

PLANNING FOR THE ATHLETIC ARMS RACE



Jack Crowley, PhD, FAICP, FASLA, Professor and Former Developer

Danny Sniff, EdD, 30 years Associate Vice President for Campus Architects, UGA

Derek Schuber, BS in Building Construction, Georgia Institute of Technology, Associate Project Manager

Sports Facilities as Urban Branding and Points of Pride



1. The Athletic Arms Race to gain program advantage
2. The planning opportunity to integrate into, and improve “sense of place”
 - Tradition, pride
 - Embedment versus athletic suburbanism
 - Quality of life and place



The Athletic Association

Leases space, develops facilities, operations and management

Facilities

- Event venues
- Recruiting
- Training/practice
- Food/diet/nutrition
- Support/offices
- Sports Medicine
- Academic support (eligibility)
- Amenities
- Campus integration

Funding (non-state monies)

- Television (31 million, SEC share 2015)
- Event income (ticketing)
- “Purchase privilege” funds
- Special events (fundraising)
- Contribution
- Endowment
- Royalties

Intangibles

- University branding
- Image, reputation, history
- Networks, recruiting
- Visibility, attractiveness
- Prospects (professional, Olympics)

Personnel

- Coaches (specialty coaches)
- Athletic support staff
- Facilities (operations and management)
- Dietary
- Marketing management and communications
- Development managers
- Academic support
- Compliance

“Money Trend”

SEC Revenues

2015 – 2016	\$584 million
2016 – 2017	\$596 million
2017 – 2018	\$604 million



University of Georgia’s athletics budget (2019): \$143 million

University of Georgia’s athletics revenue (2018): \$43 million

Big Player List 2018-2019

Rank	School	Conference	Total Revenue
1	Texas	Big 12	\$219 million
2	Texas A&M	SEC	\$212 million
3	Ohio State	Big Ten	\$205 million
4	Michigan	Big Ten	\$195 million
5	Alabama	SEC	\$177 million
6	Georgia	SEC	\$176 million
7	Oklahoma	Big 12	\$175 million
8	Florida State	ACC	\$168 million
9	Penn State	Big Ten	\$165 million
10	Florida	SEC	\$161 million
11	Wisconsin	Big Ten	\$151 million
12	Auburn	SEC	\$147 million
13	Michigan St.	Big Ten	\$145 million
14	LSU	SEC	\$145 million
15	Tennessee	SEC	\$143 million

