

# INTIX

Driving the Future of  
Ticketing and Entertainment



## Annual Report

Fiscal Year 2019-2020

INTIX Annual Business Meeting  
February 25, 2021  
12:00 pm EST via Zoom

## ANNUAL REPORT TO THE MEMBERSHIP BY THE CHAIR

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*Dear Members, Colleagues, Partners and Friends,*

*Whoa, that was intense! For better or worse, what a memorable year this was. As we all reflect on 2020, I think we can agree that those two statements accurately symbolize what we all just experienced.*

*We started out the year in style at the Hilton Midtown in New York City for the 41st Annual Conference & Exhibition. We enjoyed a full week of learning, networking, and attending a live concert, all while mixing in a little fun in the Big Apple. We came together in-person as 1,400+ ticketing and live entertainment professionals representing 17 different countries. Little did we know that a mere seven weeks after our Thursday morning business meeting at the conference we would all begin to feel the initial impact of COVID-19.*

*As all good organizations and leaders would do, INTIX immediately acted. As the global pandemic began, Maureen had an idea to gather as many of us as possible on a Zoom call and begin a dialogue to share our wisdom, experience, strength, and hope with one another. I think that we can safely say we all assumed this shutdown would last only a few weeks and then things would slowly return to normal. That first “Wednesday Wisdom” happened on March 18, 2020. We had 30 people register to attend the first Zoom call. The next week there were 119 registrants. By week six we were just shy of 400 registrants. As we came to the end of 2020, we sat at 42 straight weeks (and counting) of having the weekly Zoom. The Wednesday Wisdom has turned into much of what the annual conference encompasses.... learning from one another, seeing familiar faces, meeting new faces, and gathering together in a shared space to discuss the world of ticketing.*

*Your generosity, and the generosity of the live entertainment and ticketing industry, also shined through during such a dark year. In April we created the INTIX Member COVID-19 Relief Fund in partnership with the INTIX Board of Directors and the Stewardship Circle. The fund provided a one-time, tax free assistance award of USD\$420 to any current INTIX member to assist with whatever was needed in their lives. No questions asked. During this fiscal year we are proud to have raised over \$44,413 to this fund and have been able to distribute \$21,840 to members who have raised their hand. The need, unfortunately continues, and our support and the Fund will continue into the new year.*

*2020 brought about a lot of change for all of us. The idea of working from home went from asking “why aren’t they in the office today?” to “how good is your home Wi-Fi?” Cultural awareness rose to the forefront with the murder of George Floyd and the Black Lives Matter movement and long overdue increased awareness and action around Diversity, Equality, Inclusion and Access for all. And our year in the United States concluded with a change in presidential leadership.*

*Through all of this, INTIX stood strong and stable in the ticketing and live entertainment industry. The business of the association carried on, with regularly scheduled Board of Directors meetings happening (via Zoom) in April, July, and September. The many committees within INTIX also continued to gather during this time to execute their 2020 plans and look forward to the 42nd Annual Conference & Exhibition in Anaheim. As summer began it was determined that the association would need to pivot and make the decision to turn the Anaheim conference into an online and virtual event. That is when INTIX Live! was born. Maureen, Tiffany, and the INTIX logistics team vetted several online conference platforms before ultimately deciding that our avatar world, Virbela, would be our best option to execute as realistic a setting as possible for our week together in January.*

*INTIX never slowed down this year. I would make the argument that we moved faster than ever! Everywhere you looked in the live entertainment and ticketing space there was an INTIX presence. We jumpstarted the Association from “just a conference” to an invaluable asset to the industry. Within days of the pandemic and shutdown the Association created space for information and resources by un-gating forums and opening access to content. Throughout the remainder of the year INTIX provided webinars on pandemic centric topics to aid the industry and that more than 4,100 individuals and countless organizations took advantage of. The INTIX Access content hub and weekly eNews doubled original weekly articles and interviews plus adapted content to the current situation with a 17% increase in monthly page views. From the INTIX & SecuTix Ticketing Summit in May to the Eventellect LEAD1 Virtual Forum in June to the annual International Association of Venue Managers (IAVM)’s Venue Connect virtual conference in October, and many podcasts, online publications, and Zooms in between, INTIX carried the torch and continued to provide leadership and support and to spread the message about who we are and what we are about.*

*I would like to thank our board, committee, taskforce, and mentor volunteers for your continued commitment to the job at hand during a year full of distractions. A huge thank you also goes out to our donors, sponsors, suppliers, and partners for your unwavering support during this financially challenging year. We learned a lot from each other and about each other, and our bonds grew deeper because of it. INTIX’s purpose to ignite and sustain success is only possible with your continual support.*

*As I transition into my new role as Past Chair of the Board, I want to thank current Past Chair Derek Palmer for his dedication to INTIX, for his constant encouragement of all members and volunteers, for his heavy lifting advocacy work on our behalf, and for his never-ending bacon jokes. I also want to thank outgoing executive board members Alison Barry (Secretary) and Brendan Bruss (Treasurer), as well as board members Tammy Enright and Cat Spencer for their commitment and years of service to the leadership of the association. It takes a village to continuously refine and execute the mission of a non-profit organization, and these five great humans were excellent villagers during their elected time on the board.*

*Moving forward, I am ecstatic that Lynne King Smith will be stepping into the role of Board Chair, and Amy Graca will be joining her as Chair-Elect. Lynne and Amy are both extraordinarily strong and well-respected leaders in their day-to-day work, and the future is bright for INTIX with them leading the way these next few years.*

*Finally, to Maureen Andersen - who is the voice and face of INTIX - and to Tiffany Kelham - who is the swiss army knife of INTIX – THANK YOU! Thank you for your tireless commitment over these last 12 months, 9 of which were amidst a global pandemic and in-home lockdown. You never missed a beat from that first Wednesday Wisdom, and you managed to bring the association and its members closer via constant communication and collaboration. We are lucky to have the both of you, and all your team members who you work with on a regular basis to keep the wheels greased on this train and keep it moving in the right direction.*

*Stay safe,*



*Anthony Esposito*

## DONOR RECOGNITION

The International Ticketing Association would like to thank the following individuals and organizations for their invaluable contributions in support of INTIX's Annual Fund, Professional Development and Education Fund and the COVID-19 Member Relief Fund.

Contributions to the Annual Fund support general operations making it possible for INTIX to realize its' mission and leadership responsibility in the ticketing and live entertainment industry through education, innovation, technology, engagement, and access. Professional Development and Education Fund contributions underwrite conference grants and memberships to individuals who otherwise may not be able to attend INTIX or become members as well as continuing to provide quality educational opportunities and programming. Funds contributed to the INTIX Member COVID-19 Relief, created in the 2020 pandemic year, go directly to member colleagues to help, and support them with \$420 economic awards.

INTIX fund raising efforts are ongoing and contributions are accepted in many forms. To donate or for more information go to [www.intix.org](http://www.intix.org). To discuss giving back opportunities contact us at [info@intix.org](mailto:info@intix.org) or +1 212.629.4036.

