



GOING DIGITAL



**ATHLETICS
& ACTIVITIES**



CURRENT CHALLENGES

- Cash handling creates accountability risks
- Loss and counting errors are common
- Current dual system is inefficient
- Staff stretched thin managing both payment types
- Entry lines move slower than necessary

Why Digital-Only Sales? Our current cash + digital system creates inefficiencies that impact staff, finances, and the fan experience.

Cash Reconciliation Burden

- Manual entry of cash sales into GoFan App
- Count cash and reconcile with recorded amounts
- Time-consuming error-prone process

Dual Payment Management

- Workers manage both digital and cash tickets. They split time between ticket validation and making change.
- Slows entry lines and increases errors

Additional Staffing Costs

- Extra worker hired for varsity football, dedicated solely to cash handling
- Increases operational expenses



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REVENUE BENEFITS OF DIGITAL ONLY SALES

- \$1 revenue per ticket by shifting convenience fee to purchaser
- \$23,131 annual revenue gain (current year projection)
- Reduces staff workload, saving approximately \$5,300 annually in time-based labor costs
- \$28,400 total annual financial benefit with improved tracking and reduced loss risk

Digital-Only Efficiency Gains |

- Eliminate extra cash-handling position at Varsity Football games
- Faster entry lines with scan-only verification
- Staff can focus on single streamlined process



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WHAT ARE OTHER DISTRICTS DOING?

Totally Cashless

- Rogers Public Schools - \$5 +Fee
- Fayetteville Public Schools - \$5 +Fee
- Bryant Public Schools - \$7
- Conway Public Schools - \$8
- Russellville Public Schools - \$7
- Little Rock Public Schools - \$7
- North Little Rock - \$8

**60+ will be issued free card passes

**All AAA State Tournaments are currently cashless with ticket cost of \$8



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Streamlined operations with measurable improvements across all events

DIGITAL-ONLY BENEFITS



Why Go Digital-Only?

- **Reduced Risk** - Eliminates cash handling errors, loss, and accountability issues
- **Faster Entry** - No more managing both digital and cash at gates
- **Lower Staffing Costs** - No need for extra cash-only workers
- **Better Accountability** - All transactions digitally tracked
- **Improved Fan Experience** - Quicker lines, seamless entry



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NEXT STEPS & CONCLUSION

Communicate: District communications office, athletics and activities social media, school/program sharing, modeled after past rollouts

Recommendation: Move to go fully cashless for all athletic ticket sales beginning July 1, 2026, with all single entry tickets being \$5 + convenience fee of \$1 for a total of \$6



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