, stepping up to the plate to help with ticket office locations were both the Boerne Convention & Visitors Bureau and the Greater Boerne Chamber of Commerce.

Both locations were staffed with enthusiastic employees who took time out of their daily routine to provide assistance to those interested in purchasing tickets. The prime downtown location of the Greater Boerne Chamber of Commerce and the high traffic at the Boerne Convention and Visitors Bureau provided two outlets that enhanced the entire organization's operations. Crisanne Zamponi, Greater Boerne Chamber of Commerce, affirmed their mission of "promoting and improving economic vitality through partnerships, leadership and education" with the sale of tickets. "The chamber is about connecting businesses with a common interest while making the partners even stronger. These events are supportive of so many other local businesses, from the restaurants that serve dinner prior to a show, to the housing of the artists at local hotels," states Zamponi, "that we are increasing Boerne's economic vitality while raising the quality of life for residents!"

Larry Woods, Boerne Convention and Visitors Bureau, addresses the impact on local tourism. "We were thrilled to be bringing in artists from all over the world into our community, but the number of concertgoers that are driving in excess of 45 minutes to an hour to attend a show has been overwhelming. The restaurant owners that I visit with tell me they are packed on concert nights, and we know from zip code studies that ticket sales are coming in from all over the country." Woods continues, "The professional performing arts events entice tourists to Boerne, and it gives us one more avenue of publicity to use when promoting Boerne!"

Boerne Performing Arts is a unique non-profit organization having no "store-front" that they can call their own. "We are fortunate to have the partnership with Boerne Independent School District for use of their marvelous facility at Champion Auditorium," states Greg Talford, Artistic Director for Boerne Performing Arts. "But, to fill that 1,000 seat auditorium, it would not be possible without ticket offices...and we are indebted to the Greater Boerne Chamber of Commerce and the Boerne Convention and Visitors Bureau for offering their services, and the Boerne Kendall County Economic Development Offices for providing us with meeting rooms."

Carol Schultz, President of the Board of Directors since the inception of the organization in 2011, states, "We are so fortunate to have a community where so many entities work together to promote the quality of life in our community. Boerne Performing Arts is a prime example of the accomplishments that can be made in a community when everyone is on the same page. We sincerely appreciate the partnerships we have with the Boerne Kendall County Economic Development Corporation, Greater Boerne Chamber of Commerce, and the Boerne Convention and Visitors Bureau...and with their continued support we will be able to maintain our mission of bringing the world of performing arts to our community!"

Boerne Performing Arts is a 501c3 non-profit organization. Please visit their website at [www.BoernePerformingArts.com](http://www.BoernePerformingArts.com) or call 830.331.9079 for additional information.