


# STADIUM ADVISORY COMMITTEE

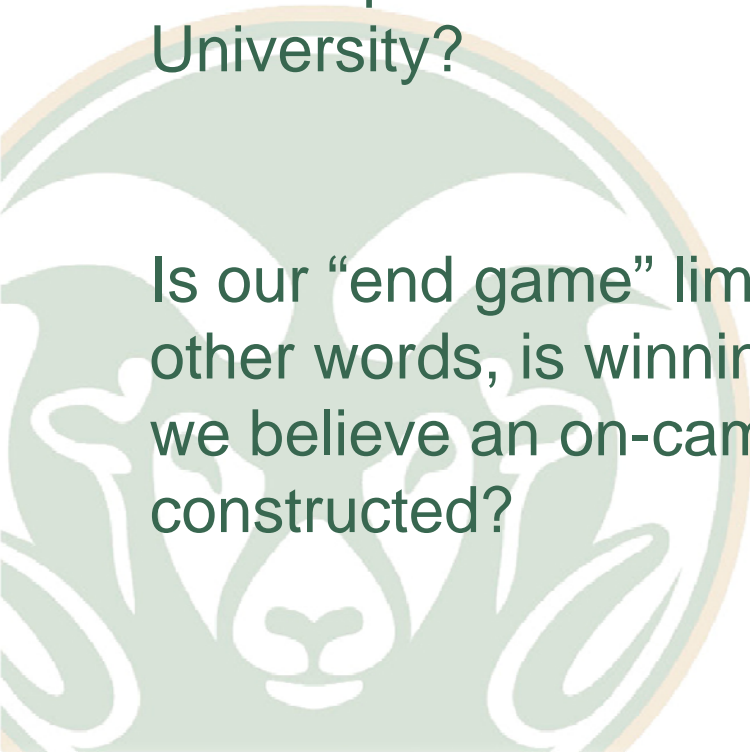
February 3, 2012  
Lory Student Center

Colorado  
State  
University





What are the reasons that lead us to believe that an on-campus stadium will serve the best interests of our University?



Is our “end game” limited to winning football games? In other words, is winning football games the only reason we believe an on-campus stadium should be constructed?

The expectations and standards we have set for our football program are high:

**Consistently ranked in the Top 25 and regular Bowl game appearances. We want national prominence.**

Achieving our football program objectives only will not fulfill the objectives and expectations we have for an on-campus stadium. Importantly:

- (1) Winning football games is not the “end game”; it is a means to an end. There are multiple (at least five) objectives for an on-campus stadium.
- (2) I don't believe we can achieve our football or the other program objectives if we continue to play games at Hughes Stadium for the long term.

# AGENDA

1. Five reasons to build an on-campus stadium.
2. Commitment to a quality and respectful process and discourse.

# Five Reasons to Build an On-Campus Stadium

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# Five Reasons to Build an On-Campus Stadium

1. Ability to develop strong game-day traditions that:
  - Unify our community;
  - Create lifetime ties with our students;
  - Enable us to engage deeply with our alums and donors.
2. Ability to attract quality coaches and athletes: catalyst for football prominence.
3. Branding: Ability to generate national exposure and recognition for our community:
  - Contributes to increasing in-state and out-of-state applicants;
  - Delivers opportunity to enhance enrollment standards;
  - Contributes to our ability to operate as a financially independent/self-sustaining University.
4. Delivers a positive economic impact to the greater Fort Collins community.
5. Delivers a multi-use facility to our campus and Fort Collins: a landmark gathering place in which we can take great pride.

## Reason 1: Develop Great Game-Day Traditions

Many students at universities with successful football programs attend these universities in part because they are attracted to the pageantry, traditions and community that universally accompanies successful football programs.

- We are drawn to excellence: we unite and rally around it.
- A prominent/successful football program is excellence.
- People who are unified around excellence are excited and passionate: they bring energy and great game-day traditions.



## Reason 1: Develop Great Game-Day Traditions (cont.)

**Engaging our Student Body:** Quality and lasting game-day traditions are defined and developed by our students; these traditions and experiences can stay with them for a lifetime.