Upturn of 90's Configuration

- SEC
- Big Ten
- PAC 10
- Big 12
- ACC

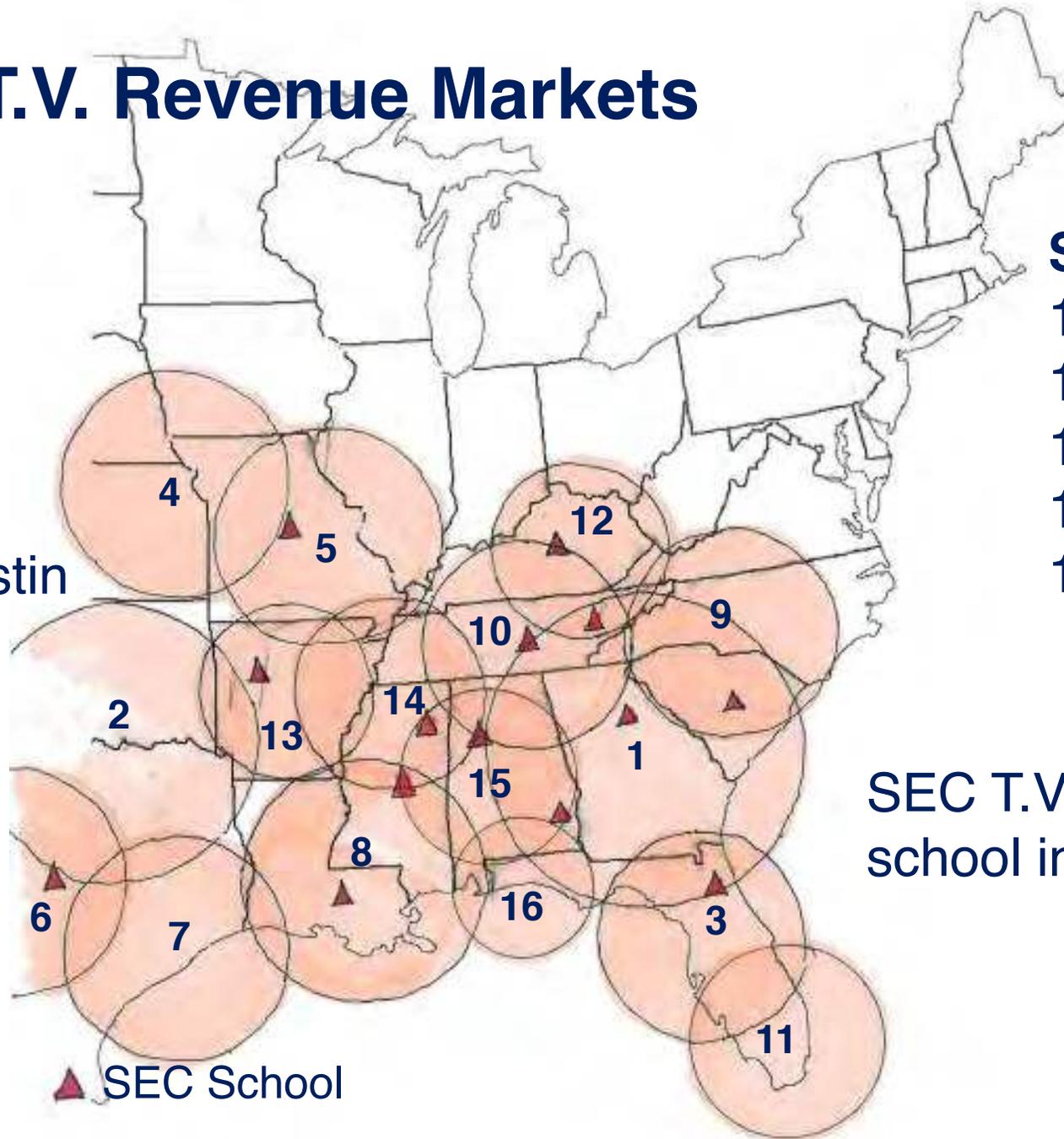
Source: <http://sports.usatoday.com/ncaa/finances/>

The SEC and T.V. Revenue Markets

- 1 – Atlanta
- 2 – Dallas, Ft. Worth
- 3 – Tampa, Orlando
- 4 – Kansas City
- 5 – St. Louis
- 6 – San Antonio, Austin
- 7 – Houston
- 8 – New Orleans
- 9 – Charlotte
- 10 – Nashville
- 11 – Miami

Smaller Markets

- 12 – Lexington
- 13 – Little Rock
- 14 - Memphis
- 15 – Birmingham
- 16 - Tallahassee



SEC T.V. Revenue to each school in 2018: \$43 million

University of Georgia

The base case: Evolution of the historic set of athletic facilities within the campus



Beginning of the “upturn” in the Race

Late 1990’s (Title 9)



Equestrian: \$6 million
Agricultural Arena – High Point Farm



Women’s Softball and Soccer Complex: \$8 million

Beginning of the “upturn” in the Race

Late 1990’s (Title 9)



Sanford Stadium Club Level: \$6 million



Tennis Facilities: \$4 million

Upturn Continued.....



Ramsey Center: \$32 million (1990 dollars)

- Student facilities
- Swimming
- Gymnastics
- Volleyball

Spec Towns Track: \$2.5 million



Butts Mehre: \$4 million



Golf Clubhouse: \$2.5 million

Early 2000's



Sanford Stadium upgrades: \$72 million

- Southeast entry, concessions
- North upper deck
- Reed Plaza



Butts Mehre
addition:
\$4 million



Early 2000's



Stegeman Coliseum upgrade: \$14million

Basketball (men's/women's), gymnastics,
weight training



Stegeman Coliseum practice facility: \$18 million

Recent Phases

Equestrian
Clubhouse:
\$3.1 million



Women's
soccer
stadium:
\$4.5
million



Stegeman Coliseum interior: \$10 million



Golf team clubhouse expansion: \$4.35 million

Recent Phases Continued.....



Sanford Stadium
West End:
\$62 million



Recruiting lounge, locker room, scoreboard, plaza



Indoor Practice Facility: \$31 million



Recent Phases Continued.....



