

# Florida Atlantic University Athletic Workshop

BOT Athletics Sub-Committee  
March 19, 2008



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## Florida Atlantic University Athletic Workshop

**FAU ATHLETIC DEPARTMENT**  
**18 Intercollegiate Division I Sports**

Men: (8)

Football (I-A)  
Basketball  
Soccer  
Cross Country  
Swimming & Diving  
Baseball  
Tennis  
Golf

Women: (10)

Volleyball  
Basketball  
Soccer  
Cross Country  
Swimming & Diving  
Softball  
Tennis  
Golf  
Indoor Track/Field  
Outdoor Track/Field

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# Florida Atlantic University Athletic Workshop

## ***ATHLETIC DEPARTMENT ADMINISTRATION***

### Administration

- Athletic Director
- Administrative Support

### Internal Operations

- Academic Services
- Business Operations
- Compliance
- Equipment Room
- Event Management
- Facilities
- Sports Medicine
- Strength & Conditioning

### External Operations

- Cheerleaders
- Corporate Relations
- Dance Team
- Development
- Marketing & Promotions
- Media Relations
- Ticket Operations
- Ticket Sales
- Licensing/Merchandising

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# Florida Atlantic University Athletic Workshop

## ***Department Mission***

*Four Cornerstones for Success within Intercollegiate Athletics*

1. Institutional Control
2. Academic Excellence
3. Fiscal Integrity
4. Winning Championships

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## Florida Atlantic University Athletic Workshop

### ***Budgetary Objectives***

- Balance the Budget
- Grow the Budget
- Build Facilities

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## Florida Atlantic University Athletic Workshop

### ***ATHLETIC SUCCESS***

#### **FY08 (as of March 6, 2008)**

- 168 student-athletes earned 3.0 GPA or higher, (37%)
- Men's Soccer - Atlantic Soccer Conference Champions
- Football – Hosted a sell out crowd against # 6 ranked USF @ Lockhart Stadium
- Football – Sun Belt Conference Champions
- Football – New Orleans Bowl Champions
- Football – Fastest start-up program to be invited to a bowl & win
- Football – Only University in the state of Florida to win a bowl game
- Women's Swimming/Diving – Finished 3<sup>rd</sup> in the Sun Belt Conference Tournament
- Men's Basketball – Host 1<sup>st</sup> round Sun Belt Tournament
- Men's Basketball – Recorded a 11-4 home court record
- Men's Tennis – Ranked # 51 nationally, highest rank in program history
- Baseball – Hosted the 2007 College World Series Runner-up (UNC) & drew nearly 3,000 for the weekend series
- Softball – 2007 Sun Belt Champions
- Softball – Faced the 2008 U.S. Olympic team in an exhibition
- Softball – Defeated # 6 ranked LSU

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# Florida Atlantic University Athletic Workshop

## BUDGET SUMMARY FY08

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# Florida Atlantic University Athletic Workshop

	FY08 Budget	FY08 Ytd Feb. 29	FY08 Yr End Projected/Committed
<b>Revenues</b>			
Game Guarantees (1)	1,350,000	1,295,895	1,432,875
Ticket Sales (2)	420,000	471,961	501,587
Development (3)	800,000	314,016	800,000
Corporate Sales	400,000	352,000	400,000
Auxiliary Events (4)	60,000	55,794	76,790
NCAA/Conference Distribution (5)	620,000	603,140	713,140
Sports Program Supplements (6)	5,000	2,000	7,000
Athletic Fees	8,050,000	7,016,436	8,056,359
Parking/Programs	20,000	24,565	26,565
Facility Rentals	75,000	38,784	75,000
Revenue - Other	986,185	128,818	619,753
Institutional Support	1,077,815	1,077,815	1,077,815
State Title IX	246,000	246,000	246,000
<b>Total Revenues</b>	<b>14,110,000</b>	<b>11,627,224</b>	<b>14,032,884</b>
<b>(1) Game Guarantees</b>			
Football	1,200,000	1,114,520	1,200,000
Men's Basketball	150,000	150,000	200,000
Women's Basketball	0	25,000	25,000
Volleyball	0	0	1,500
Softball	0	1,375	1,375
Women's Soccer	0	2,500	2,500
Men's Soccer	0	2,500	2,500
<b>Total Game Guarantees</b>	<b>1,350,000</b>	<b>1,295,895</b>	<b>1,432,875</b>
<b>(2) Ticket Sales</b>			
Football	340,000	419,492	419,492
Men's Basketball	32,000	32,753	36,179
Women's Basketball	5,000	2,132	2,395
Baseball	20,000	6,493	20,000
Softball	20,000	7,570	20,000
Men's Soccer	1,000	2,543	2,543
Women's Soccer	1,000	978	978
Volleyball	1,000	0	0
<b>Total Ticket Sales</b>	<b>420,000</b>	<b>471,961</b>	<b>501,587</b>

