

**Subject: 1. Booster Game Day Parking MOU  
2. Booster Scoreboard MOU**

**Rationale:**

The existing MOU allows the Booster DSO to manage the day to day athletics business functions of Multimedia Rights sales and athletics event game day parking.

- (i) The business case to terminate the Booster Game Day Parking MOU is to restore game day parking inventory to the Department of Athletics to manage for game day operations. This allows the Department of Athletics to package parking with season tickets, reduce fan cost and improve the overall game day experience.
- (ii) The business case to terminate the Booster Scoreboard MOU is to restore Athletics' Multimedia Rights and Signage Inventory to Athletics. This will allow athletics to maximize sponsorship opportunities, increase revenue and restore advertising rate integrity in the marketplace for athletics inventory. The Department of Athletics and Booster Club sell fixed and digital signage at different price points which are inconsistent and confusing to the marketplace

**Parking**

According to our MEAC football parking price analysis (*Exhibit #1*), FAMU's football season and individual parking prices are the highest in the Conference. The highest premium Booster Parking price is \$1000.00 (Fang Booster) compared to the average premium parking price in the MEAC conference of \$156.00. The Athletics Football Game Day Experience Survey (*Exhibit #2*) revealed that 40% of our fans park off campus due to high parking prices which has reduced their FB tailgating and overall football game day experience. 44% of our fans indicated that they would prefer parking offers with season football tickets. 52% of our fans indicated that they do not tailgate on campus many of who reported they don't because of parking prices. 35% of Rattler fans indicated that they are dissatisfied with football game day parking options while the other 40% are natural because they decided to park off campus. 30% of our fans are satisfied with parking prices while 70% are dissatisfied or neutral because they decided to park off campus.

**Legal:** According to the parking MOU under the terms section #22 the University can at any time terminate the Parking MOU by giving a 30 day notice to the Booster Club.

**Multimedia Rights**

The scoreboard is not functional and must be replaced. Scoreboard manufacturer went out of business 3 years ago so it can no longer be maintained. Booster MOU also reduces the ability of the department of athletics to maximize revenue on the video board or standardize our rates. Our rates in the market place are not consistent. Booster's sale advertising on the big screen lower than athletics sale at another which creates confusion in the market place.

**Legal:** Scoreboard MOU ends September 30<sup>th</sup> 2016 just one week after our first home game on the 24<sup>th</sup>.

- (i) Both Booster MOU agreements reduce the Department of Athletics' ability to run its day to day operations, increase revenue, decrease debt and improve the fan experience.

**Supporting Documents:** *Exhibit #1- MEAC Parking Analysis / Exhibit #2 – Football Game Day Survey / Football Game Day Survey Full*

**Recommendation:**

**It is recommended that the Board of Trustees vote to terminate these two MOUs for the reasons stated above.**

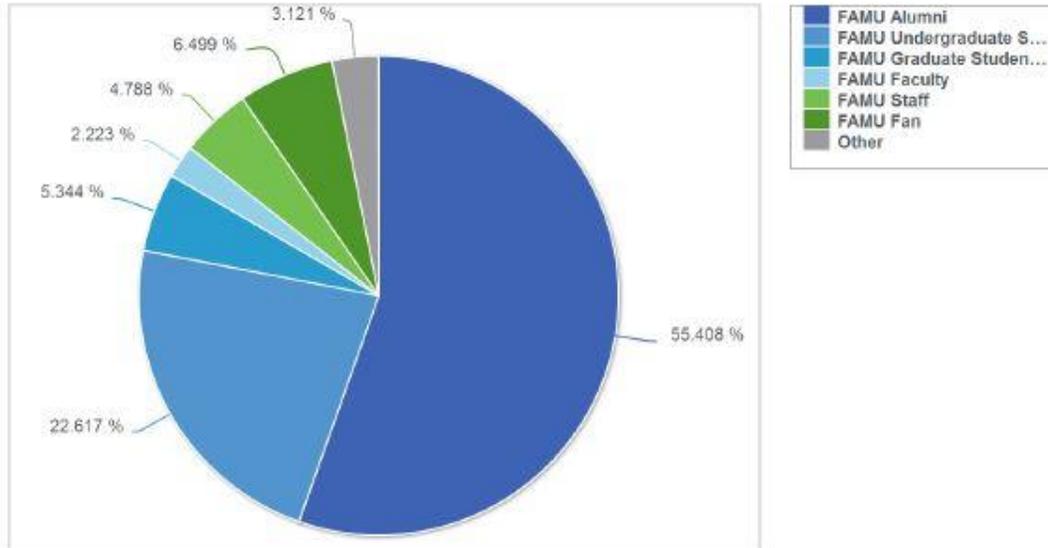
## FAMU Athletics MEAC Parking Price Analysis (Exhibit #1)

