In November 2016, The Beck Group was retained to assist the University of South Florida with conceptual planning of a new 40,000-50,000 seat football stadium. Working closely with the USF Athletics and Facilities teams, all potential sites on and around campus were explored and vetted against a set of team-defined criteria.

After evaluation of all potential sites, it was decided that two “zones” would be studied further. Both zones front Fowler Avenue, one on the east end of campus and the other on the west end.

Concurrent with site selection, a project program and budget were established and benchmarked against similar stadiums of quality and scale built in the last 17 years.

Both zones were then evaluated for potential impacts to existing land use, infrastructure, parking availability, and campus connectivity. Several site concepts were presented for each zone and one scheme in each zone was selected for further development and conceptual renderings.

Both zones have unique characteristics; positives and negatives should be considered for optimum site selection.

Zone 1 has advantages in several categories. It offers the best connection to the heart of the campus and presents an opportunity to provide a memorable game day experience and tradition, utilizing the natural resources unique to the USF campus. Visibility and branding potential is strong, but not overwhelming. This zone also has access to the greatest number of existing parking spaces within a 15-minute walk. Connectivity to Bruce B. Downs and Fletcher from a variety of access points will help with game day congestion.

A portion of the proposed site resides on land that is currently delineated as USF Research Park. In addition to redefining the boundaries of the existing research park, the land use and zoning will need to be modified to allow construction of a stadium. Additionally, there are two occupied buildings on site that will need to be demolished and potentially relocated, both with substantial remaining lease terms. This site also impacts significant utilities serving the campus that must be rerouted. This infrastructure work can be seen in a positive light which will breathe new life into the southwest corner of the campus and serve as a catalyst for development of a higher density research park.

Zone 2 has a number of positive traits worth considering. This site offers great connection to the already established athletic zone on the main campus. It is possible that new improvements such as parking, road improvements, and public plazas could be utilized for games and events at the Sun Dome. The adjacency to the athletic infrastructure encourages an athletics village with practice facilities, gym, and athletic support offices all within a fairly compact footprint.

The visibility and branding opportunities for Zone 2 are significant, but also could dominate the street presence of the campus. The Zone 2 site is much smaller than Zone 1, resulting in less flexibility for building location, service, and public access. Significant campus utilities exist under the proposed site boundary and will likely need to be rerouted, but not to the same extent as Zone 1.
GAME DAY OBSERVATIONS:
- There is a passionate fan base.
- Bulls Zone - high energy but underutilized. A better integration of tailgating and “bull zone”
- Integrating “preferred” tailgating and the “Bulls Zone” could be an opportunity to generate additional revenue.
- The “Herd of Thunder” drew a great crowd and is a major component of the game day experience.
- Proper traffic queuing needs to be considered.
Campus Analysis

- proposed site option
- connection to student life/ campus center
- greenway
- major traffic artery
- campus entrances
- pedestrian bridge

Health
Res-life
Athletics
Research
Student Life
proposed site option
connection to student life/ campus center

campus greenway

Site Options

A

B

C

D

USF - Stadium Study
03.20.17

Site Options

N. 50TH STREET
N. 36TH STREET

STUDENT LIFE

FLETCHER AVENUE
FOWLER AVENUE

BRUCE B. DOWNS BLVD.
proposed site option

connection to student life/ campus center

feasibility of mixed-use facility + conference

parking

“Bulls Zone”
on campus

convenient access

visibility

connection to athletics zone

utilizing existing infrastructure

potential for expansion

clear buildable site

immediately available site

Option A
proposed site option
connection to student life/ campus center
pedestrian bridge

feasibility of mixed-use facility + conference
parking
"Bulls Zone"
on campus
convenient access
visibility
connection to athletics zone
utilizing existing infrastructure
potential for expansion
clear buildable site
immediately available site

