

Board Information Item

Information Packet

Board Agenda Information

Board Agenda Action

Board Agenda Consent

05/18/2026

Subject:

Revenue Growth Committee Initiatives

Contact Person:

Paula Barbaroux, Chief Operations Officer

Policy/Code:

Priority and Performance Objective:

Priority 3: Parents, Families and Community Satisfaction and Engagement

Objective 3.2: Community Engagement and Partnerships

Objective 3.3: Corporate and Business Based Partnerships

Priority 4: Strong Financial Stewardship and Internal System Efficiency

Objective 4.1: Transparent Financial Stewardship

Objective 4.3: Long Range Facility and Capital Management Plan

Summary:

Committee members John Klein and Lyndsey Hill will present information for the first package of revenue initiatives proposed by the committee. These initiatives are more specifically detailed and explained in the attached proposal.

Some of the concepts included in the proposed initiatives are intended to be pursued immediately, while others would be pursued over time and in phases.

As a basis for several of items described in the proposal and in future proposals, research indicates that best practices for districts are to centralize systems for efficiency and to transform the approach to revenue opportunities, while recognizing the significant contributions of affiliated parent groups, and working with those groups to maintain their financial investment. The presenters will address this matter further during the meeting.

Package 1 of revenue growth pathways includes:

- Increase Bookings for Mustang Panther Stadium
- Add Reserved Parking
- Optimize Reserved Seating
- Optimize Concessionaries
- Add Speed Bump Advertising

Attachments:

Package 1 Revenue Pathways 1O, 1M, 1Qm 1R, and 3R Proposal

Recommendation:

Action is not required. This item is for informational purposes only.



Revenue Plan and Request for Approval

Revised: 05/06/2026

Revenue Pathway	Mustang Panther Stadium and Additional Properties at GCISD
1O	Increase Bookings for Mustang Panther Stadium
1M	Add Reserved Parking
1Q	Optimization of Reserved Seating
1R	Optimize Concessionaries
3R	Add Speed Bump Advertising

Current Situation

Mustang Panther stadium hosts 60-70 paid ticketed events each year, but the stadium facilities are idle approximately 80% of the time. Concessionaries are decentralized, managed by school booster clubs, and under optimized. No paid or reserved parking exists at the stadium or many schools. There are some PTA and booster managed paid parking spots.

Best practice districts are having success increasing the number of events and paid attendance at key facilities including stadiums resulting in significant yield recovery on their embedded assets. Best practice districts are increasingly aware of concessionary income – running it like a business (not a fundraiser). and pivoting to either a tier one or tier two model and/or third-party managed with central buying. (see below),

Best practice examples:

Increased Bookings, 1O – An increase in bookings opens up a substantial increase in advertising revenues, naming rights and sponsorships (an operational necessity is to protect the turf)

- **Standard Fare** - Increasing the number of these paid events will generate revenue across each revenue path in this proposal – reserved seats/parking/concessions/advertising
 - **Neutral site UIL playoff games** (\$10,000 - \$30,000 facility share)

- **Youth sports tournaments:** football; 7 on 7; lacrosse, soccer (\$15,000 - \$75,000 per event)
- **Marching band competitions** – Bands of America style (\$25,000 - \$100,000 per all day event)
- **Graduation ceremonies** (\$10,000 - \$40,000)
- **Higher Fare Endeavors**
 - **Concerts** – profit of \$75,000 - \$200,000 event. Mustang Panther stadium will not attract or book a main line group – but opportunities still exist
 - A GCISD summer concert series: 2–4 events/year; Mix of: Country; Nostalgia; Family; (co-hosted by nearby cities?)
 - Would bring in \$150,000 - \$800,000
 - **July 4th Events / City festivals** using GCISD stadium and parking.
 - **GCISD Alumni concert** – benefit concert
 - **Start Small** – a **7,500-attendance engagement will only work if part of a regional ‘swing tour’**. **Possible touchpoints:**
 - **Live Nation Entertainment** - Largest promoter in the U.S.; won’t book unless part of a tour
 - **AEG Presents** - Similar to Live Nation; More flexible in mid-size markets
 - **ScoreMore Shows:** Strong in hip-hop + crossover
 - **C3 Presents:** Runs Austin City Limits Festival; Books Texas tours
 - **Independent country promoters** - Handle Texas country circuit: More likely to book: Koe Wetzel; Parker McCollum
- **ISD Best Practices**
 - **Dallas, Frisco, Katy, New Caney, Prosper and others** – report various rentals beyond district use
 - **Allen ISD** - generates \$1.5 million from various uses and advertising with their stadium
 - **Waterford Schools** - Rents its new stadium complexes for league competitions, clinics, and music festivals to youth leagues, semi-pro teams, colleges, camps, clinics, recreational teams, and others
 - **Clover Park** – allows rentals of their stadium for 23 different activities
- **ISD Profit Guidelines** – Some districts rent below fully allocated cost models to be able to book some revenue on their idle sunk costs. A discussion and decision should occur (if not already) on best fiscal policy/accounting practices for GCISD. The financial estimates in this document are based on incremental profit, offsetting direct incremental cost to rent

