

# **Event Ticketing Services Agreement between Home Team Marketing LLC and The Denton Independent School District**

August 13, 2019

## **SUMMARY:**

- This item requests approval of an event ticketing services agreement with Home Team Marketing LLC (Ticket Roar) to provide online ticket sales for designated events (Athletics, Fine Arts, Prom, Camps, Workshop, Parking, etc.) throughout the Denton Independent School District.

## **PREVIOUS BOARD ACTION:**

- There has been no previous board action or consideration to provide online ticket sales through a vendor.

## **BACKGROUND INFORMATION:**

- The size of Denton ISD and the amount of money being handled on a daily basis through ticket sales warrants the assistance of Ticket Roar as the vendor to accommodate this accounting task for our district.

## **SIGNIFICANT ISSUES:**

- Increase ticket sales
- Campus safety and security and less distractions during the school day: Ticket Roar prevents the need for patrons to come to campuses during the school day to purchase tickets
- Reduce the volume of cash (We need to protect our employees. Cash increases risk for employees).
- Improve financial accountability through automated tracking of sales.
  - Verify and count every ticket
  - Detailed reporting
  - Accurate cash count for increased accuracy in audit
  - Mechanism to count complimentary tickets to allow for accurate audience counts
- Improvement of the fan experience because they can purchase tickets from their own home, and select their seats for any event.
  - Mobile phone friendly access to ticket purchasing
  - Ability to have digital ticket, eliminating lost tickets
- Crowd management, and reduction in lines at events.
  - Advance sales and data capture possibility
  - Cross promotion with district events
  - Fire code/capacity management
- Easier to promote events on social media and link to ticket sales on website.
  - Ability to monitor sales remotely to ensure stronger ticket sales of district events.
- Consistent ticketing program option across the district, with sharing of equipment possible.

**FISCAL IMPLICATIONS:**

- Cash will always be an option in Denton ISD; Ticket Roar allows for cash sales with no increase in cost to the patron, while still tracking ticket sales.
- With a convenience fee of 14% fans can purchase tickets from their own homes, much like a movie theatre. We are committed to maintaining the transparency of the fee for patrons, consistent with how food and nutrition assigns the convenience fee for credit card use for school lunches.
- There is a fiscal implication in the purchase of a small printer and iPads. These can be centrally located in departments using the system, and shared on campuses and/or across the district.

**BENEFIT OF ACTION:**Safety and Risk Management:

- Ticket Roar offers a reduced need for community members to be on campus during the school day, because they can purchase their tickets at home.
- Ticket Roar reduces the amount of cash to reconcile for an event.
- Ticket Roar allows for tracking of who is attending events.

Patron convenience:

- Patrons will have the option of convenient online purchases from computers and/or their phones.
- Patrons will not need to carry cash to attend Denton ISD events, unless they choose to.

Increased ability to promote events:

- Ticket Roar allows for sharing of events on social media such as Facebook, Twitter, LinkedIn Outlook, website, etc.

Ticket Roar can be used for both paid, and unpaid events to manage crowds, and better organize events including, but not limited to:

- Athletics, Fine Arts, Prom, Camps, Workshops, Staff Development, Parking, etc.

**PROCEDURAL AND REPORTING IMPLICATIONS:**

- Ticket Roar will be responsible for creating all events on the Eventbrite platform.
- Denton ISD sponsor will provide Ticket Roar with the event details a minimum of 48 hours before the event goes on sale.
- Denton ISD will give Ticket Roar approximately 21 days to sell tickets online for each event.
- Denton ISD will receive payment by check seven business days after the completion of each event. These checks will be sent to the campus where the event took place.
- Ticket Roar will train the Denton ISD Finance Team on how to pull event reconciliation reports for every event.
- Ticket Roar will also send over a reconciliation on the first of every month for all events that took place within the previous month.
- Denton ISD can utilize the Eventbrite Organizer app at the gate/box office to sell cash tickets.
- Ticket Roar will not charge a fee to Denton ISD on cash ticket sales.
- Denton ISD has selected to not accept debit and/or credit cards at the gate/box office the night of an event.
- Ticket Roar will provide each school a unique QR code to share with customers at the gate. This QR code will direct the customer to a Denton ISD page where they can purchase tickets online using a credit or debit card.
- Ticket Roar agrees to promote the online ticket availability to all Denton ISD events put on the Eventbrite platform. This includes events that do not charge an admission.

**PUBLIC COMMENT RECEIVED:**

- None

**ALTERNATIVES:**

- Other companies were vetted and interviewed through a Denton ISD committee process.

**OTHER COMMENTS:**

- None

**SUPERINTENDENT'S RECOMMENDATION:** The superintendent recommends the approval for Home Team Marketing (Ticket Roar) to provide online ticketing services for designated events throughout the Denton Independent School District.

**STAFF PERSONS RESPONSIBLE:**

- Dr. Jamie Wilson, Superintendent
- Dr. Richard Valenta, Deputy Superintendent

**ATTACHMENT:**

- Event Ticket Services Agreement

**APPROVAL:**

Signature of Staff Member Proposing Recommendation: \_\_\_\_\_

Comments: \_\_\_\_\_

Signature of Divisional Assistant Superintendent: \_\_\_\_\_

Comments: \_\_\_\_\_

Signature of Superintendent: \_\_\_\_\_

Comments: \_\_\_\_\_