Option B
Option C

- Feasibility of mixed-use facility + conference
- Connection to student life/ campus center
- Parking
- "Bulls Zone" on campus
- Convenient access
- Visibility
- Connection to athletics zone
- Utilizing existing infrastructure
- Potential for expansion
- Clear buildable site
- Immediately available site

Proposed Site Option

Connection to student life/ campus center

Peak site option

Option C

Option C

Option C

Option C
proposed site option
connection to student life/ campus center

feasibility of mixed-use facility + conference
parking
"Bulls Zone" on campus
convenient access
visibility
connection to athletics zone
utilizing existing infrastructure
potential for expansion
clear buildable site
immediately available site

Option D

Bulls Zone
on campus

USF - Stadium Study
03.20.17

STUDENT LIFE
FLETCHER AVENUE
FOWLER AVENUE
BRUCE B. DOWNS BLVD.
N. 50TH STREET.
D

9
Stadium
40,000 seats with expansion potential to ~50,000 seats

Mixed-use facility and conference center
~ 200 rooms with 10,000 sf of convention space

“Bulls Zone”
connection to tailgating and fan experience
promoting USF athletics culture

Parking
flexibility of parking beyond the game day uses

Infrastructure adjustments
site impacts such as road realignment, relocation of existing amenities, pedestrian bridge, etc.
Option A - Diagram

- Proposed stadium
- Proposed mixed-use + conference
- Road adjustment
- "Bulls zone"
- Potential parking
Option B - Diagram

- Proposed stadium
- Proposed mixed-use + conference
- Road adjustment
- "Bulls zone"
- Potential parking
Option C - Diagram

- Proposed stadium
- Proposed mixed-use + conference
- Road adjustment
- "Bulls zone"
- Potential parking
Option D - Diagram

- proposed stadium
- proposed mixed-use + conference
- road adjustment
- "bulls zone"
- potential parking
Parking Calculation Strategy

Evaluation factors:
- 400 sf per car (90 degree parking with circulation)
- 1 acre = 43,560 sf which accommodates ~108 spaces

Strategy: Using a factor of 2.9 people per car

Calculation: 40,000 seats at 2.9 people per car = **13,783 parking spaces required**

Site Area: 13,793 x 400sf = 5,589,200 sf
5,517,240 sf / 43,560 sf = ~127 acres required

Program:

Stadium:

A. 40,000 - 50,000 seats (includes future expansion of 10,000 seats)
B. 20 - 26 suites and 4-6 Founders Suites
C. 10,000 gsf of classroom space (soft target)
D. Bulls Zone - space to support the "fan experience" and promote the USF brand
E. Premium tailgating options
F. Parking - assessing the parking feasibility of the proposed zones - 2500 Bulls Club parking spaces

Mixed-use facility and Conference:

A. 200 beds + 10,000 sf of conference space (soft target)
B. Parking

Parking Calculation Strategy

Evaluation factors:
- Mixed-use: 200 hotel rooms + estimated 160 employees @ 8 per 10 rooms at a 4 star rating
- Conference: 10,000 sf @ 15 occupants per SF of assembly = 666.7 occupants

Strategy: Hotel: using a factors of 1 space per room + 0.5 spaces per employee
Conference: using a factor 0.3 spaces per occupant

Calculation: Hotel: 1 per room + 0.5 per employee
200 + (160 x 0.5) = 280 parking spaces required
Conference: 0.3 spaces per employee
666.7 x 0.3 = 200 spaces required

Total: 280 + 200 = **480 spaces required**
ZONE 1
Located at the southwest corner of Fowler Avenue and N. 30th Street (~74 acres).
- High visibility for displaying the USF brand.
- Direct access from major traffic arteries.
- Possibility for higher parking capacity

ZONE 2
Located at the southeast corner of Fowler Avenue and USF Bull Run Drive (~34 acres)
- Moderate visibility for displaying the USF brand.
- Direct access from major traffic arteries.
- Parking is challenging
Zone 1
ZONE 1
Located at the southwest corner of Fowler Avenue and N. 30th Street (~74 acres).