**Donations herein are for the Fiscal Year October 1, 2019 - September 30, 2020.**

### CHAIRMAN'S CIRCLE (\$300 +)

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## DONOR RECOGNITION

### SUPPORTING DONORS (\$50 +)

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## DONOR RECOGNITION

### FRIENDS OF INTIX (\$50 or less )

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Anthony Colon	Emily Lantz, Ticket Philadelphia	Andrew Thomas
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JP Finlay	Anwar Nasir, Omaha Symphony	Kathryn Wilson, Ticketmaster
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Emily Grove	Melissa O'Shea, Royal & McPherson Theatres Society	Mary Yancey
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# Committee Reports





## Awards Committee

Chair: Anthony Esposito, Atlanta Braves

The 2020 Awards were presented at the annual INTIX Awards Lunch at the Hilton Midtown in New York City on Wednesday, January 22, 2020. The 2020 recipients were Vince Rieger of Shubert Ticketing, Patricia G. Spira Lifetime Achievement Award; Danny Frank of Citi, Outstanding Ticketing Professional; Linda Forlini of Ticket Philadelphia, Spirit; The Lowry, Outstanding Ticket Office; and Kelly Brennan of FutureTix, FutureTix Young Ticketing Professional. The Impact Award, in its 2nd year and chosen by the sitting Board Chair, is given to an organization or individual in recognition of impactful, sustained, and important work to INTIX. The 2020 Award was presented to Jim Walcott of Weldon, Williams & Lick.

Following an established process, the Awards Committee members would be submitted and approved by the Board of Directors. The 2020 committee was chaired by current Board Chair Anthony Esposito, and included Christina Allen, Guislaine Bulman, Steve Fanelli, Ed Gow, Jenna Whitnall, Betsy Yancy, and Derek Younger.

As with most industry related processes in 2020, the COVID-19 pandemic wreaked havoc on the annual INTIX Awards. Following extensive deliberation, the Awards Committee determined to move forward with

four of the annual awards and pause the Outstanding Ticketing Professional and the Outstanding Ticket Office awards. With so many individuals and organizations impacted by the coronavirus, and with many others working to create socially distanced manifests, the Committee determined that it was inappropriate and impossible to single out just one individual or organization for 2020 when so many are working harder than ever to meet their goals. We are happy to announce that we will be awarding the Patricia G. Spira Lifetime Achievement, Spirit, FutureTix Young Ticketing Professional, and Impact Awards.

The timing process for the INTIX Awards was equally affected by the pandemic and the INTIX move to digital format for the annual conference. The committee, leadership, nomination, voting, selection and award process has been moved into the new fiscal year. An Awards Ceremony will be scheduled for March 2021.

We would like to thank the Awards Committee Members for their patience and dedication during such a unique year. They did an exceptional job and maintained the high standards that receiving an INTIX Award signifies. Their time and commitment are very much appreciated.

**Jim Walcott of Weldon, Williams & Lick  
received the 2020 Impact Award.**



## Education Committee

Chair: Stuart Levy, Wicked LLC/ 321 Theatrical Management

Co-Chair: Ebony Hattix, Memphis Grizzlies

**80 education sessions submitted  
brought us a power program  
of 2 keynotes, 1 townhall,  
46 workshops and 86 different speakers!**

Given the challenges over the last 12 months with the pandemic, it was a rough time for everyone. Yet, during this time, we actually increased the percentage of committee members who reviewed and graded submissions. 2020 had been 80% of the committee and this past conference had 88%. While the committee stays idle for a fair part of the year, when the time comes to go over the proposals, it is a pretty intense period with a quick turnaround. Having this number of members give their input really makes a difference on the sessions that get approved. Ebony and I are so thankful for the members' participation.

A big thank you to Maureen Andersen, Amy Graca and Norm Major for your guidance and teamwork. It really helps when there are good leaders at the top. Somehow there was also fun and laughs while narrowing the sessions down and doing the schedule.

Because of the craziness of last year, Stuart Levy will be staying on as Chair of the Education Committee and Ebony Hattix will be the co-chair. A third co-chair will be picked as Stuart's time in this position will conclude after Orlando 2022.

## INTIX 2020 Conference Committee

Co-Chair: Kelly Brennan, FutureTix

Co-Chair: Danny Frank, Citi

Co-Chair: Kyle Wright, Shubert Ticketing

To say that the INTIX 2020 Conference Committee was pleased to host this year's "get-together" in one of the most vibrant and exciting cities in the world would be an understatement. NYC is filled with the best in entertainment, sports, and cutting-edge immersive experiences. We are thrilled to have been the largest INTIX in decades and welcomed 1,400+ attendees to INTIX 2020. Diversity, inclusion, revenue management and audience development were among the topics presented at 46 education presentations. We had venue tours of iconic venues including Radio City Music Hall and MetLife Stadium; two keynotes and a new leadership townhall; and the venue villages provided the perfect opportunities for interactive learning, brainstorming, and networking! The ever-popular Inspiration Stage was back with 15-minute quick shots of inspiration and knowledge!

Keeping the theme of the Big Apple, the exhibition hall was absolutely bursting at the seams. Not only was it our largest in size, space, and footprint with 75 vendors on the floor, but it was also the longest with an added morning mixer totaling 7.5 hours of exhibition time.

As part of the INTIX Community Give Back Project we supported local recipient organizations Knock Knock Give A Sock and Kids in Seats. Attendees donated more than 2,020 pairs of socks to exceed our goal; and had the opportunity to put unused tickets to great use by providing live event experiences. Kudos to everyone involved!

New York is known as the "city that never sleeps," and INTIX knows how to keep the energy going into the wee hours not only at our traditional events but we even added two new ones. We opened the conference in the heart of Times Square with a reception at Broadway's Minskoff Theatre, where attendees gathered to renew old friendships and make new ones. Then we changed things up a bit with a new INTIX Celebration concept and created our first ever concert event! Attendees rocked into the night with the Billy Joel tribute band Big Shot with Mike DelGuidice.

Finally, to our regional ticketing group TriTix, members of our organizational committee, our industry partners, and the many volunteers who helped make INTIX 2020 such a huge success, we extend a most sincere THANK YOU! You were all integral to the amazing success of the NYC conference.

**Big Shot with Mike DelGuidice rocked  
our first ever Celebration Concert!**





## International Ambassador Committee

Co-Chair: Guislaine Bulman, Ticketpro.ca

Co-Chair: April Moon

Co-Chair: Christina Allen, Senator Sports & Entertainment

Canada based QTIX  
was established as INTIX's first  
non-English speaking regional...

While the pandemic made it challenging to be as effective as we had hoped, the International Ambassador Committee did see some success this past year. Most notably, we had strong interest from members to join the committee, with a total of six new members joining; the Canadians in Ticketing page grew 300% with an increased focus on promoting INTIX's ungated offerings this year to drive interest in the organization and conference. INTIX's first non-English speaking regional was established: QTIX, based in Quebec, Canada.

In hand with the uniqueness of this year, the committee did not make their annual request for at par rates for Canadians to attend the conference, but do anticipate to make this request in the future for both Canadians and Australian members to be mindful of currency exchange rates and to offset the higher costs of travel.

Moving forward, the committee will draft goals for 2021 to ensure we are supporting the strategic long range plan (SLRP) of the Board. At the conclusion of 2021, April Moon will be rolling off the committee and in turn, we will be looking to bring in a new co-chair for 2022.

