



Colorado State Athletics Budget Presentation to CSU Faculty Council

Director of Athletics Joe Parker



STUDENT-ATHLETE SUCCESS

Spring and Fall 2021 Semesters:

- 15 of 16 teams posted a 3.0 term team GPA or better in fall 2021
- In spring 2021, **four** teams had better than a 3.5 term team GPA
- In fall 2021, **four** teams had better than a 3.5 term team GPA
- Entire department term GPA has been above a 3.00 for the past 5 semesters (since FA 2019).
- Entire department cumulative GPA has been above a 3.00 for the past 16 semesters (since SP 2014)
 - In spring 2021, football earned a team fourth best term team GPA of 2.725 during spring 2021
 - In fall 2021, football earned it's fifth best term team GPA of 2.630.



STUDENT-ATHLETE SUCCESS

GPA Data for Student-Athletes	Spring 2021	Fall 2021	Department Average (Spring 2007 - Fall 2021)
Term 4.0's	46	40	27
Term 3.5-3.99	104	106	70
Term 3.0-3.49	101	85	91
Academic probation after term	7	6	19



Football Transition

Item	Estimates	Notes
Steve Addazio Buyout	\$1,500,000	Max: \$3,000,000; Mitigation to date: \$1,500,000
Jay Norvell Buyout	\$1,969,086	
Jay Norvell Promissory Note	(\$1,369,086)	
Staff Severance	\$870,904	
New Staff Relocation	\$253,700	Max: \$253,700 Expecting at least 25% savings
Search Firm	\$55,000	
Total	\$3,279,604	



FINANCIAL ORGANIZATIONS

Colorado State Athletics operates two separate financial organizations with Canvas Stadium serving as the second financial entity.

ATHLETICS (0120)

REVENUE ITEMS

- Direct Institutional Support
- NCAA Conference Distribution
- Student Fees
- Ticket Revenue (from three arena sports)
- Sponsorships
- Contributions
- Transfer from 0125

EXPENSE ITEMS

- Staff Compensation
- Student-Athlete Financial Aid
- Operations (team & recruiting travel)
- Football Transition (FY20 one-time)

STADIUM (0125)

REVENUE ITEMS

- Sponsorships
 - Multi-media Rights Partnership
 - Naming Rights Partnerships
- Football Tickets
- Contributions
- Other self-generated items
 - Concessions
 - Special Events

EXPENSE ITEMS

- Facility Debt
- Transfer to 0120
- Facility Maintenance
- Facility Operations
- Staff Compensation

