

NJ Arts Families First Discovery Pass program

To board <board@pinebarons.org>

This is on the agenda. If we sign up by May 1 we'll be included in initial promotional materials. Details are in the attached PDF. Basically it's a program to offer discounts to low-income New Jerseyans who present a FFDP pass or WIC card. We can set the discount at anything we want. What we get is

1. Some free publicity from the program. (We'll be on a listing the program sends to those eligible.)
2. Looking better to the Camden County Council for the Arts on our annual grant application. (They look for diversity.)
3. New audience members / "street cred".

No money changes hands if we sign up, but we will be required to report how many tickets we provide through the program.

The PDF has a link to a Massachusetts site listing organizations that participate in a similar program. \$5 seems a popular choice for participating concerts.

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Bruce

- [fy19-families-first-discovery-pass-faq.pdf](#) (458 KB)