## Member Connections Committee

Co-Chair: Mandi Grimm, Etix

Co-Chair: Kelley Monts de Oca, Durham Performing Arts Center

Vice Chair: Kacy Woody, High Point Theatre

The Member Connections Committee has remained very active during 2020. We continue to work with the INTIX staff in sending out welcome emails to all new members. Committee members updated the new member email as well as combing through the INTIX website to suggest changes to outdated information. At the 2020 conference in New York, the Committee hosted a First Timer's coffee with record attendance. We have remained active within the forums and among online peer groups. To that end, we are taking a more active role in cross-posting social media pieces and stirring up interaction via our LinkedIn account. The committee will host the webinar Let's Get Digital - Why Now More Than Ever is the Time to Connect prior to the 2021 INTIX Live conference to help bridge the gap between traditional networking opportunities and the digital environment we find ourselves living in now.

We continue to work closely with the Mentor Committee to match up colleagues with questions with those that may have the answers they are looking for. Lastly, we devised a list of verticals to help identify groups of people that are in the same type organization. We hope to get these verticals integrated into the membership signup/renewal process so that we might better segment contact lists to facilitate networking opportunities.

...we are taking a more active role in cross-posting social media pieces and stirring up interaction...





## Mentor Program Committee

Co-Chair: Duncan Moss, Ravinia Festival

Co-Chair: Ami Johnson

Vice Chair: Anja Arvo, Red61

Incoming Vice Chair: Jennifer Dobrowolski, Walton Arts Center

During the past year, the INTIX Mentor Committee had the opportunity to reinvigorate the program. The program adopted a new quarterly format to offer Mentors and Mentees flexibility around their ever-changing schedules: to participate when they are most available and opt out when they are not. A new 1:1 format was introduced to foster better relationships and communication opportunities between the Mentors and Mentees and allow each party to fully benefit from the program's purpose. To facilitate this format, new sign-up questions were formulated to create a profile based on experience, skill set, knowledge and expertise of program participants. Mentors can define the quarters they are available to ensure communication accommodates their schedule. Additionally, the Mentee now has the power to view these profiles and, every quarter, choose the best fit for their current goals and interests. Along with the new sign-up system, an ethics statement was created to work in tandem with the INTIX Code of Ethics and every participant is asked to adhere to these standards to protect both parties involved in the program.

The Mentor Committee also redesigned the INTIX Mentor Program webpage to streamline the information with FAQs and rotating useful INTIX links and information. A monthly newsletter was rolled out for all program participants to keep up-to-date on program happenings as well as INTIX news, webinars, Wednesday Wisdom calls, and conference information. Participants are now surveyed quarterly to make sure the program is evolving to best fit the needs of its members and continues to grow throughout the year. The Mentor Committee has also started the process of reviewing software solutions that would help facilitate an all-in-one spot for Mentors and Mentees to complete profiles, evaluations and foster direct communication while alleviating the need for multiple systems. Finally, the Mentor Committee is excited to utilize the INTIX 2021 Digital Conference to realize a dream: host a speed-networking event that connects INTIX industry experts with conference attendees. As the Mentor Committee looks to 2021, our leadership and group of dedicated volunteers are excited to continue helping the entire INTIX community spread industry knowledge and experiences for future generations of ticketing professionals.

... a new 1:1 mentoring format  
will help foster better relationships and communication...



# Nominating Committee

Chair: Derek Palmer, QCUE

The 2020 Nominating Committee, that represents our multi-faceted members and verticals, was submitted and approved by the Board of Directors. The Committee included Liz Baqir, Cal Performances; Bernard Berry, Wolf Trap Foundation; Ebony Hattix, FedExForum; Martin Gammeltoft, Activity Stream; Keith Kelly, The Lowry & Quaytickets; Josh Logan, NCAA; Jo Michel, Michel Consultancy; and Brian Strickland, Martiz Global Events.

A call for nominations was done by INTIX resulting in 19 nominations. The Committee conducted a review, analysis, ranking of all submitted materials and arrived at a clear slate of eight individuals for the four open positions. This slate of nominees was presented to the membership via secure and individualized member electronic voting and included Christina Allen, Senator Sports & Entertainment; Andrew Bragman, SoFi Stadium; Crystal Brewe, Kimmel Center; Stevie Gray, Golden State Warriors; Mandi Grimm, Etix; Dusty Kurtz, TicketWest; and Derek Younger, John. F. Kennedy Center for the Performing Arts.

Membership voting was completed and, by clear majority, directors were duly identified and are put forth as nominees for the final membership ratification election at the Annual Business Meeting. Nominees are Christina Allen, Crystal Brewe, Stevie Gray and Derek Younger.

Martin Gammeltoft will be appointed to a one-year term at the March board meeting to fill the remainder of Amy Graca's term left vacant when she was elected by majority vote to Chair-elect. This appointment allows the size of the board to remain stable and fulfills the INTIX Bylaw goal of 12% non-North American participation.



**Congratulations and Welcome to  
INTIX's new Board of Directors nominees!**



# Professional Development Grants Committee

Chair: Anwar Nasir, Omaha Symphony Orchestra

The Professional Development Committee faced some unique challenges this year with many of our normal conference planning/release schedule being in flux. The committee gathered and adjusted the application to reflect our current time and respond sensitively to the needs of our community. The committee articulated the primary goal is to take care of its people. Whether that is seasoned professionals that have been contributing to our community for decades or potential new members that are looking for professional development opportunities.

There were over 60 applicants in this year's grant cycle. We continued to receive applications from international communities (Canada, France, United Kingdom, and the United Arab Emirates). Due to the wonderful support of our community, we were able to offer a full award to all applicants. Thank you to all the committee members for all your time and effort put into the PDG Committee. Your feedback has continued to improve both the application and evaluation process and the time and effort put into reviewing the applications is greatly appreciated!



Due to the continued support of the INTIX community, we were able to offer a full award to all applicants.





## Regional Ticketing Group

Co-Chair: Stephanie Viegas Dias, Portland'5 Centers for the Arts

Co-Chair: Betsy Gorham, Washington Pavilion

Co-Chair: Sarah Stemple, ASM Global

Stephanie Viegas Dias will be rolling off as chair after serving a two-year term. Betsy will be staying on for a second year as chair of the group. We are currently seeking a co-chair for a two-year term.

### 2020 Key Accomplishments

Committee members spent time connecting with the leaders of each ticketing group early in the pandemic to make sure they were aware of the Wednesday Wisdom calls as well as the other resources available to INTIX members during this time. The regional groups were all in different states of activity or dormancy depending on local health and economic conditions. Some were experiencing volunteer board and membership loss with industry shut downs. Ticketing Professionals Australia was not able to hold its anticipated 2nd annual ticketing conference.

The regional groups supported members by extending their group membership another year free of charge and holding video gatherings. BAPTA in California ran an "Invite a Friend for Free" campaign to increase membership. TriTix in New York extended their virtual networking events to all regionals. We had quarterly meetings and established that the Zoom virtual meetings are proving beneficial.

For this coming year, the regional ticketing committee hopes to leverage the video resource to provide more collaborative content between all the regional groups that can be used as an educational resource or event topic.

