

REVENUE ENHANCEMENT CONTRACTS

Code **DJBA** Issued **5/17**

Purpose: To establish the basic structure for identifying and pursuing opportunities to enhance the generation of revenues for Charleston County School District.

Revenue Enhancement Contracts

The superintendent or his/her designee must approve all revenue generating contracts. The revenue must be deposited into the general operating fund.

If Charleston County School District signs an exclusive product sales contract, all district schools and offices shall abide by the agreement. Charter schools are not required to abide by such agreements.

Advertising in Schools

Advertising contracts shall comply with the bid procurement process. In awarding the contracts, the board shall consider the amount of revenue generated by the contract, including sales incentives such as scholarships, awards, athletic team support, and other educational program enhancements.

[Naming of athletic facilities and complexes in which the District would receive revenue shall be done using a solicitation process. District staff must provide a recommendation for Board approval along with a planned disposition of revenues anticipated before soliciting bids for naming rights.](#)

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Exclusive Beverage/Snack Product Sales Contracts

The contract(s) shall meet all federal and state guidelines as set forth by the school food services program. The school nutrition services program shall be allowed, but not mandated, to utilize these contracts with their revenues being reported separately. Individual schools will keep proceeds generated at the school level from the sale of vending machine items. Charleston County School District shall receive all funds from the vendors for signing an exclusive sales contract.

The board shall receive an annual report outlining all revenue enhancement contracts, advertising in schools, and exclusive beverage/snacks product sales contracts.

Adopted 7/24/95; Revised 10/23/00, 1/14/02, 8/8/05, 5/22/17