PLANNING FOR THE ATHLETIC ARMS RACE

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UGA OKs $80M football project

By Lee Shearer
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The University of Georgia Athletic Association has endorsed an $80 million renovation and expansion of its Butts-Mehre Heritage Hall for UGA football.

The association’s board of directors on Friday voted unanimously to authorize the project.

UGA athletic officials announced the project, one of the single largest construction projects in the university’s history, on the same day the UGA Terry College of Business dedicated the final two buildings of its new $140 million, six-building Business Learning Campus.

Construction on the Butts-Mehre project will begin in January, UGA Deputy Athletic Director for Operations Josh Brooks told the board, pending approval from the state Board of Regents.

The project will add 136,300 square feet of new space and renovate 28,700 square feet in the existing part of Butts-Mehre.

Butts-Mehre, named after two former UGA football coaches, has housed UGA athletic administrators and football operations since 1987, with some renovations and smaller additions in the more than 30 years since it opened.

See FOOTBALL, A3

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

Athletic facilities on campus
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

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

Intangibles
• University branding
• Image, reputation, history
• Networks, recruiting
• Visibility, attractiveness
• Prospects (professional, Olympics)
“Money Trend”

SEC Revenues

<table>
<thead>
<tr>
<th>Years</th>
<th>Revenue</th>
</tr>
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<tbody>
<tr>
<td>2015 – 2016</td>
<td>$584 million</td>
</tr>
<tr>
<td>2016 – 2017</td>
<td>$596 million</td>
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<tr>
<td>2017 – 2018</td>
<td>$604 million</td>
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</table>

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

University of Georgia’s athletics revenue (2018): $43 million
<table>
<thead>
<tr>
<th>Rank</th>
<th>School</th>
<th>Conference</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texas</td>
<td>Big 12</td>
<td>$219 million</td>
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<tr>
<td>2</td>
<td>Texas A&amp;M</td>
<td>SEC</td>
<td>$212 million</td>
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<tr>
<td>3</td>
<td>Ohio State</td>
<td>Big Ten</td>
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<tr>
<td>4</td>
<td>Michigan</td>
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<td>$195 million</td>
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<tr>
<td>5</td>
<td>Alabama</td>
<td>SEC</td>
<td>$177 million</td>
</tr>
<tr>
<td>6</td>
<td>Georgia</td>
<td>SEC</td>
<td>$176 million</td>
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<td>7</td>
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<td>8</td>
<td>Florida State</td>
<td>ACC</td>
<td>$168 million</td>
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<td>9</td>
<td>Penn State</td>
<td>Big Ten</td>
<td>$165 million</td>
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<tr>
<td>10</td>
<td>Florida</td>
<td>SEC</td>
<td>$161 million</td>
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<tr>
<td>11</td>
<td>Wisconsin</td>
<td>Big Ten</td>
<td>$151 million</td>
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<tr>
<td>12</td>
<td>Auburn</td>
<td>SEC</td>
<td>$147 million</td>
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<td>13</td>
<td>Michigan St.</td>
<td>Big Ten</td>
<td>$145 million</td>
</tr>
<tr>
<td>14</td>
<td>LSU</td>
<td>SEC</td>
<td>$145 million</td>
</tr>
<tr>
<td>15</td>
<td>Tennessee</td>
<td>SEC</td>
<td>$143 million</td>
</tr>
</tbody>
</table>

**Upturn of 90’s Configuration**
- SEC
- Big Ten
- PAC 10
- Big 12
- ACC

Source: [http://sports.usatoday.com/ncaa/finances/](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

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
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: $14 million

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

Stegeman Coliseum practice facility: $18 million
Recent Phases

Equestrian Clubhouse: $3.1 million

Stegeman Coliseum interior: $10 million

Women’s soccer stadium: $4.5 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 stadium
- Sanford Stadium internal capacity and upgrades
- Sanford Stadium transportation access - rail
- East end Sanford Stadium
- Restored game day rail cars
Integration of Development (Women’s Sports Village)
Questions?