

Topic: Central Ticket Services Policies and Procedures**Updated: June 1, 2007**

The UCSA Business Services Manager is responsible for coordinating the issuance and sale of tickets for all user departments and programs requiring ticket services. The Business Services Manager also coordinates with off campus organizations for sale of their tickets on campus and is responsible for the acquisition, storage, issuance, sale and final accountability for all tickets sold by the UC Service Desk.

Tickets are sold for all University sponsored events for which admission is charged. Collections for other activities (luncheons, parties, etc.) held in conjunction with such events must be accounted for separately from the ticket sales. The UC Service Desk will not be responsible for the accountability of funds not involving the sale of tickets.

A. Ticket Stock

The stock used in the computerized ticket system is not pre-numbered. There are no records to be maintained and no stock accountability required. The sponsor completes the Ticket Request Form and the Business Services Manager enters the event information into the computer. The strips of blank stock are loaded into the ticket printer and they are numbered by the computer as tickets are sold and printed. Tickets are only printed by the computer when they have been sold so there are never any unsold printed tickets left over. Tickets can be printed for consignment to another department. Departments requesting consignments will often have unsold tickets to return. (See Consignment).

B. Tickets from External Printers

If an event sponsor requests a type of ticket which Central Ticket Services cannot provide, it may be necessary to purchase them pre-printed from an outside printer. Such tickets must be pre-numbered and a ticket manifest submitted by the printer when the tickets are delivered. All costs for externally printed tickets must be assumed by the sponsor. All requests for tickets to be printed off-campus must be routed through the UC Business Services Manager for ordering, verification and accountability.

C. Event Sponsors

Typical campus sponsors of events are Theatre, Music, Art, Campus Activity Board and Athletics. On occasion, other departments may request ticket services for an event that they are sponsoring. Central Ticket Services makes every effort to provide ticket services to all who request them.

Central Ticket Services, through the UC Service Desk, will sell tickets on campus as a service for organizations in the community under certain conditions.

1. The UC Service Desk will not be responsible for the printing of any tickets.
2. The tickets provided by the sponsor must state the price on them.
3. The tickets should be pre-numbered by the printer. If they are not, they will be numbered by hand upon receipt by the UC Service Desk.
4. A Letter of Agreement is written stating sales, refund, and payment arrangements with the organization. Off-campus organizations offering UWF students a discounted ticket will be given preference.

D. Price Categories

All categories and prices on tickets are determined by the event sponsor. Most University sponsored events typically have five price categories: general public, non-UWF student, senior citizen, UWF student, and complimentary. The sponsoring department may decide not to offer certain categories to their events and this should be determined before tickets go on sale. Also, the sponsor may decide to offer other categories such as child, military, alumni, school groups and University employees.

1. Group Discounts - The sponsor may offer group discounts based on the size of the group or some other affiliation. Discounted tickets may only be sold to groups. If the sponsor wishes to offer lower prices to certain individuals, it should be accomplished by establishing a separate price category.

Tickets which are discounted to groups must be documented by a Discount Certification form for each group. Written authorization must be received from the event's sponsor before discounted tickets may be sold and distributed. All discounted tickets must be purchased at least one day in advance of the event date. All sales are final. In addition, the responsible group leader is required to sign the discount form for verification. The discounted tickets must be stamped "discount" before distribution so that a proper audit trail can be maintained.

2. UWF Student Tickets - Events funded by University Activity and Service Fees generally do not charge admission to currently enrolled University students. The UC Service Desk will print free tickets to all UWF students wishing to attend a particular event. A student must present his/her Nautilus card which is verified by the Nautilus card reader. Upon verification, the student is required to sign the UWF Student Free Ticket Acknowledgment form. The signatures are counted after the event is over and verified against the total free tickets issued for that event. This form is retained in the event folder for audit purposes. UWF students are only allowed one free ticket per event.
3. Complimentary Tickets - The Business Services Manager is responsible for the issuance and accountability of all complimentary tickets to University sponsored events. Complimentary tickets will be issued only upon receipt of an authorized list of eligible recipients from the event's sponsor. This list is in the form of a Complimentary Ticket Report and should be certified, dated, and signed by the sponsor prior to the date tickets for the event go on sale. There should be a separate certified list for each event for which complimentary tickets are to be issued. In the event of multiple performances of the same program, one list is sufficient. In addition, the Business Services Manager has control over the total number of complimentary tickets issued for each event. Generally, the policy is a maximum of two percent of the seating capacity of the facility or 25 tickets, whichever is higher, unless contractual arrangements specify otherwise. The maximum allowed per person is two tickets.