Reserved Parking and Seating, 1M, 1Q

- **Reserved Parking at Texas ISD** – While separate/independent paid parking spots are not in widespread use at the moment, several ISDs have this on the drawing

board. Also, there are some creative variations showing a trend toward paid parking: Southlake Carroll allows multiple parking spots to be reserved for tailgating and collects money on site in an informal method. Many schools currently have reserved parking areas at stadiums and these are often bundled with premium reserved seating.

- **Reserved and Premium Reserved Seating** – Many ISDs are doing this. Money in some ISDs flows directly into the athletics department but many ISDs are centralizing this revenue stream as they enhance the amount collected.

Optimized Concessions, 1R

- **Tier One** – Centralized district run concessions + professionalized operations; sometimes with vendor support. Consistent quality, menu, and pricing; combo meals coupled with premium seats; significant throughput (no waiting); Tier One districts have moved from selling snacks to a high-throughput system + centralized buying. Tier One revenue per patron is \$8 - \$15; there is also a higher patron count
 - **Allen ISD** – scaled operations with multi-stand layout (reduces lines and increases per-cap spend); expanded menu; credit and mobile payment everywhere; high volume staffing model
 - **Katy ISD** – run like event venues not fundraisers; standardized menus across venues; strong logistics + supply chain; high-capacity service design; staffed to meet peak times
 - **Southlake Carroll ISD** - Premium feel (clean, efficient, consistent); strong product mix (more than “basic concessions”); fast throughput (critical for peak halftime demand); also, strong alignment between athletics + booster + facilities; games at Dragon Stadium consistently sell out
 - **Duncanville ISD** - Massive football draw at Panther Stadium; high-volume concession demand; staff handles volume well - Efficient halftime surge handling; traditional + hot foods
 - **Arlington ISD** - Uses major shared venues like Choctaw Stadium; exposure to two professional venue operations; more venue-style concession planning; scalable across events
 - **Northeast ISD (San Antonio)** - Large district with multiple high-capacity stadiums; standardization across campuses; consistent product + pricing strategy
 - **Plano ISD** – (almost tier one) - Strong demographics; high expectations from families; better-than-average menu variety; strong booster + district coordination
- **Tier Two** – These are booster + district hybrid models. The revenue per patron is typically \$6 - \$10; patron count is lower

- **Northwest ISD** - Rapid growth district; modern facilities; More system-level thinking than most ISDs
- **Frisco ISD** - 10+ high schools; shared venues; uses centralized facilities (e.g., Ford Center at The Star); event-driven operations; exposure to professional venue standards
- **Tier Three** – These are booster run models. GCISD is a Tier Three; Revenue per patron is typically \$4 -\$6
- **A revenue model and menu have been built to show the revenue and margin opportunity from moving up in tiers.**

Speed Bump Advertising, 3R

- The speed bumps available for sale are in private/school lots and have limited traffic. However, we all have to slow down and can see the message well. CPM rates would be higher than billboards and in the \$10 - \$15 CPM range. A package of several speed humps, costing \$300 - \$500 per year, is recommended. The advertiser would need to pay the cost of the application. An advertiser message must be approved by the GCISD acceptable messaging policy. The advertiser can opt for a public service message if desired.
- There also may be a brand lift opportunity for GCISD if the money is earmarked for an important purchase or expenditure – a media relations push.

