

Office of the Superintendent of Schools
MONTGOMERY COUNTY PUBLIC SCHOOLS
Rockville, Maryland

September 28, 2022

MEMORANDUM

To: Members of the Board of Education

From: Monifa B. McKnight, Superintendent of Schools

Subject: Cost of Sporting Events (08-23-2022-01-C)

During *Public Comments*, Board members requested the following information:

Question C

Ms. Harris suggested that, aside from reviewing gate receipts for the equity audit, staff should revisit the audit data regarding the cost of sporting events and provide data regarding if the cost of tickets is prohibitive for students and community members to attend.

Response Question C

Gate receipt totals by high school for Fiscal Year (FY) 2020 and 2022 are attached. Following are key points:

- Both years were impacted by the pandemic. The FY 2020 spring season was cancelled. In FY 2022, a significant portion of the winter season included no spectators or spectator limits, which impacted gate receipts.
- Similar to bus transportation, gate receipt data has been predictable, with the most impacted schools having lower gate receipt numbers.
- Gate receipt numbers (three-year average) are one of two factors in the calculation of the central office allocation to schools. The other factor is school population, minus Free and Reduced-price Meals System (FARMS) students. This formula results in greater funding to schools that have higher FARMS populations and lower gate receipts.
- Gate receipts directly support the athletics program's necessary expenses.
- In FY 2020, John F. Kennedy and Seneca Valley high schools did not host home stadium contests due to construction. Therefore, their numbers are significantly lower. Similarly, John F. Kennedy High School was impacted in FY 2022 by construction.
- In FY 2022, participation numbers were reduced at our most impacted schools, such as Northwood and Watkins Mill high schools, which affects gate receipts.
- During the 2021–2022 school year, Montgomery County Public Schools Athletics transitioned to online, digital ticketing, utilizing a uniform ticket price of \$5.00, which includes processing and convenience fees.
- Season pass prices have remained steady the past 20 years. Season pass sales have increased significantly anecdotally for this fall season. Fall season passes are \$30.00 for adults and \$18.00 for students, plus processing and convenience fees.

- A survey is forthcoming regarding the extracurricular activity program, including athletics, which includes questions for students regarding ticket prices. Information from this survey will assist with analyzing the impact of ticket prices on attendance at events. It is estimated that the operating budget cost of reducing ticket prices for athletic events is approximately \$275,000 for each dollar reduction.

If you have any questions, please contact Mr. Damon Monteleone, associate superintendent of well-being, learning, and achievement, Office of School Support and Well-Being, via email.

MBM:PKM:RR:DM:JS:rm

Attachment

Copy to:

Executive Staff

Dr. Sullivan

Ms. Webb

Gate Receipts

Name of High School	FY 2020	FY 2022
Bethesda-Chevy Chase HS	\$45,648	\$56,855
Montgomery Blair	\$41,652	\$47,570
James Hubert Blake	\$36,880	\$36,881
Winston Churchill	\$42,093	\$59,199
Clarksburg	\$45,415	\$46,855
Damascus	\$32,289	\$45,947
Albert Einstein	\$29,105	\$34,843
Gaithersburg	\$41,696	\$38,765
Walter Johnson	\$54,393	\$57,024
John F. Kennedy	\$19,567	\$15,985
Col. Zadok Magruder	\$30,304	\$26,776
Richard Montgomery	\$27,401	\$31,077
Northwest	\$39,962	\$56,495
Northwood	\$24,449	\$23,895
Paint Branch	\$36,799	\$33,823
Poolesville	\$33,068	\$34,638
Quince Orchard	\$76,674	\$65,115
Rockville	\$33,614	\$37,471
Seneca Valley	\$16,378	\$50,361
Sherwood	\$42,770	\$45,631
Springbrook	\$23,690	\$26,098
Watkins Mill	\$24,295	\$21,750
Wheaton	\$29,637	\$30,951
Walt Whitman	\$49,984	\$61,803
Thomas S. Wootton	\$44,202	\$42,309
Total	\$921,965	\$1,028,117