- High visibility for displaying the USF brand
- Direct access from major traffic arteries
- Possibility for higher parking capacity
- Minimum: 3 points of access (ingress/egress)

Site Analysis

Existing campus parking:

1/4 mile - 5 minute walk
Existing campus parking: 197

1/2 mile - 10 minute walk
Existing campus parking: 5,748

3/4 mile - 15 minute walk
Existing campus parking: 13,397

1 mile - 20 minute walk
Existing campus parking: 19,853
Site 1

LEGEND:
- Greenway
- Bulls Run - fan/player experience
- Bulls Zone - plaza for premium tailgating (tents only): ~4.5 acres
- Bulls Club - premium parking and tailgating (vehicles + tents): ~5.4 acres
- Parking: 18 acres = 1,944 spaces
- Parking: 28 acres = 3,024 spaces
- Existing to be demolished
- Stadium: ~6.7 acres
- Mixed-use Facility: ~2 acres

*Preliminary assumption; this site area will be dependent on final configuration of mixed-use facility + conference components
Greenway

Bulls Run - fan/player experience

Bulls Zone - plaza for premium tailgating (tents only): ~5.4 acres

Bulls Club - premium parking and tailgating (vehicles + tents): ~9.6 acres

Parking: 38 acres = 4,104 spaces

Parking: 28 acres = 3,024 spaces

Existing to be demolished

Stadium: ~6.7 acres

Mixed-use Facility: ~2 acres

*Preliminary assumption; this site area will be dependent on final configuration of mixed-use facility + conference components
Zone 2
ZONE 2
Located at the southeast corner of Fowler Avenue and USF Bull Run Drive (~34 acres)
- Moderate visibility for displaying the USF brand.
- Direct access from major traffic arteries.
- Parking is challenging

VEHICULAR ACCESS
PROPOSED STADIUM LOCATION

Site Analysis

USF - Stadium Study

02.14.17

Site Analysis

USF - Stadium Study

02.14.17

Site Analysis

USF - Stadium Study

02.14.17

Site Analysis
LEGEND:
- Greenway
- Bulls Run - fan/player experience
- Bulls Zone - plaza for premium tailgating (tents only): ~3.5 acres
- Bulls Club - premium parking and tailgating (vehicles + tents): ~3.2 acres
- Parking: 10 acres = 1,080 spaces
- Existing to be demolished

Stadium: ~6.7 acres
Mixed-use Facility: ~2 acres
*Preliminary assumption; this site area will be dependent on final configuration of mixed-use facility + conference components

Site 3A
LEGEND:
- Greenway
- Bulls Run - fan/ player experience
- Bulls Zone - plaza for premium tailgating (tents only): ~3.5 acres
- Bulls Club - premium parking and tailgating (vehicles + tents): ~3.2 acres
- Parking: 8 acres = 864 spaces
- Existing to be demolished

Stadium: ~6.7 acres
Mixed-use Facility: ~2 acres

*Preliminary assumption; this site area will be dependant on final configuration of mixed-use facility + conference components
ZONE 1
Located at the southwest corner of Fowler Avenue and N. 30th Street (~74 acres).

- High visibility for displaying the USF brand
- Direct access from major traffic arteries
- Possibility for higher parking capacity
- More flexibility for multiple site options

4 layout options:
1 - NE/SW orientation
2 - NS orientation
3 - NW/SE orientation
4 - NW/SE orientation

ZONE 2
Located at the southeast corner of Fowler Avenue and USF Bull Run Drive (~34 acres)

- Moderate visibility for displaying the USF brand
- Direct access from major traffic arteries
- Parking is challenging
- Significant utility/infrastructure impacts

2 layout options:
1 - NW/SE orientation
2 - NS orientation
LEGEND:
- Greenway
- Intramural Fields
- Preferred Parking
- Tailgating/Fan Experience
- Bulls Walk
- Stadium
- Mixed-use Facility
- Site Access and Vehicular Traffic Volume