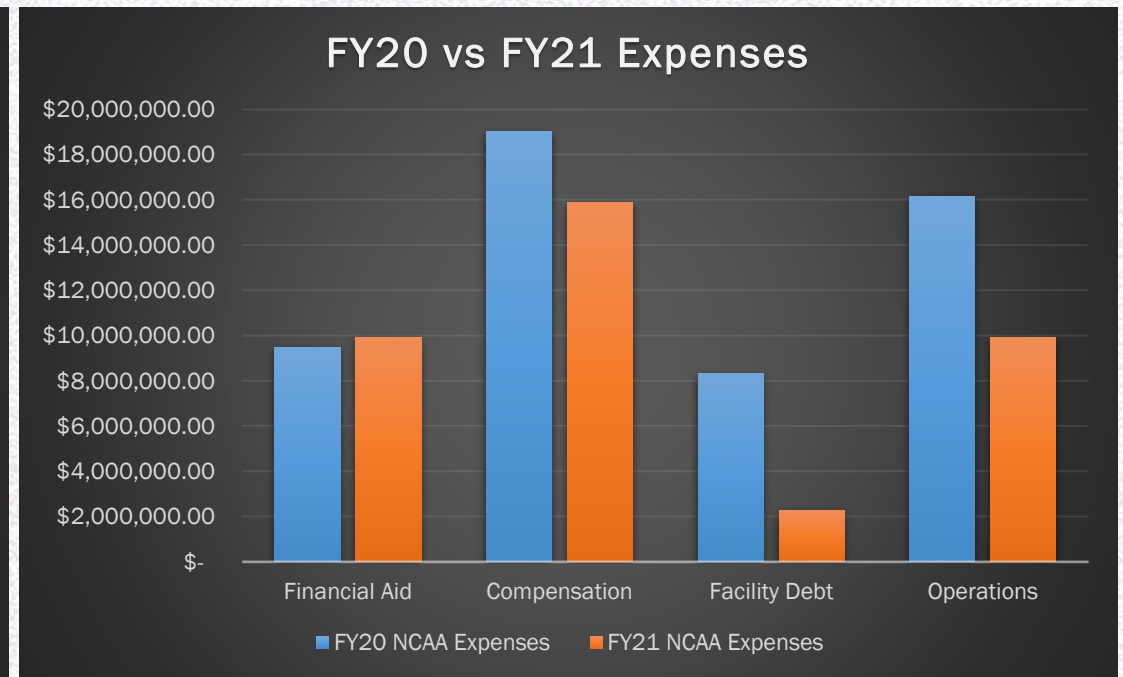
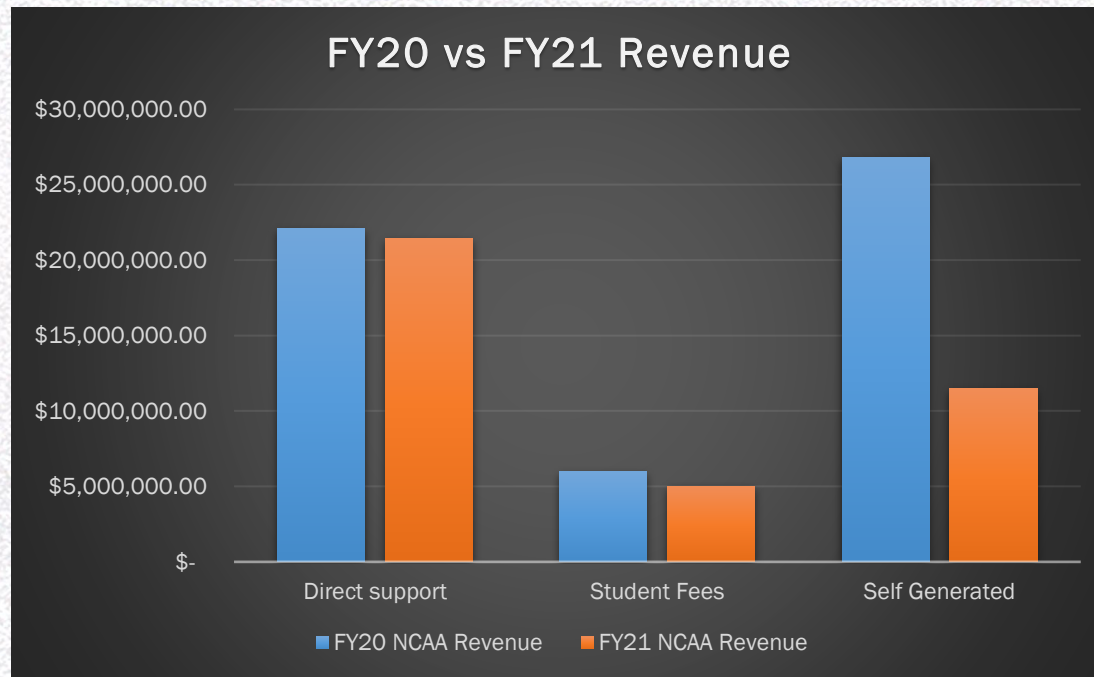


FY21 (Pandemic Year) Summary

- All athletic events held without the benefit of fans or financial impact of ticket sales. Private support and sponsorship opportunities were also greatly impacted.
- CSU, unlike many universities nationwide, made the strategic decision to prioritize their workforce. As such, the Department of Athletics was not forced to create furloughs or lay off employees.
- The athletic department accepted less than what the university budgeted in one-time funds, allowing the university to keep \$3,423,013 for other campus expenditures.
- An estimated loss of \$18 million in revenue was limited to \$16 million.
- Raised \$2,000,000 as a part of the Stalwart Rams Relief campaign.
- Worked with the Mountain West to install COVID testing policies which extended beyond NCAA guidelines. In coordination with UHealth and Quest Diagnostics, conducted more than 11 thousand surveillance/pre-competition tests.
- Relief funding was provided to larger CSU Auxiliary units, including Athletics, due to self-generated revenue losses arising from the COVID-19 pandemic. This accounted for \$10,500,000 of stadium bond payments.



