



WVU ATHLETICS FACILITIES MASTER PLAN

[HIGH LEVEL SUMMARY]

MILAN PUSKAR STADIUM WEST TOWER PROJECT



[CURRENT STADIUM OVERVIEW]

- ▶ Current Press Box opened in 1980 with the original stadium
- ▶ Renovations in 2017 and 2018
 - Upgrades to fan experience: new gates, restrooms, concessions and concourses
 - No upgrades to Press Box or Suites
- ▶ Premium spaces are currently sold out with waiting lists
 - Premium seating is currently offered on the West Sideline, North End Zone and South End Zone
- ▶ In 2024, in conjunction with concepts being developed, a Market Feasibility Study was completed including a fan survey showing significant demand for additional premium offerings



[CURRENT PREMIUM TICKET OFFERINGS]

TOUCHDOWN TERRACE SUITE  SOLD OUT NORTH END ZONE ADDED 2004 Sellable Units: 18 Ticket Capacity per Unit: 42 Average Annual Price: \$88,950 Waitlist Accounts: 4 <u>Amenities:</u> • In-suite refrigerator, TVs, and storage closet • Indoor stadium seating with retractable windows • Optional in-suite catering • Access to suite level concourse	DIVERSIFIED ENERGY TERRACE  SOLD OUT NORTH END ZONE ADDED 2004 Sellable Units: 700 Average Annual Price: \$1,250 Waitlist Accounts: 1 <u>Amenities:</u> • Includes access to the Diversified Energy Terrace Club • Club access includes a buffet meal, cash bar, bar style seating	NORTH FIELD SUITE  SOLD OUT NORTH END ZONE ADDED 2004 Sellable Units: 10 Ticket Capacity per Unit: 25 Average Annual Price: \$49,650 Waitlist Accounts: 1 <u>Amenities:</u> • Outdoor, private seating • Access to the Diversified Energy Terrace Club • Club access includes a buffet meal, cash bar, limited bar style seating	HARTLEY CLUB SUITE  SOLD OUT SOUTH END ZONE ADDED 2008 Sellable Units: 10 Ticket Capacity per Unit: 20 Average Annual Price: \$54,900 Waitlist Accounts: 83 <u>Amenities:</u> • Outdoor and indoor seating • Includes access to Hartley Club • Climate-controlled club • Club access includes a buffet meal, cash bar, bar style seating	WEST SUITE  SOLD OUT WEST SIDELINE ADDED 1994 Sellable Units: 12 Ticket Capacity per Unit: 34 Average Annual Price: \$90,500 Waitlist Accounts: 4 <u>Amenities:</u> • In-suite refrigerator, TVs, and storage closet • Indoor stadium seating • Optional in-suite catering • Access to suite level concourse
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[PREMIUM TICKET BENCHMARKING]



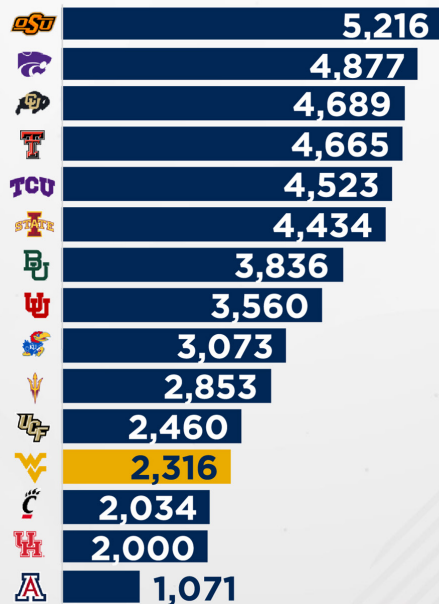
The inventory of premium tickets available in Big 12 stadiums provides a measure from which to assess the potential of West Virginia's market to absorb additional premium inventory at Milan Puskar Stadium.



Key Takeaway:

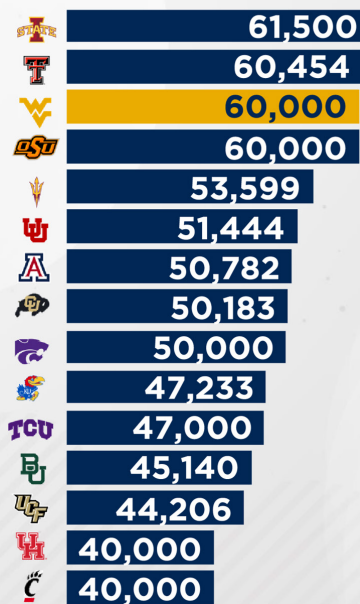
West Virginia offers the fourth-fewest premium ticket opportunities in the Big 12 while having one of the highest stadium capacities. West Virginia could have approximately 3,900 premium tickets if they offered the same percentage as the Big 12 average.