**The Regional Ticketing Groups supported members during the pandemic by extending their group membership for another year at no charge!**



## Standards & Endorsements Task Force

Chair: Eric Valley

Task Force Members:

Ali Barry,

Josh Ziegenbusch,

Tammy Enright,

Daren Mitch

This task force is still currently furloughed due to the present COVID-19 situation. As mentioned previously, we understand that there are other current and urgent priorities at INTIX.

In the midst of and due in part to the pandemic. INTIX has fast tracked its transition to be more digitally focused. The impact is that member behaviour seems to be changing as they engage more online. It would be great to determine if members increased their consumption of online content and resources. If this is the case, it may generate favourable conditions in which to launch an eventual program.

We are regrouping sometime during (or right after) INTIX LIVE! to reassess the project and to determine if the timing and conditions are right to re-ignite the project.



# 2020

A Year of Change,  
Courage and  
Resiliency.

2020, the year that was until it wasn't. Our beloved industry was brought to its knees with the unimaginable shut down due to the COVID-19 worldwide pandemic. On March 13th, 2020, the world of live entertainment was shuttered and entered the dark and long intermission. One minute we were a vibrant and bustling industry and the next, without warning or our permission, we were closed. Our business ceased, events stopped, jobs were lost, and we were set adrift in a world of uncertainty, darkness, loss, fear, illness, and sadness. But that is only part of our 2020 story.

The other half of the story is that 2020 has been about individuals, organizations, teams, and venues who told a story of bravery, of adaptability, of creativity, of problem solving, of optimism, of kindness, of service and of resiliency. Out of the darkness came a new way of doing things, of new language in our business, and spotlights on curtains being raised in parking lots, drive-ins, garages, back yards and streamed on small screens. Lights shone on fields and courts where games were played to canned crowd sounds and cutout fans. We socially distanced and reseated and moved from one plan to the next and reinvented ourselves along the way. We would adapt and move on.

INTIX also adapted. The industry may be a bit battered, but the individuals persevered. The INTIX community came to together to help one another, to share inspiration, to give advice; they came together to teach, learn, talk, and work deeply with each other; and they helped reinvent the processes and the businesses.

Here's a look at what we accomplished as a community because we are and have been in this together and we will continue to get through this together...



# INTIX2020

41ST ANNUAL CONFERENCE & EXHIBITION

# NYC

NEW YORK CITY

January 20-23, 2020 New York Hilton Midtown





# INTIX 2021

42nd Annual Conference & Exhibition

*Orange County*

**January 26-28, 2021  
Hilton Anaheim**

*Where Tradition Meets Innovation!*

While celebrating INTIX 2020 in New York City, co-chairs Lisa Langham and Norman Major announced plans for INTIX 2021 to be held in Orange County, California. The excitement among the audience was overwhelming!

Of course, we all know how THAT went!

Within weeks of leaving New York City everyone knew the world was changing fast and for the health and safety of everyone involved in the conference, Anaheim would have to be put on hold.

Not to be deterred, the 2021 co-chairs along with the INTIX staff worked to create an alternative solution to keep the INTIX spirit alive!

Thus...

# INTIX LIVE!

INTERNATIONAL TICKETING ASSOCIATION

## 2021 DIGITAL CONFERENCE

January 25-29, 2021

SHARING KNOWLEDGE • ENGAGING TECHNOLOGY • STAYING CONNECTED



## INTIX Live! 2021 Digital Conference was born...

INTIX Live! was conceived in a pandemic and born out of an abundance of caution combined with a dose of reality. If INTIX was to continue our storied tradition of presenting an annual conference and exhibition then INTIX would need to adapt and go big. Once decided, our energies and resources were turned to envision, research, source and create the best digital environment and content for our partners and attendees. INTIX 2021 went under construction.

# ACCESS

THE TICKET TO INDUSTRY INTELLIGENCE

The ACCESS content hub and the Access weekly eNews are invaluable communication tools of INTIX to provide timely and important information and to document and tell our stories. In this unsettling year ACCESS not only adapted and responded rapidly but expanded delivery to bring compelling stories, interviews, and content that not only informed but inspired and showcased the issues confronting us, solutions, opportunities, technology advancements, and the resiliency of the ticketing and live entertainment industry

Page Views or “Hits”

FY2019: 85,159

**FY2020: 98,860**

**(14% Increase)**

Unique Page Views

FY2019: 71,610

**FY2020: 85,306**

**(17% Increase)**

FY2020 Featured

8 NEW Interviews with

## **Women in Leadership**

highlighting influential women  
in the ticketing industry!

ACCESS added 8 NEW  
“Getting to Know You”  
Featured Interviews

**28 Interviews**  
published to date!



Revenue 05.06.20

The Comeback: How the Concert  
Business Is Going About It



Technology 04.28.20

The Dos and Don'ts of Video  
Conferencing from the Home Office



Leadership 04.07.20

Simone Hogan is a Maverick in  
NBA Ticketing



Getting to Know: Anthony Esposito

Vice-President of Ticket Operations  
for the Atlanta Braves



Marketing 04.20.20

Concert Subscriptions,  
Care Packages & More;  
How Indie Promoters  
are Weathering the  
Crisis

## **Over 25 COVID-19 Centric Adaptations**

featuring news and information  
about COVID-19 and how it was  
affecting the ticketing industry!



