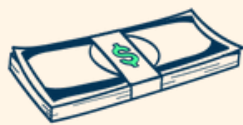


Cost Recovery, Illuminated: Schools and the Hidden Expense of Community Events

Brightly surveyed 240 schools to try to quantify the true expense of hosting community events. What we uncovered is that many schools are in the dark about just how much events are costing them.

The cost of mismanaged events is high and could contribute to the accumulation of debt.



\$486 billion

was held by local districts in long-term debt at the end of fiscal year 2019, a national average of slightly over \$11,000 per student.¹



\$45 billion

is spent annually on school facilities maintenance.²



90% of policy rates

are not based on actual costs because facility usage fees don't typically account for use and ongoing maintenance.²

A Brightly Opportunity

More than just a place to gather, schools should treat event spaces as assets to be maximized.

59%

of schools surveyed said they try to maximize their facility usage, but only

28%

are using a tiered fee structure.³

90%

don't require payment until 30–90 days after the invoice is sent,³ and only

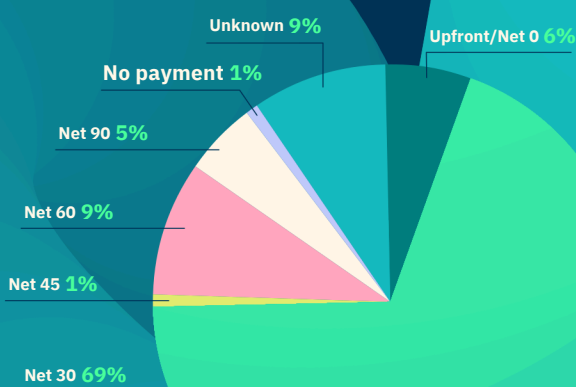
6%

require payment upfront or net zero.³

70%

aren't using automated invoice systems.³

Payment terms for school events³



What does this mean for schools?



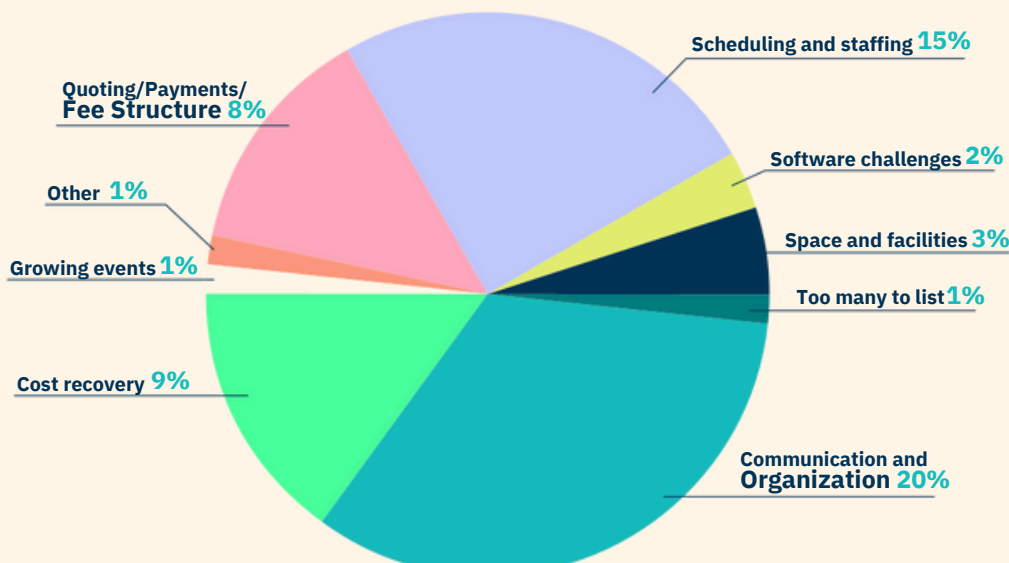
1. Very few schools ask for payment upfront, and most are offering payment terms that are too long.



2. Event expenses like janitorial work and utility costs will likely have to be paid from school funds prior to receiving payment for the event.

Aside from revenue, what other challenges do schools face with events?³

Challenges schools face with events



The biggest challenges reported for event management were:³



Communication & Organization

Higher education institutions were **28%** more likely to cite this as an issue compared to K-12



Scheduling & Staffing

Higher education institutions were **22.5%** more likely to cite this as an issue compared to K-12

Escape the dark of event cost recovery with Brightly

In 2022 Brightly Event Manager™ helped manage 2,239,696 events for 3690 schools and universities. Our powerful software gives event managers and school administrators powerful tools to use available information wisely and accurately price event spaces to recover their true costs — while saving time with booking, payments, and even managing maintenance.

By giving educational institutions a centralized solution to manage their most complex challenges, Brightly helps schools grab hold of their data to make more informed decisions across scheduling, budgeting, maintenance, and more.

Ready to learn how actionable insights, streamlined pricing tools, and easy-to-use dashboards can help you simplify event planning and maximize revenue?

Brightly Event manager helped
3690
schools and universities manage

2,239,696
events in 2022



Sources

1. International WELL Building Institute and National Council on School Facilities, "2021 State of Our Schools: America's PK-12 Public School Facilities."
2. Faciltron, News and Updates, "Here's How We Can Equip Schools to Be Better Stewards of Taxpayer Money."
3. Brightly, Schools and Community Event Cost Recovery