Total Premium Tickets



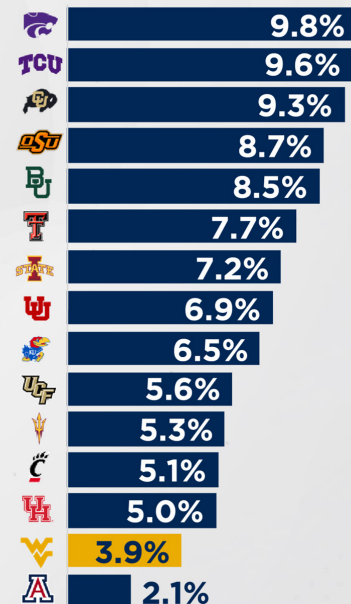
XII 3,272
Average

Stadium Capacity



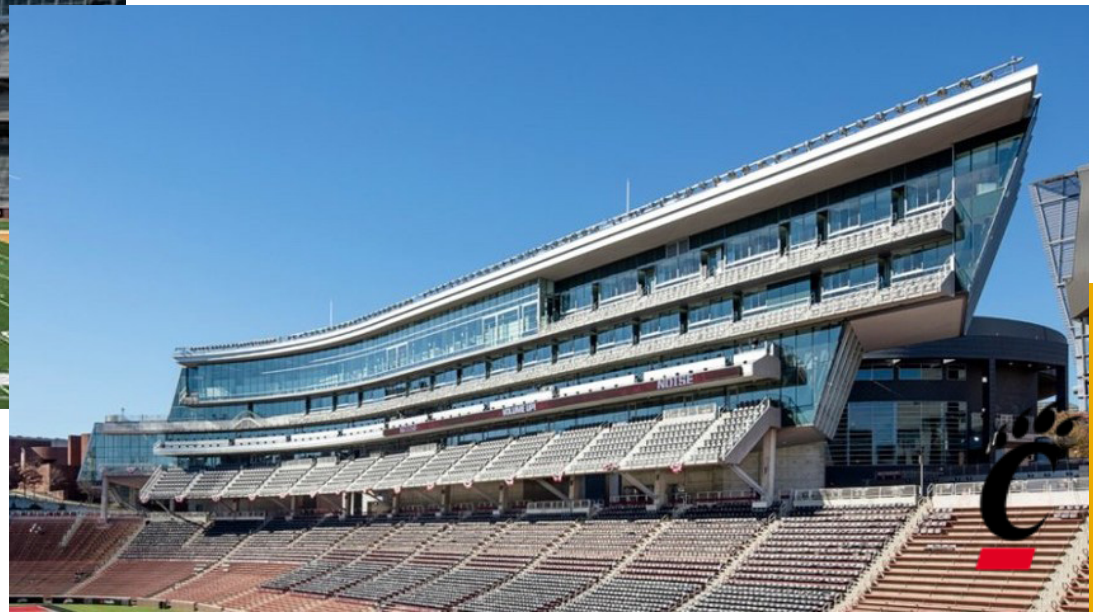
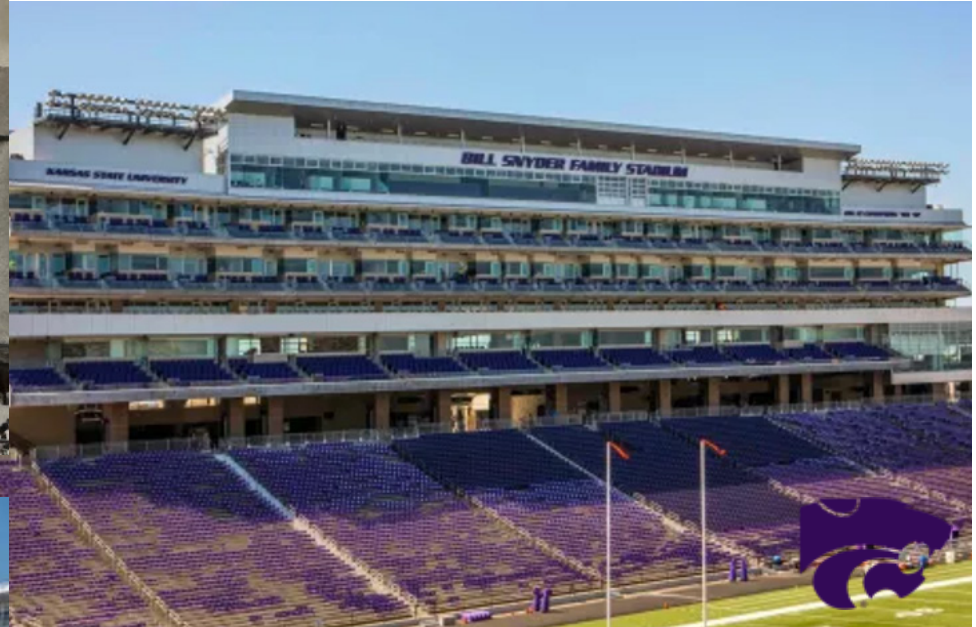
XII 51,563
Average

Premium Tickets as a % of Capacity



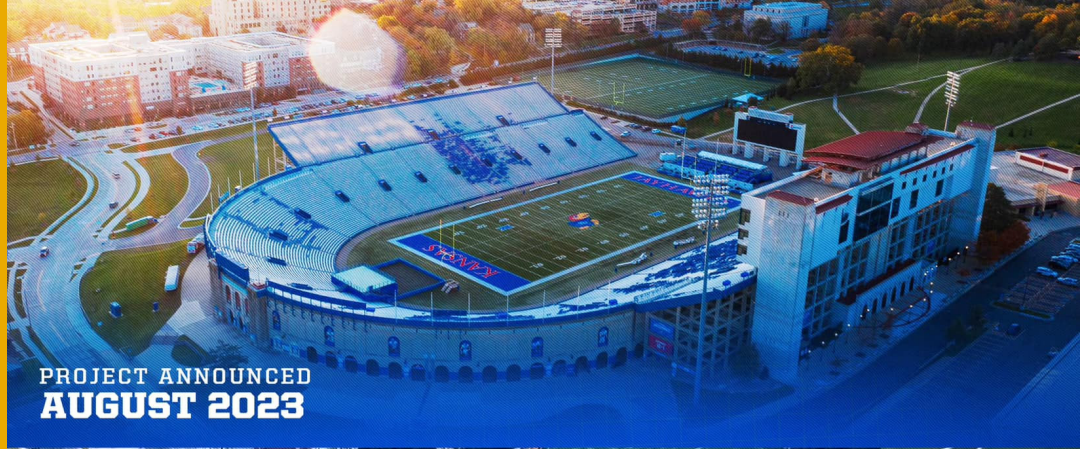
XII 6.5%
Average





[PRESS BOX COMPARISONS]

[NEW KANSAS STADIUM]

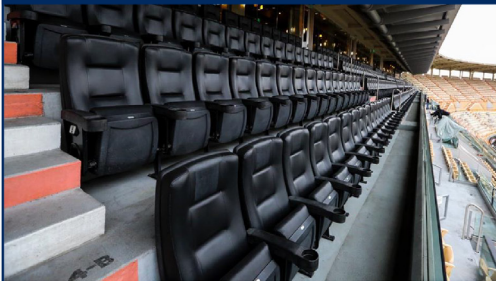


[NEW KANSAS STADIUM]