Summary Recommendations

- **Utilize a Step Plan to gain trust, momentum and results. Help the district, boosters and PTA make more money: (Steps are concurrent, not linear in motion)**
 - Step 1: Begin centralizing GCISD parking, seating and concession assets. PTA and Boosters will keep selling the GCISD assets they have and will book that revenue. Partnering with boosters and PTA and demonstrating how we all gain will be key
 - Step 2: Expand the number of 'bookings and ticketed gate' to improve the yield/utilization of Mustang Panther Stadium and other key facilities; convert the stadium into a 12-month event asset
 - Step 3: Expand the number of reserved parking spots at the Stadium, High School and Middle Schools
 - Step 4: Create Packages - Use Additional Bookings + Premium Seating + Premium Parking + Concessions together
 - Step 5: Move Concessions from Tier Three to Tier Two – and then on to Tier One
 - Step 6: Push outbound sales with an organized effort of volunteers – supported by a reservation and transaction app
 - Step 7: Create or enhance a single portal that houses reservations, limited inventory items, menus (preorder) with as secure transaction to achieve a premium experience for GCISD events

Revenue Potential is estimated to be:

Pathway	Description	Year 1	Year 2	Year 3	Total
IO	Increase Bookings for Stadium	\$160,000 (2 standard fare + 1 higher fare events)	\$320,000 (4 standard fare + 2 higher fare events)	\$480,000 (6 standard fare + 3 higher fare events)	\$960,000
1M; 1Q; 3R	Reserved Parking, Seating, Speed Bumps	\$174,000 (60% of avails sold)	\$290,000 (100% of avails sold)	\$362,500 (35% increase due to increased bookings)	\$826,500
1R	Concessions (profit)	\$26,480 (tier 2)	\$67,200 (tier 2)	\$123,984 (tier 3)	\$217,664
	GATE (year 0 – 60 events, 1,100 each)	66,000 (63 events 1,100 each)	84,000 (66 events 1,200 each)	86,250 (69 events 1,250 each)	
		\$360,480	\$677,200	\$966,484	\$2,004,164

Revenue Plan

The stadium can become a full year event destination site with additional paid bookings. All bookings support the sales of seats, reserved seats, premium reserved seats, concessions, paid parking and other advertising placements. All sales will need to be organized and a booking system developed.

Selling reserved parking signage at Mustang Panther Stadium and each school campus is one of the most profitable "passive" revenue streams for GCISD, PTA and booster clubs. Because the inventory (the parking space) already exists, the primary costs are just the physical signage, installation and a minimal administrative overhead.

Other advertising and creative revenue ideas related to the stadium and other district event venue sites will be covered under separate proposals and combined where it makes sense.

Product Details for Reserved Parking

All but Elite Sponsor signs are 12" wide by 18" high with rounded safety corners made of engineer-grade reflective aluminum. They are pre-drilled to accompany a standard U-channel metal post. Additional Details Include:

- These are municipal grade signs (63mm) that are commonly used by agencies, governments and schools. FP-85 for Sheeting Type II, Class 1, or 2

- Signs are retroreflective. The DOT mandates that parking lots accessible to the public use reflective signs
- All but Elite Sponsor signs are one color
- Signs carry a 3M’s 5-year warranty for traffic signs
- Signs are printed with 3M screen printing or 3M outdoor digital inks designed specifically for outdoor traffic and parking signs (again, one color only). Unlike competitive signs, these signs are proven to last outdoors and use 3M-matched ink and film components throughout.
- Signs are laminated for extra durability; enhanced UV, abrasion and graffiti resistance.

1. Elite Sponsor Ad Packages



- **There are two Elite Sponsor Ad Packages. Each Includes:**
 - 10 Full-Color Signs numbered 1–10; these are the most premium reserved placements available. Unlike the other signs, they are 12” wide by 24” high
 - 10 Full-Color Seat Back Ads in the Premium Reserved Section – NOTE: Guidelines can be enforced to keep this from being distracting
 - 15 Speed Bumps included in each package
 - 4 Premium Reserved Season Tickets (all events)

