HOMETOWN

Winning Administrative Buy-In for a Digital Ticketing System at Your District

A Quick Guide for Athletic Directors

Introduction

In today's technology-first world, shifting to a digital ticketing solution is more than a trend – it's a strategic move that can bring measurable impact to your schools and community. But the transition can feel overwhelming, making it hard to know where to start.

The good news, it doesn't have to be hard! We created this quick start guide that will help you build a compelling case for digital transformation at your school or district.

Step 1:

Identify Key District Challenges

Before diving into solutions, it's important to clarify the challenges you face, and that impact the border community.

- **Loss of Revenue:** Cash handling, unrecorded sales, and paper ticketing can lead to revenue loss.

- Incremental Spend: Managing paper tickets, cash collection, and unanticipated staffing requirements is resource-intensive and can cost the school in incremental spend.

- **Security Risks:** Cash handling, cash transfer, and in-person sales increase safety risks, including potential for theft and crowd control challenges.

- **Safety & Compliance:** Manually tracking attendance with cash-based ticketing makes it difficult to enforce capacity limits and comply with fire code regulations, increasing safety risks.

- **Limited Reporting Visibility:** With traditional offline ticketing, it's challenging to gather data on event attendance and ticket sales, limiting data-driven planning and creating more manual work for your staff.

> **"** What I like most is that the Hometown platform allows us to have a pulse on who's attending our athletic contests and who is in our athletic venues at a particular point in time."

## Step 2:

Align Business Outcomes to District Success

A comprehensive event management solution is a powerful answer to these challenges. Prioritize outcomes that have the biggest impact to your district and community when presenting the solution.

Most school districts publicize their strategic goals, often highlighting key initiatives related to financial responsibility, safety, and community engagement. This can be an incredible resource when tying digital ticketing to these priorities and is a powerful way to create buy-in from your administrative teams. Whether it's demonstrating increased revenue transparency, improving security through, or enhancing community involvement, aligning your proposal with district-wide objectives helps position digital ticketing and event management as a solution that directly supports broader institutional goals.

- **Increased Revenue and Transparency:** Digital ticketing can eliminate revenue leakage, as every transaction is recorded and traceable. As an Athletic Director of one school, or multiple, you are able to show stakeholders the increase in accountability and revenue control.

- **Improved Operational Efficiencies:** By reducing the need for paper handling, cash collection, and manual ticket counting, a digital ticketing system lightens the load on staff requirements and staff responsibilities, freeing them to focus on event quality and community happiness.

- **Improved Safety:** Cashless transactions decrease security risks, while digital ticketing allows for more intuitive crowd control through real-time data on attendance, which improves safety protocols.

- **Reporting for Decision-Making:** Digital systems capture data that can inform future event planning, promotional strategies, and resource allocation, ultimately driving better outcomes for the athletic program and creating a consistent experience for the community.

> **"** There's no excuse to not use Hometown. We use Hometown's digital ticketing solution for all of our athletic events. Not only for regular season games – we also rely on it for ROTC banquets, theater productions, and even selling merchandise from the main office. We use Hometown for everything, including concession stands. It's a one-stop solution for all our needs, and there's no reason not to be using Hometown."
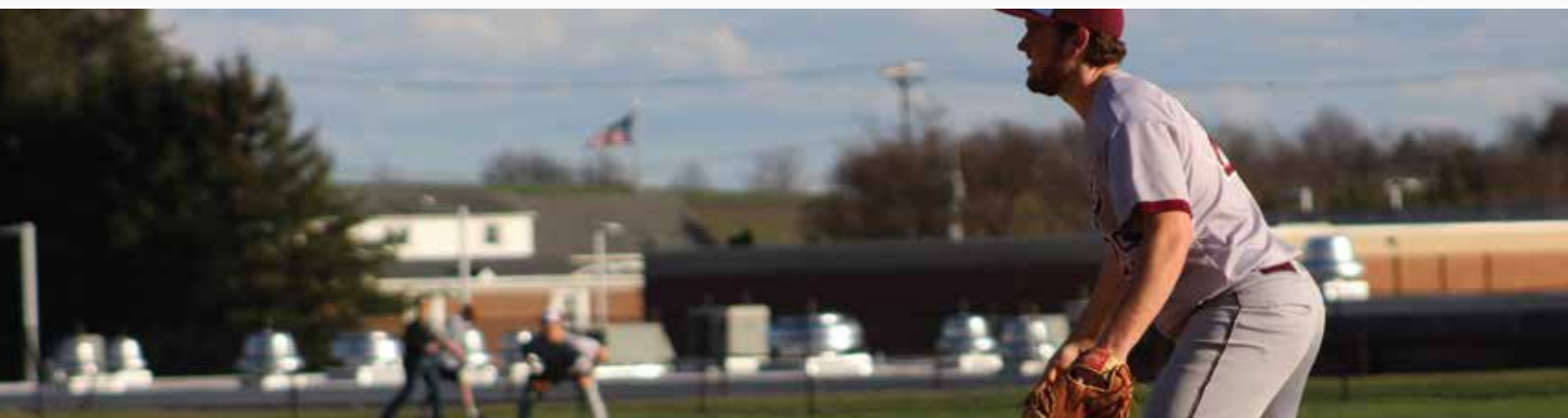
Step 3:

Quantify The Impact

To gain executive buy-in, show how digital ticketing can positively affect the bottom line. Here's how:

- **Estimate Potential Revenue Increase:** Digital ticketing not only eliminates cash leakage and missed sales but also drives advanced purchases, increasing overall attendance to school events. By making it easier for fans to buy tickets in advance, schools can boost event turnout and enhance community spirit. When implemented district-wide, digital ticketing has the potential to increase revenue by nearly 10-20% through better revenue capture and higher attendance.

