STADIUM FEASIBILITY STUDY
June 9th Presentation
Stadium Feasibility Study Intent

JUNE 2015

Kickoff + Feasibility Study Intent

- Visioning
  - Kick-off / Goal Setting
  - Project Stakeholder Meetings
  - Layout Concept Presentation Meeting
  - Issuance of Visioning Summary

- Market Analysis

- Detailed Study

- Site Analysis for Foreman Field

- Project Budget Development

- Final Deliverable
VISIONING INTERVIEW PROCESS

- Interviewed 25 Academic and Athletics Staff Members
- 13 Stakeholder Groups, including donors, Students, Season Ticket Holders, and Alumni, Interviewed
- Over 5000 responses with 1300 comments and suggestions received

PROCESS YIELDED THESE PRIORITIES:

- QUALITY OVER QUANTITY
- MAINTAIN / ENHANCE TAILGATE ENVIRONMENT
- CREATE ENVIRONMENTS THAT CULTIVATE A SOCIAL INTERACTION AND ENGAGE THE STUDENT AND ALUMNI POPULATION
- DEVELOP CONCEPTS THAT ENCOURAGES DIVERSITY
- PROVIDE MULTI FUNCTIONAL SPACES
- DESIGN SOLUTIONS SHOULD INCLUDE HISTORY OF REGION, CITY, AND CAMPUS
- BE A GOOD NEIGHBOR TO BOTH THE CAMPUS AND THE COMMUNITY
- CREATE AN ENVIRONMENT THAT UTILIZES THE LATEST TECHNOLOGY
Study History - Visioning Process

Premium AMENITY + Program Analysis

- Stakeholder interviews produced tangible data to commence formulating a program for a new on-campus stadium for fans, guests, staff, student-athletes, and operations, among others.

- Design team envisioned and conceptualized over two dozen types of amenities that could be plugged into the stadium program

- Amenities ranged from General ODU Fan Clubs to High Level Founders Suites (more accessible / less exclusive to less accessible / more exclusive)

- Seating product types were attached to the CSL market survey to provide survey takers with imagery and examples to relate to and provide feedback
### Study History - Market Study

#### JULY-OCTOBER 2015

**Market Study**

CSL and ODU prepared an on-line survey that targeted:
- Season Ticket Holders
- Local Businesses
- Students
- Neighborhood Organizations
- Alumni
- General Public

Study provided recommendations for:
- Ticket prices,
- Cost of amenities,
- Fund raising goals,
- Stadium Program
- Inventory of Amenities
- Vital planning information.

<table>
<thead>
<tr>
<th>Items to Preserve</th>
<th>Items to Improve</th>
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</thead>
<tbody>
<tr>
<td>Game Day Atmosphere</td>
<td>Number of Restrooms</td>
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<tr>
<td>View From Seats</td>
<td>Quality of Restrooms</td>
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<tr>
<td>Stadium Location</td>
<td>Concession Offerings</td>
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<tr>
<td>Tailgating Experience</td>
<td>Number of Concession Outlets</td>
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<tr>
<td>Stadium Entrance / Exiting</td>
<td>Seat Comfort</td>
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<td>Stadium Appearance</td>
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<td>Seat Price</td>
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<td>Concourse Crowd Flow</td>
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<td>In-Game Entertainment</td>
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#### JULY - OCTOBER 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
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<td>2015</td>
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**More Satisfied**

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<tr>
<th>Item</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>Game Day Atmosphere 90%</td>
<td>18%</td>
<td>10%</td>
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<tr>
<td>View From Seats 82%</td>
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<tr>
<td>Stadium Location 80%</td>
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<tr>
<td>Tailgating Experience 73%</td>
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<tr>
<td>Stadium Entrance / Exiting 65%</td>
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<tr>
<td>Stadium Appearance 65%</td>
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<tr>
<td>Vehicle Traffic Flow 63%</td>
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<tr>
<td>Parking 61%</td>
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<tr>
<td>Seat Price 57%</td>
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<td>Concourse Crowd Flow 55%</td>
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<tr>
<td>In-Game Entertainment 46%</td>
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</table>

**Less Satisfied**

<table>
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<th>Item</th>
<th>2015</th>
<th>2016</th>
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#### JULY-OCTOBER 2015