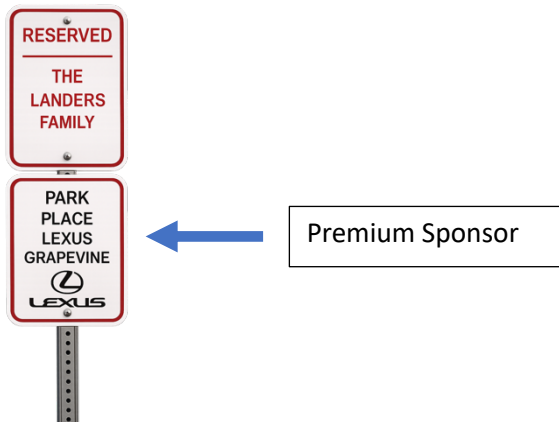
- Program Ad (or equivalent)
- A Concession Voucher
- Designs can be different on each sign – a car dealer could show 10 different models
- They are thicker (80mm) and carry a 10-year 3M warranty
- Each package presented as a two-year agreement with an option on year three
- A unique aspect of this offer is that patrons can buy one of these individual parking spaces by selecting the number on the portal and paying a fee for each event

2. Individual Event Premium Reserved Parking



- These are the 20 numbered and branded spaces in Elite
- Includes 4 premium reserved tickets to one event
- Patrons are just buying the right to park in a reserved spot – no personalization
- Target: those who just want the reserved spot
- Could be priced per event (example: higher for red rail)
- No family or individual name
- Sold first come first served on a portal that reserves a number spot

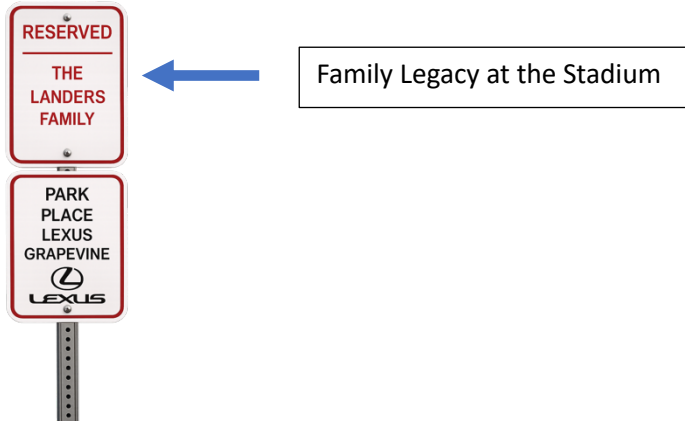
3. Premium Sponsor Ad Package



- These are 20 single color, branded signs for local businesses
- Could be sold individually or packages of 10

- Premium sponsor signs sit right below and share the same pole as the Family Legacy Signs at the Stadium
- 4 premium reserved season tickets
- Premium Sponsors also receive advertising in the program (or equivalent)

4. Family Legacy Package



- 20 of these – sold individually
- Sharing the same pole as the Premium Sponsor, these highlight an individual or family name
- 4 premium reserved season tickets
- Program shout-out

5. Teacher Extraordinaire



- Teacher of the Year for Each School
- One sign per school
- Assign a spot that makes the teacher's day easier
- 4 premium reserved season tickets
- Recognition at events (announcement, standing ovation, applause)

6. Family Legacy at Each School



- Same as Family Legacy at the Stadium except:
 - No Premium Sponsor Sign – just the family sign
 - Located at each school
 - 3-5 Avails per school
 - Near School Drop Off
- Priced at \$800 per year
- 4 Season Tickets

7. Family Legacy at Sport and Performance Facilities

- Natatorium, Baseball Fields, Others
- Bundled with 2 Season Tickets
- 3 - 5 per location
- 63 (or more) total avails
- Priced at \$800 per year
- 4 Season Tickets