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## Florida Atlantic University Athletic Workshop

	FY08 Budget	29-Feb FY08 YTD	30-Jun FY08 Yr End
<b>(3) Development</b>			
Transferred in	0	115,933	115,933
Money in the door	0	198,083	198,083
Committed	800,000	0	485,984
<b>Total Development</b>	<b>800,000</b>	<b>314,016</b>	<b>800,000</b>
<b>(4) Auxiliary Events</b>			
Concessions	20,000	41,790	41,790
Licensing/Merchandising	30,000	10,861	35,000
Misc.	10,000	0	0
<b>Total Auxiliary Events</b>	<b>60,000</b>	<b>52,651</b>	<b>76,790</b>
<b>(5) NCAA/Conference Distribution</b>			
Special Assistance/SAOF	110,000	0	110,000
Sport Sponsorship/Grants in Aid	470,000	559,782	559,782
NCAA Championship Travel Reimt	0	0	0
SunBelt Distribution	40,000	43,358	43,358
<b>Total NCAA Distribution</b>	<b>620,000</b>	<b>603,140</b>	<b>713,140</b>
<b>(6) Sport Program Supplements</b>			
Men's Soccer Staff	0	2,000	2,000
Baseball Staff	5,000	0	5,000
<b>Total Sport Program Suppleme</b>	<b>5,000</b>	<b>2,000</b>	<b>7,000</b>

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## Florida Atlantic University Athletic Workshop

Revenues	FY08 Budget	FY08 Ytd Feb. 29	FY08 Yr End Projected/Commi
Game Guarantees	1,350,000	1,295,895	1,432,875
Ticket Sales	420,000	471,961	501,587
Development	800,000	314,016	800,000
Corporate Sales	400,000	352,000	400,000
Auxiliary Events	60,000	55,794	76,790
NCAA/Conference Distribution	620,000	603,140	713,140
Sports Program Supplements	5,000	2,000	7,000
Athletic Fees	8,050,000	7,016,436	8,056,359
Parking/Programs	20,000	24,565	26,565
Facility Rentals	75,000	38,784	75,000
Revenue - Other	986,185	128,818	619,753
Institutional Support	1,077,815	1,077,815	1,077,815
State Title IX	246,000	246,000	246,000
<b>Total Gross Revenues</b>	<b>14,110,000</b>	<b>11,627,224</b>	<b>14,032,884</b>

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## Florida Atlantic University Athletic Workshop

Expenses	FY08 Budget	2/29/08		6/30/08
		FY08 Ytd	FY08 Yr End	Projected/Commi
W Basketball	623,016	462,113		621,473
W Cross Country/In & Out Track	202,831	129,078		202,830
W Golf	36,116	19,609		36,471
W Soccer	223,673	162,356		197,909
Softball	329,074	184,840		328,030
W Swimming/Dive	270,370	174,563		271,627
W Tennis	68,023	33,639		66,640
Volleyball	197,577	153,144		195,139
Baseball	464,386	235,983		423,530
M Basketball	860,770	623,985		860,442
M Cross Country	18,645	10,066		11,311
Football	2,556,166	2,184,551		2,714,256
M Golf	59,652	36,847		60,762
M Soccer	139,202	121,351		138,457
M Swimming/Dive	60,000	53,403		60,033
M Tennis	68,170	42,254		63,798
Administration	610,850	368,561		568,845
External Operations	1,076,999	805,045		956,634
Internal Operations	2,318,980	1,843,200		2,392,939
Scholarships	3,925,500	3,019,132		3,861,758
<b>Total Expenses</b>	<b>14,110,000</b>	<b>10,663,720</b>		<b>14,032,884</b>
<b>Net Income (Loss)</b>				<b>0</b>