**More Satisfied**

- Game Day Atmosphere 90%
- View From Seats 82%
- Stadium Location 80%
- Tailgating Experience 73%
- Stadium Entrance / Exiting 65%
- Stadium Appearance 65%
- Vehicle Traffic Flow 63%
- Parking 61%
- Seat Price 57%
- Concourse Crowd Flow 55%
- In-Game Entertainment 46%

#### Less Satisfied

- Game Day Atmosphere 10%
- View From Seats 18%
- Stadium Location 20%
- Tailgating Experience 27%
- Stadium Entrance / Exiting 35%
- Stadium Appearance 35%
- Vehicle Traffic Flow 37%
- Parking 39%
- Seat Price 43%
- Concourse Crowd Flow 45%
- In-Game Entertainment 54%
Study History - Market Study: Estimated Patio Suite Demand

Current Patio Suites @ S.B. Ballard Stadium: none

Conference USA Stadiums: Average
- 32 @ $7,500/box

New Collegiate Stadiums: Average
- 50 @ $7,600/box

Recommendation: 60 @ $10,000/box

Benchmark Stadia:
Florida Atlantic, North Texas, Houston, Tulane, Central Florida, Akron, UNC Charlotte, Connecticut, SMU, Minnesota, Baylor, Stanford
Study History - Market Study: Estimated Club Seat Demand

**INTERIM DRAFT**
SUBJECT TO CHANGE

**ESTIMATED CLUB SEAT DEMAND**

* Not Additive to Existing Premium *

**Current Club Seats**
- @ S.B. Ballard Stadium:
  - 482 @ $1,250/seat

**Conference USA Stadiums**
- Average
  - 590 @ $1,500/seat

**New Collegiate Stadiums**
- Average
  - 560 @ $2,000/seat

**Recommendation**
- 1,000 @ $1,250/seat

**Comparative Data**

- **Current Club Seats**
  @ S.B. Ballard Stadium: 482 @ $1,250/seat

- **Conference USA Stadiums**
  Average: 590 @ $1,500/seat

- **New Collegiate Stadiums**
  Average: 560 @ $2,000/seat

- **Recommendation**: 1,000 @ $1,250/seat

**Benchmark Stadia:**
Florida Atlantic, North Texas, Houston, Tulane, Central Florida, Akron, UNC Charlotte, Connecticut, SMU, Minnesota, Baylor, Stanford

**Note:** Demand is NOT additive across price categories.
Study History - Market Study: Estimated Luxury Suite Demand

**Current Luxury Suites**
- @ S.B. Ballard Stadium: 27 @ $30,000 each
  * wait list
- Conference USA Stadiums: 23 @ $35,000 each
- New Collegiate Stadiums: 40 @ $35,000 each
  
**Recommendation:**
- 30 @ $40,000 each

*Note: Demand is NOT additive across price categories.*

**Comparative Data**

- **Current Luxury Suites**
  - @ S.B. Ballard Stadium: 27 @ $30,000 each
    * wait list
- **Conference USA Stadiums**
  - Average: 23 @ $35,000 each
- **New Collegiate Stadiums**
  - Average: 27 @ $31,000 each
  
**Recommendation:**
- 30 @ $40,000 each

**Benchmark Stadia:**
Florida Atlantic, North Texas, Houston, Tulane, Central Florida, Akron, UNC Charlotte, Connecticut, SMU, Minnesota, Baylor, Stanford

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**JULY - OCTOBER 2015**
New Stadium Data Driven Capacity Analysis

**CAPACITY RECOMMENDATION:**

- **Based on historical data:**
  - Multiple variables tabulated based on:
    - Survey Based 27% attendance bump
    - Average 9% National Attendance bump

- **Recommended Capacity targeted to produce:**
  - Flexibility to Expand
  - Maintain Current Atmosphere
  - Provide General Seating Variety
  - Provide Premium Seating Variety

### Seating Data:

<table>
<thead>
<tr>
<th></th>
<th>ODU Market Survey</th>
<th>National Comparisons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Attendance Increase</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>Existing Foreman Seat Capacity</td>
<td>20,025</td>
<td>20,025</td>
</tr>
<tr>
<td>Stadium Capacity (after bump)</td>
<td>25,500*</td>
<td>21,900#</td>
</tr>
</tbody>
</table>

