



CENTER FOR PUBLIC DELIBERATION

CPD Backgrounder for the On-Main Campus Stadium Proposal Forums

Agenda for the public forums

- Welcome and introduction to the process
- Keypad process to capture demographics and sense of values
- Values discussion in small groups
- Analyzing argument maps activity
- Pros and Cons discussion in small groups reacting to backgrounder
- Ending survey

Explanation of this document:

This document was created by the CPD working an independent resource. This document represents a summary of arguments being made concerning the stadium proposal. It was developed from analysis of various forms of public input and comment over the last several weeks, including comments from the input forms at the first stadium advisory committee meeting and online; articles, letters, and message board comments at the *Coloradoan*; discussion at on-line sites such as the CSU alumni Linked In site and Facebook and petition sites, as well as information from the athletic department and members of the Save our Stadium, Hughes group. This document will serve as a starting point and a “living document” throughout the process. It does not represent a full and final representation of the arguments, but rather something for groups to react to that seeks to fairly lay out the arguments currently being offered. We fully expect participants to respond to the arguments as well as call for changes or additions. This document is designed to help us move from a polarized debate to robust deliberation concerning this issue that considers multiple perspectives. As we move forward, we will also be collecting research concerning many of these issues in order to provide more clarity in those cases where data can provide clarity. The order of the arguments does not necessarily represent priorities. Comments concerning this document can be sent to cpd@colostate.edu. An online input form is being developed.

Initial Analysis of Key Values Underlying the Arguments for and against the Proposal

1. A legitimate decision-making process, including significant public engagement
2. CSU academic quality
3. Effective management of CSU resources
4. Environmental stewardship and green leadership
5. Financial sustainability and affordability of CSU
6. Fort Collins economy
7. High quality of life in communities surrounding CSU
8. Strong CSU athletics program
9. Strong CSU-Alumni relationship
10. Strong CSU-Community relationship

ARGUMENTS FOR	ARGUMENTS AGAINST
(Bold represents the primary origin of the argument, with the opposing side offering a response)	
A. Impact on alumni connection	
<p>The new on-campus stadium will more strongly connect alumni to the university by bringing them to campus when they visit for football games. The excitement, increased support, and improved game day experience will strengthen both student and alumni connection with CSU.</p>	<p>Opponents question whether a new stadium could have such impacts. In addition, they question whether it is appropriate that athletics be relied upon as such a critical means of connecting to alumni.</p>
B. Impact on football team and national profile	
<p>New on-campus stadium will reinvigorate the program, attract better coaches and players, and ultimately improve the team. An improved team will garner increased national attention, increasing the profile of CSU as a university since athletics are often a window to the university. The new stadium would serve as a symbol of a bold new era of CSU athletics that students, fans, and alumni will rally around.</p>	<p>The impact of a new stadium on the quality of the football is unclear. It is seen as only one potential factor among many, and one with significant costs and risks. FC/CSU is not a football community like other big name programs (too many other opportunities/activities in Northern Colorado). Alternatively, these end points could potentially be accomplished without a new stadium.</p>
C. Impact on CSU funding and affordability	
<p>Increased alumni connections, national profile, attendance, and community support will result in increased funds for CSU, which is a critical need in a time of decreasing public funding for higher education and increasing cost of tuition. The goal is to become more self-sustaining and remain affordable.</p>	<p>The financial impact of a new stadium is unclear and unpredictable (while the costs are much more tangible). Many athletic departments at major institutions are not operating at a profit and chasing athletic success may backfire.</p>
D. Community impacts	
<p>Traffic and parking issues can be lessened through engineering and design, including the new Mason Street corridor. An improved athletics program and the availability of a high quality multi-use facility may also bring the community together and serve as an important gathering place for FC.</p>	<p>A new stadium will cause many problems in terms of traffic, parking, noise, crime, and trash, which will harm the CSU-community relationship. The neighborhood around Hughes may also be negatively affected by the stadium no longer being used.</p>
E. Utilizing Hughes to achieve these new goals	
<p>The on-main campus nature of the proposal is a critical aspect, particularly for alumni engagement and for getting people on campus for game days. The prospect of a new stadium has energized people, and improving Hughes would not garner nearly as much excitement, support, or donations.</p>	<p>The goals of a revitalized athletic department expressed by supporters can be achieved at Hughes Stadium at much less cost, particularly if resources are used to improve the stadium and the game day experience there. Having 40,000 people on campus for games will cause problems as well.</p>
F. Funding of stadium	
<p>Stadium would be built with donor funds not state funds or student fees. The just completed campaign raised over \$500 million for campus and academics, but this sort of campaign will engage donors in a new way. New donors may be more willing to donate to athletics and not academics, and long-term, athletic success that strongly ties alumni to the school will positively impact the university beyond athletics.</p>	<p>CSU should focus resources on academics not sports. Faculty and students need more support. Even if primarily funded by private donors, time and effort is still spent on raising the funds for athletics; those donors could be convinced to support academics. Ongoing costs or overruns will ultimately fall to the students or university to cover. Spending on sports during an economic downturn seems inappropriate.</p>
G. Appropriate role of athletics at a university	
<p>Athletics are a big part of university identity and how alumni connect. Even if this is not ideal, it is reality for many. CSU is academically excellent, but unknown nationally; athletics is an important window to the university to change that.</p>	<p>Athletics should not be a central aspect of university identity. CSU shouldn't follow inappropriate national trends; CSU should focus on academics and its land grant mission, not entertainment and spectacle.</p>
H. Environmental impact/message	
<p>Could be built LEED certified and serve as symbol of sustainability. New facilities today are often constructed with significant environmental improvements over older facilities.</p>	<p>A new stadium is not necessary, would have a significant carbon footprint, and sends a bad message about sustainability, particularly for our "Green University."</p>
I. Quality of new facility	
<p>A new stadium can be a centerpiece, jewel, a place for students, community, and alumni to gather.</p>	<p>Stadiums are large, ugly, expensive concrete buildings that sit empty most of the time.</p>