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## Florida Atlantic University Athletic Workshop

### ***How to Balance Budget By June 30, 2008***

### **4 Month Strategic Plan**

(March 1 – June 30)

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## Florida Atlantic University Athletic Workshop

### **Revenue Points of Emphasis (FY08)**

- Ticket Sales
- Corporate Sales
- Development / Business Opportunities  
(Football Stadium Project Construction / Operating Gifts)
- Revenue - Other

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## Florida Atlantic University Athletic Workshop

### ***Ticket Sales***

- Increase Corporate Group Tickets Purchased
- Baseball and Softball “Theme Nights”
- Community Nights
- Work with youth organizations and little leagues to create theme ticket packages that include in-game promotions

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## Florida Atlantic University Athletic Workshop

### ***Corporate Sales***

- Maximize University Business-to-Business opportunities for Sponsorship Inventory
- Maximize Spring Sport Opportunities when Developing 2008/2009 Proposals
- Renew all One-year Contracts to Multi-year
- Solicit National and Regional Accounts

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## Florida Atlantic University Athletic Workshop

### ***Athletic Development***

- \$485,984 committed (2/29/08)
- Owl Club Renewals
- Annual Fund Drive
- Golf Tournament
- Increase current Owl Club member levels for members
- 5 New Director Club Members (\$12,500)
- 3 '94 Club Members (\$25,000)

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**Revenue – Other**

- Solicit University Vendors
- 1 Major Gift (\$100,000)
- Business-to-Business Opportunity for Scholarships
- Football Stadium Campaign

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**FY08 Athletics Summary –**

**Revenues**                      \$14,032,884

**Expenses**

Salaries                      \$ 5,419,267

Operating                      \$ 4,751,859

Scholarships                      \$ 3,861,758

Expenses Total                      \$14,032,884

**Net**                                      **(\$ 0)**

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# Florida Atlantic University Athletic Workshop

## NEW ORLEANS BOWL BUDGET

Revenues	FY08	FY08
	Ytd Feb. 29	Yr End Projected/Committed
Ticket Sales	36,040	37,330
Bowl Contribution	0	350,000
<b>Total Gross Revenues</b>	<b>36,040</b>	<b>387,330</b>

  

Expenses	Ytd	Yr End
		Projected/Committed
Team Travel	163,091	291,452
Equipment/Laundry	6,270	16,203
Bowl Gifts	30,333	53,231
Media Guides	8,887	8,887
Bank Service Charges	0	2,500
Misc.	1,338	2,537
<b>Total Bowl Expenses</b>	<b>209,919</b>	<b>374,810</b>
<b>Net Income (Loss)</b>		<b>12,520</b>

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# Florida Atlantic University Athletic Workshop

***We Will Have A  
Balanced Budget June 30, 2008***



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## Florida Atlantic University Athletic Workshop 3 – Year Comparison

Revenues	FY06 Actual	FY07 Actual	FY08 Yr End Projected/Committed
Game Guarantees (1)	1,294,500	2,139,750	1,432,875
Ticket Sales (2)*	461,856	369,512	501,587
Development (3)	379,184	573,534	800,000
Corporate Sales	307,200	183,000	400,000
Auxiliary Events (4)	0	73,646	76,790
NCAA/Conference Distribution (5)	574,072	619,186	713,140
Sports Program Supplements (6)	34,500	30,882	7,000
Athletic Fees	7,818,538	8,092,970	8,056,359
Parking/Programs	0	0	26,565
Facility Rentals	83,781	75,975	75,000
Sponsored Proj./Pass Thru/Revenue-Other	164,339	0	619,753
Corporate Partners	280,000	0	0
Institutional Support	1,076,569	1,076,569	1,077,815
State Title IX	247,246	247,246	246,000
<b>Total Revenues</b>	<b><u>12,721,785</u></b>	<b><u>13,482,270</u></b>	<b><u>14,032,884</u></b>

\* Parking/Programs were a part of Ticket Sales in FY06 & FY07

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## Florida Atlantic University Athletic Workshop 3 – Year Comparison