**Data Driven Build Out Recommendation:** 25,500*

**Phase I Recommendation:** 21,900#

**Final Build Capacity (approx):** 30,004

### Premium Seating:

<p>| | | |</p>
<table>
<thead>
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<tbody>
<tr>
<td><strong>Suites</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing South EZ</td>
<td>27</td>
<td>Suites</td>
</tr>
<tr>
<td>Phase I</td>
<td>0</td>
<td>Suites</td>
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<tr>
<td>Final Build</td>
<td>15</td>
<td>Suites</td>
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<tr>
<td><strong>Club Seats</strong></td>
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<td></td>
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<tr>
<td>Existing South EZ</td>
<td>482</td>
<td>Seats</td>
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<tr>
<td>Phase I</td>
<td>0</td>
<td>Seats</td>
</tr>
<tr>
<td>Final Build</td>
<td>546</td>
<td>Seats</td>
</tr>
<tr>
<td><strong>Patio Suites (4 Seats per Box)</strong></td>
<td>20</td>
<td>Boxes</td>
</tr>
<tr>
<td>Phase I</td>
<td>20</td>
<td>Boxes</td>
</tr>
<tr>
<td>Final Build</td>
<td>30</td>
<td>Boxes</td>
</tr>
<tr>
<td><strong>Patio Suites (4 Seats per Row)</strong></td>
<td>24</td>
<td>Suites</td>
</tr>
<tr>
<td>Phase I</td>
<td>24</td>
<td>Suites</td>
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<tr>
<td>Final Build</td>
<td>36</td>
<td>Suites</td>
</tr>
</tbody>
</table>

**Total Premium (6.35% of capacity):** 1,904 Seats

(1,010 New, 894 Existing @ South EZ)
**Study History - New Stadium West Campus**

**JULY-OCTOBER 2015:**

- Preliminary data from CSL began to materialize
- Populous studied multiple stadium options around the West Campus
- Populous continued preliminary analysis of Foreman Field
- Site Utilities, Flood Plain Data, Traffic Impact, Parking capacities, Storm water, and Environmental Impacts Studied
MID-OCTOBER 2015:

• Populous presented recommended New Stadium on southern edge of site

• Plan minimized impacts upon student housing

• Plan moved stadium further away from Larchmont neighborhood

• Plan realized excellent connections to existing football facilities
Study History: Foreman Field Reinvestigation

EARLY NOVEMBER 2015

- CSL Preliminary Data Received
- Initial cost investigations of New Stadium program began to approach $160m
- In addition, Land Acquisition, FM Building Relocation, other Site Issues added to the previously mentioned cost

LATE NOVEMBER 2015

- ODU and Design Team met to discuss analyzed Data and Design Schemes
- After thorough consideration, ODU instructed Design Team to investigate Foreman Field as primary design direction
Study History - Comments Showed SATISFACTION with Foreman Field

SAMPLING OF SURVEY COMMENTS:

• I love the current site of the stadium and my seat location, on the 45 yard line. I love that I can see the whole field clearly.

• Being on campus heightens the gameday experience

• I love the stadium. This field is a landmark that should stay

• The stadium is quaint but small

• The gameday atmosphere is electric and the stadium is full of enthusiastic fans.

• View, price per ticket, Monarch Walk

• Tailgating on campus is what I am most satisfied with

• Please do consider building a new stadium...it will greatly enhance the experience...

• [I'll] be going to more games once a new stadium is built
WHY REBUILD INSTEAD OF BUILDING NEW?
This is what the data showed:

• 90% of fans liked the game-day atmosphere at Foreman

• Fan surveys indicated a strong desire to remain at Foreman

• Infrastructure is already in place - leverage existing assets

• Most items on the “Dissatisfaction” list from the fan survey can be overcome across a phased reconstruction

• Cost of a targeted and strategically implemented reconstruction can provide the best of both worlds: honoring the venerable structure while modernizing the amenities for an achievable cost threshold

• Study has determined that the desired inventory of amenities in a new stadium CAN be achieved in a strategized rebuild

• Site found to meet the required space needs based on the survey data

• ODU Fan Opinions: Tough to recreate traditions
Foreman Rebirth - Site Modification Keys

Bluestone Avenue Mods

- Modify parking Lane to either angled parking or parallel
- Reduce Lane Width
- Maintain 2 Way Travel
- Respect Existing Right of Way
- Maintain East Sidewalk
- Relocate Utilities
- Allows New Structural Grid to extend to NW
- Convert Street to Pedestrian Pathway on Game Day

**This Modification Allows the Stadium to Meet the Future Size Requirements**
Site Constraints - Comparable Stadium Overlay

Florida Atlantic - 29,419
North Texas - 30,850
Akron - 30,000

Aspects Affecting Ultimate Capacity

• Rollins Hall Proximity
• Koch Hall Proximity

• Bluestone Avenue
• South End Zone Building

• Site cannot hold greater than roughly 30,000 seat stadium without major infrastructure change
FOREMAN FIELD
REBIRTH

The Initial Plan
INTERPRETING SURVEY DATA INTO BUILDING COMPONENTS

What We Heard...                           How it's Addressed...

