

**POLICY**

Effective Date: June 9, 2008

Approved By: President Karen Morse  
Executive Policy GroupAuthority: [City of Bellingham Municipal Code 4.74.010](#)

Cancels:

See Also: POL-U5351.01 [Accepting and Maintaining Cash Receipting Locations](#)POL-U5351.09 [Depositing Cash](#)POL-U5320.03 [Authorizing and Defining the Responsibilities of Financial Managers](#)FORM – [WWU Box Office Ticketing Agreement](#)**POL-U5353.01 SELLING TICKETS FOR PERFORMANCE EVENTS**

***This policy applies to university departments, Associated Students clubs, and outside entities that sponsor performance events.***

**Definitions:**

**Performance Event:** An event that requires a ticket for admission to a musical, theatrical, speaking, athletic or cultural performance or production. Performance events are typically held at a WWU Event Venue, but may be held in off-campus locations such as the Battle in Seattle athletic event or Summer Stock theater events.

**WWU Performance Event:** A performance event sponsored by a university department, organization, or club.

**WWU Event Venue:** A location at which a performance event takes place. WWU event venues include various locations in the Performing Arts Center (PAC), Carver Gym, Old Main Theatre, Civic Field, Viking Union, Red Square, and Whatcom Community College.

**Non-WWU Event Venue:** An established location outside of the University at which a performance event takes place. Non-WWU event venues include the Mount Baker Theatre and Qwest Field.

**WWU Box Office:** The primary ticket selling venue for WWU, located in the Performing Arts Center (PAC). Other ticket selling venues used by the WWU Box Office for day of event ticket sales include Carver Gym, Old Main Theatre, Civic Field, Associated Students Bookstore and Whatcom Community College.

**Non-WWU Ticket Selling Venue:** An established location outside of the University through which performance event tickets are sold.

**Event Sponsor:** The individual authorized to sign a ticketing agreement for a performance event. For university sponsored events, this individual must be a departmental Financial Manager or Budget Authority.

**Ticketing Agreement:** A signed agreement between the WWU Box Office and the event sponsor (a WWU department) which includes all relevant performance event information necessary to create and sell tickets for the event.

## POLICY

Ticket Rider: A signed agreement between the WWU Box Office and the event sponsor which is attached to a Performance Contract and includes all relevant performance event information necessary to create and sell tickets for the event. The ticket rider is used only for events not sponsored by a WWU department.

Consigned Tickets: Tickets provided by the WWU Box Office for sale by a consignment outlet with the provision that proceeds from ticket sales will be delivered to the WWU Box Office within two weeks of the event performance and all unsold tickets returned to the WWU Box Office at least one day prior to the event performance.

Consigned tickets may also include tickets provided by a non-WWU ticket selling venue for sale through the WWU Box Office. Proceeds from ticket sales will be delivered to the outside ticket selling venue within a specified time and all unsold tickets returned to the ticket selling venue at least one day prior to the event performance.

Consignee: University individual, club, or community organization to whom performance event tickets are delivered for sale.

Net Proceeds: The ticket sales proceeds less applicable ticketing fees, admissions tax, and facility rental or labor charged by the PAC Operations Manager.

### 1. **Event Sponsor Uses WWU Box Office to Ticket WWU Performance Events**

The event sponsor of any WWU performance event will sell tickets to the event through the WWU Box Office.

**Exceptions:**

- a. Event sponsors of free WWU performance events or dinner events may choose not to ticket the event. Event sponsors of free non-ticketed WWU performance events will ensure compliance with WWU cash handling policies if accepting donations.
- b. If a performance event is held at a non-WWU event venue, event sponsors may ticket the event through the ticket selling venue at which the event is held.
- c. Tickets to a WWU performance event not sold in advance may be sold at the door. Event sponsors will ensure compliance with WWU cash handling policies if selling tickets at the door.

Other exceptions must be authorized by the Vice President for Business and Financial Affairs.

### 2. **Event Sponsor Submits Ticketing Agreement**

## POLICY

The sponsor for any WWU performance event must complete and sign a ticketing agreement. The sponsor will submit the ticketing agreement to the Ticketing Supervisor four weeks prior to the event.

