

SENATE RESOLUTION #1737 (Amended)

TITLE: Division of Intercollegiate Athletics Revenue
Enhancements

DATE: November 19, 1992

Author: Student Living Committee


Sponsors: Senators Anderson, Gianola, Legerski, and Mathes

1. WHEREAS, like many of the departments within the University of
2. Wyoming, the Division of Intercollegiate Athletics is
3. projecting an operating deficit for fiscal year 1994; and
4. WHEREAS, many proposals of revenue enhancements which do not
5. affect students directly have been explored by the Division of
6. Intercollegiate Athletics to some degree; and
7. WHEREAS, students currently only pay \$12.00 per semester in
8. athletic fees; and
9. WHEREAS, this cost is minimal in comparison to many of the
10. other schools in this region; and
11. WHEREAS, student athletic fees have not been raised since
12. 1988; and
13. WHEREAS, the Athletic Department has proposed the elimination
14. of Section H student seating to be sold to the general
15. public; and
16. WHEREAS, nationally student attendance is down; and
17. WHEREAS, the low student attendance at UW basketball games
18. is proportional to program success; and
19. WHEREAS, the average student attendance at a basketball game
20. in the last four years is 1,643; and

21. WHEREAS, the total number of current available seating in
22. Sections K,J, and H total 1,619; and
23. WHEREAS, most students prefer to sit in lower seating closer
24. to the floor; and
25. WHEREAS, the available seating in K,J, and H is below the
26. average attendance indicating that there would not be a lack
27. of use in Sections K,J and H; and
28. WHEREAS, the vacant seats are found to be Sections H1, H2,
29. J1, K1, K2, L1, L2 and portions of L; and
30. WHEREAS, the revenue deficit is a short-term problem and
31. the removal of H seating is a permanent solution; and
32. WHEREAS, last year, during the \$6.1 million budget reduction,
33. ASUW supported the reduction of \$300,000 from Athletics
34. providing that no student fee increases or loss of student
35. seating be implemented because of recent tuition increases.
36. THEREFORE, be it resolved by the Student Senate of the
37. Associated Students of the University of Wyoming that we
38. support the \$1.00 price increase for football, baseball,
39. men's basketball, women's basketball, volleyball, and
40. wrestling tickets for non full-fee paying students as
41. proposed by the Division of Intercollegiate Athletics; and
42. THEREFORE, be it further resolved by the Student Senate of
43. Associated Students of the University of Wyoming that we
44. support raising the Student Athletic Fees from \$12.00 to
45. \$15.00 per semester beginning Fiscal Year 1994; and

46. THEREFORE, be it further resolved by the Student Senate of the
47. Associated Students of the University of Wyoming that a
48. counter proposal "Operation: Save the Seats" be adopted;
49. (See Addendum).

Referred to: Committee of the Whole

Date of Passage: December 8, 1992 Signed: 
ASUW Chairperson

"Being enacted on 12/14/92, I do hereby sign my name
hereto and approve this Senate action."


ASUW President

ADDENDUM

OPERATION: "Save the Seats"

The Athletic Department has proposed the elimination of the H section of the student seating (641 seats) in the Arena Auditorium. Acting upon the fact that the student body values this seating and does not wish to relinquish these seats to season ticket holders and the general public, we hereby propose Operation: "Save the Seats."

Some reasons for taking section H away from the students centers around a four year decrease in student attendance at basketball games and the ability to sell the prime seating, H section, at \$370, \$245, or \$120 per seat. Athletics suggests that they will be able to market the seating in section H to yield an initial revenue enhancement of:

1) Convert Section H From Student Seating To Public Seating.....	\$69,220
2) Scholarship Ring Seating.....	<u>\$30,000</u>
TOTAL	\$99,220

The students wish to offer a counter-proposal in which sections L (562 seats with band) and L1 (509 seats) are given in lieu of section H. The students contend that the marketability of L is comparable, not equal, given that Athletics currently has no additional seats to sell. By keeping H and offering L and L1, the students intend to maintain the integrity of the core student

seating area which has remained filled to capacity regardless of program success. In addition, the band section of L can be converted to provide more seating, and the band can be shifted into section J (estimated cost, \$30,000).

It has been stated by Athletics that program success (win/loss ratio) is the critical element in determining student attendance levels. This proves that the lack of attendance is NOT the student's fault. Because of this reason, Athletic's proposal penalizes the students by taking away prime seating, section H. It is clear that their proposal is an obvious revenue generator which gives little consideration to the quality the student fans deserve. It is the contention of ASUW that students must be a primary factor in calculating the value of athletics to the University community.

Operation: "Save the Seats" has the potential to yield about:

1)	Convert Section L From Student Seating to Public Seating.....	\$60,696
2)	Scholarship Ring Seating.....	<u>\$20,000</u>
	Total	\$80,696

These numbers are based upon section L being sold at 90% and an estimation of some seats purchased in the scholarship ring. The full potential of this plan is:

1)	Convert Section L From Student Seating to Public Seating.....	\$67,440
2)	Scholarship Ring Seating..... (80 @ \$250 and 156 @ \$125)	\$40,000
3)	L1 Seating..... (509 @ \$80)	<u>\$40,720</u>
	Total	\$148,160

It should be understood that these numbers can only be achieved if there is a highly successful program. Granted this outcome is

theoretical, however, the potential for the future is far greater than the proposal advanced by Athletics.

The money needed to meet Athletic's shortfall is \$297,293. The \$171,835 needed for FY 93 has been offset by the ABC telecast of the November 7, 1992, San Diego State contest. With the ASUW proposal, the projected amount of money is about \$261,231. For athletics to propose the elimination of H seating is solving a short term problem with a permanent solution. Any future operating budgets should be secured with state funding, not subsidized by students or the sale of their seats.