• No more knees in backs................................................................. Deeper seating treads / wider seats / chairback seats
• Need Inventory of Suites on the sideline........................................ 15 Suites Included
• Inventory of club seats on sideline .................................................. 500+ Club Seats included (beyond Ainslie)
• Mid-Tier price point amenity ......................................................... Patio Loge Boxes / Loge Rows
• Better Wheelchair / Enhanced Needs Seating ...................................... Enhanced Sightline ADA compliant seating across entire field length
• Provide Places that Encourage Social Interaction ................................ Open Concourses, Party Decks, Indoor Clubs, Outdoor Patios + Decks
• Areas dedicated to students ............................................................. Added Tailgate Plaza
• More bathrooms................................................................................... Code compliant fixture counts
• Better + more food options................................................................. Provided minimum 1 point of sale per 300 people (fixed counters)
• Better separation of back-of-house / public areas ................................. Elevated concourse splits functions
• Better operations accommodations .................................................. 2 Truck docks, Marshalling, Storage, Freight Elevator
• Band Rehearsal Room ....................................................................... 2500+ sf Rehearsal Room
• Multiple entertaining areas................................................................. Included
• Versatile 365 day usage space............................................................. Club Space and Future East Build-out accomplish this function
• Modern coaches booths / Broadcast functions ...................................... Press Level accommodates modern broadcasts
• Better circulation................................................................................ Elevated concourse unifies circulation / separates fans from back-of-house
Initial Phase Examination

Scenario I:
West Tower + West Bowl
(A+B)
Total Seating: 22,096 (Existing North and East Remain)

$82,200,000

Financial Strategy:
- Assumes $72.2m in Debt Financing and $10m in Cash Payment
- 3.5% Rate over 20-Year Period
- Annual Debt Service cost: $5.184m
- Requires additional $1.7m or 3.5% increase ($120 per student) in student fees.

Rec. Phase I Target: 21,900 seats  Final Build: 30,004 Seats
Scenario II:
West Bowl + East Bowl + North Lower
(B+C+E)
Total Seating: 20,070

$91,200,000

Financial Strategy:
• Assumes $81.2m in Debt Financing and $10m in Cash Payment
• 3.5% Rate over 20-Year Period
• Annual Debt Service cost: $5.8m
• Requires additional $2.3m or 4.5% ($154 per student) increase in student fees

Rec. Phase I Target: 21,900 seats
Final Build: 30,004 Seats
Scenario III:
New West Bowl + North Lower/Upper+ East Bowl
(B+C+D+E)
Total Seating: 22,770

$94,000,000

Financial Strategy:

• Assumes $84.1m in Debt Financing and $10.0m in Cash Payment

• 3.5% Rate over 20-Year Period

• Annual Debt Service cost: $5.9m

• Requires additional $2.4m or 4.8% increase ($164 per student) in student fees

Rec. Phase I Target: 21,900 seats
Final Build: 30,004 Seats
Scenario IV: West Bowl + East Bowl + Upper Deck (B+E+F)
Total Seating: 28,364 (Existing North Remains)

$78,300,000

Financial Strategy:
• Assumes $68.3m in Debt Financing and $10.0m in Cash Payment
• 3.5% Rate over 20-Year Period
• Annual Debt Service cost: $4.8m
• Requires additional $1.2m or 2.4% increase ($82 per student) in student fees

Rec. Phase I Target: 21,900 seats       Final Build: 30,004 Seats
Scenario V: (Recommended)
West Bowl + East Bowl + Temp Press
(A1+B+F)
Total Seating: 22,130 (Existing North Remains)

$55,000,000

Financial Strategy:

- Assumes $45.0m in Debt Financing and $10m in Cash Payment
- 3.5% Rate over 20-Year Period
- Annual Debt Service cost: $3.24m
- No increase in Student Fees
- Resources Will Be Reallocated to Cover Debt Service Costs

Rec. Phase I Target: 21,900 seats  Final Build: 30,004 Seats
FOREMAN FIELD REBIRTH

