

ArtsQuest – Growth Beyond the First Year

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Steady Growth and Enhanced Engagement



ArtsQuest's success with AudienceView Unlimited has only accelerated with time. In their first full year, the organization saw a 10% increase in overall sales and donations. Since then, donation growth has continued year-over-year, with contributions up **over 350% since 2021**.

Kate Gallagher Ott, who has been with ArtsQuest for over 14 years, highlighted how the software has revolutionized their operations.

“We were looking for a solution that could help us manage our events more efficiently and engage our community better,” she said. **“AudienceView Unlimited has exceeded our expectations in every way.”**

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A Closer Look at ArtsQuest

ArtsQuest is dedicated to bringing arts and culture to the Lehigh Valley community, hosting a variety of events, including free concerts, movie screenings, and a massive annual music festival. Their mission is to make arts accessible to everyone, and they have been doing so with increasing success.

“Prior to ArtsQuest opening the SteelStacks campus, there wasn’t much happening in the Lehigh Valley in terms of arts,” Kate noted. “Now, thanks to AudienceView Unlimited, we can manage our events more effectively and provide an even better experience for our patrons.”

Streamlined Operations and Increased Efficiency

The implementation of AudienceView Unlimited has not only boosted sales and donations but has also enhanced ArtsQuest’s operational efficiency.

“The software is incredibly user-friendly, and our staff quickly adapted to it,” Kate mentioned. “It’s made our ticketing process smoother and more efficient, which allows us to focus more on our events and less on administrative tasks.”

Kate also praised the support from AudienceView’s team. **“Their customer service is exceptional. Whenever we have a question or need assistance, they’re always there to help. It feels like we have a partner who is invested in our success.”**

Positive Community Impact

The enhanced efficiency and increased revenue have allowed ArtsQuest to expand their reach and impact. “We’ve been able to bring even more arts and cultural events to our community,” Kate said. “Our summer concerts, which are free to the public, have seen higher attendance and greater community engagement. It’s amazing to see how much we’ve grown.”

In Conclusion

With AudienceView Unlimited, ArtsQuest has unified operations and unlocked new growth opportunities. Backed by AudienceView as an end-to-end event commerce partner, they're positioned for even greater success in the years to come.