When complimentary tickets are issued, the ticket number is recorded on the Complimentary Ticket Report next to the name of the recipient. The recipient is required to sign the Report for ticket receipt verification. No complimentary tickets may be issued to University employees without prior written approval from the Office of the Administrative Vice President. Florida law requires that employee perquisites be approved in advance by the Department of Administration. The Administrative Vice President is responsible for obtaining this approval.

After the event, the Business Services Manager staff verifies the accuracy of the information recorded on the list with respect to complimentary tickets issued. Since

persons on the list are required to contact the UC Service Desk for tickets, empty blanks next to names on the list indicate no tickets were issued. The Business Services Manager certifies and signs the Complimentary Ticket Report. The original report is retained in the event folder for audit purposes. A copy is given to the sponsor with the Final Accountability Report.

At the end of each fiscal year, the Business Services Manager is required to issue a "Summary Complimentary Ticket Report" including the names of all individuals receiving complimentary tickets during that year. This report is routed to the following:

University President
Vice President of Administrative Affairs
Vice President of Student Affairs
Business Manager/Operations Analysis
Inspector General

This report will be in the form of copies of all complimentary ticket lists for University sponsored events held during the fiscal year for which complimentary tickets were issued. Central Ticket Services has been delegated the ultimate responsibility for the accountability of complimentary tickets according to published university policy.

E. Refunds/Exchanges

The posted policy of Central Ticket Services is No Exchanges/No refunds. This statement is also printed on all ticket stock. If the customer has a legitimate reason, exchanges for a different performance of the same play will be done providing there is no change in the price of the ticket. The computerized ticket system allows an easy procedure for exchanges and updates all records. The customer is required to return the tickets to the UC Service Desk before the date of the tickets which they possess in order to receive an exchange. The returned tickets are stamped "exchanged for _____" and filed in the event folder for audit purposes. The Theatre is the only sponsor that provides multiple performances to which ticket exchanges may be made.

Refunds are only given when absolutely necessary. The sponsor of the event has the authority to authorize refunds if the event is changed or canceled for any reason. No refunds are made if pre-paid tickets are not picked-up by the customer at the box office. If the customer is seriously ill or has to leave town and an exchange is not possible, a determination will be made at that time if a refund will be allowed. No refunds will be made unless the tickets are returned to the UC Service Desk in advance of the event. No refunds are made in cash. After the tickets are returned, the Business Services Manager will send a memo to the Cashier's Office and a check is mailed to the purchaser. If the tickets were charged on a credit card, a credit is made to their account and a memo sent to the cashier's office with the batch totals attached. The returned tickets are stapled to a copy of the memo and filed in the event file folder for audit purposes.

F. Tickets Issued on Consignment

The sponsors of some events may request that tickets for their event be checked out to them on consignment. They may want tickets sold by certain individuals, at off-campus locations, or in their office. All tickets checked-out from the UC Service Desk by the sponsor are recorded on a Pre-Numbered Forms Certification Notice. Consignment tickets become the complete responsibility of the sponsor as well as all money collected from their sale.

When tickets are sold at off-campus locations, the sponsor is responsible for all arrangements with the location including delivery of tickets and pick up of unsold tickets and cash at the end of the sales period. When tickets are delivered to off-campus outlets, a representative of the outlet must

sign an accountability agreement. The sponsor is responsible for verifying outlet sales and issuing them a receipt.

When consignment tickets and money are returned to the UC Service Desk, a Pre-Numbered Forms Certification Notice is completed listing tickets returned and a cash receipt is issued for all money collected.

