

Special Events Committee

Chair: Edie McCracken

Description: Through the presentation of varied forms of performing arts, The Special Events Committee strives to educate, inspire, invoke thought and entertain. The goal is to promote artistic expression, cultural understanding, and social awareness at Fort Hays State University and in Western Kansas through the presentation of diverse, high-caliber performing arts programs.

Key (Academic Year) Accomplishments

- Presented 6 on-series shows and one off-series show for the largest season post-COVID so far.
- Sold 484 season ticket packages and 1,042 tickets to individual shows.
- Donations for the 22-23 season were \$30,997.
- Program ad sales for the season exceeded \$2,100 with ads for 21 local businesses and organizations.
- Partnered with the Wonder Women League who provided ushers for all 22-23 events and extended the partnership for the 23-24 season.
- Increased participation by committee members for distribution of promotional materials, program ad sales, and planning hospitality for several events.
- In partnership with the Hays Arts Council, school shows were held with 2 of the on-series events – Cirque Mechanics Zephyr and Peking Acrobats, with more than 1,400 students in combined attendance.
- Streamlined print programs to include inserts for each show to reduce waste and printing costs. Digital programs were offered for every show as well.
- Selected and schedule a diverse series of seven shows for the 2023-2024 season.