

Above & Beyond

This fall, the Winter Park Institute (WPI) sold more than 2,500 tickets to An Evening with Garrison Keillor, the first event in its 2016-17 season. The event was a resounding success—especially considering it was the first time the institute had sold tickets to an event. That success wouldn't have been possible without the extraordinary efforts of Chelsea Hilend, marketing and box office manager at the Annie Russell Theatre.

With WPI moving to ticketed events for the first time, Executive Director Gail Sinclair approached Hilend for information about the theatre's ticketing process over the summer. Hilend went a step further, offering to incorporate WPI into the theatre's patron management system. Over the next several months, Hilend worked to architect a new ticketing process, constructing seating charts and expanding the theatre box office to accommodate five additional events. She also trained seven student employees on the new ticketing process and consulted with WPI volunteers on front-of-the-house operations. As a result, the box office is on pace to sell between 8,000 and 9,000 tickets this academic year, more than doubling tickets sales from the previous year.