- **Reinforce Reduced Operational Costs:** Calculate the presumed savings when eliminating the need for printed tickets, additional resource allocation, and cash handling. Include estimated reductions in unwarranted capacity and concessions costs due to automated tracking and reporting.
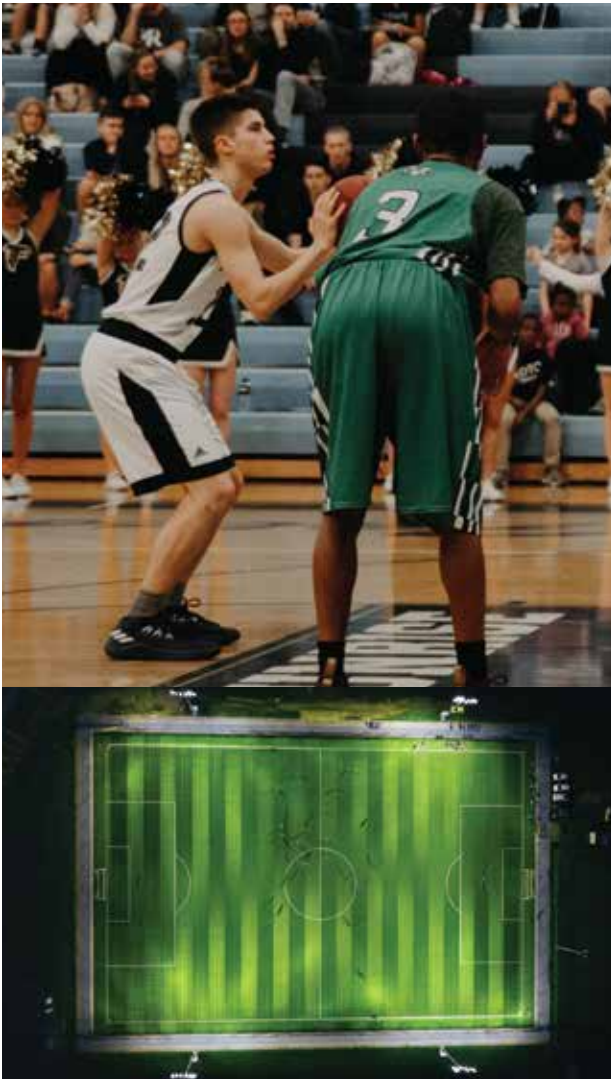
> As someone who is always the first to enter and the last to leave the stadium on Friday nights, I can honestly say that before we started using Hometown, I'd often be there until midnight. **Now, I can leave [earlier] because of the streamlined reporting** – it saves me from having to go to the bank."

Step 4:

Showcase Scalability and Operational Efficiencies

Outline how this strategic decision supports future growth and opportunity for students.

- **Flexible Sales Models:** Digital ticketing enables you to handle high-demand games, camps, or tournaments with ease. This also means fewer people at the gate waiting to buy tickets, decreasing long lines and improving the attendee experience.

- **Simplified Event Management:** Offline scanning capabilities and easy guest tracking help streamline the entry experience for both attendees and staff. Don't let spotty connectivity get in the way of getting fans in the game. The Hometown Gate App can keep your operations going, with or without WiFi.

- **Streamlined Operations with Season Passes:** Digital season passes give fans a hassle-free, convenient ticketing option for the entire season. This not only enhances the fan experience but also reduces last-minute ticketing demands, speeds up entry, and ensures more consistent attendance at your events.

" I've always tried to stress the importance of switching to digital ticketing. It gets people into the stadium faster and makes my life easier, but more importantly, it makes their experience better. "

Step 5:

Reinforce Community Impact

Connect the dots between the benefits of event management and your school's strategic goals:

- **Prioritize Safety:** Discuss how real-time attendee tracking and reduced cash handling contribute to a safer, more secure environment.

- **Support Financial Goals:** Reinforce that digital ticketing can help your school meet its financial targets by increasing revenue and reducing unnecessary operational costs.

- **Demonstrate Community Engagement:** Comprehensive event management can improve communication with the community, offering a seamless ticket-buying experience for parents, alumni, and local fans.

Transitioning from offline to online solutions is not just about keeping up with technology – it's about creating a more efficient, secure, and profitable event experience for your school and community. By identifying common key challenges, and outlining the potential impact to all programs, you can build a strong case for change. Now is the time to take the next step – start the conversation, gather stakeholder support, and bring the benefits of digital ticketing and event management to your school today!

> This is a time saver not only for our staff, but for our community. At our Championships weekend, **we scanned over 400 tickets in less than 10 minutes.**"