[NEW PREMIUM TICKET OPPORTUNITIES TESTED]

NEW CLUB SEATS



- Wider, padded seat with more leg room than standard chairback seating
- All-inclusive food and non-alcoholic beverages
- Cash bar to purchase beer and wine
- Access to climate-controlled indoor club lounge
- Private restrooms
- Casual seating areas
- Dedicated stadium entrance and elevator access to premium area

LEDGE SEATS



- Individual seat along a railing to put food and drinks
- All-inclusive food and non-alcoholic beverages
- Cash bar to purchase beer and wine
- Access to climate-controlled indoor club lounge
- Private restrooms
- Casual seating areas
- Dedicated stadium entrance and elevator access to premium area

NEW LOGE BOXES



- More ergonomic, comfortable seating
- All-inclusive food and non-alcoholic beverages
- Cash bar to purchase beer and wine
- In-box counter and refrigerator;
- In-box wait service
- Access to climate-controlled club lounge
- Private restrooms
- Casual seating areas
- Dedicated stadium entrance and elevator access to premium area

NEW LUXURY SUITES



- Tickets for 20 guests for each game
- Seating located outside and under cover
- Private indoor entertainment space behind the seating area
- In-suite catering for purchase
- Casual seating areas
- TVs, closet, and sink in-suite
- Private restrooms
- Dedicated stadium entrance and elevator access to premium area



[WEST TOWER / PRESS BOX]



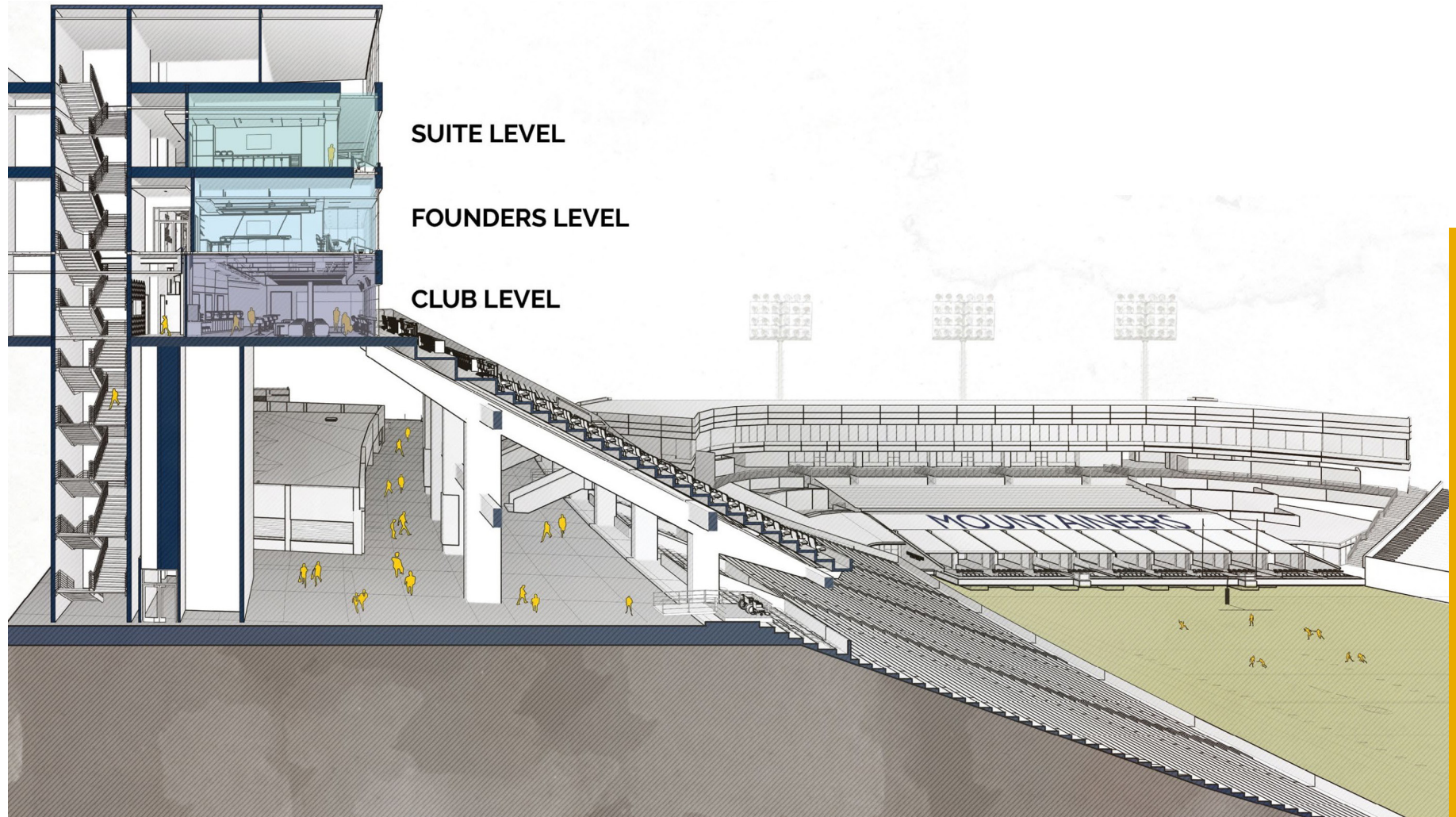
[WEST TOWER / PRESS BOX]



[WEST TOWER / PRESS BOX]



[PROPOSED CROSS-SECTION OF NEW WEST TOWER]



[NEXT STEPS]

- ▶ Acquire services to complete West Tower project
 - Architect & Engineering Firm
 - Owner's Representative
 - General Construction Manager
 - Sales & Revenue Maximization Partner
- ▶ Continue discussions relating to Founders' Suites, sponsorships and naming opportunities
- ▶ Finalize cost estimates and return to the Board of Governors with a plan of finance and request for full authorization to proceed