MEAC Parking Prices Hi-Lo List					
School	Price	Average Price			
FAMU	\$ 1,000.00	\$ 156.00			
NCCU	\$ 240.00				
SC State	\$ 100.00				
Delaware	\$ 60.00				
BCU	\$ 60.00				
Hampton	\$ 50.00				
SSU	\$ 25.00				
Morgan	\$ 10.00				
NC A&T	\$ 10.00				
NSU	\$ 5.00				

# FAMU Athletics Football Game Day Experience Survey (Exhibit #2)

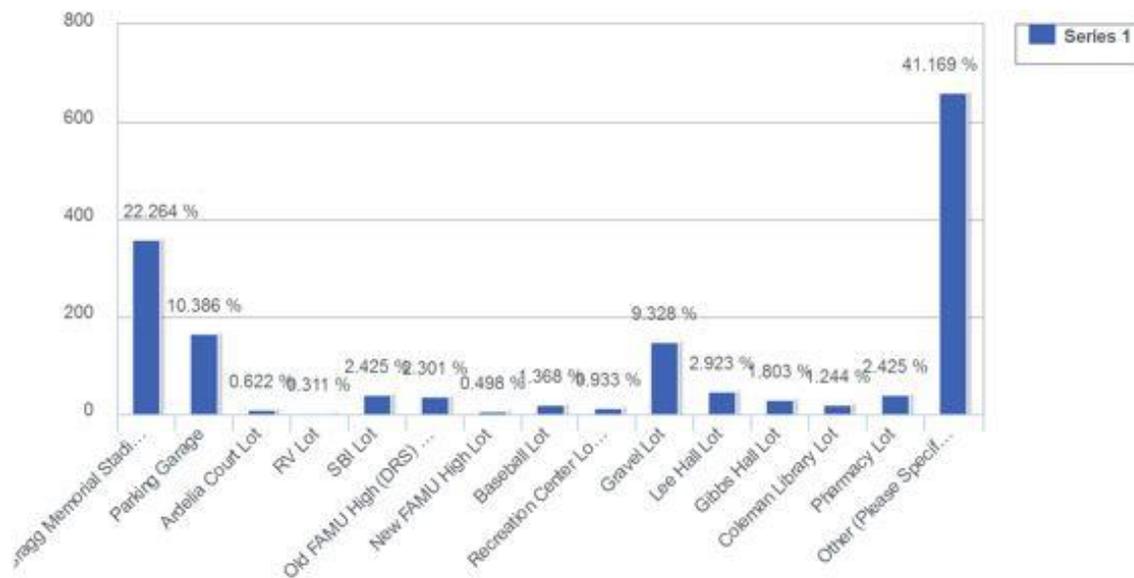
## 2. Which of the following best describes you?

(Respondents could only choose a single response)