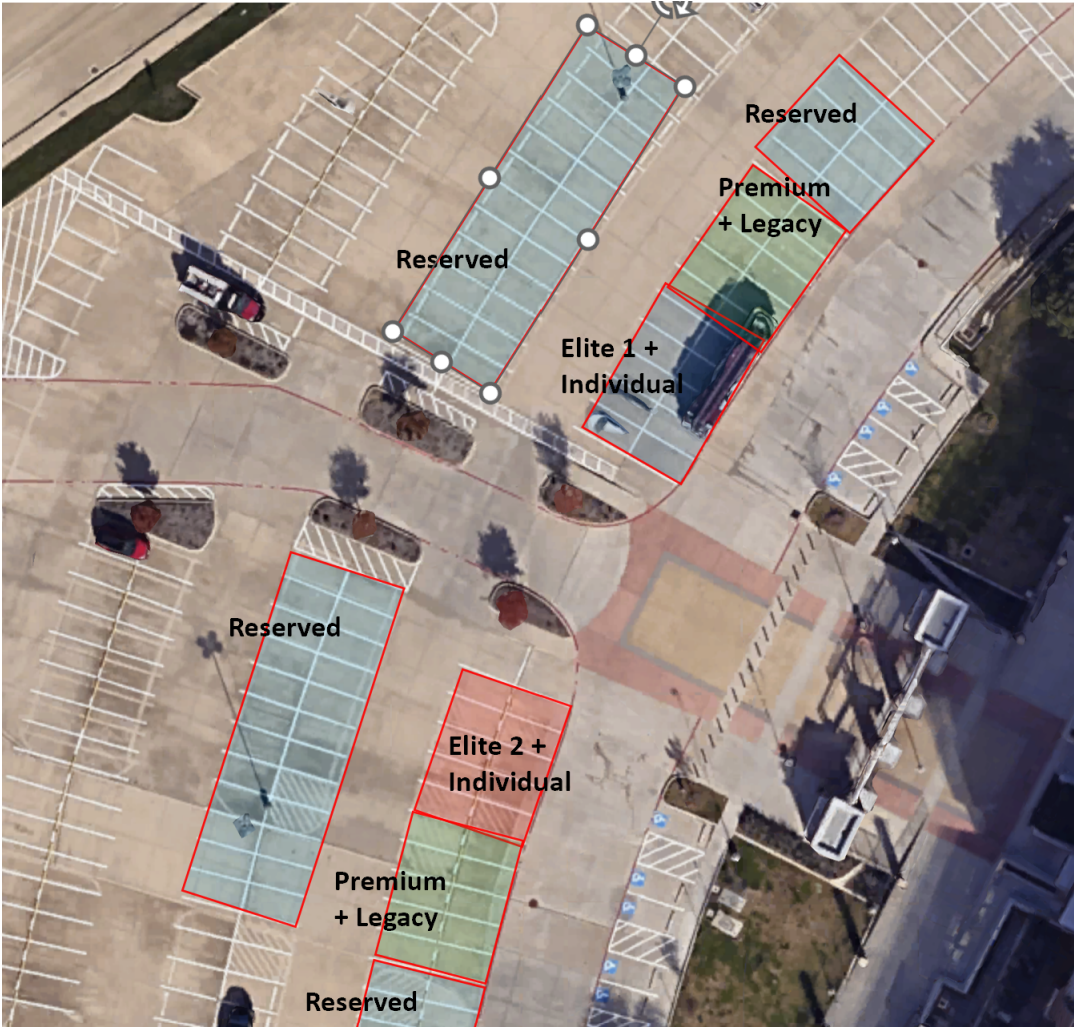
8. Reserved Lot at the Stadium

- Near Stadium Entrance
- Spots are marked “RESERVED” on the pavement and a Decal or Tag is issued for any events at the Stadium
- 68 Avails
- Bundled with 4 premium reserved season tickets
- Priced at \$450 per year (\$250 + Premium Reserved Tickets)

9. Seat Back Advertising

- Included as a bundle in the Elite Sponsor Package
- Will be sold separately and presented as part of a larger Stadium Advertising Strategy

