



HERNANDO SCHOOL DISTRICT ATHLETICS

A Deep dive into Family ATHLETIC PASSES

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Overview

The background of the slide features a bright yellow surface. Scattered across this surface are several magnifying glasses with black handles and silver-colored frames. A black pen is also visible, lying diagonally across the upper right portion of the image. The magnifying glasses are positioned at various angles, some overlapping each other, creating a sense of depth and focus.

- Current Practices
- Past Issues
- Current Trends
- Athletic Expenses
- Ticket Sales
- Financial Impact
- Future Considerations



2025 - HCSD Athletic Ticket Prices



Middle School	
Varsity Football	All Other Sports
\$6.00	\$5.00
High School	
Varsity Football	All Other Sports
\$10.00	\$6.00
High School Student Ticket (Digital Only) - \$8.00	
(Children in grades K-4 are free accompanied by their parent/guardian)	
ALL HERNANDO COUNTY SCHOOL EMPLOYEES ARE ADMITTED FREE WITH THEIR COUNTY IDENTIFICATION BADGE (Current Employees only)	
HCSD Retirees can register with the District Athletic Director for a free county wide sports pass. This pass must be renewed every school year. Fraudulent use of this pass will result in permanent loss of this privilege.	

Current Passes Offered



- Sport Specific Season Passes – All High Schools
 - Vary by number of home games/tournaments on schedule
- WWHS - Season Student Pass(Fall/Winter/Spring)
 - \$20.00 – Sold 28 in the Fall Season
- Middle Schools do not offer passes because of how short their seasons are.
- Honorary HCSD Retiree Pass
- Student & Community Incentive/Donation Nights