Notes:
- ~300 Preferred parking spots
- Flexibility in site for stadium location, scale and shape
- Multiple scales and types of fan experiences.
- Most major tailgating areas located towards the greenway.
- Stadium opens to lake and address Fowler Avenue
- At least 3 possible points of access
- Minimal impact on the existing greenway
- Elimination or possible relocation of south drive to Shriners Hospital
- Mixed-use facility + conference takes advantage of the lake setting
- Mixed-use facility + conference in close proximity to stadium
LEGEND:
- Greenway
- Intramural Fields
- Preferred Parking
- Tailgating/Fan Experience
- Bulls Walk
- Stadium
- Mixed-use Facility
- Site Access and Vehicular Traffic Volume

Notes:
- ~220 Preferred parking spots
- Minimal flexibility in site for stadium location, scale, and shape
- Minimal scales and types of fan experiences
- No impact to existing greenway
- Disconnected from existing greenway
- Located within “athletics zone”
- High visibility from Fowler Avenue
- At least 3 possible points of access
- Mixed-use facility + conference takes advantage of the lake setting
- Mixed-use facility + conference not in close proximity to stadium
Numbers
### PROJECT COSTS

#### 2017

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<th>ZONE 1**</th>
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<th>VARIANCE</th>
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#### ESCALATED TO 2022*

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<th>ZONE 1**</th>
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* Assumes 1.10% material and labor escalation per quarter

** Tenant displacement costs are not included at this time. These impacts will need to be evaluated from a cost, schedule and zoning perspective.

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Figures above include development manager, design and professional services, hard construction costs, FF&E, permits, testing and inspections, and 3% owner contingency.

Figures above do not include start-up expenses, sales and marketing, land acquisition, legal and governmental, and financing and closing costs.