- The band, cheerleaders, cheers, songs, dress & costumes are products of our students.
- They are the “12<sup>th</sup> Man”.
- Our students’ role in beating SDSU ... “charging the court”.

Great experiences and memories that contribute to a lifetime connection to CSU. Opportunity to keep them connected to our University as loyal and active alums.



## Reason 1: Develop Great Game-Day Traditions (cont.)

**Engaging our Alumni:** Engaged students who are appreciative of their experiences at CSU and who have passion for our University can become engaged alums.

- People give to their passions.
- Engaged and passionate alumni give to much more than CSU Athletics.
- Football games are a primary venue to bring our alums and donors back; this enables us to stay personally connected and engaged.

## “Testimonies from Alumni Directors”

### ***University of Minnesota Alumni Association:***

“I’ll say that when we played in the Metrodome (downtown Minneapolis), our campus was absolutely dead on game days – now there is energy and activity unlike any other day. We only get about 50,000 [fans] at games, but that’s 50,000 people (about 12,500 alumni) on campus who would have not normally been here. You hear faculty and other staff talking about tailgate plans, where they’re meeting friends/family and what happened at the game the prior weekend – when we were off campus, there was very little “chatter” about football. At the end of the day, football offers the biggest common point of pride that a university has and the Saturday experience is part of it – family and friends meeting ON CAMPUS, many of them alumni, to celebrate their collective pride in their university.”

### ***University of Mississippi Alumni Association:***

“At Ole Miss, our stadium has always been on campus. The Alumni Center is about three blocks from the stadium. In between our complex and the stadium is a 10-acre area we call THE GROVE. This is where many of our fans picnic before and after games. Thus, we have what we think is the perfect location to engage our fans on game weekends.

I just cannot imagine playing in an off-campus stadium. I suspect that it makes it very hard to engage your alumni and friends on game day.

I feel very strongly about having an on-campus stadium”

## “Testimonies from Alumni Directors”

### ***University of Central Florida Alumni Association:***

“Our biggest problem at UCF was getting alumni back to the campus. We have thousands of alumni who live in Orlando that had never been back to campus since they graduated. I wish I had some qualitative information to send your way, but all I can say is our on-campus stadium has solved that problem and has increased our contact with our alumni. We would only do one tailgate a year at the off-campus stadium for homecoming and maybe only get 250 alums to attend. We now do pre-game events for every home game and average over 600 alums per game and there were two games this year we had over 1,000 alumni attend. You cannot put a price tag on the significance of the alumni interaction with all the students as well. We get 12,000 students at games when we used to get 1,000. Of course the students are far more engaged and when they do graduate; they are more engaged alumni.”

### ***University of Maryland:***

“I believe having a stadium on campus helps to integrate our academic community with the athletic events on campus – allowing us to talk/show/engage our alumni with diverse messages and experiences while attending games.

This dramatically benefitted the alumni association – from simply showing that we exist, there are [now] volunteers and donors involved with their alma mater. They are successful alumni who graduated (Hall of Fame Exhibit) to being a meeting place to recruit/train/sustain alumni volunteers and donors. Our Performing Arts Center is next door to both the Alumni Center and football stadium, so we benefit from the proximity of alumni returning to campus to both of these venues”

## Alumni Penetration Rates

<u>University</u>	<u>Total Number of Alumni</u>	<u>Number in Alumni Association</u>	<u>Subscription Rate</u>
Michigan State	480,000	55,914	11.6%
Penn State	557,313	165,182	29.6%
Ohio State	480,000	122,000	25.0%
Oklahoma State	184,457	23,322	12.0%
Arkansas	<u>129,294</u>	<u>25,626</u>	<u>19.8%</u>
	1,831,064	392,044	21.4%
Colorado State	180,990	7,043	3.9%

A specific objective that is central to the construction of our on-campus stadium is the development of a facility (perhaps to include an Alumni Center) that will entice our alumni to come back to our campus regularly.