G. Gate Sales

In preparation for door sales for any event, the sponsor notifies the Business Services Manager of the time they would like to begin and end sales at the door. A night work schedule is posted in the UC Service Desk and the student employees are expected to sign-up for work times. Usually the box office requires two employees per event.

Under no circumstances can the UC Service Desk staff accept money for admission to an event once the supply of tickets has been exhausted. If all the tickets have been released and the sponsor adds seats, they must allow the customer admission for free. Accepting money without tickets to issue violates all established accountability practices.

H. Accountability

While the sale and accountability of all tickets is the responsibility of the Business Services Manager under the supervision of the Director of the University Commons and Student Activities, all matters regarding the collection and handling of monies must be accounted for to the University Controller following procedures referred to elsewhere in this document.

The Business Services Manager is accountable for all ticket stock, change funds, monies collected but not yet deposited, event records and unsold tickets held for audit. At the end of each fiscal year, all printed but unsold tickets for that year are boxed and sent to Records and Retention for easy access by State or Campus auditors.

I. Ticket Procedures

After all receipts for a particular event have been deposited, and all consignment tickets returned (when applicable), a Final Ticket Accountability Report detailing tickets sold and cash collected is prepared for that event. This report is prepared and signed by the UC Service Desk student employees and verified and signed by the Business Services Manager. Specific procedures are:

1. For stock printed by the computerized ticket system, a Performance Sales Report is printed for each event and used to verify sales.
2. A cash balance between ticket count totals (by hand or computer) and the actual deposits. Any overage or shortage is recorded on the Final Ticket Accountability Report.
3. A list is prepared of all University Cashier's receipt numbers and amounts deposited for that particular event.
4. Verification of any applicable complimentary and/or discounted ticket forms. Copies of the Final Ticket Accountability Report, the list of Cashier's receipt numbers and amounts, and any applicable complimentary and/or discounted ticket forms are given to the sponsoring department for their files.

J. Security and Escorts

Secure storage will be provided for all blank ticket stock as well as printed tickets for past events which were not sold. Unsold tickets are boxed at the end of each fiscal year and sent to Records and Retention for audit purposes. Blank stock is stored in the secure closet. The UC Service Desk safe is also located in this closet.

UWF Student Patrol escorts, hired from the UWF Police Department, are generally utilized when ticket sales are processed outside of the UC Service Desk in the Commons. For sales at the Athletic Complex, Field House and other areas on campus, an escort may be hired to remain with the staff during transport and ticket sales.

K. Sales Tax

The State of Florida requires the University to collect sales tax on tickets sold for most University sponsored events except Athletics. No sales tax is charged for events sponsored by the UWF Foundation and other not-for-profit organizations which hold a 501(c)(3) tax status. This tax status gives them exemption from charging sales tax on their events (per Sales and Use Tax Book, 12A-1.005-3.). Tax is not charged on athletic events, fax services and consignment tickets issued to the UC Service Desk by off-campus organizations such as the Pensacola Opera and Disney World. The Controller's Office makes the final decision on whether sales tax should be charged.

The sponsors of events where tax will be charged may decide to add the tax amount to the price of the ticket, or include it in order to arrive at a whole dollar amount to charge customers. The Business Services Manager helps the sponsors determine the correct tax amount and total price of tickets for their events.

The sales tax collected on tickets is deposited to the same account number that the sponsor gives the Central Ticket Services for deposit of admission charges. The tax amount is listed separately on the Daily Cash Report and is entered as a separate item by the Cashier's Office on the Cash Receipts. The Cashier's Office prepares the sales tax report and pays the amount to Tallahassee based on the sales tax object code (revenue) listed on daily deposits.

L. Women's Intercollegiate Athletics - 7.5% Surcharge

Florida Statutes requires that the University assess and collect a 7.5% surcharge on admissions to athletic or other events when only University talent is utilized (student, staff, faculty). Funds collected are to be retained and utilized by the University to support women's athletics. When the surcharge applies to certain events, a copy of the Ticket Request Form, Addendum I, which is completed by the sponsor, is sent to the Controller's Office for their collection.

