

Board Information Item

Information
Packet

Board Agenda
Information

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Action

Board Agenda
Consent

06/15/2026

Subject:

Revenue Growth Committee Initiatives: Package 1

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

Summary:

At the May Board meeting, committee members John Klein and Lyndsey Hill presented information explaining the first package of revenue initiatives proposed by the Revenue Growth Committee. The initiatives were more specifically detailed and explained in the proposal that was provided in May and explained during the meeting. Mr. Klein and Ms. Hill will present information on the revised first package of proposed initiatives.

After receiving feedback from the Board and interested stakeholders, the committee met again to discuss and ultimately revise the initial Package 1 initiatives to items they believe can more easily be achieved now and in the near future. Thus, Package 1 has been scaled back to items described in the attached proposal with the timelines indicated. The items the committee is seeking to pursue at this time are to coincide with the onset of fall football:

- Add reserved parking packages (bundled offerings through multiple tiers based on the map included), and

- Add speed bump advertising.

These initiatives require an implementation team to be formed to work through specific details. The attached proposal provides basic information on the logistics (see CEVOH LLC page 8). The committee will consult with administrative departments and stakeholder input will be considered before and during implementation.

As before, some of the concepts in the proposed initiatives are intended to be pursued immediately, while others will be pursued over time in phases.

As was acknowledged and agreed during the May presentation, the committee recognizes the significant contributions of affiliated parent groups and their reliance on current practices for their programs, which directly benefit and support the District's students. The committee intends, and has agreed, to work with parent groups to ensure that revenue initiatives support or maintain the financial investment and financial contributions of these groups.

As the Board approves revenue initiatives, the recommendation is to establish a restricted fund to receive the revenue generated.

Attachments:

Package 1 Revenue Pathways 1M, 1O, 3R and 3U

Recommendation:

The recommendation is for the Board of Trustees to authorize the Revenue Growth Committee to pursue the Package 1 initiatives, as presented.



Revenue Plan Action Request

Revenue Pathway	Mustang Panther Stadium and Additional Properties at GCISD
1M	Add Paid Reserved Parking
1O	Increase Bookings for Mustang Panther Stadium
3R	Add Speed Bump Advertising
3U	Stadium Seat Back Advertising

Revised: 06/02/2026

What: At Mustang Panther Stadium Only at this time

- Add Reserved Parking (multiple tiers – see map)
- Add Seatback Advertising (only included in elite tier for now)
- Add Speed Bump Advertising
- Increase Bookings for Mustang Panther Stadium
- Pricing reflected as rack rate

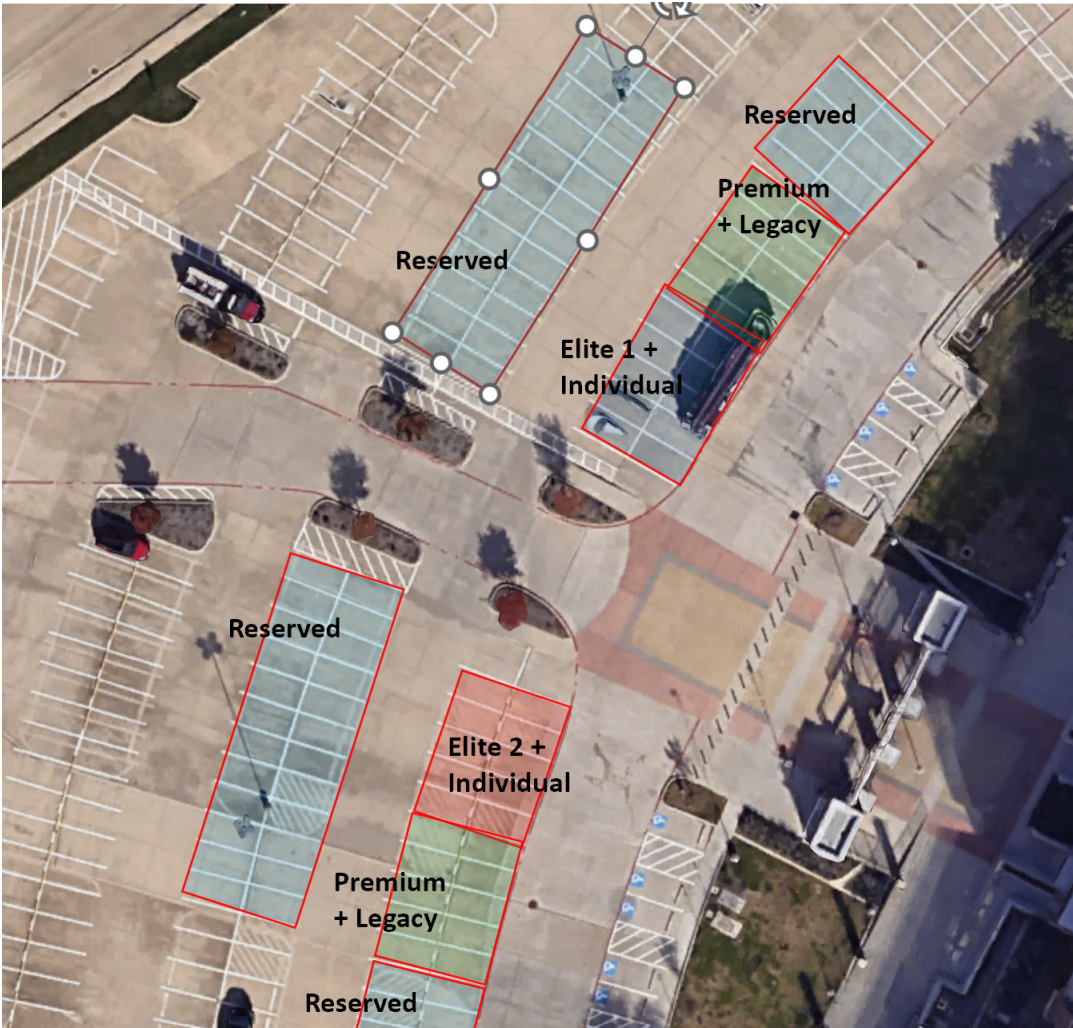
How:

- An implementation team will be formed to handle the ‘puts and takes’ – expect some changes in the details as we implement
- All stakeholders will be contacted and their opinions carefully considered
- Recommending a manual booking process (phone and spreadsheet) to capture transactions, (or third-party service) – transitioning to a GCISD Offer, Reservation and Secure Transactional portal that needs to be built
- Rally volunteer sales force to solicit legacy families, super patrons and alumni
- Use paid sales rep to solicit corporate, mid and small businesses (commission only)

Timeline:

- Urgency to get started now – well ahead of football schedule

Product Details for Reserved Parking



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**
 - **Designs on each reserved parking sign can be different on each sign – a car dealer could show 10 different models**
 - **Elite Sponsor reserved parking signs are (80mm) and carry a 10-year 3M warranty**
- **Each package presented as a two-year agreement with an option on year three**
- **Business advertisers pay for the signs and installation**
- **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**

Individual Event Premium Reserved Parking



Individual Event Premium Reserved

- These are the 20 numbered and branded spaces in Elite
- A ticket package could be bundled with this at a later date
- Patrons are just buying the right to park in a reserved spot – no personalization
- Target: those that 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

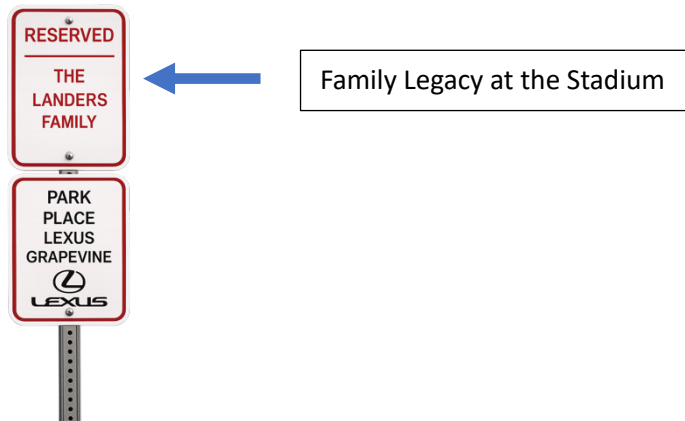
Premium Sponsor Ad Package



Premium Sponsor

- These are 20 single color, branded signs for local businesses
- Could be sold individual or packages of 10
- Premium sponsor signs sit right below and share the same pole as the Family Legacy Signs at the Stadium
- A ticket package could be bundled with this at a later date

Family Legacy



- 20 of these – sold individually
- Sharing the same pole as the Premium Sponsor, these highlight an individual or family name
- A ticket package could be bundled with this at a later date

Reserved Lot at the Stadium

- Near Stadium Entrance
- Spots are marked “RESERVED” on pavement and Decal or Tag is issued for any events at the Stadium
- 75 Avails (but subject to the implementation team’s recommendations)
- Could be bundled with season tickets at a later date

Seat Back Advertising

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

Rough Estimates of Revenue Opportunity – Subject to Implementation Team Feedback

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; 3R; 3U	Reserved Parking, Speed Bumps, Limited Seat Back Ads	\$122,700 (60% of avails sold)	\$204,500 (100% of avails sold)	\$245,400 (20% increase due to increased bookings)	\$572,600
		\$282,700	\$524,500	\$745,400	\$1,532,600

Draft Pricing Plan

	Name	CUSTOMER - TARGET	SUMMARY FEATURES	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	2 Packages Ea.: 10 Signs & 15 Bumps	\$55,000
2	Individual Event	Last minute patrons	No individual family name, tied to Elite Sponsor Spot	20 per event; 11 events; 220 total	\$100 ea. event
3	Premium Sponsor	Local Businesses	Near Stadium Entrance: 12" w by 18" Metal Signs	20	\$1,500 ea.
4	Family Legacy at the Stadium	Alumni, Affluent and Competitive Parents; prestige;	Near Stadium Entrance: 12" w by 18" Metal Signs	20	\$1,000 ea.
5	Reserved Lot at Stadium	Those Wanting Close in Parking	Near Stadium Entrance: Decal or Tag based for Any Events at the Stadium	75	\$300

Optimized Pricing Strategies

- 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.
- As attendance levels go up, patron excitement goes up and winning seasons are achieved – these will all have a direct impact on the ‘value’ of these items, and pricing can be changed to meet value
- **A neighboring district sells reserved parking spots as a high-value perk in a package. Their stadium is often sold-out, their patrons are highly motivated – and as such, their reserved parking prices are much higher - - But we have to start somewhere.**
- 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

- The cost of the signs, ads and installation will be borne by the advertiser or patron
- Seek a qualified vendor
 - Signs will need to be fabricated
 - Signs will need artwork/messaging applied
 - Signs will need to be installed, removed, new signs installed
- Installation and switching out signs 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 if a passerby is interested, they can scan it to "Join the Waitlist."

More Details Available Upon Request: john.klein@cevoh.com