

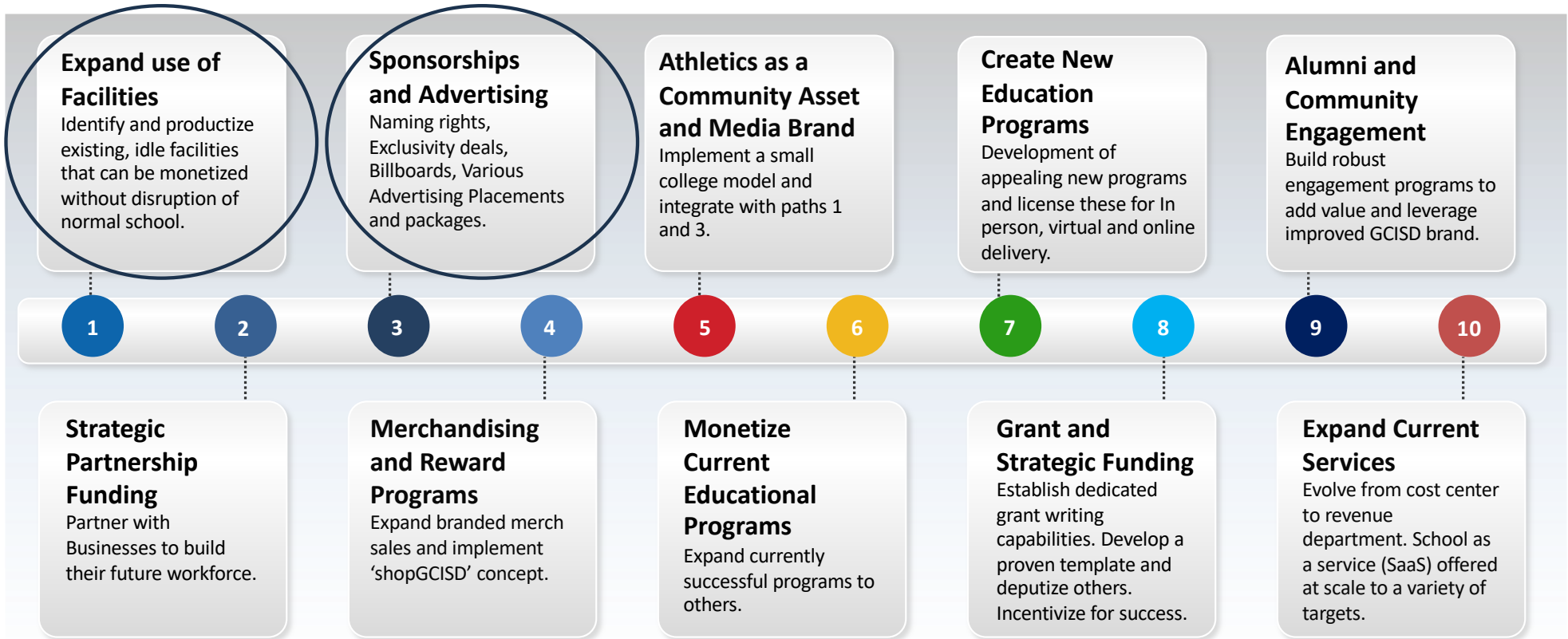
# GCISD Revenue Growth Committee

Paid Reserved Parking and Increased Bookings for  
MP Stadium

May 25, 2026

# Starting Point: 10 Revenue Paths

To Meet the Evolving Needs of ISDs



Several Paths have Integration Points with Other Paths



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# The What – Just MP Stadium

- ❑ Increase Bookings for MP Stadium – 12 Month Event Schedule
- ❑ Add Paid Reserved Parking for MP Stadium – 5 different offerings
  - ❑ 2 focused on businesses
  - ❑ 3 focused on legacy families, super patrons and alumni
- ❑ Add and Bundle Speed Bump and Limited Seat Back Advertising with the top business offering



# The What - Reduced Packet Includes

- ❑ Increase Bookings for MP Stadium – 12 Month Event Schedule
- ❑ Reserved Parking Products
  - ❑ 2 Elite Sponsor Packages \$55,000 /yr
  - ❑ 20 Premium Sponsor Signs \$1,500 /yr
  - ❑ 20 Family Legacy Signs \$1,000 /yr
  - ❑ Around 75 Spaces Reserved Lot \$300 /yr
  - ❑ 220 Individual Games Only +\$100



# Change in Approach



- **Simplifying on MP Stadium – to move fast**
- **Focus on paid reserve parking and increasing bookings**
- **For now, these have been removed from original proposal:**
  - **Optimized Concessions and Bundles**
  - **Season Ticket Bundles**
  - **Paid reserved parking at middle schools, middle school stadiums, PAC, MAC, Swim Center**
  - **Paid reserved parking at other athletic venues in district**
  - **Teacher of the year parking**
- **Some of these can be done at a later date**

# The How – Implementation and Execution Key



GRAPEVINE-COLLEYVILLE  
INDEPENDENT SCHOOL DISTRICT

- ❑ An implementation team will be formed to handle the ‘puts and takes’ – expect some changes in the details as we implement
- ❑ The Revenue Growth Committee and the Implementation Team will continue to partner with all stakeholders and their opinions/ideas/concerns will be 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)



# Revised Opportunity



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



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**Thank You!**



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