

Florida Atlantic University Athletic Workshop

BOT Athletics Sub-Committee
March 20, 2007





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



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



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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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Budgetary Objectives

- Stabilize the Budget
- Grow the Budget
- Build Facilities



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ATHLETIC SUCCESS

FY07

- Full Sun Belt Conference Member (all sports*) – Fall 2006
- *Men's Soccer (Atlantic Soccer Conf.) runner-up
- Football – 4-3 conference record
- Football schedule – Nation's 4th most difficult
- Women's Swimming/Diving – Back to Back Conference Titles
- Men's Basketball – Host 1st round Sun Belt Tourney Game
- Men's Basketball – Recorded 1st Back to Back Winning Seasons since 1989-92
- Men's Tennis – Player Ranked #63 Nationally
- Baseball – Defeated #17 Oklahoma State
- Baseball – Currently 10-2 on the season
- Softball – NCAA Regional (06), 12-5 currently



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BUDGET SUMMARY FY07



Florida Atlantic University Athletic Workshop

	FY07 Budget	FY07 Ytd Feb. 28	FY07 Yr End Projected/Com
Revenues			
Game Guarantees (1)	2,115,000	1,712,500	2,140,000
Corporate Sales	430,000	48,000	230,000
Auxiliary Events (2)	50,000	44,239	50,000
Ticket Sales (3)	430,000	325,947	366,000
Development (4)	420,000	182,703	600,000
Facility Rentals	75,000	48,869	75,000
NCAA/Conference Distribution (5)	520,000	486,022	596,000
Sports Program Supplements (6)	27,000	3,725	11,000
Athletic Fees	8,000,000	6,823,885	8,000,000
Misc	0	0	200,000
Sponsored Projects/Pass Thru	210,000	0	0
Institutional Support	1,077,815	0	1,077,815
State Title IX	246,000	0	246,000
Total Revenues	13,600,815	9,675,890	13,591,815

(1) Game Guarantees

Football	1,975,000	1,550,000	1,975,000
Men's Basketball	140,000	140,000	140,000
Women's Basketball	0	16,000	16,000
Baseball	0		2,500
Men's Soccer	0	6,500	6,500
Total Game Guarantees	2,115,000	1,712,500	2,140,000

(2) Auxiliary Events

Concessions	20,000	15,920	20,000
Licensing/Merchandising	25,000	11,096	25,000
Misc.	5,000	17,223	5,000
Total Auxiliary Events	50,000	44,239	50,000



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	FY07 Budget	28-Feb FY07 YTD	30-Jun FY07 Yr End
(3) Ticket Sales			
Football	340,000	254,477	270,000
Football Parking/Programs	17,000	16,784	19,000
Men's Basketball	32,000	31,578	32,000
Women's Basketball	5,000	3,985	5,000
Baseball	20,000	8,099	19,000
Softball	13,000	6,849	18,000
Men's Soccer	1,000	903	1,000
Women's Soccer	1,000	2,169	1,000
Volleyball	1,000	1,103	1,000
Total Ticket Sales	430,000	325,947	366,000
(4) Development			
Transferred in	0	182,703	182,703
Ready to transfer in / Commitments	0	0	323,000 * Committed (2/15/07)
Development Activity TBD	0	0	94,297
Budget	420,000	0	0
Total Development	420,000	182,703	600,000
(5) NCAA/Conference Distribution			
Special Assistance/SAOF	110,000	0	110,000
Sport Sponsorship/Grants in Aid	360,000	427,892	427,900
NCAA Championship Travel Reimb.	0	17,600	17,600
A-Sun/SunBelt/BCS Distribution	50,000	40,530	40,500
Total NCAA Distribution	520,000	486,022	596,000
(6) Sport Program Supplements			
Men's Soccer Scholarship	12,500	0	0
Baseball Staff	14,500	3,725	11,000
Total Sport Program Supplement	27,000	3,725	11,000



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Auxiliary Events	50,000	44,239	50,000
Ticket Sales	430,000	325,947	366,000
Development	420,000	182,703	600,000
Facility Rentals	75,000	48,869	75,000
NCAA/Conference Distribution	520,000	486,022	596,000
Sports Program Supplements	27,000	3,725	11,000
Athletic Fees	8,000,000	6,823,885	8,000,000
Misc	0	0	200,000
Sponsored Projects/Pass Thru	210,000	0	0
Institutional Support	1,077,815	0	1,077,815
State Title IX	246,000	0	246,000
Total Gross Revenues	13,600,815	9,675,890	13,591,815



