Marshall Center Enhancement Plan
WHY THE NEED FOR AN ENHANCED STUDENT UNION

- Marshall Center opened in 1960 when USF had only 2,000 students

- The Council for the Advancement of Standards in Higher Education (CAS) guidelines of 10 square feet per student indicate the building should be 340,000 sq. ft.

- Size of MC…………….. 106,000 gsf
  Size of SEC ………….. 55,000 gsf
  161,000 gsf
WHY THE NEED FOR AN ENHANCED STUDENT UNION

- Current condition of building
  - Major Repairs: Elevators, Roof, Boiler, Plumbing, Electrical Wiring, HV/AC, ADA compliance
  - Approximate cost for repairs $10,000,000*

- Lack of sufficient space for students (approximately 325 student organizations) and university community

- Food Court inadequate for campus population both in seating capacity and variety of food venues

ENHANCEMENT OVERVIEW

- Enhancement Plan, External Evaluation, Existing Conditions Study and Feasibility Study all developed in 1998

- $48 million to expand and renovate (in 1998 dollars)

- Feasibility Study conducted in 2003 by WTW Architects & Williamson Dacar Associates - $55 million to expand and renovate
### HOW DO WE COMPARE WITHIN FLORIDA

<table>
<thead>
<tr>
<th>University</th>
<th>Enrollment</th>
<th>Union Size</th>
<th>Sq/Ft per Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>USF - Tampa</td>
<td>34,198</td>
<td>106,000/161,000</td>
<td>3.1 / 4.7</td>
</tr>
<tr>
<td>UF</td>
<td>47,241</td>
<td>270,000</td>
<td>5.7</td>
</tr>
<tr>
<td>FSU</td>
<td>31,826</td>
<td>259,000</td>
<td>8.1</td>
</tr>
<tr>
<td>FIU - Univ. Park</td>
<td>26,208</td>
<td>259,675</td>
<td>9.9</td>
</tr>
<tr>
<td>UCF</td>
<td>32,311</td>
<td>214,000</td>
<td>6.6</td>
</tr>
<tr>
<td>FIU - Biscayne</td>
<td>7,899</td>
<td>130,000</td>
<td>16.5</td>
</tr>
<tr>
<td>FAU</td>
<td>17,000</td>
<td>125,000</td>
<td>7.4</td>
</tr>
<tr>
<td>UWF</td>
<td>9,136</td>
<td>87,000</td>
<td>9.5</td>
</tr>
</tbody>
</table>

✦ MC = 106,000 sq. ft.  SEC = 55,000 sq. ft.
CAS Guideline = 10 square feet per student
## MEETING ROOM SHORTAGE

<table>
<thead>
<tr>
<th>Year</th>
<th>Requests</th>
<th>Filled within the Marshall Center</th>
<th>Filled within Academic Space or unable to fill</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>7,107</td>
<td>4,957</td>
<td>2,160</td>
</tr>
<tr>
<td>2002</td>
<td>7,015</td>
<td>4,676</td>
<td>2,339</td>
</tr>
<tr>
<td>2003</td>
<td>7,393</td>
<td>4,822</td>
<td>2,088</td>
</tr>
</tbody>
</table>

These statistics include only data from meeting room applications that were submitted to the Reservations Office. There are many groups who query room availability prior to filling out an application form. When these groups are advised that there are no rooms available on the day of choice, no request is formally submitted. This is a frequent occurrence thus the data above is significantly understated.
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected Cost for Phase 1</td>
<td>$33.5 million</td>
</tr>
<tr>
<td>Projected Cost for Phase 2</td>
<td>$21.6 million</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$55.1 million</td>
</tr>
</tbody>
</table>

**PROJECTED COST FOR PHASE 1**

Funds Currently Available

- $1.3 previously allocated CITF
- $2.8 SG funds in reserve
- $2.6 '03-'04 MC Fee
- $2.6 '04-'05 MC Fee

Funds Projected

- '07 Food Service Contract

**TOTAL TO BE FINANCED FOR PHASE 1**

$22.2 million

**PROJECTED COST FOR PHASE 2**

$21.6 million

**TOTAL TO BE FINANCED FOR PHASE 1 & 2**

$43.8 million
Maintaining a competitive edge is critical to the successful growth of the University of South Florida.

<table>
<thead>
<tr>
<th>University</th>
<th>Enrollment</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>36,800</td>
<td>60 million</td>
</tr>
<tr>
<td>Arkansas State</td>
<td>10,500</td>
<td>40 million</td>
</tr>
<tr>
<td>Indiana/Indianapolis</td>
<td>27,500</td>
<td>54 million</td>
</tr>
<tr>
<td>University of Cincinnati</td>
<td>26,500</td>
<td>51 million</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>33,000</td>
<td>50 million</td>
</tr>
<tr>
<td>University of Massachusetts</td>
<td>13,300</td>
<td>75 million</td>
</tr>
<tr>
<td>Eastern Michigan University</td>
<td>24,700</td>
<td>45 million</td>
</tr>
<tr>
<td>University of South Florida</td>
<td>34,198</td>
<td>55 million</td>
</tr>
</tbody>
</table>