Recommended Initial Phase I
FOREMAN FIELD REBIRTH

Recommended Initial Phase I
Initial Phase I - Concourse Level Plan

- Opt. Escalators
- Stair to Street
- Concessions
- Women
- Men
- Stair
- Storage
- Stair / Freight
- Concessions
- Open Concourse
- New West Bowl: 7750 Seats
- Student Tailgate Area
Initial Phase I - Temporary Press Level Plan

Plan Builds 2/3 of Future Club Level Deck

Outdoor Open Air Patio Loge
10 Boxes (40 seats)
12 Rows (48 Seats)

Elevator Lobby

Stair/Freight

Storage

Men

Women

Open Deck

Writing Press

Mech/IT M W

Broadcast + Radio + Coaches

Open Deck

Outdoor Open Air Patio Loge
10 Boxes (40 seats)
12 Rows (48 Seats)
Initial Phase I - East Ground Level

Field Level
Future University Usage
Approximately
46,000sf (One Story)
65,000sf (Two Stories)

NOVEMBER 2015-APRIL 2016
Initial Phase I - East Concourse Level Plan

New East Lower Seating Bowl
7750 Seats

Open Concourse

Concourse Men

Concourse Women

Concession

Concourse Patio

Men

Women

Concession

Concourse Patio

Women

Concession

Concourse Patio

Men

Women

NOVEMBER 2015-APRIL 2016
FOREMAN FIELD REBIRTH

Before
FOREMAN FIELD REBIRTH

Initial Phase I Project (Scenario V)
FOREMAN FIELD REBIRTH

Initial Phase I Project (Scenario V)
FOREMAN FIELD REBIRTH

Before
FOREMAN FIELD REBIRTH

Initial Phase I Project (Scenario V)
FOREMAN FIELD REBIRTH

Initial Phase I Project (Scenario V)
FOREMAN FIELD
REBIRTH
The Ultimate Plan
Project Diagram: Full Build-Out Components

NOVEMBER 2015-APRIL 2016

- West Bowl Replacement + New Concourse
- North Upper Stands
- North Lower Stands + New Concourse
- West Tower
- East Bowl Replacement + New Concourse
- East Upper Deck
- Scoreboard + Ribbon Boards
New Elevated Concourse Plan

Stair / Freight

Stair to Street

Concessions

Opt. Escalators

Storage

Women

Men

Concessions

Open Concourse

New West Bowl: 7750 Seats

NOVEMBER 2015-APRIL 2016
New Suite Level Plan

NOVEMBER 2015-APRIL 2016

- Elevator Lobby
- Open to Club below
- Suite Corridor
- Men
- Women
- Stair/Freight
- Storage
- Outdoor Patio Loge
  - 10 Boxes (40 seats)
  - 12 Rows (48 Seats)
- Stair
- 10 Suites
  - 12 Outdoor Seats +
  - 4 Barstools per Suite
New Suite Level 2 / Press Level Plan

- Lobby
- Stair/Freight
- Stair
- Storage
- AHU / Mech
- Writing Press
- Press + Broadcast Coaches
- Outdoor Deck
- 5 Suites
- 12 Outdoor Seats + 4 Barstools per Suite

NOVEMBER 2015-APRIL 2016
North Field Level Plan

- New Parking (40 Spaces)
- Rollins Hall
- Rollins Demolition
- Home Locker Suite
- Mech/Electrical
- Student Tailgate Area + Concourse
- 2 Story Army/Navy ROTC
- Mech
- Field Access

NOVEMBER 2015-APRIL 2016
North Concourse Plan

Upper Bowl
2700 Seats

Lower Bowl
3500 Seats

Concourse Connection to West

Women

Men

Concourse

NOVEMBER 2015-APRIL 2016
FOREMAN REBIRTH

Aerial - Phase 1

November 2015-April 2016

POPULOUS
FOREMAN REBIRTH

Aerial - Final Build

November 2015-April 2016
FOREMAN REBIRTH

Aerial - Phase I

November 2015-April 2016
FOREMAN REBIRTH

West Tower - Phase I

November 2015-April 2016
FOREMAN REBIRTH
West Tower - Final Build

November 2015-April 2016
FOREMAN 2.0

Stadium Interior

November 2015-April 2016
FOREMAN REBIRTH

West Tower

November 2015 - April 2016
FOREMAN FIELD REBIRTH

The Vision for Old Dominion Football