

Cultural Services sets high standards for customer service

Cultural Facilities Administrator Don Fassinger is busy assembling an energetic team to serve Tempe Center of the Arts' (TCA) patrons on opening day and beyond. His focus is on customer service.

"We want our guests to sense the friendly, inviting atmosphere of the TCA before they ever walk through the door," Fassinger said.

From ticketing and souvenirs to catering and concessions, Fassinger and his crew are dedicating themselves to providing every patron with an exceptional and fulfilling experience.

Sally Garrison, TCA Patron and Client Services Coordinator, is the newest member of the team, and is responsible for running an efficient and customer service-focused front of house operation.

Garrison will oversee the city's computerized ticketing system that will offer arts organizations the opportunity to issue tickets via secondary or "satellite" box offices, as well as over the Internet. This highly flexible system will provide patrons with a multitude of convenient

ways to obtain tickets to events at the TCA.

Additionally, the TCA website will offer a one-stop shop for ticket purchases, as well as providing buyers with information about specific performing groups and performances.

"We want to make the process of purchasing a ticket informative, simple and convenient," Garrison said. "We hope to have web-based seating charts to assist patrons with seat selection."

Once guests arrive at the TCA, they will be treated to an aesthetic adventure that features integrated public artwork by outstanding regional and national artists. From an entryway featuring 8000 marbles of dancing light and a pulsating reflecting pool to uniquely-patterned lobby carpeting and an intriguing fire piece, patrons will be treated to an unparalleled visual

arts experience before settling in for an afternoon or evening performance.

Adding to the experience will be a full-service concessionary with several locations throughout the facility. A gift shop, featuring a wide-range of merchandise at affordable prices, will offer exclusive TCA items, as well as souvenirs of performances and arts organizations.

Rounding out the overall experience is an on-site catering service that will allow groups holding events in the TCA to choose from a wide-assortment of menus, ranging from high-end cuisine to affordable banquet styles.

These groups can enjoy the experience in a variety of locations, including the Lakeside and Donor rooms and the Rooftop Terrace, all which provide scenic views of Town Lake and the Papago Mountains.