SPAC Tickets Go Computer

By JUDY SHEPARD

The Saratoga Performing Arts Center is the first music festival to join the Ticket Reservation Systems (TRS), which operates a central computer controlling ticket availability through a nationwide network of ticket agents.

The new system eliminates doubt and possible error in seat locations, and concertgoers need not exchange "script" for actual admission tickets. Reservations may be made from any location in the United States, and the entire selection of available seats may be chosen from.

THE NEW SYSTEM is said to take "less time than it takes to make change" in getting "the best available" seats in seconds.

TRS agencies will be installed throughout the Capital District, including the Adirondack Trust Co., at Saratoga Springs and Macy's at Colonie Center.

The Performing Arts faces an annual problem of raising funds to meet its annual deficit. This year, the drive is to "Back SPAC" by attending and contributing.

The deficit of $378,000 for 1968 represents approximately one-third of the 1967 operating deficit. The decrease is attributed to box-office receipts bringing in 14 per cent more than in 1967 and management and overhead expenses decreasing by approximatley 30 per cent from 1967.

E. CRAIG HANKENSON, general manager, estimates that SPAC must raise $150,000 from local individuals, businesses, and industry to cover the 1968 deficit. SPAC officials plan further cuts in operating expenses and increased attendance this year to make further reductions in the deficit.

The drive for contributors began with the Christmas gift coupons and tickets; promotion for ticket sales began in January 1969.

The fine arts face the perennial problem of yearly deficits, which amount to an average of 40 per cent of their total budget. The Performing Arts' deficit is approximately less than 30 per cent of its total budget.

Saratoga Performing Arts Center, built orginally to house the New York City Ballet and the Philadelphia Orchestra for the summer, has since grown to embrace all the performing arts.

SEEKING TO DRAW more than the ballet and orchestra enthusiasts, SPAC initiated the Saratoga Special, a one-night appearance by well known popular performing artists. The programs attract thousands, such as the record setting audience of 17,300 that listened to Simon and Garfunkel, the folk-rock duo, on Aug. 19 of last year.

The Performing Arts 1968 season opened with a Saratoga Special featuring Ray Charles. Other season specials included the pianist-comedian Victor Borge performing with the New York Ballet Orchestra; a Detroit singing group, the Supremes; Indian sitarist Ravi Shankar, and folk singers Judy Collins and Arlo Guthrie, son of the late Woodie Guthrie.

The regular program included the New York City Ballet's productions of Stravinsky and Tschaikovsky ballets, the SPAC favorite, "The Jewels," and the "Nutcracker Suite," a first for Saratoga.

Philadelphia Orchestra conductor Eugene Ormandy started the August season with a Russian program, followed by a Rogers and Hammerstein program directed by Richard Rogers. Pianist Van Cliburn and jazz clarinetist Benny Goodman were among the season's guest soloists.

AT SPAC — Joan Lombardi and Mark Franko at left perform "The Descent" at the Saratoga Performing Arts Center.

SPAC SOLOIST — Martina Arroya, soprano, will appear in the Philadelphia Orchestra's Aug. 14 performance of Verdi's Requiem, a first for the Saratoga Performing Arts Center.

THE PROCESS of expansion most recently resulted in the addition of a Theater of Modern Dance to SPAC's summer school program.

This program presently sponsors three schools: a four-week July ballet school in the Canfield Casino, an eight-week course, Congress of Strings, and a two-week Dressage Institute, a course in training horses in precision movement.

The Theater of Modern Dance will be a four-week comprehensive course in modern dance for the first time July 28 of this year. In addition to the school, three well-known modern dance groups will perform in a series of six "showcase" weekend shows.

DIRECTOR OF THE PROGRAM is Paul Sanasardo, founder and principal dancer of the Paul Sanasardo Dance Company, and director of the Modern Dance Artists, Inc., of New York City.

Classes will be held five days a week in the Spa Theatre, and are open to serious dancers, dance teachers and physical education teachers who teach modern dance. Students may receive credit through arrangement with Skidmore College. Young persons above nine years of age may also take part in the school.

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December 31, 1968

ASSETS

First Mortgage Loans	$6,578,474.70
Home Improvement Notes	278,090.78
Loans on Savings Accounts	73,431.42
Students Loans	208,389.57
Real Estate Sold on Contract	19,516.52
Investments and Securities	308,440.00
Cash on Hand and in Banks	338,720.46
Leasehold Improvements and Office Building and Equipment	193,961.36
Other Assets	53,446.76
Total Assets	$8,052,471.57

LIABILITIES

Savings Accounts	$6,750,763.50
Loans in Process	114,474.00
Advances	200,000.00
Advance Payments for Taxes	112,808.96
Other Liabilities	14,908.78
Deferred Credits	40,156.16
Reserves	819,360.17
Total Liabilities	$8,052,471.57

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