*Besides construction costs, this also includes the cost of furnishing the building’s interior. In other words, the building will be ready for use.*
Marshall Center Program

KEY FEATURES

Food Service
- Food Court/Marketplace – Seating 600
- Restaurant – Seating 100
- Sports Grille – Seating 100
- Internet Coffee Shop – Seating 40

Meeting/Conference Facilities
- 110% Expansion
- Main Ballroom - Performance Seating for 1,200
- Multipurpose Room - Performance Seating for 350
- 20 Meeting and Conference Rooms of varying sizes

Theater
- Performance Seating 600

Student Organizations and SG
- 70% Expansion
- Senate Chambers

Computer Lab
- 50% Expansion
- 100 workstations

Student Lounge Space
- 100% Expansion
- Atriums, interior and exterior courtyards

Bookstore/Retail Shops
- Credit Union
- Travel Bureau
- ID Card Office
- Other retail options

PROGRAM SUMMARY

FUNCTION

<table>
<thead>
<tr>
<th>Function</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Service</td>
<td>32,100</td>
</tr>
<tr>
<td>Ballroom</td>
<td>23,100</td>
</tr>
<tr>
<td>Conference/Meeting Rooms</td>
<td>25,600</td>
</tr>
<tr>
<td>Retail Services</td>
<td>6,270</td>
</tr>
<tr>
<td>Theater/Auditorium</td>
<td>11,200</td>
</tr>
<tr>
<td>Recreation</td>
<td>3,450</td>
</tr>
<tr>
<td>Lounge Space</td>
<td>12,000</td>
</tr>
<tr>
<td>Academic Related</td>
<td>0</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>22,985</td>
</tr>
<tr>
<td>Administration</td>
<td>5,500</td>
</tr>
<tr>
<td>Cultural/Services</td>
<td>1,600</td>
</tr>
<tr>
<td>Service/Support Areas</td>
<td>8,700</td>
</tr>
</tbody>
</table>

SUBTOTAL (Net Square Feet) 152,505

1.5 Net to Gross Factor (Gross Square Feet) 76,253

Total Union Gross Square Feet 228,758

Bookstore Gross Square Feet 62,460

Total Program Gross Square Feet 291,218
New Building at Current SEC Location
Phase One

- Ballroom
- Student Organizations
- Food Court
- Some Meeting Rooms
- Lounge Space
- Sports Grill

Phase Two

- Student Activities Theatre
- Restaurant/Coffee House
- Retail Spaces
- Additional Meeting Rooms and Lounge Space
Why Teardown the SEC?

• never has been the need thought to have been there when they built it

• 55,000 sq. ft. with 1,200 stationary seats is difficult to utilize; cannot maximize use of the space

• regularly scheduled for events with only a few hundred attending (because no space available in the Marshall Center)

• in 2002, SEC had 222 reservations while Marshall Center had close to 5,000 reservations during same time period

• only $2 million more to build new facility rather than renovating current building and trying to “adapt” it to meet our needs

• costs more to operate “older” building and in the long run may cost more than the additional expense of building new
Current Trends in Student Union Construction

The following slides are examples of recent student union renovation and construction projects. These photos highlight union exteriors, food courts, lounges, meeting rooms, theaters, atrium space and other interior spaces.
Bowdoin College
Enrollment: 1,700

Pennsylvania State University
Enrollment: 40,800

Rollins College
Enrollment: 3,717

University of New Mexico
Enrollment: 24,700
DePaul University
Enrollment: 21,363

University of Central Florida
Enrollment: 32,311

Pennsylvania State University
Enrollment: 40,800

University of Houston – Downtown
Enrollment: 9,704
Proposed Timeline - New Marshall Center (Phase 1)

Approval/Review Activities
• President’s Cabinet
  March, 2005
• Campus Development Committee/ACE Workgroup
  March – April, 2005
• UBOT
  May, 2005

Contracting Activities
• Execute A/E Contract
  March/April, 2005
• Select Developer/Construction Manager
  April - July, 2005

Design Activities:
• Preliminary meetings with students
  March – April 2005
• Schematic Design
  May – August, 2005
• Design Development
  September – December, 2005
• Develop Demolition of SEC Bid Package
  October – November, 2005
• 50% Construction Documents
  January – April, 2006
  November, 2005 – February, 2006
• Develop Early Site Work Bid Packages
  May – September, 2006
• 100% Construction Documents

Construction Activities
• Demolition of Special Events Center
  December, 2005 – February, 2006
• Early Site and Utility Bid Packages
  March – September, 2006
• Building Construction
  October, 2006 – February, 2008

Move-in/Occupancy (Phase 1)
• March – May, 2008
The New Marshall Center will:

- Enhance Student Life
- Recruit New Students
- Retain Existing Students
- Serve Dramatic Enrollment Increases
- Enhance Support to On-Campus Residents
- Develop a Premier Facility for Building Community
- Positive image for the northern entrance to the campus