HOPE COLISEUM COMPLEX MASTER PLAN

(SHORT & LONG-TERM PROJECTS)



[CURRENT LAYOUT]



[POTENTIAL FUTURE LAYOUT]

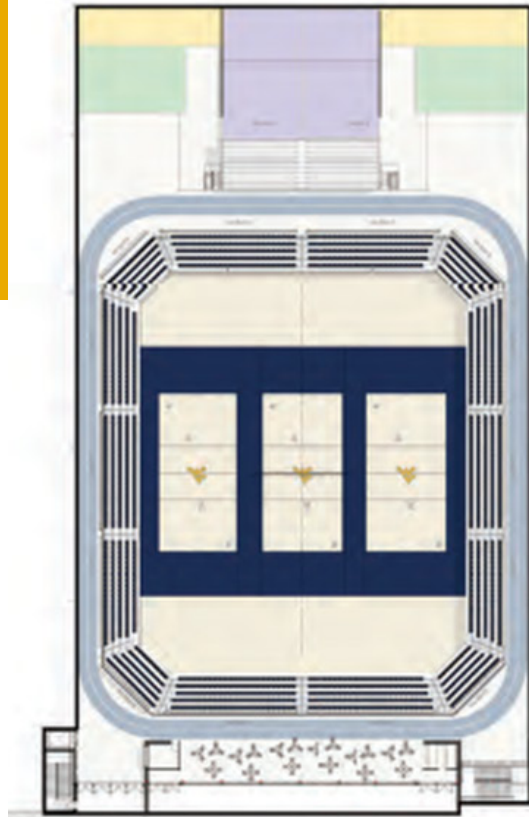


[MULTI-USE ARENA]

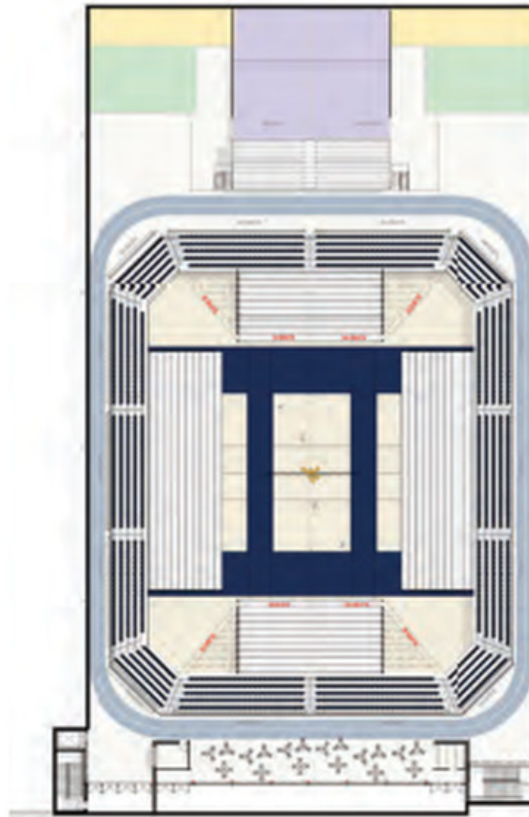


[MULTI-USE ARENA]

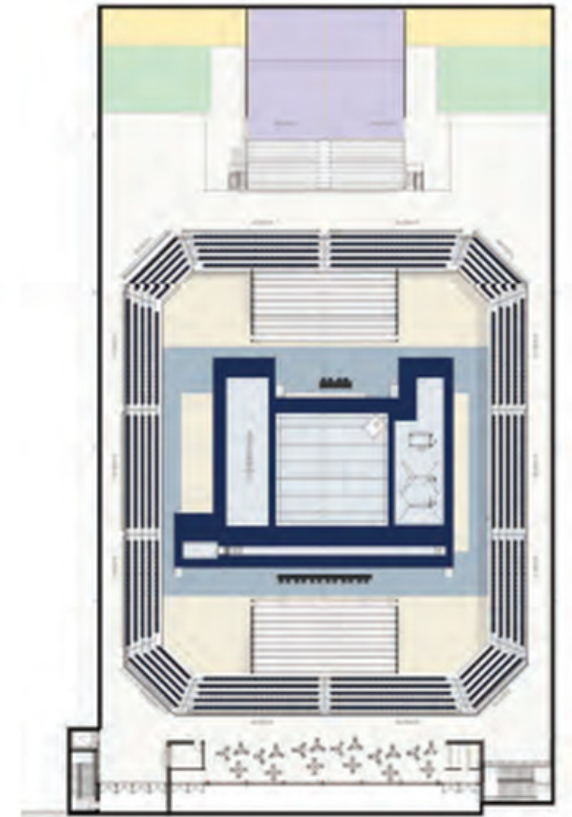
- ▶ The arena will be the primary space for volleyball, as they are the only team that does not have a separate dedicated practice space. Gymnastics, Wrestling and Rifle will all compete primarily at the new arena, while larger-crowd competitions could still be held in the Hope Coliseum. The diagrams below illustrate layout options for these sports for both practice and competition.



