2023-24 Admission Prices and Activity Tickets Increasing in Price

In the past couple of years, it has become noticeable that admission prices at varsity athletic events outside of the Twin Lakes Conference (TLC) have increased. It was noted at a recent TLC AD meeting that admission prices have not risen in approximately 15 years. Researching the topic, a comparative study by North Central Conference of admission prices vs officials pay determined that admission prices should be over $7.50 per person. An additional variable that needed consideration was the cost to use digital ticketing which many of the schools in the TLC may potentially be using by the start of the 2024-25 school year.

In accordance with the discussions that were had and the study performed, the Twin Lakes Conference Superintendents voted to raise the admission prices of varsity events to $8 per adult and $5 per student for the 2023-24 school year. Sub-varsity and junior high events will remain the same at $3 per adult and $2 per student. The AD’s of IHSAA Class 2A District 8 voted to charge $7 per adult and $7 per student for varsity football for the 2023 and the 2024 seasons. Following suit, the Southeast Valley School Board established activity ticket prices at the following rate: Students $75 (increase of $25); Adults $140 (increase of $40); Family $215 (increase of $40); Senior Citizens $100 (increase of $25) for 2023-24 school year.