J. Location	
(Note: the Site-Selection subcommittee of the Stadium Advisory Committee has been charged to examine issues regarding potential placement of the proposed stadium. Additional opportunities for public comment will be offered on this topic).	
Ideally, a location will be identified that would minimize these impacts. The building can be designed to include student housing or academic functions, and be visually attractive and a landmark for the school and community.	No suitable location on campus. Support exists for PERC gardens, etc. Space will be needed later for academic buildings or student housing. (Note: concerns exist that the stadium will be built on green space or the intramural fields, but those locations have been removed from consideration)
K. Impact on academics and core mission	
Success in athletics supports academics. A strong athletic program increases student pride in university, which increases retention. More national exposure can also lead to increased applications and thus student quality. A successful athletic program can bring in funding through multiple sources, helping keep tuition down, and faculty and staff salaries competitive.	Athletics distracts from academics. Athletics is not a core function of the university. Many programs are not financially successful, and critics argue that college sports are out of control, with arms races developing for coaches' salaries and facilities. Sports can adversely impact academic performance, as more athletic events impose on the academic calendar.
L. Multi-function facility	
An on-main campus stadium could serve multiple functions to enhance the campus and student experiences, serving as key community gathering place, housing the Alumni Association, including residence halls, stores, classrooms, etc.	More events mean more traffic and related problems. For some in the community, the image of a stadium as a key gathering place was not seen as a positive (seen as image over substance)
M. Current state of Hughes Stadium	
Hughes is lacking, growing obsolete, disconnected from campus and the business community, and only used for a small number of football games.	Hughes is sufficient, recently renovated, and could be renovated again. Beautiful setting with plenty of space, which allows for tailgating (more difficult and problematic on campus). If a new stadium is built, it is unclear what would happen with Hughes; it could become an abandoned eyesore.
N. Athletic conference issues	
CSU may get left behind in conference realignment, and a new conference could translate into a higher profile and more funding, particularly from television revenues. A larger stadium and stronger program may be necessary, however.	Stadium does not guarantee a move up in conference affiliation. Getting left behind is not necessarily bad, and it may be unlikely to be invited to a better conference.
O. Student Attendance	
More students will attend games because they could walk and the game day experience will be enhanced. Increased attendance in turns increases the home field advantage and increases the student connection to CSU.	Student tickets are currently part of student fees, and a new stadium may necessitate an increase in ticket prices. Students are also concerned that an on-campus stadium would bar alcohol. The effort required to go to Hughes is not significant; busses are provided. Moby rarely fills for other sports despite being on campus. Students want a winning program, on campus or not.
P. Impact on other CSU sports	
Success in football will lead to increased revenue for and attention to the other sports. At many universities, success in football and basketball provides funding for non-revenue generating sports. Other sports could also utilize the facility.	A new stadium would be too focused on football. CSU has many sports, including successful programs like volleyball. Getting involved in the "arms race" in football may increase costs to the point of not being able to support other sports.
Q. Impact on Fort Collins economy	
The new stadium, renewed excitement, and increased alumni relationships would lead to higher attendance and out of town visitors. In addition, fans will spend additional dollars in Fort Collins due in part to closer proximity to Old Town.	The impact of new stadiums on local economies is unclear, particularly if crowds keep others from downtown on game days. For some, additional growth to Fort Collins is not seen as a positive.
R. Game day experience	
A new stadium would provide a better game day experience both inside and around the stadium, and lead to new traditions.	A new stadium would not necessarily lead to a better game day experience, especially if tailgating is limited and alcohol is not allowed. Efforts could be made to significantly improve the game day experience at Hughes.