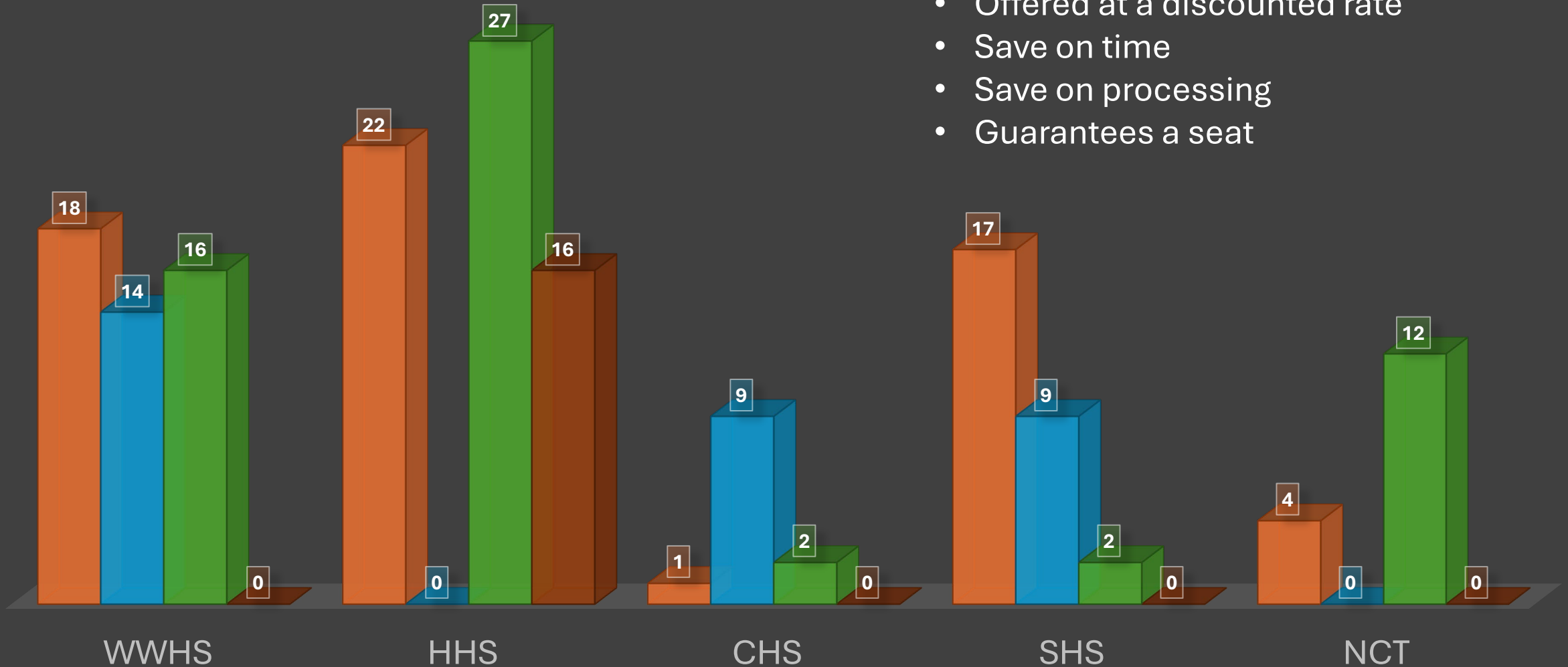


Past Issues

- Misuse & Abuse of Family Passes
 - Hard to enforce
 - Friction at the gate
- Low Participation
- Athletic Departments Lose Money

2025 HCSD FALL H.S. SPORT SEASON PASSES

Varsity Football JV Football Volleyball(JV/V) Football(JV/V)

