



WAR MEMORIAL STADIUM

Fall 2017



WAR MEMORIAL STADIUM

1. **History and Tradition**
2. **Benefits of WMS Games**
3. **Challenges of WMS Games**
4. **Analysis**
5. **Questions**



HISTORY & TRADITION

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- **University of Arkansas, Fayetteville**
 - Founded: 1871
 - Land-Grant Institution
 - Flagship Institution of University of Arkansas System
 - **2017 Enrollment: 27,558**
 - **Arkansas Students: 55.1 percent**
 - 2017 class – largest class of new first time degree seeking freshmen from Arkansas in the history of the institution (2,476)

RAZORBACKS

HISTORY & TRADITION

- **University of Arkansas Razorbacks Football**
 - First Season: 1894
 - Current Season: 2017 (124th Season in History)
 - 1964 National Championship
 - 13 Conference Championships
 - 3 SEC Football Championship Game Appearances
 - 42 Bowl Appearances
 - 53 Years since UA Football National Championship

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- **War Memorial Stadium (WMS)**
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 - UA at WMS: 215 games (70 seasons)
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 - **Current Capacity: 54,127**

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- **UA–WMS Stadium Agreement History**
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 - 2000: 15–year agreement 2000–14 (3 games – 4 seasons, 2 games 11 seasons; 1 SEC game annually)
 - Aug. 22, 2008 – Two–year extension announced through 2016 (2 games; 1 SEC game annually)
 - Nov. 26, 2013 – Extension announced through 2018 (5 years – 3 Non–Conference games, 2 SEC games)

RAZORBACKS

WHAT HAS CHANGED (since 2000)

- **Since Last Major Analysis of WMS Games**
 - Donald W. Reynolds Razorback Stadium (2nd Expansion)
 - **DWRRS 75,000+ Fan capacity**
 - Off-Campus Recruiting Regulations
 - Ability to require SEC teams to play off-campus
 - Access to Northwest Arkansas via interstate highways
 - Number of Hotel Rooms in NWA has dramatically increased
 - Nationwide Television Coverage of every game
 - Fans Game Day Experience Expectations

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TRADITION OF MULTIPLE HOME STADIUMS

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RAZORBACKS



BENEFITS OF WMS GAMES

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- **History and Tradition**
- **Continued recognition of statewide contributions to helping build the Razorback program**
- **Affirmation of UA commitment to serving the entire state**
- **WMS Stadium proximity to Eastern and Southern Arkansas**

RAZORBACKS

HISTORY & TRADITION

- **Statewide Tradition**
 - Played football in Little Rock since 1906
 - at WMS since 1948
 - Renews Memories of Classic Razorback Moments in WMS
 - Rekindles Emotional ties to pass down to next generation

RAZORBACKS

RECOGNITION OF STATEWIDE SUPPORT

- **Statewide contributions in helping build Razorback program**
 - Razorbacks are the tie that binds the state together
 - Support of Arkansans around the state
 - **Smallest State in the SEC with less than 3M people**
 - **Need everyone around the State pulling together for the Razorbacks**

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COMMITMENT TO STATE

- **Reaffirms UA commitment to serving the entire state**
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 - High profile example of bringing UA closer to rest of the state
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PROXIMITY

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RAZORBACKS



WMS CHALLENGES

CHALLENGES OF WMS GAMES

- Recruiting
- Students / Campus Experience
- Attendance
- Facility
- Finances

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RECRUITING CHANGES

- **FB Signing Date moved to December from February**
 - More official visits in September, October, November
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 - More critical than ever that recruits see campus around games
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STUDENT / CAMPUS EXPERIENCE

- **Distance from Campus for Students**
 - With Games on TV Students choose not to travel 6 hours roundtrip to LR
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 - Biggest home field advantage comes from student section
- **Student Support Increasing in Fayetteville**
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 - Surpassed 12,000 Student Tix sold– Hundreds more guest passes
Continued student Tix growth is contrary to the national trend