FY20 vs. FY21 COMPARISON



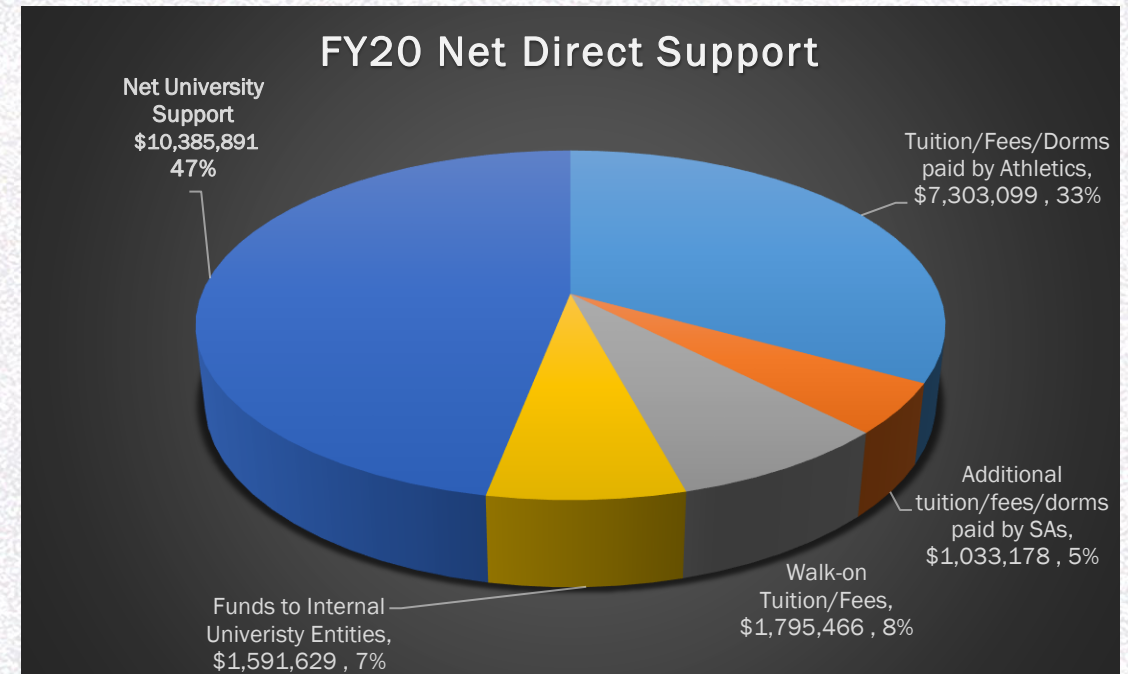
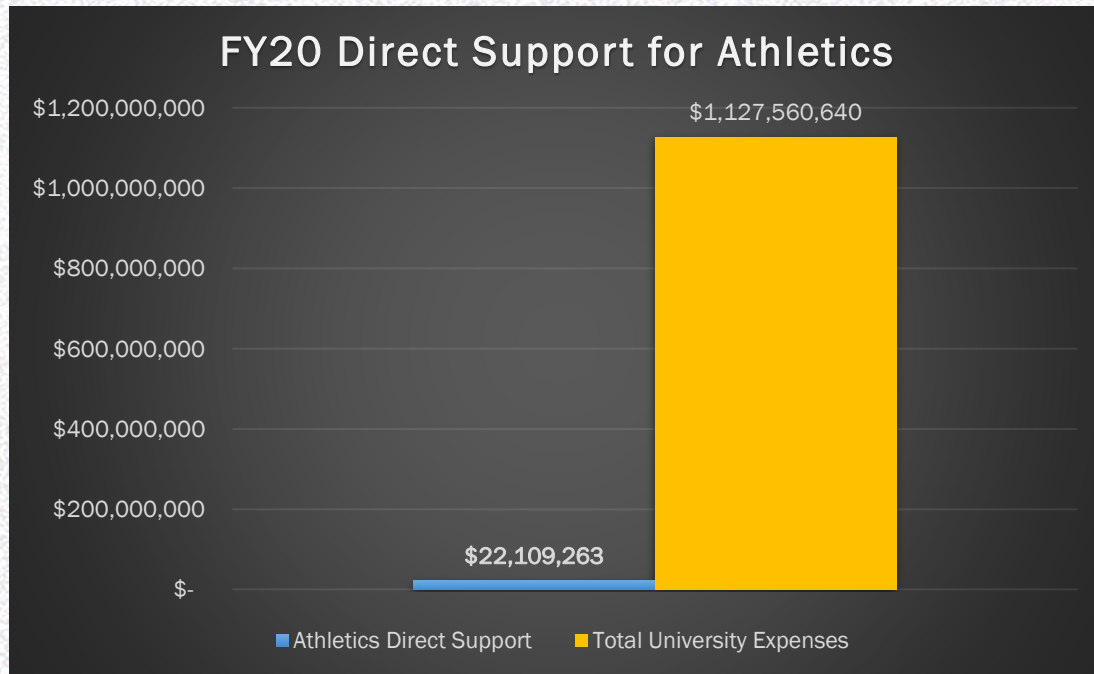
FY20 Financial Results