Marketing 09.23.20

Live Venues Plead for  
Aid as Congress  
Returns to Session



# INTIX puts the fun in Fundraising!

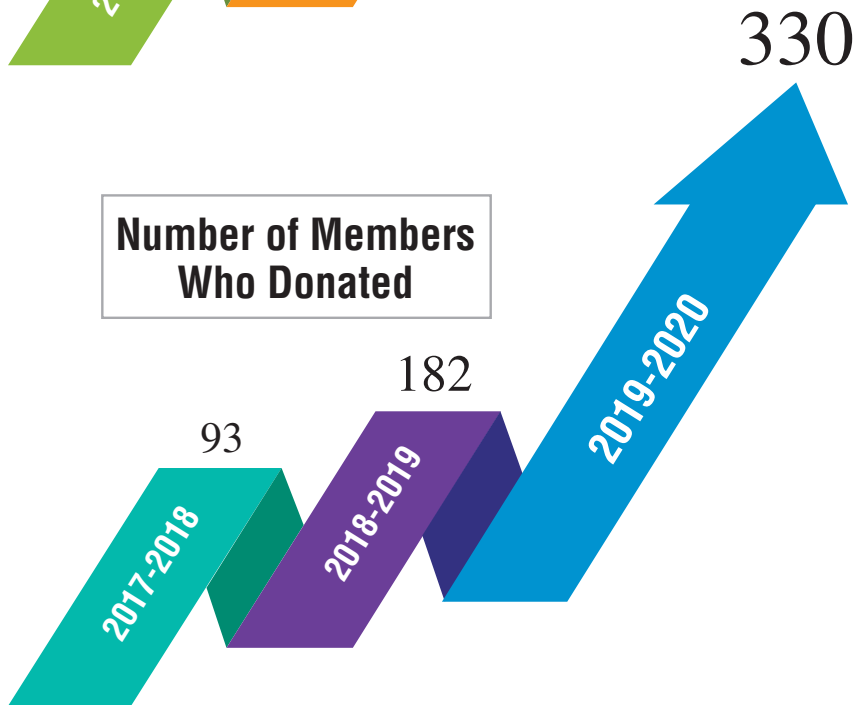
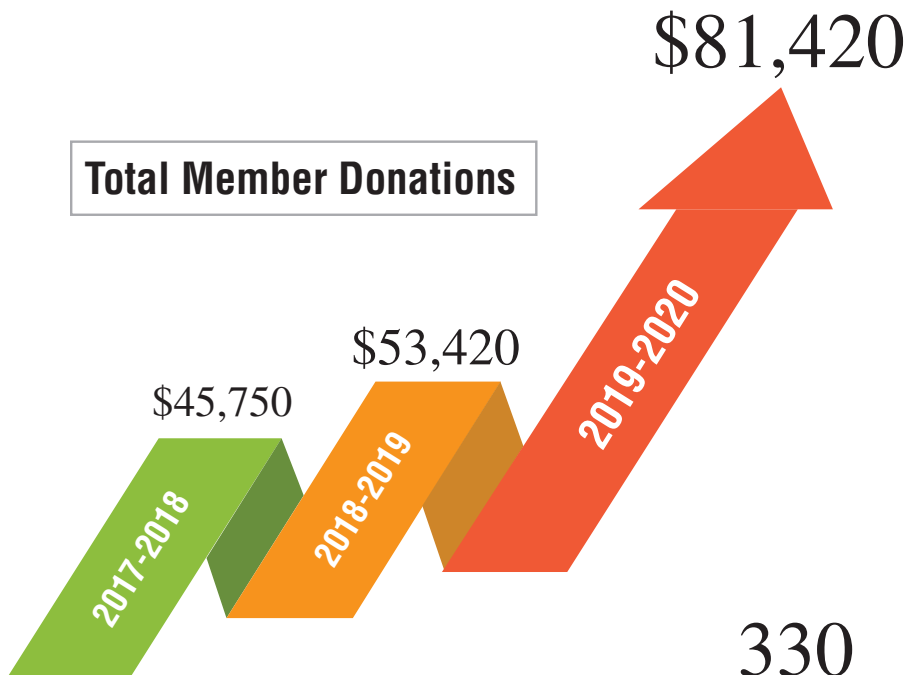


**INTIX 2020 Conference  
Fundraising TOTAL: \$34,087**

- Qcue Live Auctions - \$20,300**
- TicketsWest Surprise Boxes - \$8,430**
- Heads Or Tails Game - \$3,760**
- INTIX Dipjar - \$1,597**







# WOW!

## Member Donations Soared in 2020

Our industry step ups and gives back especially in support of each other. This year, more than ever, our global colleagues showed their generosity to the INTIX Professional Development and Education Fund, Annual Fund and the new INTIX Member COVID-19 Relief Fund.

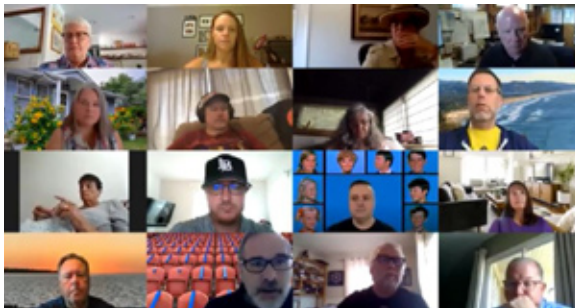
Our donors are the HEART of our community!

# INTIX adjusted to a new normal and increased its support, opened access to valuable information and added important programming to members and the industry during the COVID-19 crisis.

## Wednesday Wisdom

Within days of the industry shutdown INTIX introduced an open industry weekly meeting to provide mutual support, dialogues, presentations, and sharing of important information on trends, opportunities, health protocols, and re-opening experiences and learnings starting on March 18, 2020. By April 2020, the calls were clearly filling a vital need for the community of like-minded colleagues to be in contact with each other and had become an invaluable asset. Technology was upgraded three times to accommodate the over 400 at peak participants; the Zoom calls are recorded for sharing and viewing at later times; guest speakers were added on specific topics of the day; and the chat preserved in archival form as an important information resource. At the end of the fiscal year 42 weeks of Wednesday Wisdom calls had been convened with an average of 200+ per week Zooming in.

Wednesday Wisdom calls are honest, sometimes sad, sometimes hilarious, but for many of us the best hour of the week.



## INTIX Member COVID-19 Relief Fund



Many of our colleagues and co-workers have been deeply affected by this crisis with job furloughs, layoffs, redundancies, reductions, and losses coupled with

a gap in governmental and systemic relief. The INTIX Board of Directors and the Stewardship Circle created the Relief Fund as a way to directly help colleagues with immediate one time \$420 monetary awards to assist with needs in their lives during the pandemic and event shuttering. The industry community stepped up with individual and corporate gifts, matching gifts, and monthly giving plans with amazing generosity to make this *the most successful individual giving program in Association history!*

Through the end of the fiscal year of record \$44,413 has been donated to the Fund and \$21,840 has been distributed directly to members who have applied and asked for help, no questions asked. The Fund will continue to live and serve members in need. Our most profound thanks and gratitude to all the members, organizations, vendors, partners, non-members, associates, friends, customers and anonymous donors for your service and generosity to others.



## Sharing Resources

### INTIX Community Webinar Program

INTIX, long viewed as just conference, broke the confines of that perception by creating, curating, hosting, and moderating a new program of education webinars at no charge and centric to the current situation. The INTIX Community Webinar program presented eight webinars and were viewed by over 4,700 ticketing and live event professionals.

### We are Everywhere

INTIX members, Board Members, staff, and partners stepped up to provide leadership & resources at industry events and for the media; partnered with SecuTix and Maritz Global Events to present a free Ticket Summit; and provided content, resources, and technology to our regional ticketing groups partners.

### Speaking Up

Advocacy became a big part of the activities of the year. We added our voice and stature to shine a light on the needs and gaps exposed in the pandemic shutdown.

### Technology Infrastructure

To support the new scale and growth of our virtual expansion and community support and programming the INTIX technology footprint required an overhaul and expansion.



*Thank You*

To our generous 2020 conference sponsors.  
We couldn't do this without you.

INTIX sponsors have remained steadfast in their support of the ticketing community throughout a year that has been extremely difficult for the entire industry.

To those generous and loyal supporters, we again say

**THANK YOU!**

PLATINUM SPONSORS

**Paciolan**

**WW  
&L**  
*SINCE 1898*

**BOOKING PROTECT**



 **The Shubert  
Organization**

**patron**<sup>®</sup>  
TECHNOLOGY

**BROADWAY DIRECT** 

 **MICROCOM**  
CORPORATION

 **EBG**  
Entertainment  
Benefits  
Group

GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS

Cedar Packaging

Shubert  
**TICKETING**



VATIC



choice   
ENTERTAINMENT TECHNOLOGIES

TicketSmarter<sup>SM</sup>



**WOLF TRAP**

FOUNDATION FOR THE PERFORMING ARTS

## SUPPORTING SPONSORS



**FUTURETIX**  
Innovative consulting. Smarter ticketing.



NationalTicket  
COMPANY



# MEDIA SPONSORS



**Ticketing Professionals**  
Conference 2020  
Birmingham | 25-27 March



**TICKETING**  
PROFESSIONALS



**TICKET SUMMIT**  
VEGAS 2020



**BAUER**  
ENTERTAINMENT  
MARKETING

**INTIX would like to thank the following organizations for their generous support of the INTIX 2020 Conference**

MetLife Stadium Tour

**METLIFE STADIUM**



Volunteers provided by



Radio City Music Hall  
Venue Tour



The History of Broadway Ticketing





## NOMINEES TO THE BOARD OF DIRECTORS 2021-2024

The International Ticketing Association is incorporated in New York State where the law requires that elections of not-for-profit corporations take place at the Annual Meeting of the membership.