Image Showing Initial Parking Levels



Parking, Seating and Speed Bump Product Roadmap Summary Table

	Name	CUSTOMER - TARGET	SUMMARY FEATURES	BUNDLED WITH	NUMBER AVAILABLE	ANNUAL PRICING
1	Elite Sponsor	Large Business; local, regional and national	Closest to Entrance: 12" w by 24" Metal Full Color Signs; signs are numbered for purchase by last minute patrons	4 Premium Reserved Season Tickets + Bump Board Advertising + concession voucher	2 Packages Ea.: 10 Signs & 15 Bumps	\$55,000
2	Individual Event	Last minute patrons	No individual family name, tied to Elite Sponsor Spot	4 Premium reserved tickets to one event	20 per event; 11 events; 220 total	\$150 ea. event
3	Premium Sponsor	Local Businesses	Near Stadium Entrance: 12" w by 18" Metal Signs	Program Advertising 4 Premium Reserved Season Tickets	20	\$1,500 ea.
Shared Pole – See Image Mockup						
4	Family Legacy at the Stadium	Alumni, Affluent and Competitive Parents	Near Stadium Entrance: 12" w by 18" Metal Signs	4 Premium Reserved Season Tickets; Program Shout Out + concession voucher	20	\$1,000 ea.
5	Teacher Extraordinaire	All Teachers	Reserved Parking for Teacher of the Year	Recognition at events 4 Premium Reserved Season Tickets	21	Awarded
6	Family Legacy at Each School	Alumni, Affluent and Competitive Parents	Near School Drop Off. 21 Locations	4 Season Tickets	3 -5 per School; 63	\$800
7	Family Legacy at Sport and Performance Facilities	Alumni, Affluent and Competitive Parents	Natatorium, Baseball Fields, Others	4 Season Tickets	2 per location; 20	\$800
8	Reserved Lot at Stadium	Those Wanting Close in Parking	Near Stadium Entrance: Decal or Tag based for Any Events at the Stadium	4 Premium Reserved Season Tickets; Program Shout Out + concession voucher	68	\$450

Parking, Seating and Speed Bump Potential Revenue Totals

TIER	NUMBER AVAILABLE	ANNUAL PRICING	TOTALS
Elite Sponsor	(2) 10 Signs (2) 15 Bumps	\$55,000	\$110,000
Individual Event	150	Priced per event at \$125	\$33,000
Premium Sponsor	20	\$1,500 ea.	\$30,000
Family Legacy at the Stadium	20	\$1,000 ea.	\$20,000
Teacher Extraordinaire	21	Awarded	0
Family Legacy at Each School	3-5 per School; 63	\$800	\$50,400
Family Legacy at Sport and Performance Facilities	2 per location; 20 locations	\$800	\$16,000
Reserved Lot As Stadium	68	\$450	\$30,600
TOTALS	784		\$290,000

Optimized Pricing Strategies

- CEVOH strongly believes that price is the extraction of value. Currency is the normal avenue of extraction. The value drivers for most of these product items include:
 - Prestige
 - Exclusivity
 - Advertising Reach and Engagement (can be tracked)
 - Pride/loyalty to the kids, school, program, district, city, etc.
- Prices above are based on balancing demand with yield; they may need to change over time
- Discounts should only be awarded for these things: Volume; Length of Contract and Loyalty. Other discounts like 'introductory offers' or per special permission, etc. – will anger patrons and compromise the value being delivered.

- Multi-Year Contracts: For corporate signs (like the Park Place Lexus sign), offer a discount for a 3-year commitment. This secures your revenue and reduces the labor of switching signs every August.
- The "Waitlist" Scarcity: Limit the number of reserved spots to 10-15% of the total lot. Once they sell out, publicly announce a "Waitlist for 2027." This creates a "fear of missing out" (FOMO) that drives early renewals.
- The number of spaces per facility is as yet undetermined – so the 'avails may change.'

Operations & Signage Logistics

Early thoughts: Implementation team will own this

- Seek a qualified vendor: Some are at the bottom of this document
 - Signs will need to be fabricated
 - Signs will need artwork/messaging applied
 - Signs will need to be installed, removed, and new signs installed
- Installation and sign switching need to be discussed. If internal resources are suggested, these people need to be consulted
- Standardized Hardware: Use the "Universal Channel" post system (the perforated metal posts in the photo). This allows you to swap signs in seconds using basic bolts rather than digging new holes
- The "Double-Sign" Revenue Stack:
 - Top Sign: Reserved for the "Primary User" (The Family).
 - Bottom Sign: Reserved for the "Underwriter" (The Corporate Sponsor).
 - *Result:* You are getting paid twice for the same piece of asphalt.
- QR Code Integration: Add a small QR code to the bottom of the sign. If someone parks there illegally, the owner can scan it to alert security, or a passerby can scan it to "Join the Waitlist."

Other Recommendations

CEVOH is not recommending paid general parking or valet parking at this time. The paid parking approach may create resistance with the city, as access into the venue can be burdensome and create safety issues. The valet parking, while novel, could be added at a later date, but will involve some safety and security issues to be covered. (especially if using student valets). Valet parking is still on the revenue list as pathway 1M. One of the issues with both of these ideas is also how the parking lots are designed (without loop access), so, for example, as a valet retrieves a car, there is no dedicated loop for them to expedite pick up of the patrons – they would be stuck in the same traffic.