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Comparing **SEC** Games in WMS & DWRRS

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FACILITY UPGRADES – IMMEDIATE

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 - Support Tablets for film review on sidelines through Wi-Fi
 - Support Video in locker rooms at Halftime through fiber optics
 - Potentially required as early as 2018, but more likely 2019
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 - Critical for ESPN, CBS & SEC Network
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 - **Estimated cost: \$50,000 to \$250,000**
- **Range Totals for Facility Upgrades: \$1,400,000 to \$4,000,000**

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FACILITY UPGRADES – SHORT TERM

- **Centralized Video Replay connectivity to SEC Officiating Command Center.**
 - Technology worked for the FAMU game
 - Require assurances it will work for SEC game in 2018
- **Replace Artificial Turf – Current surface is nearing the end of its expected lifespan**
 - Need annual performance properties testing to ensure a safe playing surface
 - In the event field is not grading well for safety, will require a replacement. Synthetic turf fields typically have a warranty for 8–10 years (WMS Turf current turf installed in 2010)
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 - Clock issues have been a traditional challenge for WMS.
 - Audio performance must be improved to enhance fan experience
 - **Estimated Cost Range: \$500,000 to \$1,000,000**
- **Renovate & Enhance concessions and public restrooms**
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- **Improved Parking Management**
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FACILITY MINIMUMS – UNDER SEC REVIEW

- Size of Home & Visiting Locker Rooms
 - Estimated cost: \$1,000,000
- Team Meeting Space
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Range Totals: \$1,950,000 to \$3,300,000

TOTAL FACILITY UPGRADES

Grand Total Range:

\$4,850,000 to \$10,000,000

RAZORBACKS



FINANCIALS

FINANCIAL COMPARISON

Per-game Ticket Revenue

DWRRS 5 Year Average	\$4,100,000
WMS 5 year average	<u>\$2,600,000</u>
Per-game average difference	\$1,500,000

RAZORBACKS

FINANCIAL COMPARISON

Per-game Sponsorship Revenue

WMS

\$30,000

DWRRS

\$530,000

Per-game Donation Revenue

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\$1,100,000

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FINANCIAL COMPARISON

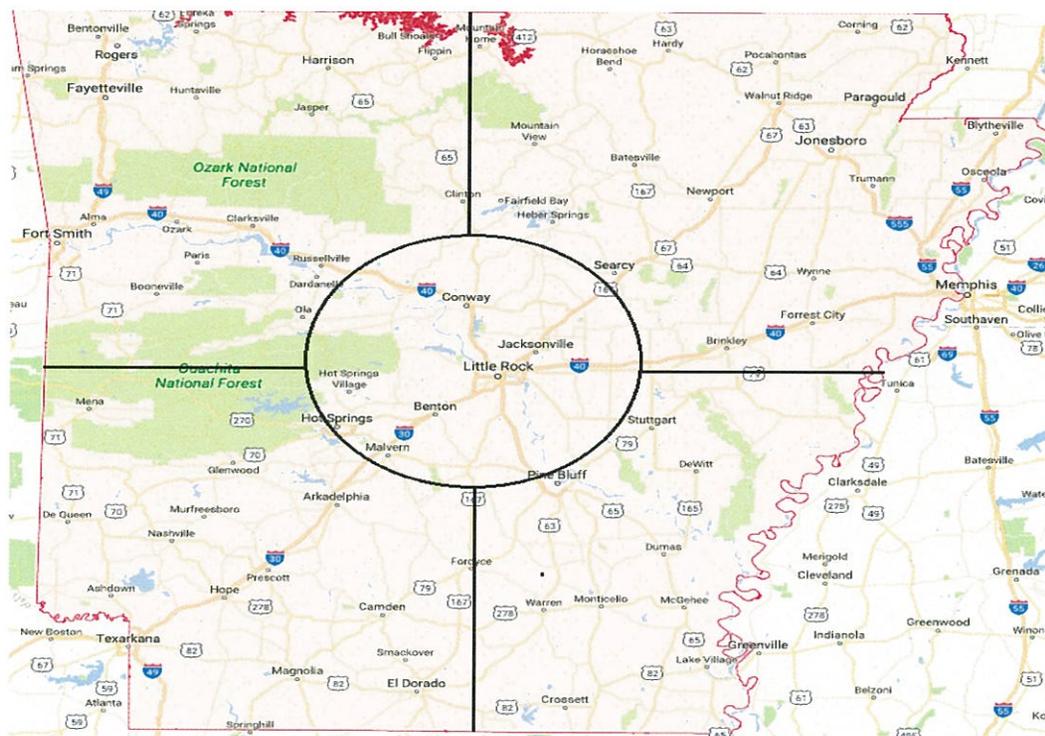
Average per-game net revenues WMS	\$3,700,000
Average per-game net revenues DWRRS	\$7,400,000
<u>Difference in net revenue currently</u>	\$3,700,000
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RAZORBACKS