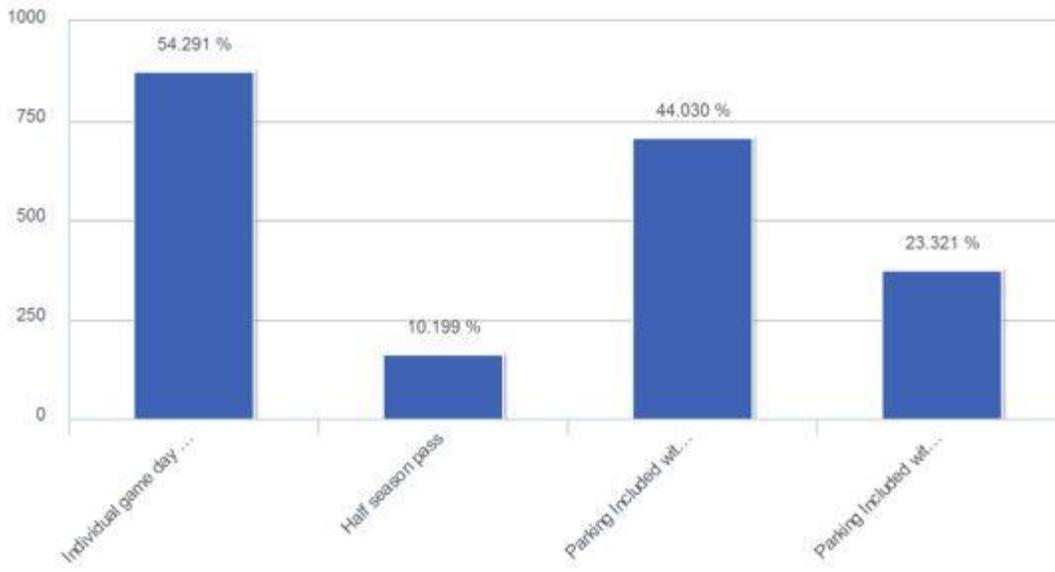


## 20: Where do you normally park on game day?

(Respondents could only choose a single response)



22: What parking options would you like to see added?  
 (Respondents were allowed to choose multiple responses)



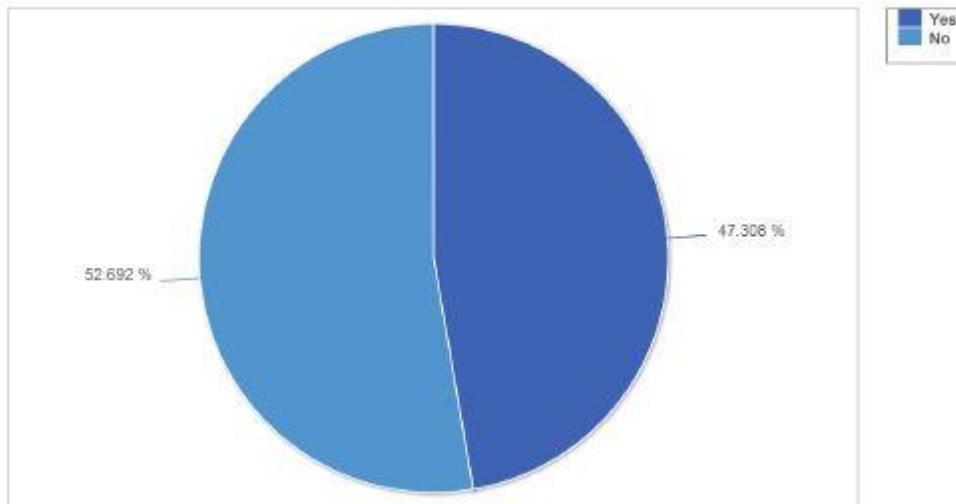
w/ Game Day

w/ Half Season Package

w/ Season Tickets

w/ Mini Package

25. Do you tailgate before the game?  
 (Respondents could only choose a single response)



## 26. Please describe your tailgating arrangement?

Response
Visit the food vendors before the game starts
Tailgating with friends
I do not tailgate.
As a band member we usually meet 2 hours prior to kick off for warm-up.
With friends or walking on Perry Street.
n/a
N/A
With the football team alumni
N/A
Not apply. I do not tailgate
My friends have reserved parking. I would like to have reserve parking but I think it's too high.
It's always fun because we are with friends.
N/A
I don't tailgate
I would love to tailgate but the area around the field is not conducive for it unless you are a booster member. At last year's Homecoming game, the parking lot adjacent to Bragg was sparsely filled with only the cars from booster members. This is ridiculous. That space could have been used as park parking to generate revenue for tailgaters. Just a ridiculous use of space and a missed revenue opportunity and the opportunity to create a better fan environment.
It is purchased through the booster club
On a private lot. The booster club rules are very disheartening

My two siblings and I used to all be Venom Club Boosters w/side-by-side parks; only drove one vehicle to game and used remaining two parks to tailgate. HOWEVER, three yrs ago the FAMU Boosters increased Venom Membership by 50% (from \$250 to \$500). Both siblings could no longer afford to purchase, so I'm only booster w/one park, therefore, limiting tailgating due to lack of space!!!
Gather with food, friends and tailgate favors.
With friends.
I tailgate at home
Family and friends
We tailgate with friends at our parking space.
N/A
I visit the vendors, but do not tailgate.
None
Arrive approximately 3 hours early to setup, usually at parking garage or church parking lot. We cook and eat right up to kickoff. Majority of our group has already purchased tickets and go into the game. Maybe one or two unable to attend game. We clean up and leave about 30 minutes to an hour after game has ended. GO RATTLEERS! I actually said to my friends that the prices we pay to tailgate, we could do this at home and listen to the game on the radio.
SUV. Food. Drinks. Coolers, Umbrellas. Etc.
n/a
I do not tailgate personally. I am always invited to attend someone else's tailgate and it is always fun.
friends
There is a group of us that tailgate on the south side of the parking garage. We set up tents and have plenty of food and drinks.
Friends on street behind stadium
N/A