## Reason 2: Attract Quality Coaches and Athletes

Great coaches and players are attracted to and join football programs they believe have a passion and commitment to greatness, a plan to deliver that greatness, and to programs with great traditions.

The quality of our stadium and the traditions that surround it are fundamental to our ability to attract talent. No different than a physician who wants quality medical resources, great coaches and players want to coach and play in great stadiums.

Great coaches and players are required to have a successful football program.



## Reason 3: Branding – Generate National Exposure and Recognition

Outside our local region, people know very little about Colorado State University. People frequently think we are located in Boulder ... or that our mascot is a buffalo.

Our academic and research excellence are well-kept secrets.

A successful football program generates significant national exposure and branding opportunities. This will help us to unveil our academic reputation and the overall acclaim of our University.

## Objective: Increase the Flow of Applications

This national exposure coupled to a successful football program will increase the quality of in-state and out-of-state applications. As a result, we will be positioned to:

- Be more selective in our admissions standards; or
- Enroll more students while maintaining our admissions standards; or
- Both.

This is substantiated in analysis of “The Impact of College Sports Success on the Quantity and Quality of Student Applications” (Pope and Pope – 2008). Their study concluded that applications received will increase 2%-8%.

Increasing the flow of student applications is an objective of construction of an on-campus stadium.



## It is Prudent to Prepare to be Financially Self-Sustaining

It is prudent for our University to be prepared to be a financially independent, self-sustaining University that is not reliant upon state funding.

	<u>2009</u>	<u>2011</u>
Total Budget	\$821M	\$867M
State Funding	\$130M	\$ 94M
Percent	15.8%	10.8%

State subsidies are down 28% and the State's contribution to our budget is down 32%.

Financial independence is in part reliant upon increased enrollment from both in-and-out-of-state students. A successful football program with quality game-day traditions contributes to this objective. This is a goal of an on-campus stadium.

## Reason 4: Positive Economic Impact for Fort Collins

The location of Hughes Stadium and the lack of on-campus game-day traditions mutes the financial impact football games (and other potential activities) can have on Fort Collins' economy.

- Most fans who attend games at Hughes go directly to the game ... they don't stop in downtown.
- Most fans go directly home after the game due to lack of proximity to downtown.
- True on-campus game-day traditions at a 40,000-50,000 seat stadium will draw more people to Fort Collins than to Hughes.
- An on-campus stadium will draw more alums and donors from out-of-state; the probability they will stay overnight is very high.

## Reason 4: Positive Economic Impact for Fort Collins (cont.)

Analysis: “Estimating the Economic Impact of College Sports on Local Economics” (Baad, Bauman and Matheson – 2007):

- Florida State (Tallahassee) and University of Florida (Gainesville)
- Measured (i) number of visitors per game; (ii) number of days spectators could stay; (iii) expected money spent.

Conclusion that each game increased taxable sales \$2M-\$3M based on 80,000-90,000 fans. At half (40,000-50,000 fans) we may be able to expect \$1M-\$1.5M or \$6M-\$9M annually.

Generating a positive economic impact for the City of Fort Collins is an objective of building an on-campus stadium.

## Reason 5: Deliver a Landmark, Multi-Use Stadium—In Which We Can Take Great Pride

Our on-campus stadium will be used many more times than 6X annually.

- Multi-use athletic complex: men's and women's soccer; men's and women's lacrosse; rugby; field hockey.
- A community resource for concerts; holiday celebrations; festivals; summer camps; 4<sup>th</sup> of July celebrations; etc.
- Design/components of building a focal point of our process.

Options limited by common sense, affordability and the business model derived from what we put in the building.

- Retail outlets: Apple Store, Starbucks, CSU Bookstore?
- Alumni Welcome Center?
- Hall of Fame Room?
- Student housing?
- Meeting/conference rooms and Center?
- Private residence with dual purpose sky boxes?
- Hotel sponsored by Alumni Center?

Our stadium will be more than a “football field”. It can be a gathering place for our campus and our community; a landmark in which all of us take great pride.



# Commitment to a Quality and Respectful Process and Discourse

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