The following slides reflect FY 20 financial results. Those results are more representative of a typical year than the FY 21 pandemic year results.



UNIVERSITY DIRECT SUPPORT

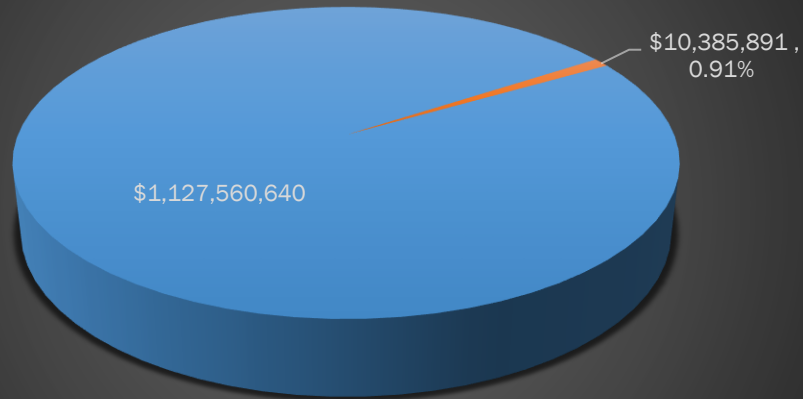
After tuition, fees, room, board, and internal transactions are paid and returned back to the university,
53% of the direct support is returned to the university.



UNIVERSITY DIRECT SUPPORT

Charts below represent actual figures of direct university support after funds flow back to the University for items such as tuition, fees, room, and board. When funds are settled, direct support to Athletics is less than 1% of university's expenses.

