

SKyPAC Ticket Sales Strong in 2024

Sales surpass 75,000 tickets and nearly \$3.7 million

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BOWLING GREEN, KY – Today, Arts of Southern Kentucky announced it has sold over 75,000 tickets in 2024, representing nearly \$3.7 million in gross revenue. The statistics place the organization in 143rd place for gross sales and 106th for number of tickets sold by theatres worldwide when compared to data reported by Pollstar, a trade publication for the concert and live music industry. The totals exceed those of some venues in large cities like Philadelphia, Boston, Toronto, Chicago, and Tokyo.

“I am proud of our SKyPAC team,” said President & CEO Jeff Reed. “We will have hosted over 80 events by the end of 2024. Our team works most weekends and evenings to produce shows, sell tickets, and raise the funds necessary to support our \$5.7 million dollar budget. Their work resulted in the high sales and many in our community experiencing a variety of high-quality entertainment.” Reed said that the ticket statistics do not include the six-week period last summer when the Rita & Jim Scott Concert Hall was closed for the installation of a new state-of-the-art sound system. “Who knows where we would have ended if we hadn’t lost a month and a half of programming,” said Reed.

Reed noted that the goal for 2025 will be to increase sales by 4%, which would put the venue into the top 100 worldwide. “We will continue to pursue our mission to enrich lives through the arts. Our vision is to be the leader in creating transformative artistic experiences for all citizens in the region. We have artists like Vince Gill, ZZ Top, Rodney Carrington, and Jo Dee Messina coming next year. We are always adding shows, which are all listed on our website, TheSKyPAC.com.”

ABOUT ARTS OF SOUTHERN KENTUCKY - In 2020, with the assistance of the Warren County Fiscal Court and Judge Michael O. Buchanon, Orchestra Kentucky assumed management of the Southern Kentucky Performing Arts Center (SKyPAC). The new organization, which also includes BG Onstage and the Ramsey Theatre Company, is titled Arts of Southern Kentucky, and is led administratively and artistically by Jeffrey Reed.

The Southern Kentucky Performing Arts Center is a premier performing arts venue located in downtown Bowling Green, KY. The facility includes the Rita and Jim Scott Concert Hall, a 1,700-seat state-of-the-art auditorium; the

Goodwin Gallery, the primary art exhibition space; the Renshaw Education Center which houses the Carol Wedge Studio Theater - a flexible 2,600 sq. ft. space for intimate productions and gatherings; several multi-functional rehearsal halls/classrooms; and the Denny and Carol Wedge Children's Art Gallery.

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