Analysis of Ticket Purchases

ANALYSIS



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Fayetteville 5 Year Average

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For example if institution A desired to move a conference game to an off-campus site (e.g., Atlanta, New York City or international location) institution B must agree to the proposed game location.

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Final Thoughts

What is in the best interests of:

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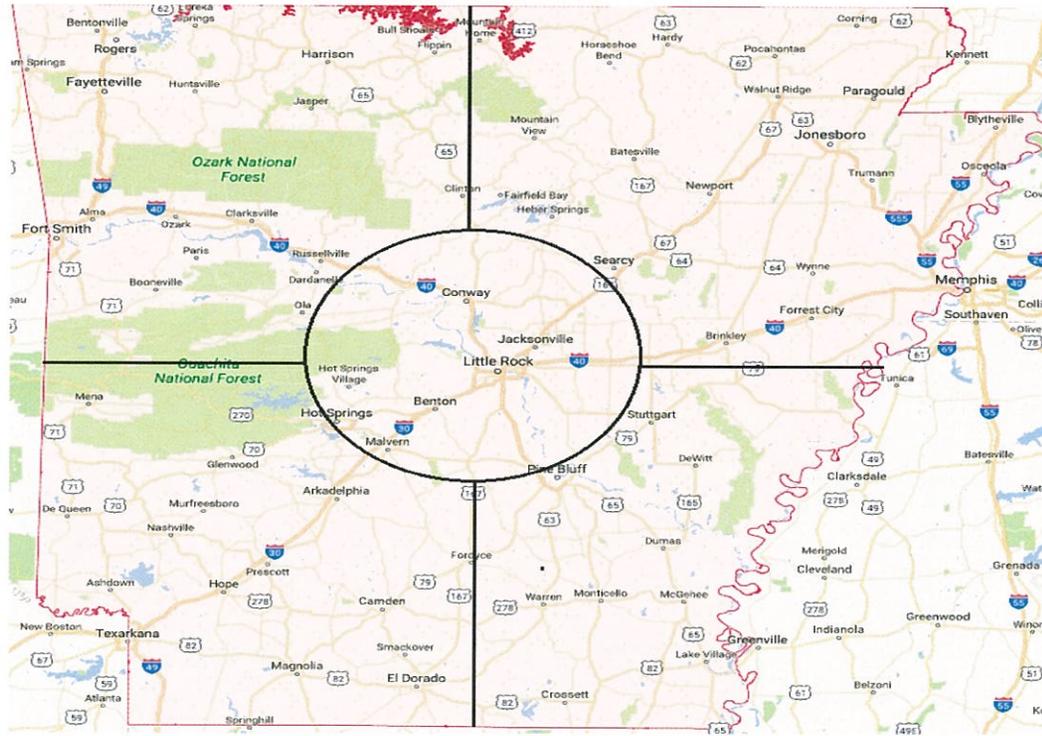
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