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Expenses	FY07 Budget	2/28/07 FY07 Ytd	6/30/07 FY07 Yr End Projected/Comm:
Football	2,434,070	1,784,578	2,489,070
M Basketball	711,109	698,094	866,109
M Golf	40,918	22,345	40,918
Baseball	418,134	240,644	418,134
M Tennis	66,610	41,102	66,610
M Soccer	134,519	118,127	134,519
M Swimming/Dive	161,699	41,275	161,699
M Cross Country	19,265	18,688	19,265
W Basketball	567,394	447,264	627,394
W Tennis	66,825	31,060	66,825
W Golf	36,612	19,894	36,612
W Soccer	220,209	174,424	220,209
W Swimming/Dive	161,699	182,028	161,699
W Cross Country/In & Out Track	190,347	104,424	190,347
Softball	312,965	170,257	312,965
Volleyball	196,204	138,549	196,204
Administration	473,110	426,480	553,110
External Operations	858,646	561,690	928,646
Internal Operations	2,429,665	1,566,661	2,309,665
Scholarships	4,000,815	2,902,332	3,900,815
Intra Fund Loan	100,000		100,000
Total Expenses	13,600,815	9,689,916	13,800,815
Less Institutional Support/Title IX	1,323,815	1,323,815	1,323,815
Total Athletics Local Expenses	12,277,000	8,366,101	12,477,000
Beginning Balance			59,000
Net Income (Loss)			-150,000



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FY07 Key Factors

Conditions-

Reaching Athletic Fees Goal (Revenue)

Reaching \$600,000 Development (7/1 Target)

Currently \$505,000 committed (2/15)

FY06 - \$404,000 total Development

Components-

Includes \$100,000 Auxiliary Loan Repayment (Expense)

Limited Summer A/C Funding (\$50,000)

Includes \$230,000 Expense Variances

(\$150,000)



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FY07 Athletics Summary

Revenues	\$13,591,815
Beg. Cash	\$ 59,000
Expenses	
Salaries	\$ 4,855,000
Operating	\$ 5,045,000
Scholarships	<u>\$ 3,900,815</u>
Expenses Total	<u>\$13,800,815</u>
Net	(\$ 150,000)



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Revenue Points of Emphasis (FY 07)

- Ticket Sales
- Corporate Sales
- Student Enrollment



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How to Balance Budget By June 30, 2007

4 Months Strategic Plan (March 1 – June 30)



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Ticket Sales

- Increase Corporate Group Tickets Purchased
- Baseball and Softball “Theme Nights”
- Community Nights
- Pursue Fundraising Opportunities for Schools, Churches, Synagogues, and Civic Organizations



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Corporate Sales

- Hired Nelligan Sports Marketing – National Firm
Working with 20 Universities/Conferences
- Maximize University Business to Business opportunities for Sponsorships
- Include Football 2007 Inventory in all Packages
- Renew all One-Year Contracts to Multi-Year
- Solicit National and Regional Accounts



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Athletic Development

- Solicit University Vendors
- Increase Owl Club member levels for members
- 5 New Director Club Members (\$12,500)
- 1 Major Gift (\$100,000)
- \$505,000 committed (2/15/07)



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Tracking Progress

- All Revenue Generating Areas of the Athletic Department, (Development, Corporate Sales, and Ticket Sales) will be Tracked Through the Following:
 - (1) Key Indicators Chart
 - (2) Progression Chart



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***We Will Have A
Balanced Budget June 30, 2007***





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FY08

REVENUES



Florida Atlantic University Athletic Workshop

	30-Jun FY07 Yr End	FY08 Projected
Revenues		
Game Guarantees (1)	2,140,000	1,350,000
Corporate Sales	230,000	400,000
Auxiliary Events (2)	50,000	60,000
Ticket Sales (3)	366,000	440,000
Development (4)	600,000	800,000
Facility Rentals	75,000	75,000
NCAA/Conference Distribution (5)	596,000	620,000
Sports Program Supplements (6)	11,000	5,000
Athletic Fees	8,000,000	8,050,000
Sponsored Projects/Pass Thru	0	0
Misc	200,000	0
Revenue - Other	150,000	986,185
Institutional Support	1,077,815	1,077,815
State Title IX	246,000	246,000
Total Gross Revenues	<u>13,741,815</u>	<u>14,110,000</u>
<hr/>		
(1) Game Guarantees		
Football	1,975,000	1,200,000
Men's Basketball	140,000	150,000
Women's Basketball	16,000	0
Baseball	2,500	0
Men's Soccer	6,500	0
Total Game Guarantees	<u>2,140,000</u>	<u>1,350,000</u>



