

Theme Park Ticket Sales

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Purpose

The University Student Union Information Center offers discounted theme park tickets to currently enrolled CSULB students, staff, faculty, and alumni with appropriate identification. In conjunction with the Associated Students Business Office, the Information Center also sells tickets to student events as a service to recognized student organizations.

The purpose of this policy is to ensure the proper handling, control, sale, and reconciliation of tickets provided to ASI for sale on a consignment basis.

Policy Statement

It is the policy of the Associated Students, Incorporated to establish accountability and security for the receipt and sales of theme park tickets. All such sales will be conducted in accordance with these established guidelines. The Associated Student Business Office will perform random internal audits on all related functions of cash and ticket sales and formalized training shall be mandatory

for all staff affiliated with ticket sales. Training will be conducted by the USU Building Supervisor(s) at the beginning of each semester and or when a new employee is hired.

Who Should Know This Policy

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Budget Area Administrators | <input type="checkbox"/> Elected/Appointed Officers | <input type="checkbox"/> Grant Recipients |
| <input checked="" type="checkbox"/> Management Personnel | <input type="checkbox"/> Program Advisors | <input checked="" type="checkbox"/> Staff |
| <input checked="" type="checkbox"/> Supervisors | <input type="checkbox"/> Volunteers | |

Definitions

For purposes of this policy, the terms used are defined as follows:

Term	Definition
Campus Community	Students, faculty, staff and bona fide guests of the CSULB campus
Campus Sales	The direct sales of goods or services to students, staff and faculty which is conducted for the convenience of the campus community and in support of the mission of the USU and ASI
Consignment Tickets	Tickets sold on behalf of another party with the provision that payment is expected only on completed sales and that unsold items may be returned to the party consigning them
Sales Associate	Staff working at the Information Center
Theme Parks	Local entertainment recreational facilities and/or parks such as Disneyland, Knott's Berry Farm, Universal Studios, Sea World, Long Beach Aquarium, Magic Mountain and Lego Land

Regulations

1.0 Theme Park Consignment Ticket Contracts

It is the role of the Building Supervisor(s) to arrange contact with a representative from each of the theme park agencies. An arranged meeting or phone conversation must be held to discuss ticket contract, cost of tickets, promotional materials, payment for tickets, and any other related issues dealing with ticket sales.

Once the ticket contract is received and reviewed by the Building Supervisors and the USU Associate Director, the contract will be forwarded to the USU Associate Executive Director and ASI Executive Director for signatures. These individuals are the only personnel authorized to sign contractual agreements.

It is the responsibility of the Building Supervisor(s) to return the completed contract to the appropriate theme park representative.

2.0 Receipt of Tickets

Tickets generally arrive via UPS in a box or package. All tickets shall be delivered directly to the Associated Students Business Office. The Vault Teller will place the unopened package in the vault.

2.1 Ticket Verification

The Building Supervisor shall verify in the presence of the Vault Teller all tickets received and match the serial numbers according to the ticket order form enclosed with the tickets. The Vault Teller will utilize the beginning and ending serial numbers when logging in tickets, specify the amount of the ticket and indicate the full date (day, month, year) on the Check Out/Return Form. The Vault Teller will be responsible for keeping auditable records of these forms. Illegible writing and confusing side notes should be avoided on the form.

Upon confirming ticket fulfillment, the order form shall be signed by both the Building Supervisor and the Vault Teller and faxed immediately to the theme park agency verifying receipt of tickets.

2.2 Checking Tickets In/Out

The Building Supervisor will check out the appropriate block of tickets to be sold at the Information Center and the remaining tickets will be secured in the vault. This process shall be required each time tickets are removed from the vault to be sold at the Information Center. Only Building Supervisors and the USU Associate Director are authorized to check in and out tickets. It is required that a separate log sheet be kept by the Vault Teller for each theme park contract for documenting tickets.

3.0 Sales of Tickets

At the beginning of each business day, the Building Supervisor shall verify with the Sales Associate all tickets prior to their sale. A ticket form itemizing all ticket brands will be available at the Information Center and will be used by both opening and closing staff. Once the tickets have been verified using the appropriate ticket number, both Building Supervisor and Sales Associate will sign the form and place it inside the moneybag that is kept in a drawer at the Information Center.

All tickets shall be placed in a secure and safe location near the register where only Sale Associates, Building Supervisors, and the USU Associate Director have access.

The cash register shall be pre-programmed by the Building Supervisor(s) with the appropriate key name and/or number for each theme park ticket. The Associated Students Business Office will reference each key (theme park) with a clearing account number for depositing and posting sales daily.

3.1 Recording Ticket Sales

Tickets are to be sold in numeric sequence for the price indicated and logged into the appropriate logbook. The Sales Associate will acknowledge the sale by documenting the ticket number, transaction number, and the amount the ticket was sold for and by signing their initials in the space provided on the log sheet. Each theme park shall have its own logbook for tracking ticket sales. If an error is made during a sales transaction, the Sales Associate shall correctly fill out the "void slip" and place it in the register.