Expenses	FY06 Actual	FY07 Actual	FY08 Yr End Projected/Comm
W Basketball	464,699	620,175	621,473
W Cross Country/In & Out Track	159,702	192,654	202,830
W Golf	28,315	31,625	36,471
W Soccer	177,590	221,906	197,909
Softball	272,003	317,330	328,030
W Swimming/Dive	160,783	181,318	271,627
W Tennis	55,557	55,159	66,640
Volleyball	141,249	187,690	195,139
Baseball	361,801	497,321	423,530
M Basketball	822,497	933,852	860,442
M Cross Country	18,487	21,831	11,311
Football	2,242,587	2,494,189	2,714,256
M Golf	35,590	38,733	60,762
M Soccer	123,269	142,165	138,457
M Swimming/Dive	154,885	162,278	60,033
M Tennis	59,001	69,982	63,798
Administration	438,070	561,595	568,845
External Operations	809,088	815,157	956,634
Internal Operations	2,342,166	2,533,430	2,392,939
Scholarships	3,891,418	3,686,509	3,861,758
<b>Total Expenses</b>	<b><u>12,758,757</u></b>	<b><u>13,764,899</u></b>	<b><u>14,032,884</u></b>

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***FY09***

***REVENUES***

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***FY09 Notes***

**Revenues -**

Student Fees – Reduced by 3% (\$ 241,505)  
Game Guarantees – Increased by 36% \$ 554,125

**Expenses -**

Scholarships – \$ 300,000  
Increased due to expected 8% increase in tuition

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## Florida Atlantic University Athletic Workshop

	30-Jun FY08 Yr End	FY09 Projected
<b>Revenues</b>		
Game Guarantees (1)	1,432,875	1,837,000
Ticket Sales (2)	501,587	423,500
Development (3)	800,000	1,000,000
Corporate Sales	400,000	500,000
Auxiliary Events (4)	76,790	55,000
NCAA/Conference Distribution (5)	713,140	703,000
Sports Program Supplements (6)	7,000	5,000
Athletic Fees	8,056,359	7,808,501
Parking/Programs	26,565	20,000
Facility Rentals	75,000	75,000
Revenue - Other	619,753	588,660
Institutional Support	1,077,815	1,076,569
State Title IX	246,000	247,246
<b>Total Gross Revenues</b>	<b>14,032,884</b>	<b>14,339,476</b>

### (1) Game Guarantees

Football	1,200,000	1,650,000
Men's Basketball	200,000	154,500
Women's Basketball	25,000	25,000
Volleyball	1,500	0
Softball	1,375	0
Women's Soccer	2,500	0
Men's Soccer	2,500	7,500
<b>Total Game Guarantees</b>	<b>1,432,875</b>	<b>1,837,000</b>

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## Florida Atlantic University Athletic Workshop

	30-Jun FY08 Yr End	FY09 Projected
<b>(2) Ticket Sales</b>		
Football	419,492	340,000
Men's Basketball	36,179	37,000
Women's Basketball	2,395	3,500
Baseball	20,000	20,000
Softball	20,000	20,000
Men's Soccer	2,543	1,000
Women's Soccer	978	1,000
Volleyball	0	1,000
<b>Total Ticket Sales</b>	<b>501,587</b>	<b>423,500</b>
<b>(3) Development</b>		
Transferred in	115,933	0
Money in the door	198,083	0
Committed / Budget	485,984	1,000,000
<b>Total Development</b>	<b>800,000</b>	<b>1,000,000</b>
<b>(4) Auxiliary Events</b>		
Concessions	41,790	20,000
Licencing/Merchandising	35,000	35,000
Misc.	0	0
<b>Total Auxiliary Events</b>	<b>76,790</b>	<b>55,000</b>
<b>(5) NCAA/Conference Distribution</b>		
Special Assistance/SAOF	110,000	110,000
Sport Sponsorship/Grants in Aid	559,782	550,000
NCAA Championship Travel Reimb.	0	0
A-Sun/SunBelt/BCS Distribution	43,358	43,000
<b>Total NCAA Distribution</b>	<b>713,140</b>	<b>703,000</b>
<b>(6) Sport Program Supplements</b>		
Men's Soccer Staff	2,000	0
Baseball Staff	5,000	5,000
<b>Total Sport Program Supplement</b>	<b>7,000</b>	<b>5,000</b>