FY20 Net Support vs Total University Exp



■ Total University Expenses ■ University Support less Funds back to University

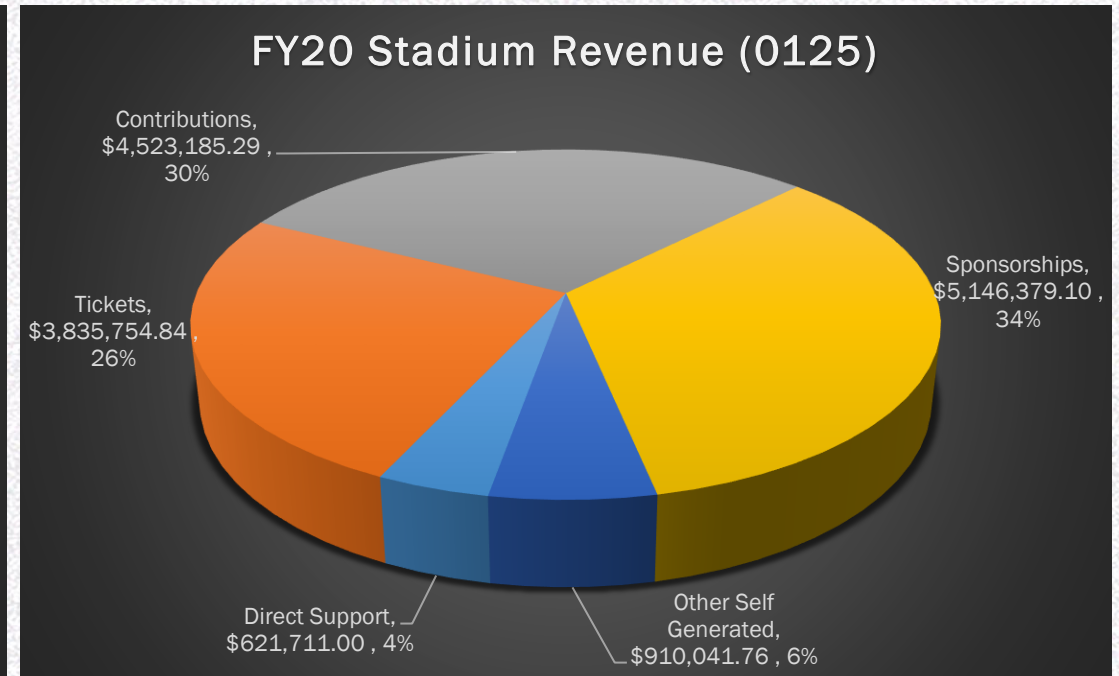
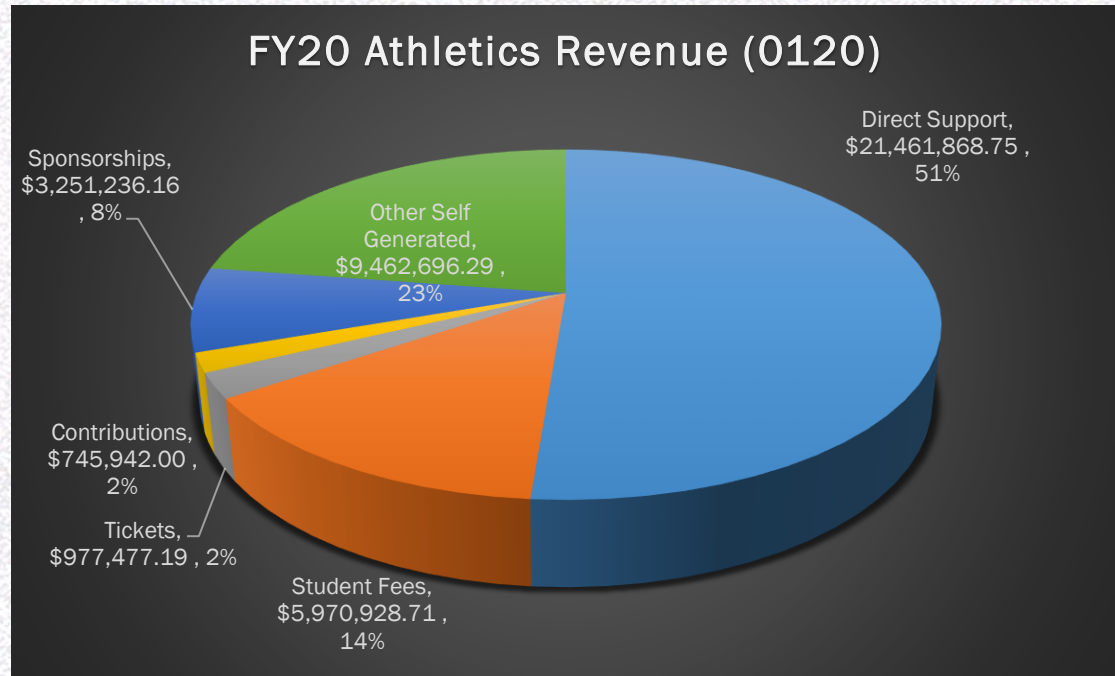
FY20 Net Support vs E&G Exp