**Exception:**

If an event sponsor is unable to submit the ticketing agreement at least four weeks prior to a performance event, the sponsor will contact the Ticketing Supervisor as soon as possible with any information available, and the Ticketing Supervisor will make every effort to set up the event for ticket sales as quickly as possible upon receipt of the ticketing agreement.

**3. Ticketing Supervisor Ensures Ticket Sales Are Deposited**

The Ticketing Supervisor ensures that ticket sale revenue is deposited into the WWU Box Office fund in accordance with University policy.

**4. Treasury Director Ensures WWU Box Office Fund is Reconciled Monthly**

The Treasury Director ensures the WWU Box Office fund holding ticket sales revenue is reconciled at each month end.

**5. Ticketing Supervisor Transfers Net Performance Event Proceeds**

The Ticketing Supervisor will deliver a full accounting of performance event sales and transfer net proceeds in the month following the event. In the case of multiple performances, such as in Athletics for football and other sports seasons or the College of Fine and Performing Arts for Summer Stock season, the net proceeds will be transferred in the month following the last performance.

An event sponsor may request performance event sales information at any time, and may request that the transfer of net proceeds occur sooner than stated above.

Net proceeds will be transferred via journal voucher when due to a campus department and via check request when due to an outside entity.

**6. Ticket Price Includes Ticketing Fees and Applicable Admissions Tax**

The ticket price(s) printed on the ticket are inclusive of any applicable ticketing fees charged by the WWU Box Office or admissions tax due and owing to the City of Bellingham. Current ticketing fees may be found in the WWU Fees and Rates book which is published annually. Promotional materials for performance events must advertise the ticket price(s) printed on the ticket.

**Exception:**

Customers who purchase tickets online will pay service fees in addition to the ticket price. These fees are charged by the online selling agent.

## POLICY

### **7. Ticketing Supervisor Manages Consigned Tickets**

For tickets consigned **by** the WWU Box Office, the Ticketing Supervisor will:

- a. Deliver consigned tickets to the consignee as directed by the event sponsor on the ticketing agreement;
- b. Obtain a completed and signed agreement from the consignee; and
- c. Document the accounting for all tickets delivered, returned, and sold through the consignee.

For tickets consigned **to** the WWU Box Office, the Ticketing Supervisor will:

- a. Obtain the tickets for sale directly from the outside ticket selling venue;
- b. Return unused tickets directly to the outside ticket selling venue; and
- c. Document the accounting for all tickets received, returned, and sold.

### **8. Event Sponsor Notifies Ticketing Supervisor Immediately in the Case of Cancelled or Rescheduled Performance Events**

Upon notification that a performance event has been cancelled or rescheduled, the Ticketing Supervisor will work with the event sponsor to determine the handling of tickets that were sold.

### **9. Ticketing Supervisor Maintains Regular WWU Box Office Schedule**

The Ticketing Supervisor maintains a regular schedule of the hours of operation for selling tickets at the WWU Box Office, and will consult with event sponsors regarding changes to the hours of operation. The Ticketing Supervisor will post the schedule at the beginning of each fiscal year.

### **10. Ticketing Supervisor Ensures Staffing on Performance Event Day(s)**

The Ticketing Supervisor ensures that ticket selling venues are staffed at least one hour prior to the start of a performance event and remain open for a minimum of 30 minutes after the event has started.

### **11. Ticketing Supervisor Ensures Appropriate Escort for Transporting Funds**

The Ticketing Supervisor ensures the following:

- a. At least two employees transport cash to any non-WWU ticket selling venue OR that University Police provide escort; and
- b. University police escort ticketing staff transporting funds from any non-WWU ticket selling venue to the drop-safe in the WWU Box Office.

## POLICY

**12. Vice President for Business and Financial Affairs Ensures Annual Review of WWU Box Office Operating Budget and Ticketing Fees**

The Vice President for Business and Financial Affairs ensures review of the annual operating budget, ticketing fees and service charges.