Appendix

Special Procedures for Central Ticket Services

SPECIAL PROCEDURES FOR THEATRE PRODUCTIONS

The Theatre department occasionally offers season tickets for the Fall and Spring productions, as well as single tickets for all productions including the Summer. The customer receiving season tickets is given one ticket representing the price they paid, and one exchangeable coupon for each play in the series. This allows the customer to attend any performance of a particular play without designating the performance at the beginning of the season.

The customer is given a performance ticket which has no price on it in exchange for that play's coupon. The coupons are retained with the event report and used to verify season tickets on the final ticket accountability report. A list of season ticket purchasers is maintained and used during the year for verification.

The Theatre department has two facilities which they use for plays. The smaller Studio Theatre is usually sold as general admission with no assigned seating. Sometimes, seats are sold by reserved sections but this is rare. The larger Main Stage Theatre can be sold as reserved seating or as general admission. All Theatre performance tickets are sold through the computerized ticket system which has the seating chart already programmed.

Tickets for Theatre productions go on sale two weeks before the first performance. Tickets which are not paid for will not be held for pickup at the box office the night of the event. Customers may charge tickets over the telephone or mail a check. Tickets will be mailed back to the customer if time allows or held at the WILL CALL window for pickup at the box office the night of the event.

One Theatre event involves multiple performances. The computerized ticket system prints a daily box office report for each performance plus a combined grand total of all tickets sold. The grand total summary report is used to balance with the total of all deposits to determine any overages or shortages. A copy of all reports is provided to the Theatre department along with all discount and complimentary ticket reports.

SPECIAL PROCEDURES FOR MUSIC CONCERTS

The Music department usually sponsors 4 or 5 single concerts during the Fall and Spring semesters. All Music concert tickets are sold through the computerized ticket system. Seating for Music concerts is general admission so there is no seating chart to deal with.

Music concerts are presented in the Music Hall in the Center for the Fine and Performing Arts. The UC Service Desk staff uses the same box office for Music and Theatre events.

SPECIAL PROCEDURES FOR STUDENT ACTIVITIES

Most of the ticketed programs sponsored by CAB are presented in the Commons Auditorium. When large audiences are expected, the program may be presented in the UWF Field House. For events in the Commons Auditorium, tickets are sold from the UC Service Desk front desk. CAB's programs are usually held on week nights when most students are already on campus. On event days, the UC Service Desk front desk stays open through the end of door sales for that event. When the event is held in the Field House, an escort is hired, consignment tickets are printed for door sales, a change fund is checked out, and tickets are sold from the box office in the Field House.

SPECIAL PROCEDURES FOR ATHLETICS

In the past, all tickets for Athletic events were sold by the UC Service Desk staff at no charge to the Athletic department. The expense of providing tickets and staff for all soccer, basketball, softball and baseball games became so great that charging for services became imminent. At present, the UC Service Desk provides all tickets and the Athletic department sells them using their own staff. Tickets are issued to Athletics on a consignment basis, and the unsold tickets plus a gate sales report and a Cashier's Receipt showing funds deposited are returned to the UC Service Desk for final accountability. The Central Ticket Services charges the Athletic department for ticket stock only.

SPECIAL PROCEDURES FOR OFF-CAMPUS SPONSORS

Money collected from the sale of tickets for off-campus organizations is deposited in the same manner as campus sales through a Daily Cash Report form. The money is deposited into a Ticket Clearing Account and held there until payment to the sponsor is required. When sales are over for a particular event, a final ticket accountability report is prepared listing all sales and deposits to the Clearing Account. A Request for Revenue Refund form is completed and given to the Cashier's Office with a copy of the ticket report, and Letter of Agreement with the sponsor. The Cashier's Office will issue a check payable to the sponsor for all sales by the UC Service Desk. Unsold tickets, the check, and a copy of the final report are given to the sponsor. For tickets that are sold on a continuous basis, a check is delivered to the sponsor when all tickets received in a particular set have been sold. At that time, a new set of tickets is consigned to the UC Service Desk for the next period of sales.