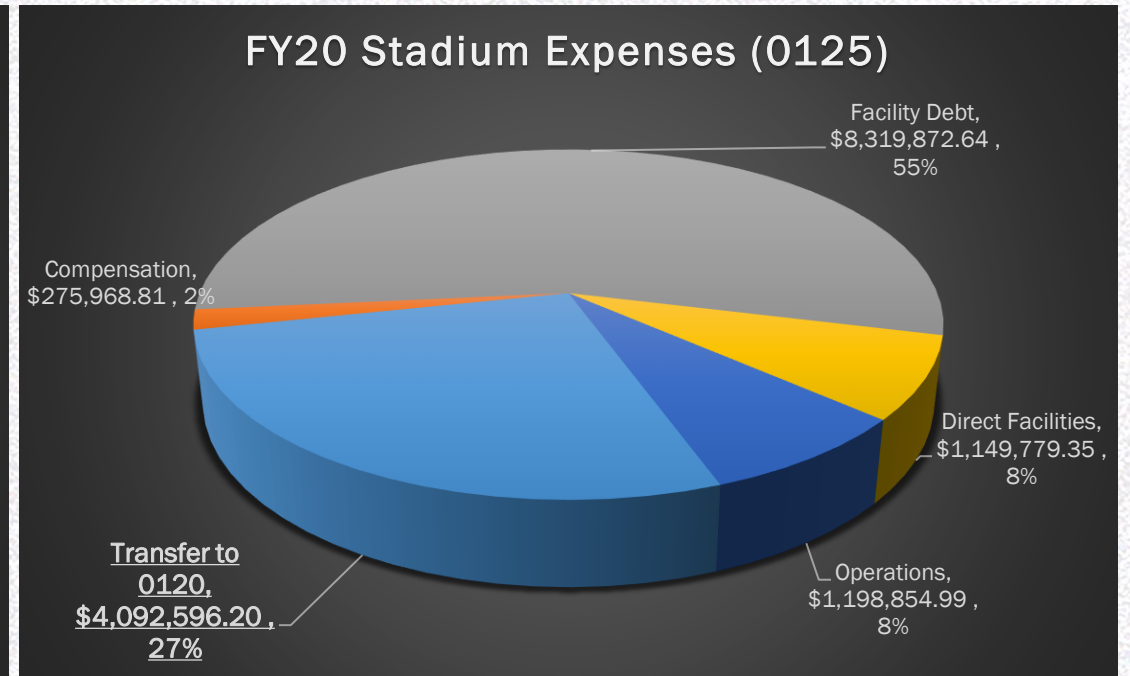
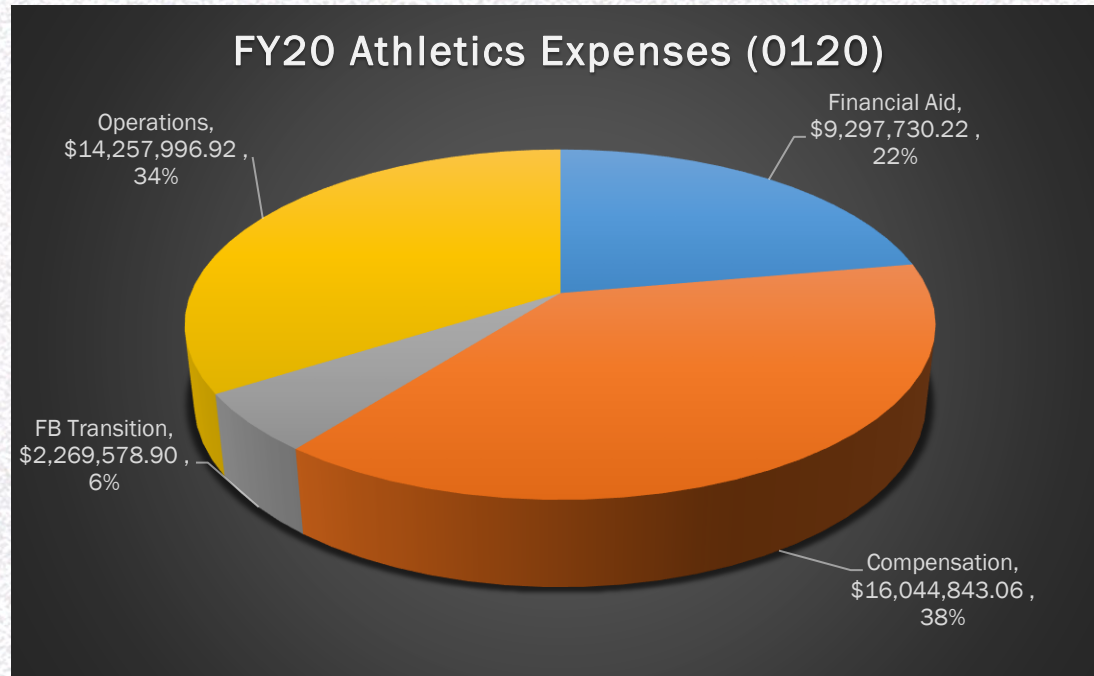
■ Total E&G Expenses ■ University Support less Funds back to University



