Brightly

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

Brightly surveyed 240schools to try to quantify thetrue 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 thanjust 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
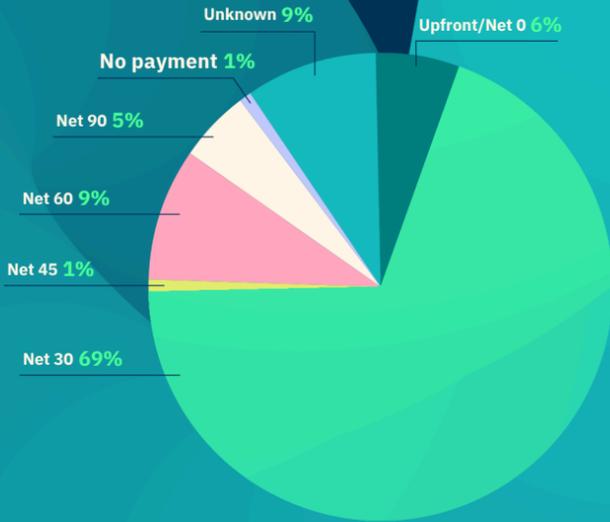
6%
require payment upfront or net zero.[3]

70%
aren't using automated invoice systems.[3]

Payment terms for school events[3]

- Unknown 9%
- Upfront/Net 0 6%
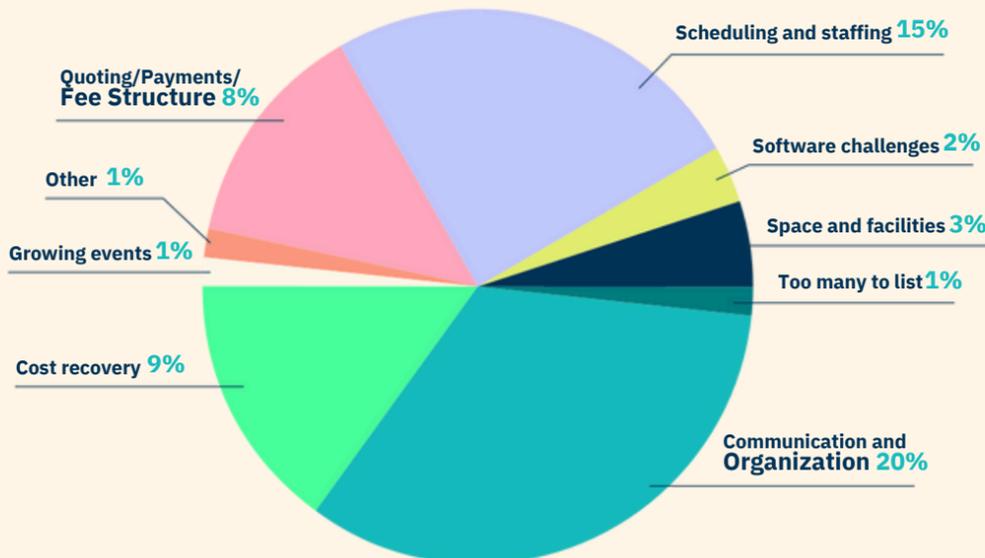- No payment 1%
- Net 90 5%
- Net 60 9%
- Net 45 1%
- Net 30 69%

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

- Scheduling and staffing 15%
- Quoting/Payments/Fee Structure 8%
- Software challenges 2%
- Other 1%
- Space and facilities 3%
- Growing events 1%
- Too many to list 1%
- Cost recovery 9%
- Communication and Organization 20%

The biggest challenges reported for event management were:[3]

20%
Communication & Organization
Higher education institutions were **28%** more likely to cite this as an issue compared to K-12

15%
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?

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3690
schools and universities manage
2,239,696
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Brightly

AEPA Association of Educational Purchasing Agencies

THE PURCHASING COOPERATIVE AT
GREENBUSH

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. Facilitron, 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

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