---

### Project Parameters

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<th>ZONE 1**</th>
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<td>ASSUMED GROSS SQUARE FOOTAGE (13 GSF/SEAT)</td>
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<td>SUITES</td>
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<td>FOUNDER'S SUITES</td>
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* Existing tenant displacement costs are not included at this time, and will need to be addressed financially, schedule and zoning requirements.
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<td>TEXAS CHRISTIAN UNIVERSITY</td>
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<td><strong>NUMBER OF SEATS</strong></td>
<td>40,643</td>
<td>55,000 (expandable to 65,000 seats)</td>
<td>45,000 (expandable to 55,000 seats)</td>
<td>40,000 (expandable to 60,000 seats)</td>
<td>41,200</td>
</tr>
<tr>
<td><strong>CLUB SEATS</strong></td>
<td>5,300 (1,310 indoor, 4,000 outdoor)</td>
<td>1,800</td>
<td>2,200</td>
<td>766</td>
<td>976</td>
</tr>
<tr>
<td><strong>LUXURY SUITES</strong></td>
<td>38</td>
<td>62 (33 added in expansion)</td>
<td>30</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td><strong>LOGE BOXES</strong></td>
<td>- (1750 added in expansion)</td>
<td>-</td>
<td>- (42)</td>
<td>- (43)</td>
<td>- (43)</td>
</tr>
<tr>
<td><strong>CONCOURSE</strong></td>
<td>- (60' wide veranda overlooking field)</td>
<td>View of field throughout concourse</td>
<td>Uninterrupted view of field on 67% of concourse</td>
<td>78,900 SF covered concourse</td>
<td>- (47)</td>
</tr>
<tr>
<td><strong>SITE INFORMATION</strong></td>
<td>75 acre site</td>
<td>92 acre site, brownfield site, includes practice field</td>
<td>60 acre site, includes practice field</td>
<td>17.56 acre site, includes practice field</td>
<td>74</td>
</tr>
<tr>
<td><strong>RENOVATION/EXPANSION DATES</strong></td>
<td>2008-2010</td>
<td>2002-2012</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>DEMOLITION</strong></td>
<td>Existing airfield runway</td>
<td>South Louisville Rudyfield containing 47 different containments</td>
<td>Existing west stands, removal of historic south tower</td>
<td>Robertson Stadium</td>
<td>- (2)</td>
</tr>
<tr>
<td><strong>STRUCTURE</strong></td>
<td>Precast Concrete</td>
<td>Precast Concrete</td>
<td>Cast-In-Place + Precast Concrete</td>
<td>Cast-In-Place + Precast Concrete</td>
<td>Precast Concrete + Steel</td>
</tr>
<tr>
<td><strong>FUNDING</strong></td>
<td>- (40th state)</td>
<td>$15M donor (Papa John's)</td>
<td>$10M donor (Data Foundry, a university alumni)</td>
<td>$12M donor (Papa John's)</td>
<td>$4.3M donor (New Belgium Brewing Company, a local business)</td>
</tr>
<tr>
<td><strong>VIDEO BOARD</strong></td>
<td>24' x 32' Daktronics LED video board and custom sound system</td>
<td>Two 345' x 3 LED ribbon boards, 60' x 20' LED video board on south &amp; north end zones</td>
<td>36' x 56' high-definition video board</td>
<td>Panasonic 68' x 38' high-definition LED video board</td>
<td>50' x 84' high-definition video board</td>
</tr>
<tr>
<td><strong>SURFACE</strong></td>
<td>Natural Turf</td>
<td>Artificial Turf</td>
<td>Natural Turf</td>
<td>Artificial Turf</td>
<td>Artificial Turf</td>
</tr>
<tr>
<td><strong>MISC INFORMATION</strong></td>
<td>- LEF seat function room</td>
<td>- Stadium also facilitates Soccer, Lacrosse and special events</td>
<td>- academic team meeting space</td>
<td>academic classrooms</td>
<td>- academic classrooms</td>
</tr>
<tr>
<td><strong>ESCALATED COST</strong></td>
<td>$91,200,000 (cost of 2010-2012 renovation)</td>
<td>$135,000,000 (53% original construction, 57% renovation)</td>
<td>$164,000,000</td>
<td>$126,000,000</td>
<td>$120,000,000</td>
</tr>
<tr>
<td><strong>CONSTRUCTION COST</strong></td>
<td>$91,200,000</td>
<td>$135,000,000 (53% original construction, 57% renovation)</td>
<td>$164,000,000 (cost of 2010-2012 renovation)</td>
<td>$126,000,000</td>
<td>$120,000,000</td>
</tr>
<tr>
<td><strong>CONSTRUCTION COST</strong></td>
<td>$91,200,000</td>
<td>$135,000,000 (53% original construction, 57% renovation)</td>
<td>$164,000,000 (cost of 2010-2012 renovation)</td>
<td>$126,000,000</td>
<td>$120,000,000</td>
</tr>
<tr>
<td><strong>COST PER SEAT</strong></td>
<td>$2,244</td>
<td>$2,856</td>
<td>$3,844</td>
<td>$3,200</td>
<td>$3,340</td>
</tr>
<tr>
<td><strong>COST PER GSF</strong></td>
<td>$153</td>
<td>$189</td>
<td>$315</td>
<td>$203</td>
<td>$391</td>
</tr>
<tr>
<td><strong>ESCALATION TO 2017</strong></td>
<td>69%</td>
<td>18%</td>
<td>21%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>ESCALATED CONSTRUCTION COST</strong></td>
<td>$154,503,529</td>
<td>$159,344,262</td>
<td>$198,602,308</td>
<td>$155,410,602</td>
<td>$235,164,369</td>
</tr>
<tr>
<td><strong>ESCALATED COST PER SEAT</strong></td>
