Online Event Ticketing

The cashless option for ticket sales

The Move to Online Ticketing

- Approve Hometown Ticketing (Columbus, Ohio) as the district platform to conduct online ticket sales for the following district events/activities (Mr. Methacton and the Prom) beginning spring 2024. This platform will be used for all athletics, activities, and events for the 2024-2025 school year.

- This presentation will address:
  - the definition of and reasons for online ticketing
  - the process that was used to determine the best option, Hometown Ticketing
  - a brief overview of Hometown
  - impact to customers
  - communication timeline
  - next steps in the process

What Is Online Ticketing?
How Does It Work?

What is online ticketing?
- A cashless, online way for tickets to be purchased through a link on Methacton's website

How does it work?
- Link is active 24 hours a day seven days a week for any event
- Customers go to Methacton's website and click on a link
- Customers enter pertinent information prior to event and purchase tickets instantly
- Customers are sent a QR code for every ticket purchased
- Customers have option to print QR code (ticket)
- Customers present QR code on device (phone) or paper copy
- Game workers or volunteers scan QR code at the door

Why Should Methacton Move to Online Ticketing?

- Limits the exchange of cash for Methacton activities and events
- Safer/easier for students, game workers, and volunteers when organizing/operating events
- Speed of transactions limits long lines at the door
- People leave their home without cash, but nobody leaves home without their phones (especially students)
- Greater alignment between us and neighboring districts
- Convenience for all stakeholders
- Increase traction to Methacton's website

Why Should Methacton Move to Online Ticketing?

- Tickets can be purchased in advance
- Real time data on ticket sales to prepare for events
- If game is cancelled, refunds are automatically credited
- Same process for all major district events: proms, dances, musicals, and athletics
- The Methacton Theatre Company already uses an online ticketing system
- Platform holds potential to consolidate other cashless platforms under one system (still being investigated)

The Process

- The Methacton administration has been investigating online ticketing systems for student activities and sporting events for a few years. The use of cashless system will:
  - Eliminate students, staff, volunteers from handling cash
  - Reduce long lines or waiting at the door
  - Reduce human errors
  - Increase security of process
  - Provide real time data on how many tickets were sold

The Process

- Methacton administrators met on several occasions over the past few years to discuss options
- The high school principals and the Director of Athletics and Activities agreed that online ticketing would provide a safer and more convenient way to sell tickets
- An investigation of current online ticketing platforms occurred:
  - Hometown
  - Ticketspicket
  - Vanco
  - Showtix

The Process

- Since the investigation, Hometown Ticketing purchased Ticketspicket
- Vanco never returned any of the attempts to gather more information
- Showtix focuses on theatre productions, but the goal is to have one system for all events
- Hometown Ticketing was responsive and answered all questions promptly
- Director of Athletics met with central office administrators to discuss Hometown Ticketing frontend, backend, technology, and communication processes

The Process

Central Office Administrator	Result of Meetings
Director of Technology	-Met with Hometown Ticketing representative and technology -Technology reached out to Hometown pertaining to firewalls, Wi-Fi connections, and the capabilities of the network
Business Director	-Met with Hometown Ticketing representative and business office several times -A Stripe account must be established for athletics and each individual club/activity that would utilize Hometown
Communications Coordinator	-Met with the Communications Coordinator to create actions and timeline

What Is Hometown Ticketing?

- A professional level, online ticketing platform designed to help schools sell tickets easily, scan attendees quickly, and access revenue quickly.
- Headquarters in Columbus, Ohio
- They make customer service a priority
- Support is accessible nights and weekends

Who Is the Hometown Leadership?

- CEO: Nick Mirisis: Worked at SchoolDude and SaaS market leader in facilities, IT and business operations and management expert, served two terms on the Board of Directors for CoSN and NBOA.
- CFO: George Troutman: Over 20 years in financial leadership
- CTO: Prishant Mantrao: Leader in Information Technology with 20 years of experience in driving innovation and achieving results

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How Is Hometown Secured?

- Hometown protects customer credit card data through Payment Card Industry Data Security Standard (PCI DSS).
  - School District never sees credit card information
- Integrate with worlds leading financial online infrastructures (Stripe)
- Device app approved via Google and Apple app stores

Who Uses Hometown Ticketing?

- Over 9,000 K - 8 schools and over 5,400 high schools nationwide
- Over 450 colleges and universities
- 85 Athletic Conferences
- 8 PAC Schools use Hometown Ticketing
- PIAA district and state games use Hometown Ticketing
- Parents have experience using this when they travel to away events and district and state level competitions

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Challenge of Online Ticketing/
Use of Hometown Ticketing

- Resistance to change (cash process vs. online)
- Service Charges:
  - Service fee of $1 per ticket plus $0.30 cent fee per transaction plus 2.9% for the total of the ticket (For athletic events – Adult ticket would now cost $6.49 and student would be $4.39)
  - The surcharge can be absorbed by the district or charged to the consumer
- Volunteers need to have a fully charged devices in order to scan QR codes.

Plan to Address Challenges

- Constant communication and advertising
- Hometown Ticketing will be strongly encouraged, but cash will be accepted for remainder of 2023-2024 school year
- Athletics Director/Technology Director will ensure all necessary technology is in place for students, staff, and volunteers

Communication Plan

What	When	Who
Flyers in the building	February 2024 through end of school year	Athletics Office
Principal include in their High School Happenings newsletter	Twice per month starting in February	Athletics Office/ Communications Office/ Principal
Announcement made in Warrior News	Weekly announcement starting in February through end of school year	Athletics Office
Athletics Newsletter weekly	Starting in February	Athletics Office

Communication Plan

What	When	Who
Weekly Happenings Newsletter	**Weekly beginning in February through the end of the school year**	**Communications Office**
Home & School Presidents	**Flyers distributed starting in February and communicated monthly through end of the school year**	**Athletics Office/ Communications Office**
Information to Coaches	**Inform Coaches in February** **Inform students in March**	**Athletics Office**
All Booster Club Presidents to share out information	**Flyers distributed and communicated in February through email and zoom meeting**	**Athletics Office**

Communication Plan

What	When	Who
Reach out to Journalists who cover Warrior Sports	**Three times March - May**	**Athletics Office**
Methacton Warrior Twitter	**1x week February through end of school year**	**Athletics Office**
District Social Media	**1x week February through end of school year**	**Communications Office**
District Website	**Link provided February**	**Communications Office**

Recommendation

- Approve Hometown Ticketing (Columbus, Ohio) as the district platform to conduct online ticket sales for the following district events/activities (Mr. Methacton, Prom) beginning spring 2024. This platform will be used for all athletics, events, and activities for the 2024-2025 school year.

Next Steps

- Present to Board for approval in January
- Begin publicizing as referenced in timeline
- Setup Accounts for Hometown Ticketing/Stripe etc.
- Organize training for students, staff, volunteers
- Implement Communications plan