



SnowShoe

CASE STUDY

THE CENTER

THE WASHINGTON CENTER FOR THE PERFORMING ARTS



How SnowShoe is helping to incentivize loyalty at South Puget Sound's largest performing arts facility

Washington Center for the Performing Arts

Located in the heart of downtown Olympia the Center presents a wide variety of entertainment and cultural activities for the residents of five area counties. In their 35 years of operation, the nearly year-round season includes local, national and international artists from a broad spectrum of genres and styles from large Broadway tours to intimate galas. The Center has hosted artists as varied as guitarist Pat Metheny, gospel singer Mavis Staples, Ira Glass of This American Life, Broadway legend Rita Moreno and contemporary band Wilco. The venue is also an important community gathering place for local entertainment, public meetings and social events.

“Our patrons are our reason for being here. They come to the Center for a unique experience and feeling that you can't get at home in front of a screen. We are continually striving to make each patron's visit to the Center as enjoyable and memorable as possible.”

– Jill Barnes, Washington Center Executive Director

“The SnowShoe program incentivizes longer, more fruitful visits to downtown, and we all benefit. When patrons come to see a show, they are also going out to dinner, or for post-show drinks. They may even run a quick errand at the hardware store on the way. All of Olympia's downtown businesses share the same patrons, and SnowShoe's Go Downtown app allows us to support one another.”

– Chad Carpenter, Center Event and Operations Director

30+ Years of Loyal Patrons

Loyalty is at the center of The Washington Center for the Performing Arts. Loyal patrons continue to come back year after year for the welcoming atmosphere and diverse, high-quality performing arts programming. Some of the Washington Center's most loyal patrons have been season subscribers for 30 years or more. This focus on loyalty led the Center to embrace the SnowShoe loyalty program as yet another benefit to offer their loyal patrons.

An easy and effective way to connect with guests

The SnowShoe Loyalty Program

Today, the Washington Center also strives to make events as accessible as possible by offering ADA access, listening devices, large print programs, and reduced rate tickets. Part of the accessibility they offer now is the easy-to-use SnowShoe loyalty program, which doesn't require special equipment or the download of a mobile app. SnowShoe makes loyalty easier, and the Center embraces that fast and easy experience at every event.



