



IMPACT CASE STUDY

For over 80 years, the Tower Theatre has been a Bend landmark providing the community with enriching performing arts and educational programming.

The nonprofit Tower Theatre Foundation's education program *LessonPLAN* has successfully connected over 47,000 students to the world of performing arts. They engaged PIE to optimize expenses to liberate available capital and increase the program's community impact.

\$10,000+

Estimated annual savings on payment processing expenses for online ticketing

\$3,000+

Estimated annual donation by PIE to support performing arts programs for kids

THE APPROACH

PIE met with the finance team to analyze expenses and found one of Tower's largest cost buckets to be payment processing.

The vast majority of this expense was tied to ticket sales purchased through their online ticketing platform.

PIE's team researched the integration path with the ticketing platform and presented a migration plan to a more cost-effective and generous payment processing partner.

THE RESULTS

PIE's team executed a seamless transition of payment processors that created the following results:

- Estimated annual savings of up to \$10,000+
- Estimated annual PIE donation of \$3,000
- Enhanced workflows to save hours of time
- Zero downtime or lost transactions

PIE will continue to optimize other cost buckets including internet, concession & donation payments, and other recurring expenses.



"LessonPLAN (Performing Live Arts Now) Education Series brings students to the Tower Theatre and performers into schools. The 2024-25 LessonPLAN season was our most successful yet, reaching more students, schools, and communities than ever before. Over 7,700 students experienced the magic of live performance through 24 unforgettable shows presented both on the Tower Theatre stage and directly in schools from Culver to La Pine. From world-class touring artists to curriculum-connected productions, each event was carefully selected to spark imagination and deepen learning."