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**GAME GUARANTEES**

*Fiscal Year 2009*

Football 2008

Texas	\$900,000
Michigan State	\$400,000
Minnesota	\$150,000
Conference Games (4)	<u>\$200,000</u>
<b>Total Football</b>	<b>\$1,650,000</b>

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**TICKET SALES REVENUE**

	<u>FY08 Proj.</u>	<u>FY09 Budget</u>
FOOTBALL *	\$419,492	\$340,000
MEN'S BASKETBALL	\$ 36,179	\$ 37,000
WOMEN'S BASKETBALL	\$ 2,395	\$ 3,500
BASEBALL	\$ 20,000	\$ 20,000
SOFTBALL	\$ 20,000	\$ 20,000
MEN'S SOCCER	\$ 2,543	\$ 1,000
WOMEN'S SOCCER	\$ 978	\$ 1,000
VOLLEYBALL	\$ 0	\$ 1,000
Totals	\$501,587	\$423,500

- Minnesota/South Florida – Home Football Games (FY08)
- FIU game at Dolphin Stadium – (FY09)
- Tuesday night game – (FY09)

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## Florida Atlantic University Athletic Workshop

### ***Revenue – Other***

- Solicit University Vendors
- Major Gifts
- Football Stadium Campaign
- Business-to-Business Opportunity for Scholarships

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## Florida Atlantic University Athletic Workshop

### ***NCAA/CONFERENCE DISTRIBUTION***

- Sports Sponsorships
- Grants-In-Aids
- Conference Payouts
- Special Assistance Fund
- Championship Reimbursements

<b>NCAA/Conf. Distribution</b>	FY08 Projection \$713,140
	FY09 Budget \$703,000

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***EXPENDITURES***

- Scholarship Dollar Increases Limited to Legislative Mandates (Anticipated 8%).
- Personnel Expenses (Anticipated 3%).
- Continued Loan Re-payment Plan.

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***FY09***

***SUMMARY***

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## Florida Atlantic University Athletic Workshop

	FY08 Yr End	FY09 Projected
<b>Revenues</b>		
Game Guarantees	1,432,875	1,837,000
Ticket Sales	501,587	423,500
Development	800,000	1,000,000
Corporate Sales	400,000	500,000
Auxiliary Events	76,790	55,000
NCAA/Conference Distribution	713,140	703,000
Sports Program Supplements	7,000	5,000
Athletic Fees	8,056,359	7,808,501
Parking/Programs	26,565	20,000
Facility Rentals	75,000	75,000
Revenue - Other	619,753	588,660
Institutional Support	1,077,815	1,076,569
State Title IX	246,000	247,246
<b>Total Revenues</b>	<b><u>14,032,884</u></b>	<b><u>14,339,476</u></b>

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## Florida Atlantic University Athletic Workshop

Expenses	Year End FY08	FY09
W Basketball	621,473	626,353
W Cross Country/In & Out Track	202,830	205,319
W Golf	36,471	36,116
W Soccer	197,909	215,672
Softball	328,030	340,059
W Swimming/Dive	271,627	269,940
W Tennis	66,640	68,023
Volleyball	195,139	190,733
Baseball	423,530	427,385
M Basketball	860,442	858,096
M Cross Country	11,311	11,400
Football	2,714,256	2,667,565
M Golf	60,762	59,652
M Soccer	138,457	131,182
M Swimming/Dive	60,033	60,000
M Tennis	63,798	68,170
Administration	568,845	740,227
External Operations	956,634	965,491
Internal Operations	2,392,939	2,348,091
Scholarships	3,861,758	4,050,000
<b>Total Expenses</b>	<b><u>14,032,884</u></b>	<b><u>14,339,476</u></b>

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## Florida Atlantic University Athletic Workshop

### **SUMMARY**

- Try to Keep Up With Rising Costs
- Aggressive Pursuit in Development of Revenue Streams
- Using Cautious Projections to Ensure Balanced Budget Every Year
- Debt Service Payoff is Top Priority
- Build a Football Stadium (opening August 2010)
- Build a Reserve

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## Florida Atlantic University Athletic Workshop

***We Will Have A  
Balanced Budget June 30, 2008 & 2009***



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