3.2 Handling Discrepancies

If at anytime there is a discrepancy while selling tickets (tickets not in numeric order, tickets sold out of sequence, etc.) the Sales Associate shall contact a Building Supervisor immediately and discontinue selling tickets until problem is resolved.

3.3 Maximum Cash Level

The amount of cash held in the register at the Information Center should never exceed fifteen hundred dollars (\$1,500.00). The Sales Associate is to contact the Building Supervisor to have funds in excess of this amount placed in the safe or given to the Vault Teller during normal business hours.

3.3 Closing Procedures

At the end of the business day, the evening Building Supervisor and the Sales Associate shall verify and balance the tickets sold for the day utilizing the same form from the opening shift. Deducting the ending ticket number from the beginning ticket number provides the amount of tickets sold for the day. When closing out the register, the "Z" receipt tape itemizes each theme park ticket and shows how many tickets were entered into the register for the day. The receipt tape and the ticket form should match in order to balance tickets sold with cash received. Once this task is completed, the form is signed by both the Evening Building Supervisor and the Sales Associate and placed in the moneybag along with the cash and register tape.

The moneybag shall be taken each night by the Evening Building Supervisor to the Associated Students Business Office and dropped in the night deposit slot. The keys shall be placed in the day Building Supervisor's office and tickets are placed in the safe located in the Evening Building Supervisor's office. Only authorized personnel (Building Supervisors and USU Associate Director) shall have access to this safe.

3.4 Ticket Sales Training

An operating manual will be kept at the Information Center at all times outlining opening and closing procedures, register and cash handling procedures, documentation of logging in and out tickets, procedures for selling tickets, and a contact list of employees available for assistance. All staff responsible for working at the Information Center will be required to attend a mandatory training session on ticket sales. Each staff member will sign documentation stating that they have completed training and a copy will be placed in the employee's personnel file.

4.0 Non Theme Park Ticket Sales

Tickets sold on a consignment basis for parties other than theme parks are referenced under ASI's Policy on Fundraising and Development, Regulation 3.2 "Admission Charges." This applies primarily to ticket sales services provided by the Information Center for ASI-funded student events.

5.0 Reconciliation of Tickets

The Vault Teller and Building Supervisor(s) shall track ticket sales by monitoring what is being posted daily for accurate record keeping. A copy of the entries shall be provided to the Building Supervisor each day. If there are any discrepancies, a journal entry must be submitted to correct any posting errors to balance all ticket accounts.

If upon reconciliation of tickets, the appropriate amount of funds is not in the theme park clearing account and or tickets do not balance according to sales, immediate action to discover and correct the discrepancy must take place prior to requesting a check (RPP) for payment to the theme park agency.

At year-end reconciliation, all tickets not sold must also be returned to the appropriate theme park by certified mail. It is recommended that copies of all records shall remain in a file folder located in the Building Supervisor's office.

6.0 Payment Processing

The Building Supervisor(s) and the USU Associate Director shall be the only signatories authorized to process a Request for Payment or Purchase (RPP) in payment to a theme park agency. In the absence of the Associate Director, the ASI Associate Executive Director shall have this authority.

After a check has been processed, the Building Supervisor shall personally pick up the check from the Associated Students Business Office. Prior to mailing the payment to the theme park agency, a copy of the original ticket order form must accompany the check.

6.0 Re-Ordering Theme Park Tickets

Depending on the theme park ticket agency, tickets need to be reconciled at least quarterly or when tickets have been "sold out" prior to re-ordering more tickets. At the end of each calendar year all theme park clearing accounts must be reconciled to a balance of zero before negotiating and renewing any theme park contracts. It is also required that written documentation from each theme park be provided at the end of each calendar year showing that the ASI's contractual obligations have been met and that ASI has been cleared from any further financial obligations.

The Building Supervisor must fill out the appropriate re-order form or follow the procedures of the independent theme park agency to order additional tickets. The USU Associate Director must also review, authorize, and sign any documentation being forwarded to the theme park agency.

Some theme park agencies do not offer consignment orders and tickets must be pre-purchased. The same process applies regarding contractual agreements and authorizations. It is at the discretion of the USU Associate Director to determine payment of such tickets in consultation with the Building Supervisors. The use of corporate credit cards for such purposes is prohibited. All such purchases shall be handled as a direct payment utilizing the Request for Payment or Purchase (RPP) process.

Forms

The following forms are to be used in the execution of this policy.

Form Name	Purpose	Responsible Office	Approved By	Timeline for Submission
Request for Payment or Purchase (RPP)	To request a check or purchase order	A.S. Business Office	Authorized budget area signatory	Submit at least four business days before desired date of disbursement
Ticket and Cash Handling Training Memorandum	To document the training of staff who handle tickets & cash	USU Commercial Services	Assistant Director, USU Commercial Services	Must be submitted prior to employee engaging in cash handling or ticket sales