FY20 REVENUES FOR ATHLETICS



FY20 EXPENSES FOR ATHLETICS



TEAM REVENUE COMPARISON (FY20)

	Football	All Others
Net (Revenues minus Expenses)	(\$10,959,571)	(\$13,098,696)
<i>Off-Setting Factors</i>		
Contributions, Royalties, NCAA/MW Revenue	\$4,862,776	\$2,431,388
Student Ticket Value	\$1,575,000	\$171,270
Staff Transition	\$2,269,579	-
Tuition, Fees, Room, and Board	\$2,459,640	\$4,550,339
Tuition and Fees (Non-Scholarship)	\$499,022	\$1,296,384
True Net	\$706,446	(\$4,649,316)



CONTRIBUTING TO THE CSU COMMUNITY

- On Friday, Sept. 3, 2021, Athletics hosted “Faculty and Staff Appreciation Day” at the home football game vs. South Dakota State and provided over **3,000** free and discounted tickets to faculty and staff members who participated.
- Women’s and Men’s Basketball Teams participated in their annual Cancer Warriors games in partnership with UCHealth; honoring Cancer Warriors on their jerseys.
- Men’s Basketball completed the season with **five (5)** straight sell-out crowds in Moby Arena; the most games sold-out during a season in program history.
- Colorado State Athletics has hosted over **1,100** students and their families from Poudre School District and Thompson School District as part of the annual football, volleyball and basketball “Education Days” promotions.
- Colorado State Athletics has hosted over **1,200** youth athletics students at football, volleyball and basketball home events as part of the City of Fort Collins Jr. Rams partnership.



SUPPORTING OUR COMMUNITY

Athletics adds to the CSU experience and Fort Collins in many ways.

- Student-athletes represent 1.3% of the total University population but over 2% of the total minoritized population of the University.
- Athletics annually employs approximately 140 student workers and puts \$310,000 into the pockets of CSU students.
- For game day operations, vendor and security partners Spectra and Landmark add over \$825,000 in employee earnings.
- Canvas Stadium operations include over 700 jobs. In a 2014 economic impact study, the direct and indirect benefit to Larimer County was \$70 million over the first 10 years.



IN CONCLUSION

- Our student-athletes are achieving academically and athletically at very high levels. They've earned their place on our campus.
- Athletics contributes to the overall diversity of the campus population in a significant way. Our student-athletes and staff are valuable members of the campus community.
- The majority (53%) of our direct university support is paid back in the form of revenue for other departments on campus.
- Athletics provides an important component of the student experience at Colorado State University, both for our student-athletes and for the thousands of students who join together to support their fellow Rams. Athletic events are also important moments for alumni, friends and university community members near and far to celebrate Colorado State University; in-person and on television.
- The economic impact for our community is meaningful.

