

CUSTOMER SUCCESS



Festival of Arts Makes More Magic With Sage MAS 90

“Where art comes to life” is more than just a slogan at the Pageant of the Masters, put on every summer by Festival of Arts of Laguna Beach (FOA). For ninety minutes, audiences are enthralled with “living pictures,” faithful re-creations of classical and contemporary works of art, with real people posing as if on canvas. An outdoor amphitheater, professional orchestra, original score, live narration, intricate sets, sophisticated lighting, and hundreds of dedicated volunteers have earned a reputation as the best pageant of its kind in the nation.

FOA has worked its magic for more than 70 years, most of that time using manual accounting systems, spreadsheets, and a CPA firm for financial reports. It could not track costs of specific events, or efficiently manage restaurant sales, subleases, donor lists, or sponsorships. One of the directors suggested Sage MAS 90 ERP based on his experience in the business world.

Sage MAS 90 a Must-Have

Business information is now automated at all levels of the organization through Sage MAS 90. Data flows in from the POS and Sales Order modules and is integrated in the general ledger. Purchase order information goes straight into Accounts Payable. Consolidated financial statements showing all 23 departments on a single sheet are prepared with the aid of Sage MAS 90.

“I don’t see how we ever lived without Sage MAS 90 and Job Cost,” says Marta Santillano, FOA’s director of finance. “They form a seamless system that we’re using for almost everything, including our operational budgets, sales, receivables, payables, and even gift shop sales.”

POS Pumps Up Profits

In the Festival’s bustling gift shop, the Sage MAS 90 POS module has boosted point-of-sales profits. “With 200,000 visitors every summer, we experience tremendous lines in the gift store before and after each show,” explains Santillano. “If people can’t buy a souvenir in a hurry, we lose their business. The new POS system reduces several steps in the transaction process, allowing us to keep up with demand. We have easily seen a 30 percent increase in business since implementing the system.”

Customer:

Festival of Arts of Laguna Beach

Industry:

Theater arts non-profit corporation

Location:

Laguna Beach, California

Number of Locations: One

Number of Employees: 34 full-time, 500 seasonal

System:

Sage MAS 90

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Crystal Reports®
- Custom Office
- General Ledger
- Inventory Management
- Job Cost
- Purchase Order
- Report Master
- Sales Order
- POS Professional



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CHALLENGE

Spreadsheets, manual processes, and outsourced financials meant that no one knew what was being spent (or earned) on individual events, resulting in cost inefficiencies and lost opportunities.

SOLUTION

Sage MAS 90 with full suite of financial and sales modules and Job Cost, for end-to-end internal and point-of-sale management and detailed project tracking.

RESULTS

Costs of gala event cut in half by using Job Cost; point-of-sale capabilities boosted gift shop sales by 30%; sponsorships have doubled, due in part to Sage MAS 90 automation, tracking and reports.

Because of the excellent accountability offered by Sage MAS 90 and Job Cost, FOA has been able to attract large corporate sponsors like Mercedes-Benz, UBS, American Express, and Chevron. "Donors are much more likely to give money when they see we're wise fiscal stewards," says Santillano. "We can create very detailed reports using Sage MAS 90 and Job Cost, proving where every dollar was spent."

Stars and Savings

FOA uses the Sage MAS 90 Job Cost module to track expenditures and revenues by individual project and prepare annual budgets by department. The Festival hosts major events attended by Hollywood stars like Jane Seymour and Joe Mantegna. "Until we had Job Cost, we had no idea how much each event cost," says Santillano. "Now we can pinpoint expenditures and plan wisely. As a result, we cut our gala costs in half."

The Festival recently completed a \$1.8 million production studio and a \$.5 million fire exit plan, both managed with Job Cost. "The city reimburses us for capital improvements," notes Santillano. "Job Cost helped ensure that we recoup all appropriate expenditures."

A percentage of the Festival's gross receipts must be paid to the city as rent. By using Sage MAS 90, FOA's directors were able to document expenses for maintenance that came to almost half of its annual rent. Renegotiations resulted in a much more favorable lease.

"Bringing art to life requires an awful lot of business coordination," Santillano summarizes. "Sage MAS 90 makes it happen for us."

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