The following people were selected by secure electronic ballot to fill the available positions on the Board of Directors for a three-year term from 2021-2024.

### **Christina Allen**

Senators Sports & Entertainment  
Ottawa, Ontario, Canada

### **Crystal Brewe**

Kimmel Center, Inc.  
Philadelphia, Pennsylvania

### **Stevie Gray**

Golden State Warriors  
San Francisco, California

### **Derek Younger**

John F. Kennedy Center for the Performing Arts  
Washington, District of Columbia

## 2020 BOARD OF OFFICERS AND DIRECTORS

### **Officers**

#### **Chair**

**Anthony Esposito**  
Atlanta Braves  
Atlanta, Georgia

#### **Chair-Elect**

**Lynne King Smith**  
Gilbert, Arizona

#### **Past-Chair**

**Derek Palmer**  
Qcue  
Austin, Texas

#### **President**

**Maureen Andersen**  
International Ticketing Association  
Palm Springs, CA

#### **Treasurer**

**Brendan Bruss**  
PMI Entertainment/TicketStar  
Green Bay, Wisconsin

#### **Secretary**

**Alison Barry**  
Chautauqua Institution  
Chautauqua, New York

### **Directors**

#### **Crystal Brewe**

Kimmel Center, Inc.  
Philadelphia, Pennsylvania

#### **Tammy Enright**

ACTN Strategies  
Washington, District of  
Columbia

#### **Amy Graca**

Caesars Entertainment  
Las Vegas, Nevada

#### **Peter I'anson**

Secure My Booking  
London, United Kingdom

#### **Daren Mitch**

Phoenix Suns/Talking Stick  
Resort Arena  
Phoenix, Arizona

#### **Aren Murray**

San Antonio, Texas

#### **Shawn Robertson**

Center Theatre Group  
Los Angeles, California

#### **Denise Smithson Green**

Des Moines, Iowa

#### **Cat Spencer**

Booking Protect  
Leeds, United Kingdom

#### **Eric Valley**

TicTacTix  
Montreal, Quebec, Canada

#### **Josh Ziegenbusch**

Oakland Athletics  
Oakland, California

## TREASURER'S REPORT

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The INTIX Organization has received a completed audit of our fiscal year ending September 30, 2020. The annual audit resulted in an unqualified opinion from our auditors, which is the desired result. The financial information was presented fairly and without material deficiencies. The INTIX Organization concludes a fiscal year that began with a successful New York Annual Conference, navigated through uncertain times, and has a fiscal position solid enough to support the planning required in the year ahead.

The organization did see a decline in net assets of (\$57,633) during fiscal year 2020 to a year-end of \$615,362. This result outperformed fiscal year 2019 by \$85,533. The New York conference drove strong operational revenue activities during 2020 vs. 2019. Total revenues increased by nearly \$500,000 over 2019 with increases in conference registration, exhibitions and sponsorship leading the way. Program service expenses during the fiscal year increased by \$414,000 largely due to the increased conference expenses of \$357,000.

While operational activities improved the result of net assets, the uncertainty of the pandemic and eventual cancellation of the live conference had impacts on the 2020 year-end fiscal statement and cash flows. As of September 30, in most fiscal years, the organization is holding a substantial amount of cash in refundable advances for conference fees and exhibition fees for the upcoming live conference. Due to the cancellation of the live 2021 conference, our refundable advances declined from \$484,099 in 2019 to \$87,034 in 2020, a drop of (\$397,000). This directly affected the statement of cash flows and saw the 2020 fiscal year end with a net change in cash provided by operating activities of (\$381,785). We end the fiscal year with a total of cash and cash equivalents of \$637,047.

The 2021 fiscal year will be a transition from the past conference activity to a current reality of a virtual conference to some thoughtful strategies on the 2022 conference. The Executive Team led by our President and CEO, Maureen Andersen, had to adapt during the summer of 2020 to an execution of the first ever virtual INTIX annual conference in 2021. As a result, there will be a financial shift in conference activities. The assessment of that result and what that means for the Association will be led by a new Board Chair, Lynne King Smith, and a very engaged and capable Board of Directors.

This report represents my last as the Treasurer of INTIX as my term is coming to an end. Serving with all of those that have been on the Board during my time has been a great pleasure and experience. The members of INTIX are the best that the entertainment industry has to offer, and that has shown itself greater than ever in difficult times. I look forward to continuing engagement and INTIX igniting more success in the future.

Sincerely,

Brendan Bruss  
Treasurer

## STATEMENT OF FINANCIAL POSITION

For the year ended September 30, 2020  
(with comparative totals for the year  
ended September 30, 2019)

	2020	2019
<b>Assets</b>		
Cash and cash equivalents	\$ 637,047	\$ 1,018,832
Accounts receivable	87,885	141,974
Prepaid expenses	128,444	117,420
Property and equipment (net)	756	1,262
Total Assets	<u>\$ 854,132</u>	<u>\$ 1,279,488</u>
<b>Liabilities and Net Assets</b>		
Accounts payable and accrued expenses	\$ 77,099	\$ 34,087
Refundable advances	87,034	484,099
Paycheck protection program loan	34,426	-
Deferred membership dues	40,211	88,307
Total Liabilities	<u>238,770</u>	<u>606,493</u>
Net Assets		
Without donor restrictions	441,319	527,150
With donor restrictions:		
Purpose Restrictions	<u>174,043</u>	<u>145,845</u>
Total Net Assets	<u>615,362</u>	<u>672,995</u>
Total Liabilities and Net Assets	<u>\$ 854,132</u>	<u>\$ 1,279,488</u>

The accompanying notes are an integral part of these financial statements.

## STATEMENT OF ACTIVITIES

For the year ended September 30, 2020  
(with comparative totals for the year  
ended September 30, 2019)

	Without Donor Restrictions	With Donor Restrictions	<u>Totals</u>	
			2020	2019
Operating Activities:				
Revenues and Other Support				
Contributions	\$ 33,642	\$ 57,713	\$ 91,355	\$ 61,393
Conferences and meetings	665,004	-	665,004	425,642
Membership dues	158,908	-	158,908	183,850
Exhibitions	303,225	-	303,225	210,329
Sponsorship	416,520	-	416,520	225,568
Other income	20,793	-	20,793	40,961
Investment income	8,844	-	8,844	17,290
Total Revenues and Other Support	<u>1,606,936</u>	<u>57,713</u>	<u>1,664,649</u>	<u>1,165,033</u>
Expenses				
Program services:				
Conferences and meetings	1,133,369	-	1,133,369	776,605
Exhibitions	45,457	-	45,457	40,710
Communications, including publications	60,607	-	60,607	54,280
Membership and educational development	115,994	-	115,994	98,328
Membership services	173,128	29,515	202,643	132,764
General and administration	164,212	-	164,212	205,512
Total expenses	<u>1,692,767</u>	<u>29,515</u>	<u>1,722,282</u>	<u>1,308,199</u>
Change in net assets from operating activities	(85,831)	28,198	(57,633)	(143,166)
Net assets- beginning of year	<u>527,150</u>	<u>145,845</u>	<u>672,995</u>	<u>816,161</u>
Net assets, end of year	<u>\$ 441,319</u>	<u>\$ 174,043</u>	<u>\$ 615,362</u>	<u>\$ 672,995</u>

The accompanying notes are an integral part of these financial statements.