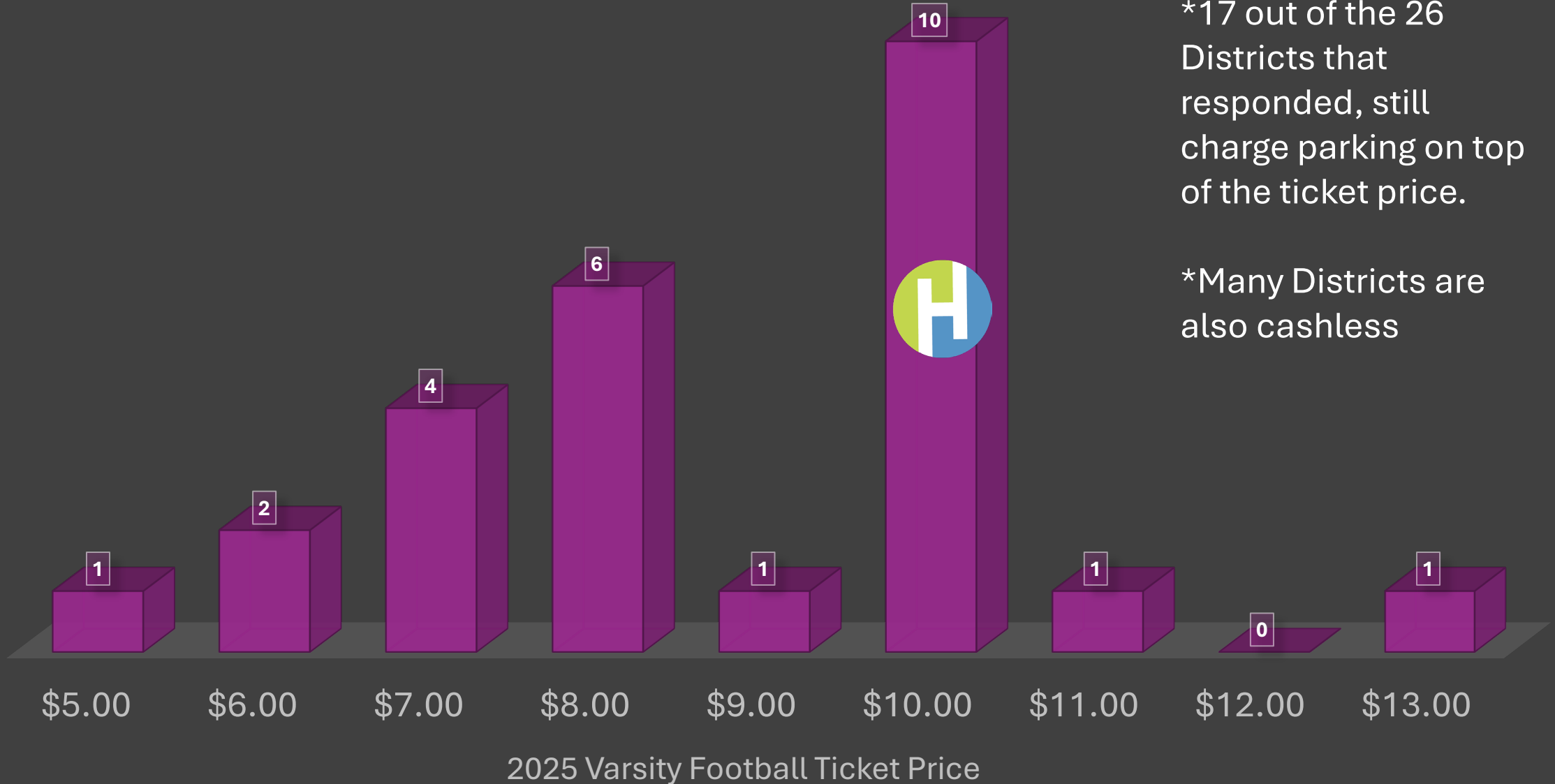


- Offered at a discounted rate
- Save on time
- Save on processing
- Guarantees a seat

2025 STATEWIDE VARSITY FOOTBALL TICKET PRICES

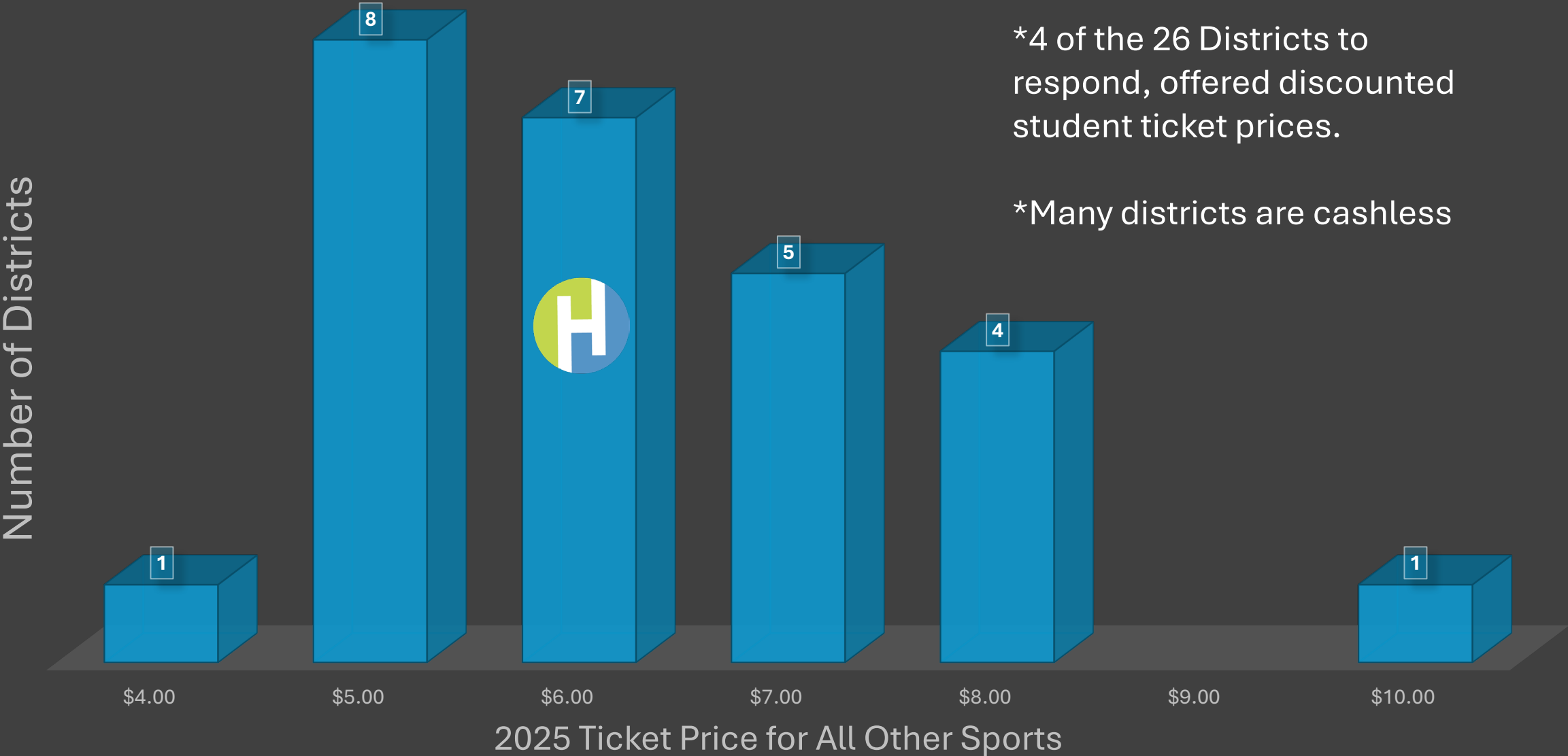
■ Number of Districts at that price point

