



Event Rates

(Non-Athletic Events)

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Beginning to now

- Prior to 2006 - no charge, communication campaign, charge plans with incremental increases
 - 2006 \$5 for repetitive events
 - 2009 \$5 for all events
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Reasons for change

- Wages
 - Cost of supplies
 - Auxiliary enterprise
 - Expectations
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MOVING FORWARD

Events with rate increase to \$10

- More than one facility or parking lot required
 - Event is all-day affair
 - Event attendance and/or visibility of the event adds additional traffic support needs
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Plan

- 2021 test with Reed Arena events
 - Customers with permits
 - September 1, 2023
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Summary

- Non-athletic events
- Specified parameters are met
- 2022-2023 at Reed Arena only
- 2023-2024 across campus