Baseball Stadium upgrade: \$13 million



Total

(Sanford Stadium west end, indoor practice facility and baseball stadium upgrade)

→ 125 million (recent package)

Present Projects



Tennis Stadium: \$8.5 million



Butts Mehre expansion: \$80 million

The Arms Race Goes On.....

Expansion of seating at the baseball stadium

Track & field

- Indoor
- Outdoor facilities

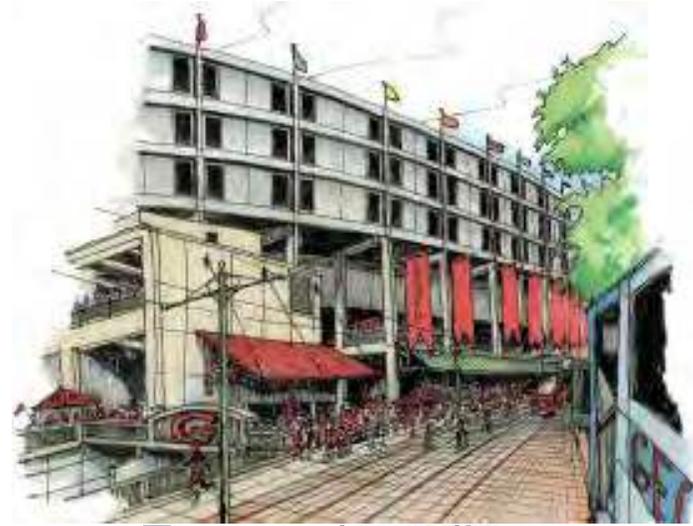
Stegeman Coliseum seating expansion

East end Sanford Stadium

Restored game day rail cars

Sanford Stadium transportation access - rail

Sanford Stadium internal capacity and upgrades



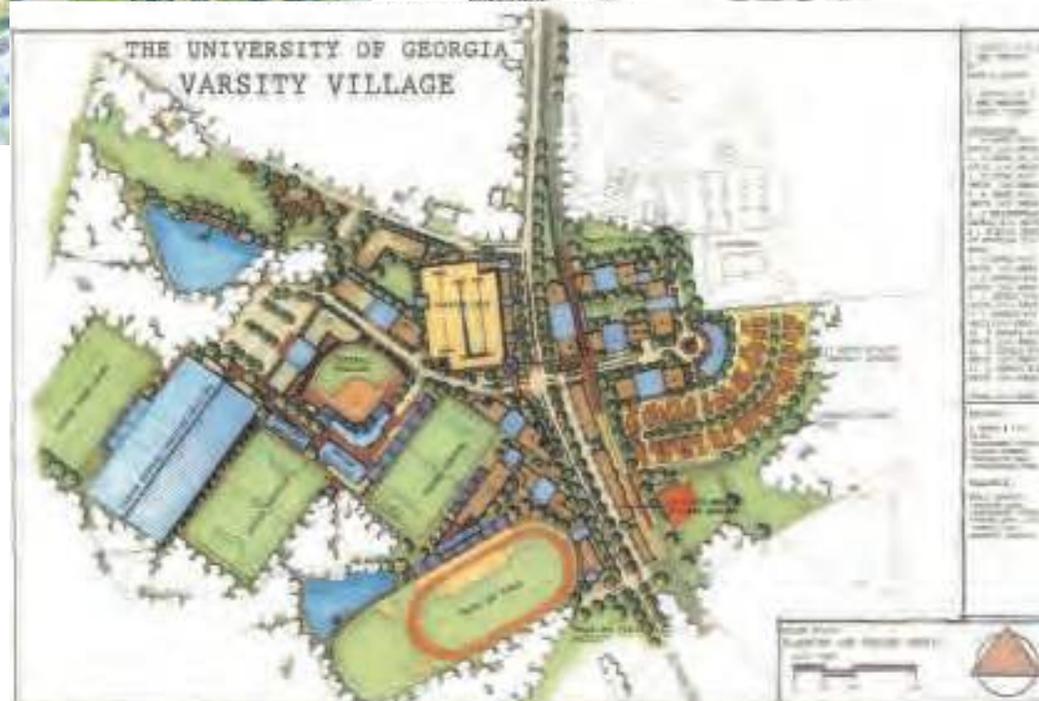
East end stadium



Integration of Development (Women's Sports Village)



Plans



Campus Rail

Questions?