Number of Districts



2025 STATEWIDE TICKET PRICES FOR ALL OTHER SPORTS

■ Number of Districts at that price point



*4 of the 26 Districts to respond, offered discounted student ticket prices.

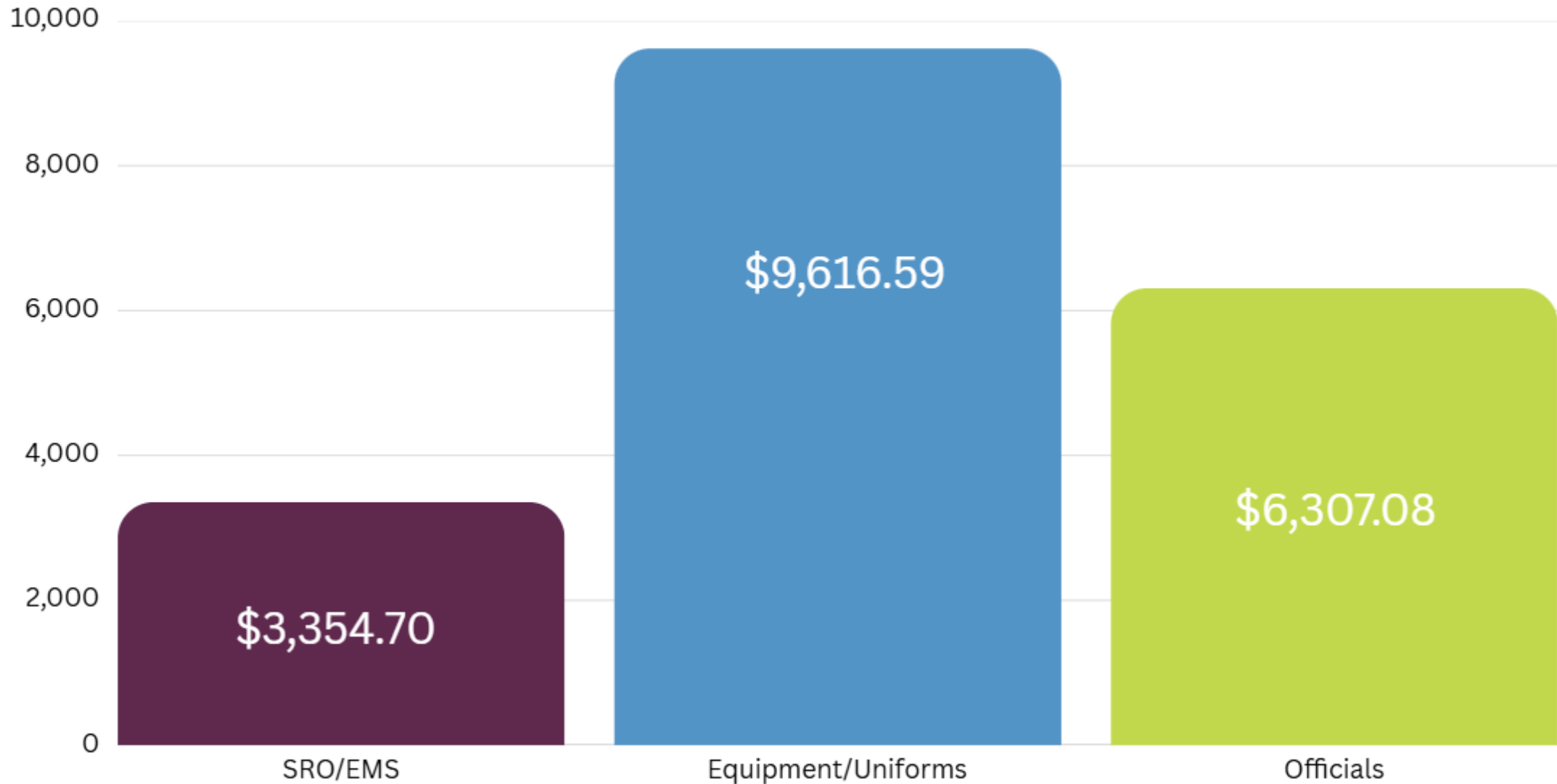
*Many districts are cashless

Family Passes Around the State