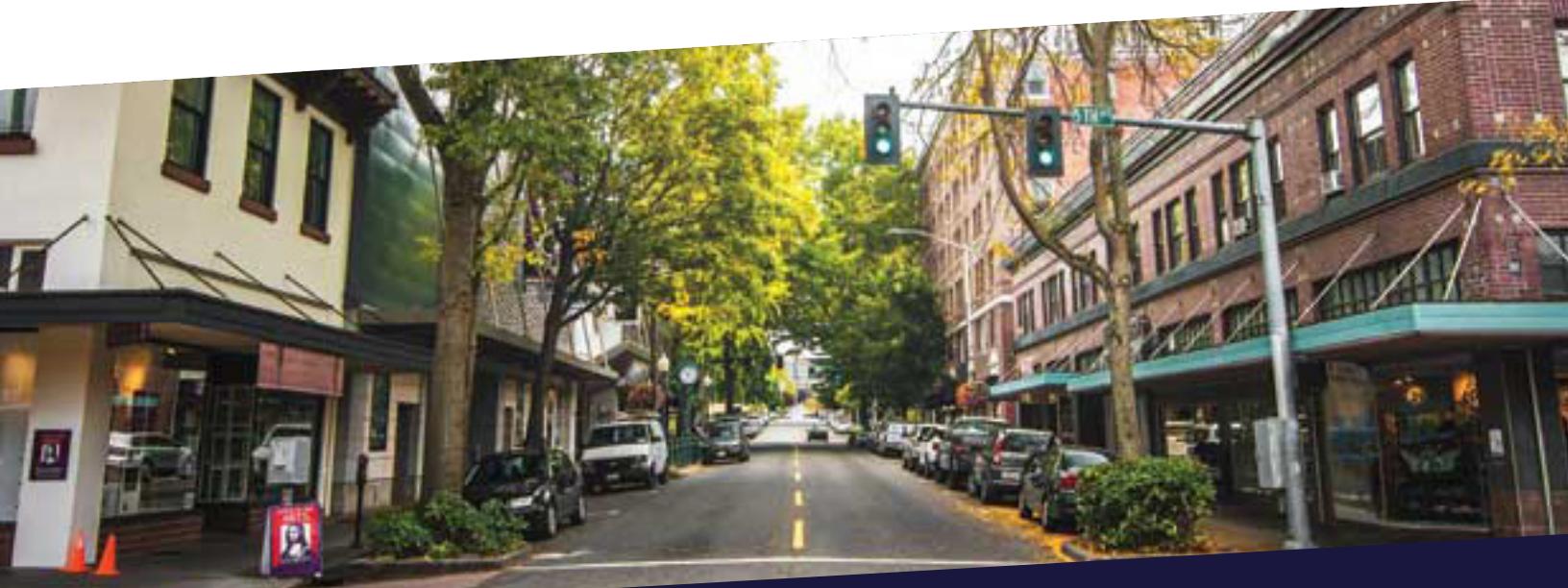
The GoDowntown Loyalty App

The Go Downtown app is a new world-class loyalty application developed by SnowShoe, a leader in mobile authentication. The app couples with a unique hardware solution, called the Spark Tap®, which allows for rapid customer check-ins and a frictionless loyalty rewards program. The gamified solution incentivizes shoppers to visit multiple stores and share shopping loops with friends.

Olympia's Pilot Retail Program

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The Washington Center for the Performing Arts was one of the first organizations to sign up for the program. As one of the main attractions in downtown Olympia, WCPA is committed to working with other downtown businesses to support a healthy and vibrant retail district. WCPA knows that when their neighbors succeed, the Center succeeds too. Olympia's downtown businesses share the common goal of getting people downtown and encouraging visitors to visit multiple locations during their trip.



The Spark Program

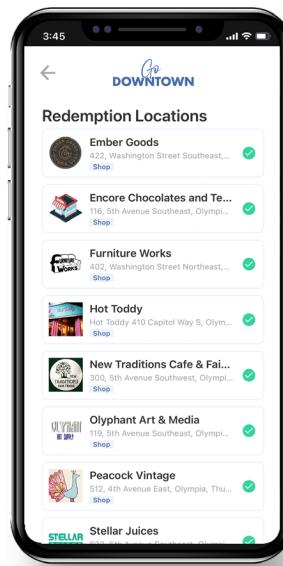
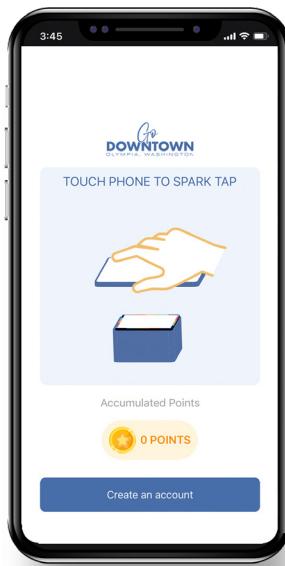
How It Works

1. Local businesses display the Spark Tap™ device next to their registers.
2. Shoppers "check-in" using the Go Downtown app.
3. Shoppers create their own custom lists of favorite stores and become repeat customers.
4. New people learn from app influencers. Shoppers can easily recommend their favorite stores and share shopping "loops."
5. Shoppers win prizes and other incentives for checking in and sharing their activity.

Data & Analytics

The Spark program provides valuable data to businesses, including:

- Customer foot traffic
- Individual customer frequency
- Most successful shopping "loops"
- Shopper age and preferences
- Favorite stores and shopping experiences
- Shopper origin / location by zipcode



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Interested in Bringing
Go Downtown to Your District?
Contact us to get started.

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