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GAME GUARANTEES

Fiscal Year 2008

Football 2007

Florida	\$500,000
Kentucky	\$350,000
Oklahoma State	\$150,000
Conference Games (4)	<u>\$200,000</u>
Total Football	\$1,200,000



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CORPORATE SALES

- Nelligan Sports Marketing
- Includes Pepsi Sponsorship - \$180,000
- Sponsorships – New and Renewals

Corporate Sales	FY07 Projection	\$230,000
	FY08 Budget	\$400,000



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TICKET SALES REVENUE

	FY07 Proj.	FY08 Budget
FOOTBALL Tickets *	\$270,000	\$340,000
FOOTBALL Park/Prgs	\$ 19,000	\$ 20,000
MEN'S BASKETBALL	\$ 32,000	\$ 32,000
WOMEN'S BASKETBALL	\$ 5,000	\$ 5,000
BASEBALL	\$ 19,000	\$ 20,000
SOFTBALL	\$ 18,000	\$ 20,000
WOMEN'S VOLLEYBALL	\$ 1,000	\$ 1,000
WOMEN'S SOCCER	\$ 1,000	\$ 1,000
MEN'S SOCCER	\$ 1,000	\$ 1,000
Totals	\$366,000	\$440,000

* Minnesota/South Florida – Home Football Games



Florida Atlantic University Athletic Workshop ***DEVELOPMENT***

- Owl Fund
- Football Priority Seating
- Men's & Women's Basketball Priority Seating
- Special Events
- Major Gifts
- IA Club, Champion's Club, Director's Club

Development

FY07 Projected \$600,000

FY08 Budget \$800,000



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NCAA/CONFERENCE DISTRIBUTION

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

NCAA/Conf. Distribution	FY07 Projection	\$596,000
	FY08 Budget	\$620,000



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EXPENDITURES

- Scholarship Dollar Increases Limited to Legislative Mandates (Anticipated 3.0%).
- Operating Expenses Remain Same as FY07.
- Personnel Expenses (Anticipated 3%).
- Continued Loan Re-payment Plan.



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FY08

SUMMARY



Florida Atlantic University Athletic Workshop

	FY07 Yr End	FY08 Projected
Revenues		
Game Guarantees	2,140,000	1,350,000
Corporate Sales	230,000	400,000
Auxiliary Events	50,000	60,000
Ticket Sales	366,000	440,000
Development	600,000	800,000
Facility Rentals	75,000	75,000
NCAA/Conference Distribution	596,000	620,000
Sports Program Supplements	11,000	5,000
Athletic Fees	8,000,000	8,050,000
Sponsored Projects/Pass Thru	0	0
Misc	200,000	0
Institutional Support	1,077,815	1,077,815
State Title IX	246,000	246,000
Revenue - Other	150,000	986,185
Total Revenues	13,741,815	14,110,000
Less Institutional Support/Title IX	1,323,815	1,323,815
Total Gross Revenues	12,418,000	12,786,185



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Expenses

	FY07	FY08
Football	2,489,070	2,545,230
M Basketball	866,109	825,826
M Golf	40,918	42,918
Baseball	418,134	446,992
M Tennis	66,610	69,768
M Soccer	134,519	135,640
M Swimming/Dive	161,699	166,133
M Cross Country	19,265	20,765
W Basketball	627,394	635,902
W Tennis	66,825	72,469
W Golf	36,612	38,612
W Soccer	220,209	222,443
W Swimming/Dive	161,699	166,133
W Cross Country/In & Out Track	190,347	198,057
Softball	312,965	318,238
Volleyball	196,204	198,286
Administration	553,110	461,469
External Operations	928,646	937,752
Internal Operations	2,309,665	2,557,367
Scholarships	3,900,815	3,950,000
Intra Fund Loan	100,000	100,000
Total Expenses	13,800,815	14,110,000
Less Institutional Support/Title IX	-1,323,815	-1,323,815
Total Athletics Local Expenses	12,477,000	12,786,185
Ending Balance	0	0



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SUMMARY

- Try to Keep Up With Rising Costs
- Aggressive Pursuit in Development of Revenue Streams
- Using Cautious Projections to Insure Balanced Budget Every Year
- Debt Service Payoff is Top Priority
- Build a Reserve



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***We Will Have A
Balanced Budget June 30, 2007 & 2008***