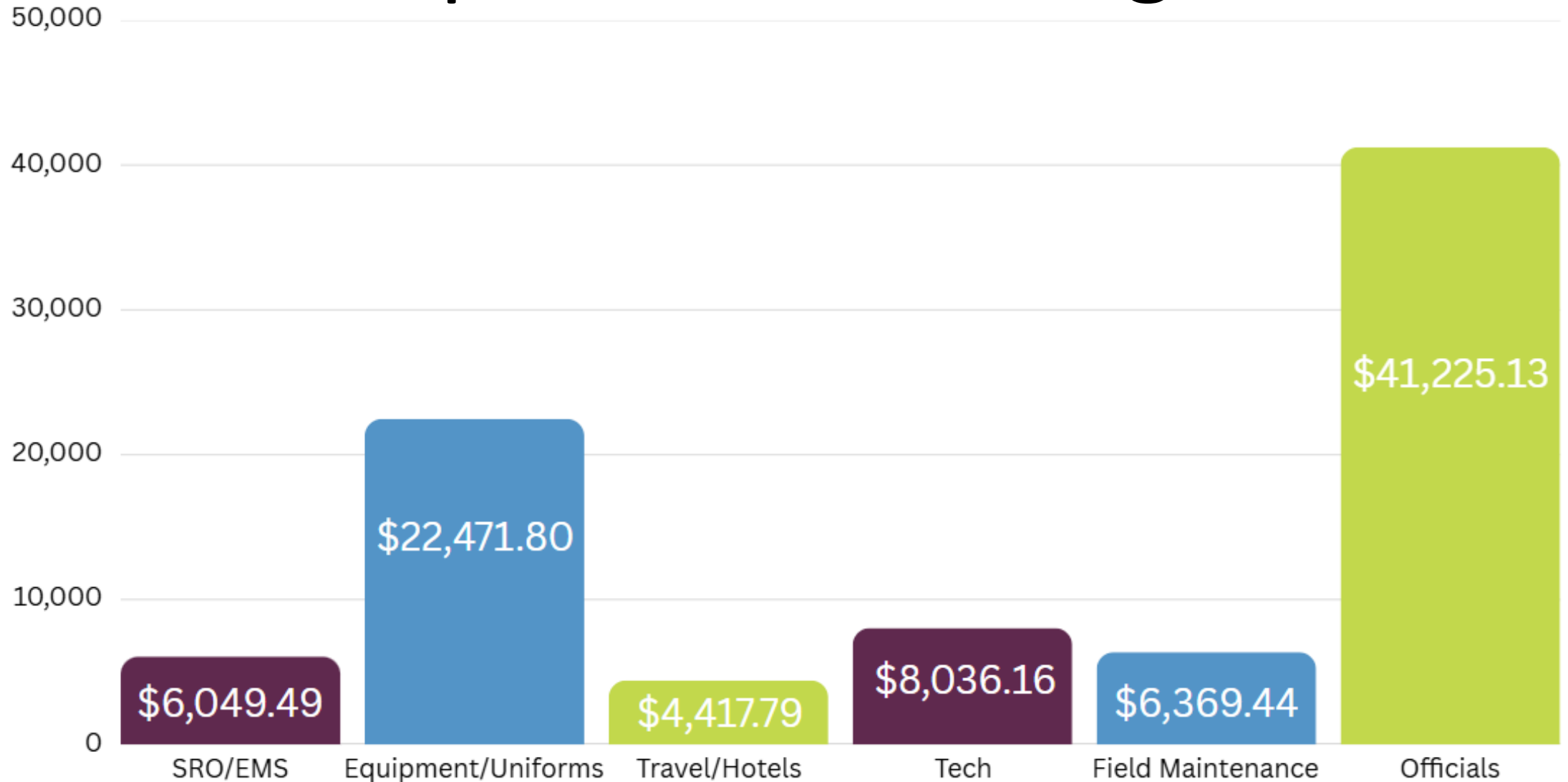
- 16 Districts responded
- 4 offer family passes
 - Covers 2-5 people in a “family”
 - All 4 covered the entire school year of athletics
 - Cost - \$200-\$250
- Amount sold per school – 10-50 passes
- Pasco Co. - Up to each school
- Citrus Co. - Family pass for 4 - \$250