Unique Selling Proposition and Sales Script (in progress)

- A one-page USP will be provided for each product

- **USP Stadium Bookings: The Community Crown Jewel: Where Every Event Feels Big League.** Transform your next event from a standard gathering into a professional-grade spectacle. By booking our stadium, you aren't just renting a field—you're gaining access to a **high-capacity, turnkey production hub** featuring pro-level turf, integrated digital scoreboards, and the electrical infrastructure built to power major crowds. Whether it's a corporate rally, a regional tournament, or a community festival, we provide the **premium scale and security** of a professional venue with the **local convenience and cost-effectiveness** only a community landmark can offer. Expand your audience, elevate your brand, and give your guests the "Friday Night Lights" experience they'll never forget.
- **USP Seat Back Advertising: Command the Attention of a Captive Local Audience** - Put your brand directly in front of a **captive, local audience** for three hours at a time. Seat back advertising transforms premium reserved stadium chairs into a high-visibility billboard and engagement message that your customers literally can't look away from. By securing this "un-skippable" real estate, you achieve **unmatched brand repetition** and community alignment, ensuring that during the game and even when it ends, your business gets visits, calls, and online purchases.
- **Sales Pitch for Local Businesses:** When selling the "Lexus" style signage to local businesses, don't pitch "parking." Pitch "High-Frequency Brand Impression. Your logo won't just be seen on Friday nights. It will be seen by 2,000+ parents every day at morning drop-off, afternoon pick-up, band rehearsals, and community track meets. That's 180 days of premium exposure to your target local demographic."
- **Sales Pitch for Patrons (parents and other stakeholders)**
- **Prestige, Exclusivity, Physical Access, Advertising Reach and Engagement,**
- **A multi-tiered model will require more precise selling skills to leverage the following value drivers: Pride/Loyalty to the kids, school, program, district, city, etc. - and to instill competitive action.**

Contact List:

My Parking Signs

https://www.myparkingsign.com/?engine=adwords&keyword=parking+signs&gad_source=1&ad_campaignid=40040839&gbraid=0AAAAAD2sxWVMQIC0T6On1j5f36Fs9cadC&gclid=CjwKCAjwnZfPBhAGEiwAzg-VzOibCs6ib96oWtFnm_WJdUwuQJ2fLqzr2sxOhUZ9HPnCqXRSInwtgxoC4jUQAvD_BwE

Top Local Silk screeners: (note; this was just a google search)

- **Lone Star Stitching** (129 S Main St, Grapevine): Known for custom screen printing, embroidery, and vinyl heat press on Main Street.

- **The T-shirt Guys** (Grapevine area): Offers custom printed apparel and embroidery, specializing in bringing designs to life.
- **G's Custom Made** (4907 Cranbrook Dr E, Colleyville): Specializes in screen printing, apparel, and customized products.
- **The Embroidery Shop** (418 S Barton St, Grapevine): Provides high-quality embroidery and screen-printing services.
- **Big Frog of Colleyville/Euless** (nearby): Offers custom screen printing and design help.
- **AlphaGraphics Grapevine** (1649 W. Northwest Highway, Suite 100, Grapevine): Provides professional printing and marketing materials.
- **Vivid Customs** (Grapevine): Specializes in fast custom t-shirt printing.

Request for Approval

Revenue Pathways 1O, 1M, 1Q, 1R and 3R

Increase Bookings for Mustang Panther Stadium; Add Reserved Parking, Optimize Reserved Seating, Optimize Concessionaries and Add Speed Bump Advertising.

Signature _____
Designee – Revenue Growth Committee Date

Final Approvals

Signature _____
Superintendent Date

Signature _____
Additional Member – Board of Trustees Date

Signature _____
President – Board of Trustees GCISD Date

Note: Approval by the three signatures above indicates a “green light” for this project. The implementation team may gain new knowledge as the project progresses – and this information will be shared with the Revenue Growth Committee. The full board can vote at any time to “stop action” on this revenue idea, or to order an “off ramp” to wind down the project.

Recommended Implementation Team

Name _____ Name: _____

Name _____ Name: _____

Name _____ Name: _____