## STATEMENT OF FUNCTIONAL EXPENSES

For the year ended September 30, 2020  
(with comparative totals for the year ended September 30, 2019)

	Program Services					Supporting Services Management & General			2020	2019
	Conferences and Meetings	Exhibitions	Communications and Publications	Membership and Educational Development	Total	Membership Services	Administration	Total		
Salaries and wages	\$ 65,043	\$ 39,027	\$ 52,035	\$ 26,018	\$ 182,123	\$ 39,027	\$ 39,027	\$ 78,054	\$ 260,177	\$ 230,719
Related expenses	9,193	5,516	7,355	3,677	25,741	5,516	5,516	11,032	36,773	33,592
Commissions	82,682	-	-	-	82,682	-	-	-	82,682	77,660
Consulting fees	3,400	-	-	-	3,400	-	-	-	3,400	13,950
Contributions	-	-	-	-	-	8,400	-	8,400	8,400	-
Covid relief payments	-	-	-	-	-	21,115	-	21,115	21,115	-
Conferences and seminars	908,466	-	-	85,185	993,651	-	-	-	993,651	642,770
Office and printing	13,755	-	-	-	13,755	-	5,251	5,251	19,006	23,812
Postage	1,110	667	889	444	3,110	666	666	1,332	4,442	5,223
Telephone	410	247	328	164	1,149	247	247	494	1,643	1,866
Professional fees	-	-	-	-	-	-	30,890	30,890	30,890	30,888
Website and software	-	-	-	-	-	57,093	6,344	63,437	63,437	32,680
Bank charges	-	-	-	-	-	-	35,496	35,496	35,496	40,192
Membership development	-	-	-	-	-	70,579	-	70,579	70,579	61,329
Travel	45,399	-	-	-	45,399	-	17,358	17,358	62,757	100,118
Miscellaneous	3,911	-	-	-	3,911	-	14,472	14,472	18,383	10,653
Bad debt expense	-	-	-	-	-	-	8,945	8,945	8,945	-
Depreciation	-	-	-	506	506	-	-	-	506	2,747
<b>Total</b>	<b>\$ 1,133,369</b>	<b>\$ 45,457</b>	<b>\$ 60,607</b>	<b>\$ 115,994</b>	<b>1,355,427</b>	<b>\$ 202,643</b>	<b>\$ 164,212</b>	<b>\$ 366,855</b>	<b>\$ 1,722,282</b>	<b>\$ 1,308,199</b>

The accompanying notes are an integral part of these financial statements.

## STATEMENT OF CASH FLOWS

---

For the year ended September 30, 2020  
(with comparative totals for the year ended September 30, 2019)

	<u>2020</u>	<u>2019</u>
<b>Cash Flows from Operating Activities:</b>		
Change in net assets	\$ (57,633)	\$ (143,166)
Adjustments to reconcile change in net assets to net cash (used for) provided by operating activities:		
Depreciation	506	2,747
Changes in operating assets and liabilities:		
Decrease in accounts receivable	54,089	45,371
Increase in prepaid expenses	(11,024)	(52,259)
Increase in accounts payable and accrued expenses	43,012	10,656
(Decrease) increase in refundable advances	(397,065)	196,857
Increase in payroll protection loan	34,426	-
(Decrease) increase in deferred membership dues	<u>(48,096)</u>	<u>18,232</u>
Net cash (used for) provided by operating activities	<u>(381,785)</u>	<u>78,438</u>
Cash Flow From Investing Activities:		
Purchase of equipment	<u>-</u>	<u>(419)</u>
Net (decrease) increase in cash and cash equivalents	(381,785)	78,019
Cash and cash equivalents at beginning of year	<u>1,018,832</u>	<u>940,813</u>
Cash and cash equivalents at end of year	<u>\$ 637,047</u>	<u>\$ 1,018,832</u>

---

The accompanying notes are an integral part of these financial statements.

# NOTES TO FINANCIAL STATEMENT

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## Note 1: Description of Organization

The International Ticketing Association, Inc. (the "Association") is a not-for-profit organization exempt from Federal income taxation pursuant to Section 501(c)(3) of the Internal Revenue Code and has been designated as an organization, which is not a private foundation.

The Association provides a definitive resource and forum for the international ticketing industry within the following broad areas:

a) Present annual and regional educational conferences and trade shows, produce publications, surveys, and career development opportunities and keep members apprised in the latest developments of systems to better serve the field and the public.

b) Exchange information on technological advances, the development of high professional standards and advanced management techniques.

Funding of the Association's budget is provided from contributions, membership dues, conference registration, exhibitors' fees, sponsorship, advertising income and related service income.

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## Note 2: Summary of Significant Accounting Policies

### Basis of Presentation

The financial statements of The International Ticketing Association, Inc. have been prepared in accordance with U.S. generally accepted accounting principles ("US GAAP"), which require the Association to report information regarding its financial position and activities according to the following net asset classifications:

Net assets without donor restrictions – Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the organization. These net assets may be used at the discretion of the Association's management and the board of directors.

Net assets with donor restrictions – Net assets subject to stipulations imposed by donors, and grantors. Some donor

restrictions are temporary in nature; those restrictions will be met by actions of the Association or by the passage of time. Other donor restrictions are perpetual in nature, where by the donor has stipulated the funds be maintained in perpetuity.

### Measure of Operations

The statements of activities report all changes in net assets, including changes in net assets from operating activities. Operating activities consist of those items attributable to the Association's ongoing programs and investment income earned on money market activity.

### Accounts Receivable

The Association carries its accounts receivable at cost. On a periodic basis, the Association evaluates its accounts receivable and establishes if needed, an allowance for doubtful accounts, based on a history of past write-offs and collections and current credit conditions.

Accounts receivable are considered by management to be fully collectible and accordingly no allowance for doubtful accounts is considered necessary.

### Contributions

Contributions received are recorded as net assets without donor restrictions or net assets with donor restrictions, depending on the existence and/or nature of any donor-imposed restrictions. Contributions that are restricted by the donor are reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the contribution is recognized. All other donor restricted contributions are reported as an increase in net assets with donor restrictions, depending on the nature of restriction. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

### Financial Instruments

The Association's financial instruments are cash and cash equivalents, accounts receivable, prepaid expenses, accounts payable and accrued expenses, refundable

advances and deferred income. The recorded values of cash and cash equivalents, prepaid expenses, accounts receivable, accounts payable and accrued expenses refundable advances and deferred income approximate fair values based on their short-term nature.

### Revenue Recognition

Revenue and expenses are recorded on the accrual basis. Revenue received for future years' programs are deferred to the applicable year and classified as refundable advances. Membership dues are recorded as collected and taken into revenue over the membership term.