did not know that you to pay until the day of the game and realized that we were in someone's paid spot. We are not sure of the areas that you can tailgate.
We need more parking on campus in general, not just during game season. More parking garages and the lots that are there, maybe a multi-floor garage can be added to the gravel lots as well.
Boosters should go back to the minimum of 250 dollars for venom level so retirees and other low economic fans can park in stadium lot which is closer than parking garage. They also provide one day parking for. Out of town fans and lower prices for RV parking.
N/A
N/A
More positive interaction & feedback with & from rattlers currently enrolled at FAMU
None
include parking with seasonal ticket
as a fang booster i would like to see the number and line painted so they are more visible
None
Post Game entertainment
300.00 Booster Parking
Just keep it real
Parking numbers should be visible
Remove control from FAMU Boosters and place under the University.
N/A
Parking with season ticket and prices
Need more law enforcement presence.
employees should not pay for parking around campus on game days.

N/A
Please review the above comments.
Have areas for students to park that is relatively close to the stadium. Normal parking is normally blocked off during games
I have not selected Highly Satisfied because I am NOT fully pleased with my boosters experience. I would much prefer to see more of the parking available to season ticket holders. I also feel that gameday parking revenue would be much more beneficial to cut into the athletics' budget deficit. The parking/tailgating would be more festive - in my opinion.
N/A
N/A
Please resurface the parking lot.
None
No comments or suggestions
none
police block off local roads too early
N/A
Better food and/or more options
n/a
If possible have parking for free.
FAMU Village is blocked off, as well as the parking garage, which really leaves no parking for students. My friends lived in the village and I wanted to park by them for the games, and was constantly told I wasn't able to because the parking was reserved for Booster club members. If the university wants students to come to the games, don't forget us when it comes to parking.
More parking, please.
better markings; possible ice for sale...perhaps more than one pass for each tailgating spot.....

<p>did not know that you to pay until the day of the game and realized that we were in someone's paid spot. We are not sure of the areas that you can tailgate.</p>
<p>We need more parking on campus in general, not just during game season. More parking garages and the lots that are there, maybe a multi-floor garage can be added to the gravel lots as well.</p>
<p><u>Boosters should go back to the minimum of 250 dollars for venom level so retirees and other low economic fans can park in stadium lot which is closer than parking garage. They also provide one day parking for. Out of town fans and lower prices for RV parking.</u></p>
<p>N/A</p>
<p>N/A</p>
<p>More positive interaction &amp; feedback with &amp; from rattlers currently enrolled at FAMU</p>
<p>None</p>
<p><u>include parking with seasonal ticket</u></p>
<p>as a fang booster i would like to see the number and line painted so they are more visible</p>
<p>None</p>
<p>Post Game entertainment</p>
<p><u>300.00 Booster Parking</u></p>
<p>Just keep it real</p>
<p><u>Parking numbers should be visible</u></p>
<p><u>Remove control from FAMU Boosters and place under the University.</u></p>
<p>N/A</p>
<p><u>Parking with season ticket and prices</u></p>
<p>Need more law enforcement presence.</p>
<p><u>employees should not pay for parking around campus on game days.</u></p>

We cook out before the game, attend the parade and visit the vendors.
Meet up with family and friends with food and grill.
With friends
I have never tailgated for a game.
GROUP OF US SPONSOR OUR FOOD AND MUSIC
Used to have a Group of Tailgaters from Tampa to SC with 6-8 Parking Spaces who all had Parking at the Bragg Lot who no longer buy Parking NOR Season Tickets because they were priced out of the Lot.
None
N/A
Tailgate through the booster. <u>Stop attended home coming because of difficulty pre-arranging tailgate location</u>
I know someone who purchases two spots to tailgate for each game and when I am able to attend games, I go to their spot.
I like to walk around and buy food and paraphenalia from vendors before the game.
Made by Tallahassee residents
With booster friends
I used to be satisfied until my parents could no longer park in the parking garage across from paddyfoote
I have spot behind the Stadium on the corner that my family and I call the corner patch.
Radio Station Tailgate
FAMU MARCHING "100" ALUMNI BAND ASSOC. TAILGATE ARRANGEMENT,DMV CHAPTER OFFICER.
With band
Booster parking. Cook out tent and chairs
I have an area behind the practice field that my family and I call the corner patch. We eat drink and play games.