M.s. Athletics biggest Yearly Expenses on Average



H.S. Athletics biggest Yearly Expenses on Average



Expenses Not Included:



DUES/FEES/FINES



AWARDS &
RECOGNITION



HOSPITALITY



MED SUPPLIES &
EQUIPMENT



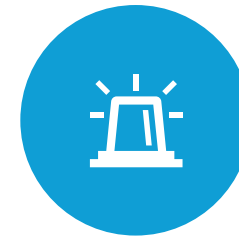
SAFETY SUPPLIES
& EQUIPMENT



RENTALS



BIG TICKET
PURCHASES -
SCOREBOARD



EMERGENCY
PURCHASES – ICE
MACHINE

The background of the slide is a dense, overlapping pattern of white volleyballs. The balls are shown from various angles, creating a sense of depth and texture. The lighting is soft, highlighting the hexagonal and pentagonal panels of the balls.

Ticket Sales

- 24-25 Fall Avg. vs 25-26 Fall Avg.
 - Football **2024** - 20,284 Total Tickets Sold
 - Football **2025** – 21,809 Total Tickets Sold (**Up 7.5%**)
 - Volleyball **2024** – 4,048
 - Volleyball **2025** – 4,402 (**Up 8.7%**)
- 2024-2025 Average Total Ticket Sales
 - High Schools - \$85,956.73
 - Middle Schools - \$19,238.07

H.S. Family Pass Cost Evaluation

- Potential Regular Season Family Pass for 4 - \$250
 - Varsity Football Average - \$200
 - JV Football Average - \$96
 - Volleyball Average - \$288
 - Boys Basketball Average - \$288
 - Girls Basketball Average - \$288
 - Boys Soccer Average - \$288
 - Girls Soccer Average - \$288
 - Baseball Average - \$288
 - Softball Average - \$288
- Total Value = \$2,312
 - (1/2 - \$1,156, 1/3 - \$770, 1/4 - \$578)



Future Questions & Considerations

- What is the demand?
- How many is this effecting?
- Is the “juice worth the squeeze”?
- Passes would have to be digital only & ID required
- What is a pricing structure that makes it attractive while still covering costs?
- Are family, sport specific season passes more advantageous?