<td>$3,802</td>
<td>$2,897</td>
<td>$4,415</td>
<td>$5,386</td>
<td>$5,708</td>
</tr>
<tr>
<td><strong>ESCALATED COST PER GSF</strong></td>
<td>$259</td>
<td>$223</td>
<td>$405</td>
<td>$247</td>
<td>$418</td>
</tr>
<tr>
<td>Feature</td>
<td>University of Central Florida</td>
<td>Florida Atlantic University</td>
<td>University of South Florida</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td>------------------------------</td>
<td>----------------------------</td>
<td>-----------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NUMBER OF SEATS</strong></td>
<td>45,301 (expandable to 65,000 seats)</td>
<td>29,419 (expandable to 65,000 seats)</td>
<td>40,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>40,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CLUB SEATS</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LUXURY SUITES</strong></td>
<td>24</td>
<td>24</td>
<td>20 - 26</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>20 - 26</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LOGE BOXES</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CONCOURSE</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SITE INFORMATION</strong></td>
<td>25 acre site, includes practice field</td>
<td>30 acre site, includes practice field</td>
<td>74</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ORIGINAL CONSTRUCTION DATES</strong></td>
<td>March 22, 2006 - September 15, 2007</td>
<td>2010 - October 15, 2011</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RENOVATION/EXPANSION DATES</strong></td>
<td>2014-2015</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STRUCTURE</strong></td>
<td>Tilt Wall + Steel</td>
<td>Precast Concrete + Steel</td>
<td>Cast-In-Place + Precast Concrete</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cast-In-Place + Precast Concrete</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FUNDING</strong></td>
<td>Student fees, private donations, naming rights partnerships</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VIDEO BOARD</strong></td>
<td>33.6' x 19.1' Daktronics LED video board.</td>
<td>36' x 50' Daktronics high-definition video board.</td>
<td>50' X 100' high-definition video board. Full LED Ribbon Boards.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SURFACE</strong></td>
<td>Natural Turf</td>
<td>Natural Turf</td>
<td>Artificial Turf</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MISC. INFORMATION</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8,200 SF club lounge that seats over 800</td>
<td>16,000 SF Priority Club with Cabana Bar</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>8,000 SF perimeter club</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>4,200 SF Recruiting Lounge</td>
<td>4 to 6 founders suites</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>100 press box</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>also known as 'The Bounce House' due to the type of structure utilized (stadium physically vibrates when fans jump up and down.) Wayne Densch Center for Student-Athlete Leadership</td>
<td>13 concession stands</td>
<td>16 restrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>Open air party deck on east stands</td>
<td>4 entrance gates</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>2 ticket booths</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OVERALL GROSS SQUARE FOOTAGE</strong></td>
<td>709,900</td>
<td>354,421*</td>
<td>520,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GSF / SEAT</strong></td>
<td>15.67</td>
<td>12.05</td>
<td>13.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YEAR PRICED</strong></td>
<td>2007</td>
<td>2010</td>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CONSTRUCTION COST</strong></td>
<td>$57,000,000 (additional $8M renovation in 2014)</td>
<td>$70,000,000</td>
<td>$202,382,356</td>
<td>$194,240,634</td>
<td></td>
</tr>
<tr>
<td><strong>COST PER SEAT</strong></td>
<td>$1,258</td>
<td>$1,237</td>
<td>$5,060</td>
<td>$4,856</td>
<td></td>
</tr>
<tr>
<td><strong>COST PER GSF</strong></td>
<td>$10</td>
<td>$198</td>
<td>$389</td>
<td>$374</td>
<td></td>
</tr>
<tr>
<td><strong>ESCALATION TO 2017</strong></td>
<td>18%</td>
<td>28%</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>ESCALATED CONSTRUCTION COST</strong></td>
<td>$67,278,689</td>
<td>$88,310,388</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ESCALATED COST PER SEAT</strong></td>
<td>$1,485</td>
<td>$5,060</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ESCALATED COST PER GSF</strong></td>
<td>$95</td>
<td>$4,856</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Based off average GSF’s of four stadiums similar in seating capacity and cost (Southern Methodist University, University of Akron, Tulane University, University of North Texas).