The price of parking in the stadium is too much. It should be half price.
Bathrooms
We have been a booster for over 20years but last year we had a problem parking In our \$500 parking spot
No comments
I am along time car dealer in town we had a dealer program that went away. The dealer I work for now wants to get a package.We would like to have a package that is all inclusive of parking, seats and ads. along with North IN Zone pass. Tell us what we can get for around 3000.00 dollars.Charles Martin ph. 212-9075.
n/a
N/A
Take parking from Boosters...Have to get booster membership and season tickets every year
Tailgating has to become apart of tradition. We could also do a pregame show that is broadcast on Famu 20.
Review the present parking arrangement and the previous arrangement (including pricing). And, allow the university's community to have input.
Check handicapped parking.
better direction
Older persons may need help with getting to the stadium. the golf carts could help seniors get to the stadium from their cars if they don't have stadium parking.
Parking is terrible and overpriced. Garage used to be full at\$10. Price was raised. 10 cars as opposed to fill.
Need more parking options
I always enjoy the tailgating I wish it was on the hill by the parking garage
Lower the cost
n/a
N/A

With friends..
Meet friends/family in north parking lot at Bragg Stadium.
Personal friends RV
None
With friends
N/A
n/a
I don't.
There is a group of that sit together in Section P that also tailgate together. Some live in town some out of town.
FANG Club
Alphas throw a tailgate every home game for students that I attend.
I use to attend games. No more! Tailgating is an integral part of the football day experience. When parking space cost increased and tailgating was eliminated/restricted many individual ticket holders, season ticket holders and parking space purchasers who only tailgated, in their spaces, ceased their purchases. Deficits cannot be made up off the backs of Bragg Stadium parking space purchasers! Also, many of our ticket purchasers were "out of towners" who on many occasions only tailgated
just show up and go with the flow
Visit with friends who are season ticket holders who tailgate
Friends
President's preface rally
Campus tailgate
A group of friends in the Venom parking section

<p>It would be much better if we could park inside the parking garage. There are only a handful of cars parked in there but you must be a booster to park there. FAMU is missing the opportunity to generate funds by not allowing people to pay to park in the parking garage. Also, it would help if portable restrooms were set up in the tailgating areas.</p>
<p>Yes please make sure that women's restrooms are clean throughout the event.</p>
<p>No reserved parking on campus. Park in any space.</p>
<p>N/A</p>
<p>Stadium Wifi and Bigger spaces. The lot is hardly ever close to being full so bigger spaces would help make for a more enjoyable time.</p>
<p>N/A</p>
<p>Season ticket holders should be provided a decal for parking or a card to park</p>
<p>Remove parking from the control of the FAMU Boosters. I know it is primarily the only fundraising that the FAMU Boosters does, but they need to branch out into other areas of Fundraising. I was a Diamondback (\$1,000) level Booster, until the Booster unceremoniously increased all of the parking rates without notification. Have not been on the booster roster since. Game after game the stadium parking lot is now empty because the Boosters have priced out their constituency. Although, I can still afford to pay for Booster parking, I prefer just to give my donations directly to FAMU Athletics. IMHO, not a well run organization that understands it's constituency or manages its support of FAMU Athletics.</p>
<p>None</p>
<p>Do not Tailgate. Would like to see bus service from outpost parking lots. Would paid for this service. Example: parking at Donald L. Tucker center or FAMU High and getting a bus down to the stadium.</p>
<p>More campus transportation to and from the stadium.</p>
<p>No major issues.</p>
<p>More containers for Trash, Restrooms( change out more frequently ) for cleanliness , allow more Vendors and include more of an Expo experience to engage Corporate Sponsors for the benefit of establishing a relationship with FAMU - We need You to pursue more Corporate Sponsors</p>
<p>More parking lots or garages.</p>
<p>Vendors with inside availability to sell tailgating food. Rattler sponsored tailgating by the athletic department for a cost to the receiver of goods. This wood raise revenue for the athletic department</p>