Volleyball Practice



Volleyball Competition

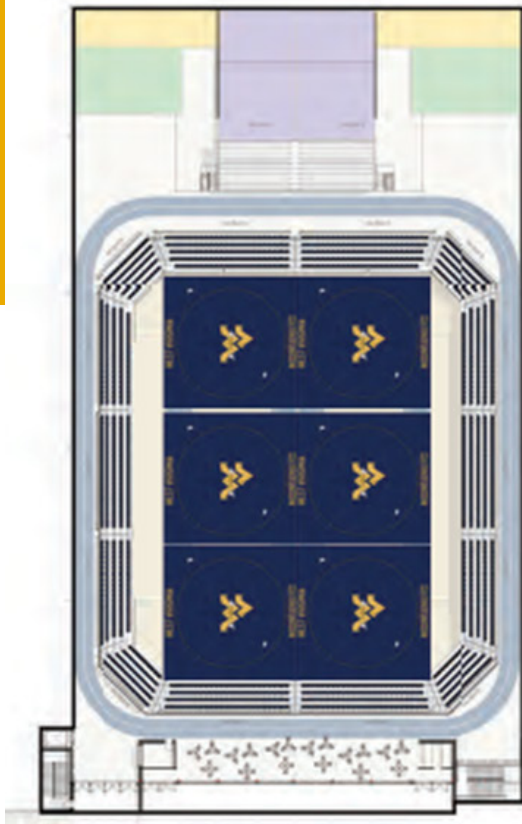


Gymnastics Competition

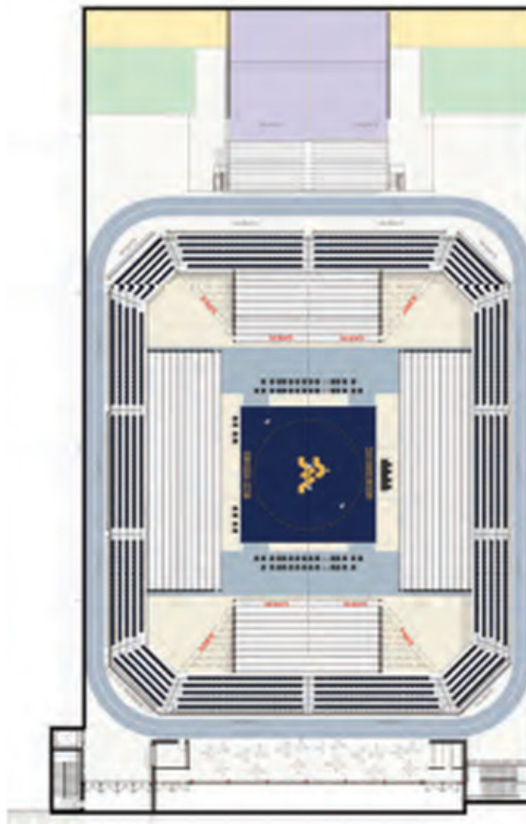


[MULTI-USE ARENA]

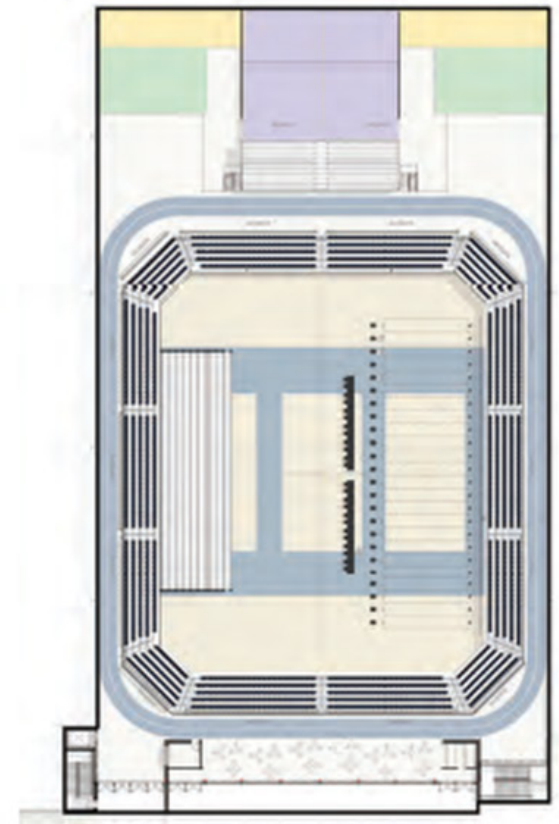
- ▶ The arena will be a permanent wood sports floor marked for Volleyball, with other sport competition floors and mats being placed on top as needed.



Wrestling Tournament



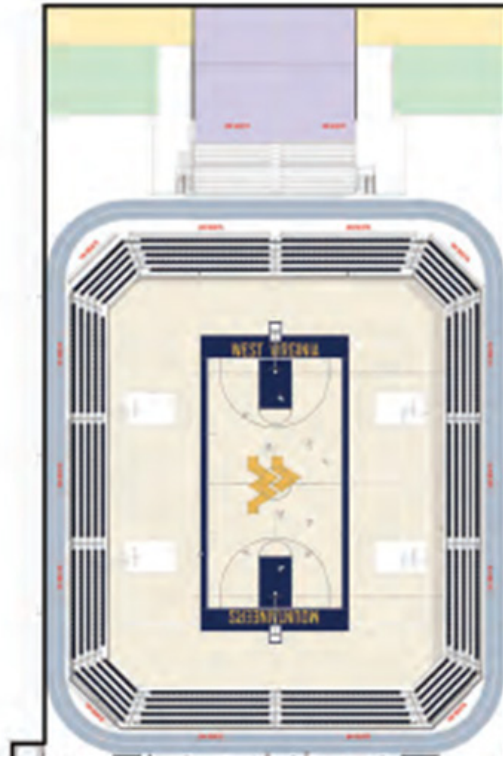
Wrestling Competition



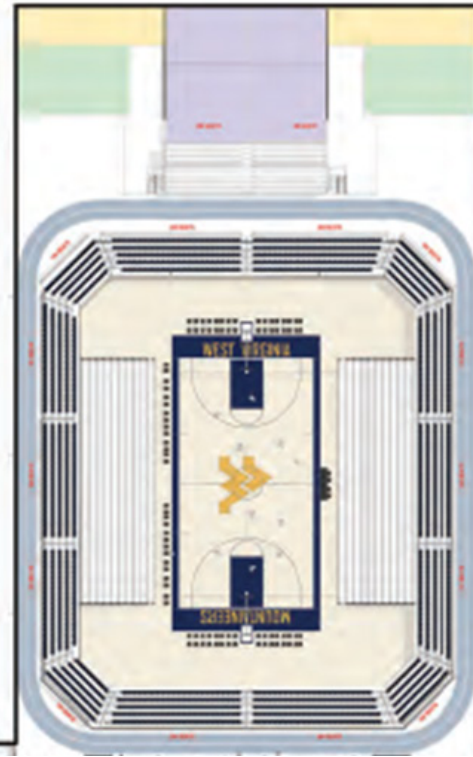
Rifle Competition



[MULTI-USE ARENA]



