

CAMP RANDALL STADIUM RENOVATION/FIELD HOUSE REPAIRS



PROJECT OVERVIEW

Intent: Renovate the football stadium to provide premium seating in the main bowl, repair the fieldhouse exterior envelope, upgrade the press box, and replace the synthetic turf in the stadium and the McClain Center athletic training facility.

Summary: Upgrades to Camp Randall Stadium and the McClain Center will provide enhanced fan amenities, opportunities for additional revenue based on premium seating requests, and will help attract and retain staff, student-athletes, and fans.

The project:

- Replaces roughly half the south end zone bleachers with field level and loge level premium seating, and exterior terrace club spaces that include new food preparation/serving, storage, and restroom areas
- Installs new mechanical, electrical/telecom, and plumbing systems
- Upgrades field level underground civil, electrical/telecom, and mechanical utility infrastructure
- Replaces field turf in both the stadium and the McClain Center
- Upgrades the press box with new finishes and technology
- Restores the north façade walls and windows of the Field House

Request: \$77,646,000 (\$68,046,000 PRSB, \$3,000,000 Gifts, \$6,600,000 PR-Cash)

This is a program revenue project, funded entirely by non-state dollars.

Learn More: budget.wisc.edu

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PROJECT NEED

New seating options at Camp Randall will create opportunities for additional revenue and enhance the fan experience.

- Camp Randall Stadium currently doesn't have the ability to provide premium seating in the main bowl, although those types of seats are in high demand and economically viable according to a market study.
- Fans increasingly expect high level services and amenities when visiting UW-Madison athletic facilities and these improvements will greatly impact the fan experience and help provide memorable gameday experiences.
- Based on a recent survey of key stakeholders, more than 45% of respondents expressed interest in purchasing new club seating options.
- Estimates for total annual revenue generated (including seat donations, ticket sales, and concessions) after project completion are approximately \$6 million, with net annual revenue of approximately \$2.2 million.



- Creating new premium seating opportunities in the south end zone was determined to be the most economical approach, and it allows for a more prominent view of the historic and iconic Field House gable end windows for those inside of the stadium seating bowl.

Upgraded facilities support student athlete success and increase athletic programs' competitiveness.

- Big Ten Conference peers are constructing new facilities for student athletes at an average cost of \$130 million per project.
- A feasibility study concluded in 2017 that UW-Madison is falling behind their competition regarding quality of its athletics physical plant.
- Intercollegiate Athletics must consistently maintain and upgrade its facilities to help attract and retain high quality coaching staff, student-athletes, and its ticket-buying fan-base.
- Additional revenue generation will help provide support and services to student athletes in all 23 UW-Madison sports.

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