and place no preparation strain on persons who choose to participate/purchase.
Priority Seating alone with Parking.
As a part of membership the Booster organization offers food before game to members, but you are somewhat stuck in the stadium after you eat. You have to arrive fairly early to get the food which negates you from going back outside to enjoy any other festivities. Some method should be used so that you are not stuck in the stadium an hour or more before the games. Homecoming is the worst.
Add more handicap parking immediately around the stadium.
If the parking spots were more reasonable in price, I would be motivated to tailgate at my spot before the game.
There are limited options to tailgate because you cannot park anywhere close to the stadium. Some of the selections that I saw listed in this survey I have never had access to due to police presence.
I think it's wrong to not provide parking for the many senior Rattlers, but you save space for the tailgating.
More parking university parking offered closer to stadium. not all closed off for Boosters only. University should find corporate sponsors and other private sponsors to have (more) tailgate activities on game day. Much like the experience at the Florida Classic or when we used to play in Baton Rouge, LA. To encourage more team spirit more game day energy
I notice big sponsors do tailgating at FSU why not at FAMU.
entertainment
Venom Club members should be able to park in the stadium
Repave the parking lot after the rebuild Bragg.
Paved parking lots
My booster membership takes care of my parking and tailgating needs.
On campus parking at game site.
Parking garage should be open and marketed to out of town guest on a game to game basis. It should also be available to locals on a game to game basis . At this point less than twenty cars use the parking garage.
N/A

I feel that the boosters increased the parking fee from \$250.00 to \$500.00 two years ago was too much at one time. I feel that they should have gradually increased the fee. Many retired people I spoke felt they couldn't afford it. They are physically unable to walk from the other locations, so as a result, they stop attending the games. please please Mr. Overton schedule the games at 6:00 PM It is TOO hot for us mature people to be out in the heat for such a long time. Many of us are taking medications that prohibits us from long periods of sun.
The Booster price for parking at Bragg needs to be drastically reduced.
It would be nicer if we could do this a little closer to the stadium.
The vendors need to be more organized. The area around the stadium looks trashy and parking is horrible. FAMU doesn't look like a 5 Star School on game day around the stadium.
Large container for disposing of waste (Trash) they will help to maintain a neat Appearance around the Stadium and campus; Fill in all the holes in the tailgating area.
None
None
more handicap parking and maybe set up a means to purchase parking tickets in advance/online
ENTERTAINMENT AFTER THE GAME..CASUAL,,OUTDOORS
Parking needs to be packaged as a part of an overall Season Ticket / Points Program, and the Boosters need to relinquish/be removed from primary control of it.
None
N/A
Unable to Reserve tailgate location
The area for tailgating around Bragg Stadium is far too small and providing more space for alumni to tailgate near the stadium would help foster the type of fanbase we wish to have that feel vested to attend each home game. Even the area we currently have should be repaved/laid out to maximize its usage and attractiveness.
FAMU should have a food option both outside and inside the venue to capabilites on the revenue they could receive from selling water and fish tacos and smoothies outside of the stadium. They can tour that they are the Official vendor!!
More trash cans

More parking lots

Build a new parking garage.

N/A

When you have to park miles away and pay \$10-20...and walk...it is bothersome.

With additional parking West of stadium is easier however lack of police presence is a concern.

MORE OPTIONS- not enough parking, not enough food

Free General Space for Student Tailgate/organizations

N/A

Have a section for students to park only .

Unfortunately the price of the booster tickets went up from 250 to 500 which makes it a little difficult to afford when there are no other perks that come with that price increase.

none

N/A

Parking lot

No comments at this time

N/A

None

Parking should be provided in the season pass purchase. I enjoy patronizing the vendors, so tailgating is not that big of a deal for me.

N/A

Add more variety for vendors

More tailgating

Paved lot, trash cans, identifiable parking markers and just for Diamond members. I could not see paying \$100 a game for parking at stadium in the condition it was in.

N/a

Always get to the game early.

I think it is a shame that you took our parking lot and gave it to boosters. It was not designed for that. However in your own way you told devoted fans to park wherever we are now milking it for what it is worth. So much for college if love and charity. By the way that is inebriation why some don't bother any more.

More student options

none

Provide more signs to direct the flow of the traffic.

Booster parking prices in some areas should be reduced to stimulate purchasing spot.

More game day parking that is closer to the stadium.

N/a to tally games

More music and dancing. Conraderly allows us to have a sense of unity. Like the old country mother Africa.

Clear parking signs for single game day parking in nearby lots and at the stadium. I would expect to pay more the closer I get to the stadium.

I ride the booster bus

Not applicable

A designated tailgating area would help.

None

no complaints

I'm unsure how to answer that question unfortunately due to space provided in the area.

I don't tailgate.