Basketball Community Practice



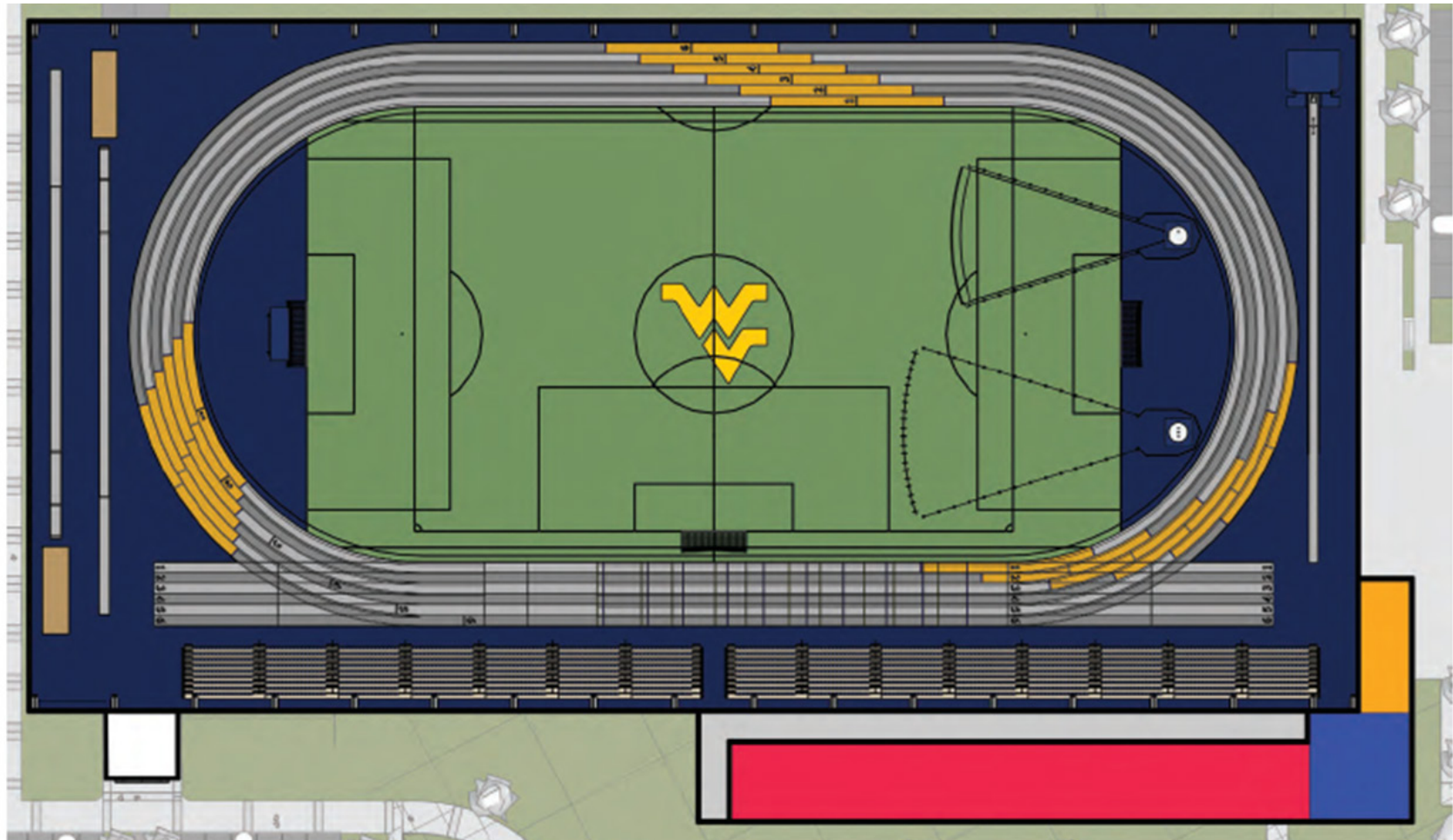
Basketball Community Competition



[FLOOR PLAN LAYOUTS]

[INDOOR TRACK & PRACTICE FACILITY]