### Cash and Cash Equivalents

Cash equivalents include all highly liquid investments with an original maturity of three months or less at date of purchase and include money market accounts amounting to \$487,172 and \$868,832 at September 30, 2020 and 2019 respectively.

### Prepaid Expenses

Costs related to conferences and exhibitions paid in advance are prepaid until the projects are completed.

### Functional Allocation of Expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

### Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

### Refundable Advances

Conference fees and exhibition fees collected in advance are deferred in the accompanying statement of financial position. Such refundable advances are substantially recognizable within one year.

# NOTES TO FINANCIAL STATEMENT

Note 2: Summary of Significant Accounting Policies (cont'd)

## Comparative Information

The financial statements include certain prior-year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America. Accordingly, such information should be read in conjunction with the Association's financial statements for the year ended September 30, 2019 from which the summarized information was derived.

## Property and Equipment

Property and equipment are capitalized based on their useful lives and are recorded at cost. Depreciation is provided on the straight-line method over the estimated useful lives of the assets. Maintenance and repairs are charged to expenses as incurred; major renewals and betterments are capitalized. When items of property or equipment are sold or retired, the related cost and accumulated depreciation is removed from the accounts and any gain or loss is included in the results of operations. Management reviews property and equipment for impairment when events or changes in circumstances indicate that the carrying amounts may not be recoverable. Property and equipment are written off to operations when considered impaired. Maintenance and repairs, which neither materially add to the value of the property nor appreciably prolong its life, are charged to expense as incurred.

## New Accounting Pronouncements

In May 2014, the Financial Accounting Standards Board ("FASB") issued Accounting Standards Update ("ASU") No. 2014-09, Revenue from Contracts with Customers (Topic 606), as subsequently amended, which outlines a single comprehensive model for entities to use in accounting for revenue arising from contracts with customers and supersedes most recent current revenue recognition guidance, including industry specific guidance. The core principle of the revenue model is that an entity recognizes revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those

goods or services. The guidance also specifies the accounting for certain incremental costs of obtaining a contract, and costs to fulfill a contract with a customer. For non-public entities, the effective date of this ASU is for annual periods beginning after December 15, 2019.

The Association is currently evaluating the effect that this pronouncement will have on its financial statements and related disclosures.

In June 2018, the FASB issued ASU 2018-08, Not-for-Profit Entities (Topic 958), Clarifying the Scope and Accounting Guidance for Contributions Received and Contributions Made, which provides guidance for determining whether a transaction should be accounted for as contribution (nonreciprocal transaction) or an exchange (reciprocal transaction), and whether a contribution is conditional. The Association adopted ASU 2018-08 effective October 1, 2019. The adoption of ASU 2018-08 did not have significant impact on the Association's financial statements.

## Note 3: Availability and Liquidity

The following represents the Association's financial assets at September 30, 2020 and 2019:

Financial assets at year end:	2020	2019
Cash and cash equivalents	\$ 637,047	\$ 1,018,832
Accounts receivable	\$ 87,885	\$ 141,974
Total financial assets	<u>\$ 724,932</u>	<u>\$ 1,160,806</u>

Financial assets available to meet general expenditures over the next twelve months	<u>\$ 724,932</u>	<u>\$ 1,160,806</u>
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The Association structures its financial assets to be available as its general expenditures, liabilities, and other obligations come due.

## Note 4: Donated Services

A. The value of donated conference sponsorship income and expenses included in the financial statement for the years ended September 30, 2020 and 2019 is \$228,897 and \$92,500 respectively.

B. The Association receives a significant amount of donated services from unpaid volunteers who assist in fund raising and special projects. No material amounts have been recognized in the statement of activities because the nature of these volunteer services do not meet the criteria for recognition under generally accepted accounting principles.

## Note 5: Donor Restricted Net Assets

Donor restricted net assets of \$174,043 as of September 30, 2020 are available for:

- Assisting ticketing professionals to participate in INTIX conferences.
- Support organizations to provide continuing education to their employees.
- Enhance the knowledge of ticketing professionals.
- Provides support for members affected by the COVID-19 pandemic.

Net Assets with donor restrictions at September 30, 2020, were as follows:

Professional Development Fund	\$ 147,475
COVID Relief Program	\$ 26,568
	<u>\$ 174,043</u>

## Note 6: Concentration of Credit Risk

The Association maintains cash balances with high quality financial institutions and may periodically exceed the federally insured limit of \$250,000. Management believes the Association is not exposed to any significant credit risk on cash. Management credit decisions do not result in significant adverse risk and historically have not experienced significant credit-related losses.

# NOTES TO FINANCIAL STATEMENT

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## Note 7: Property and Equipment

The major components of property and equipment which is recorded at cost consists of the following:

	2020	2019
Equipment	78,697	85,403
Less accumulated depreciation	<u>77,941</u>	<u>84,141</u>
	<u>\$ 756</u>	<u>\$ 1,262</u>

During the audit year, the Association determined there were assets no longer in service valued at \$6,706 with no gain or loss on disposal. Depreciation expense for the years ended September 30, 2020 and 2019 was \$506 and \$2,747 respectively.

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## Note 8: Income Taxes

The Association is an organization exempt from federal income tax under Section 501(c)(3) of the U.S. Internal Revenue Code. Therefore, no provision for income taxes is made in the accompanying financial statements. The Association believes it has adequate support for positions taken on its Information Return of Exempt Organization (Form 990) and, accordingly, believes there are no uncertain tax positions that would affect its tax-exempt status. Management continually evaluates expiring statutes of limitations, audits, proposed settlements, changes in tax law, new authoritative rulings, and its operating characteristics to comply with its status as a tax-exempt organization.

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## Note 9: Commitments

A. The Association has entered into various contracts for bookkeeping, operational support, conference management, publishing of newsletter and advertising which are renewable annually. The approximate annual costs of the contracts are \$202,000.

B. The Association has entered into contracts with hotels for future conferences. The contracts contain guarantees for room occupancy and penalties for non-compliance.

## Note 10: Paycheck Protection Program

On April 30, 2020 the Association was granted a loan (the "Loan") from Idaho First Bank the amount of \$34,426 pursuant to the Paycheck Protection Program (the "PPP") of the small Business Administration ("SBA"). The loan has been reported as a liability in the Statement of Financial Position.

The Loan matures on April 30, 2022 and bears interest at a rate of 1% per annum, payable monthly commencing November 1 2020. Funds from the Loan may only be used for qualified expenses as defined in the PPP including payroll, interest on mortgage obligations, rent and utilities. Certain amounts of the Loan may be forgiven if they are used for such qualifying expenses.

As of December 21, 2020, the Loan has been forgiven pursuant to the payroll protection program.

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## Note 11: Subsequent Events

The Association has evaluated subsequent events through February 5, 2021, which is the date financial statements were available to be issued.



WE ARE ALL IN THIS

*Together!*

In this year of extremes the INTIX mission has never been clearer than now, To Ignite Success. We dedicate this year to the indomitable spirit of the ticketing professional who has persevered with heart and courage through a dark time. We know that you will emerge stronger and wiser.

Together INTIX and its members will continue to  
Drive the Future of Ticketing and Live Entertainment.