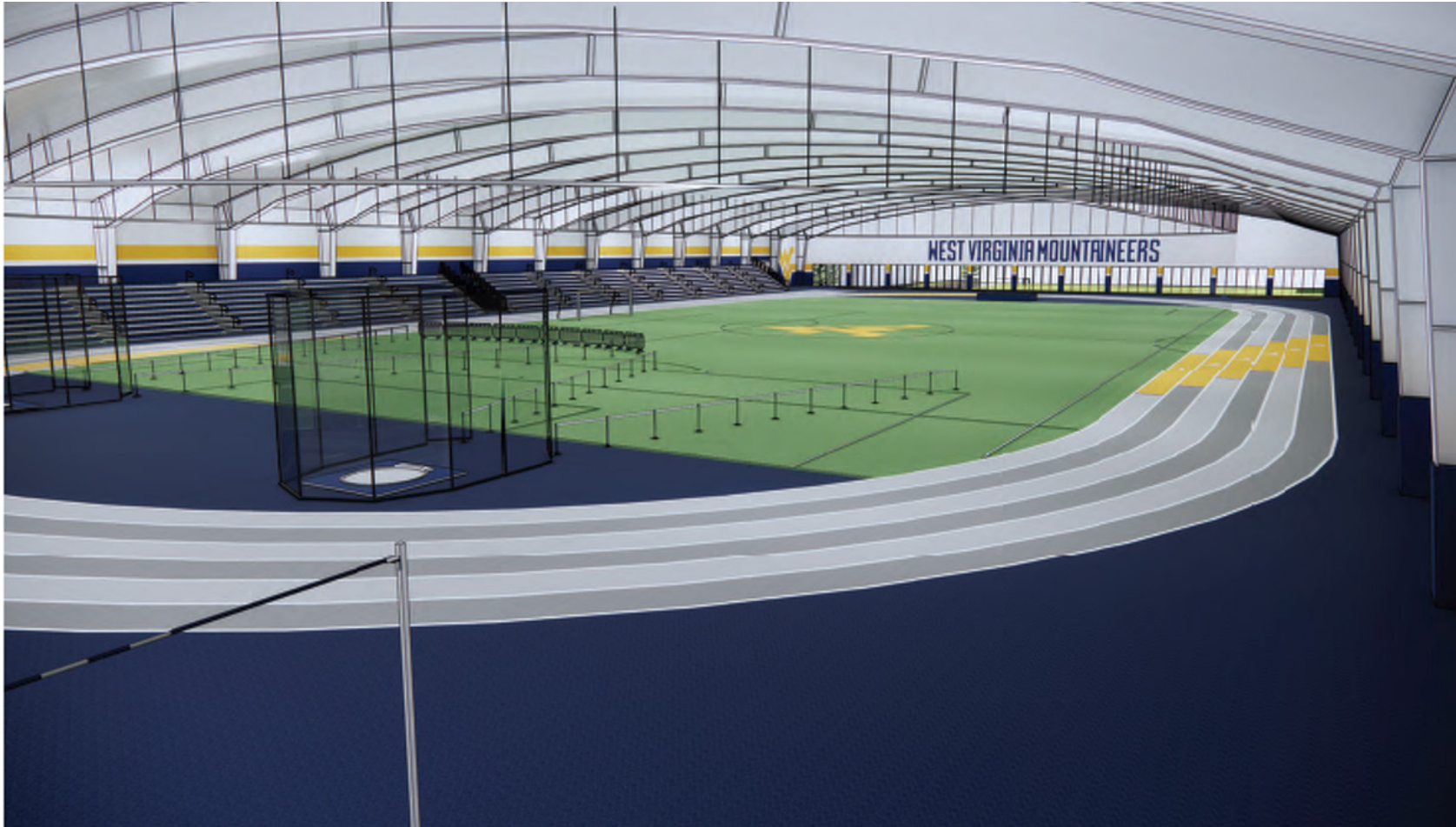
- ▶ Team and fan amenity spaces flank the Southeast corner of the facility along with the main entry. Jump areas are located outside of the 6 lane, 300 meter track, while the infield contains a multi-use turf field.



[FLOOR PLAN]

[INDOOR TRACK & PRACTICE FACILITY]

- ▶ 2,000 retractable bench seats run along the full length of the facility, while the far exterior wall features a series of windows that face Dick Dlesk Soccer Stadium, engaging student-athletes and fans alike with that venue. An exterior patio or seating could be added to further engage the adjacent Soccer Stadium.



[HOPE COLISEUM APRON]

- ▶ The current Hope Coliseum apron presents several safety and accessibility concerns. The area is uneven, with multiple surface types that create tripping hazards and drainage issues, resulting in water ponding during rain and freezing in the winter. Additionally, poor lighting makes it difficult to navigate at night, further increasing safety risks. An upgraded apron would not only enhance the appearance of one of WVU's most recognizable venues but also provide a safer, more accessible and more inviting experience for everyone who visits the Hope Coliseum.



[HOPE COLISEUM TV PRODUCTION PROJECT]

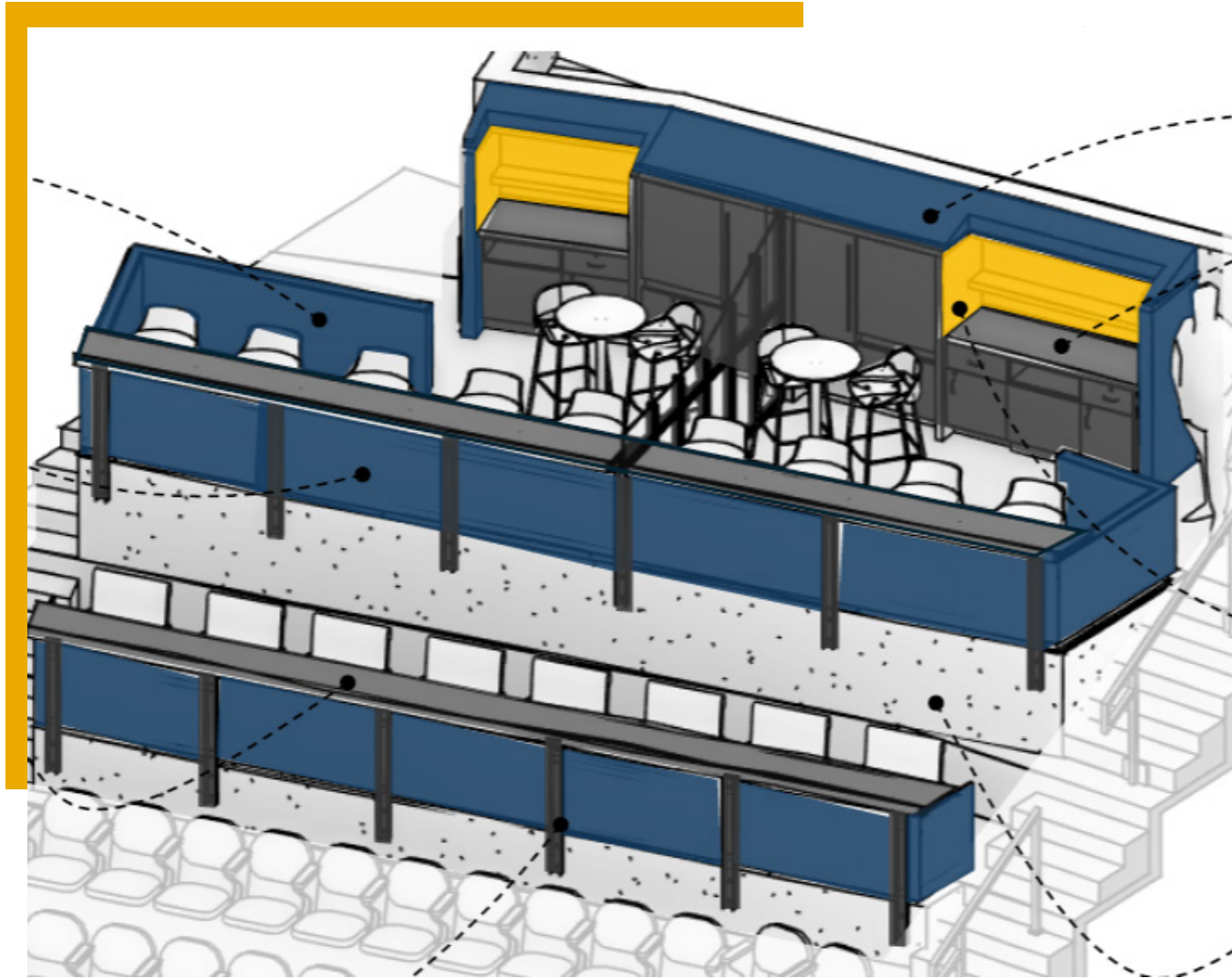
- Broadcasting nearly 100 events on ESPN+ throughout the athletic season, as well as running videoboard production for football games at Milan Puskar Stadium, the Athletic Department's lone production trailer and its constant moving from one location to another cannot handle the volume anymore that ESPN+ requires of a Big 12 Conference school. West Virginia is the lone Big 12 school without a production control room for its athletic facilities, which hinders the broadcast unit and limits production quality when having to produce as many as three events a day at certain times during the season. Also serving as a great teaching experience for broadcast journalism students, WVU's national ESPN+ and in-house videoboard broadcasts strive to provide quality production to meet ESPN requirements, but the lack of control rooms in its competition venues has left the department's broadcast unit behind its peers.



HOPE COLISEUM
PREMIUM SEATING OPPORTUNITY

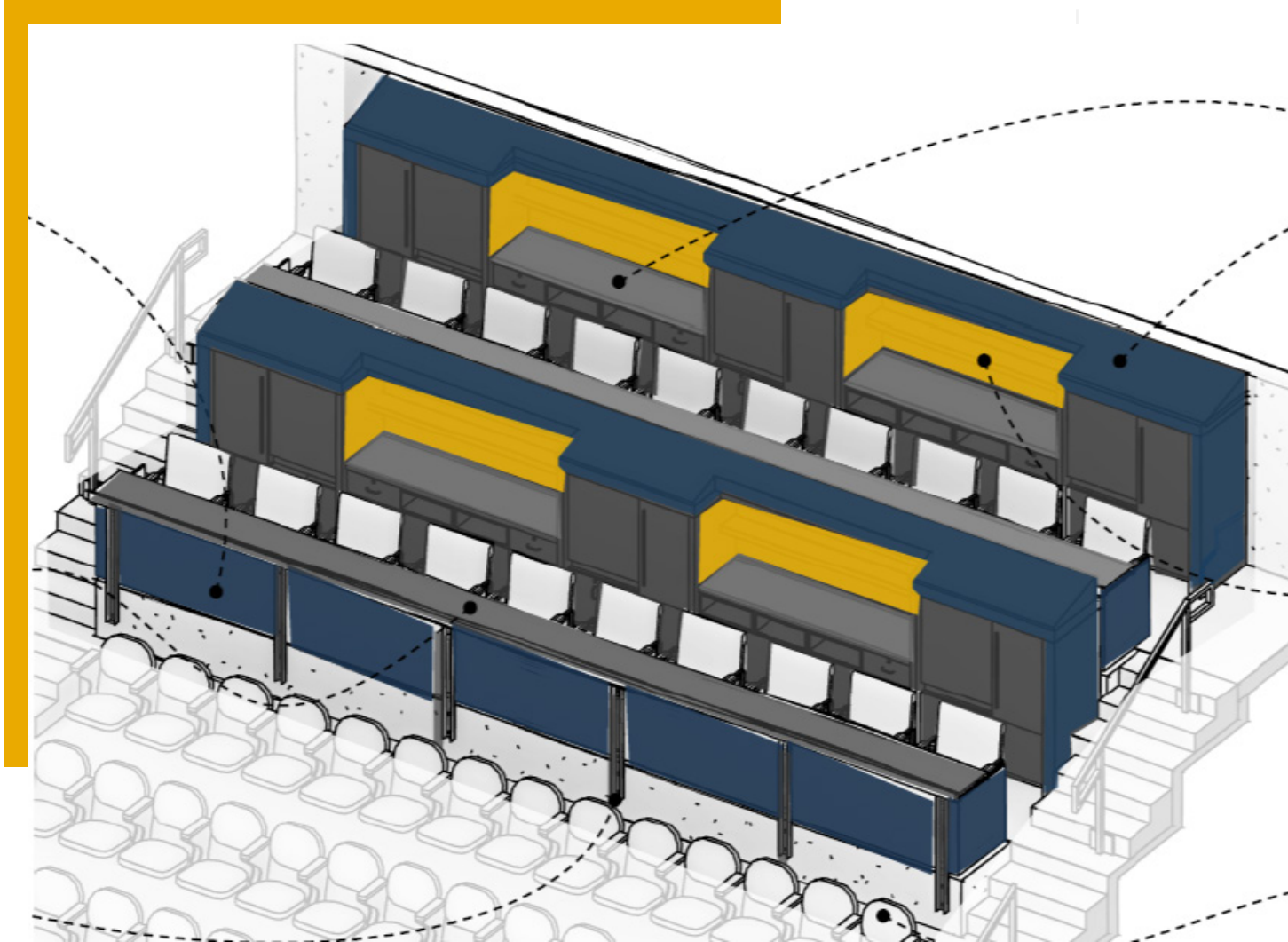


[HOPE COLISEUM LEDGE & LOGE SEATING]



[LOGE SUITES]

[HOPE COLISEUM LEDGE & LOGE SEATING]



[LOGES]

[NEXT STEPS]

- ▶ Complete Hope Coliseum premium seating project - \$1.5 million
- ▶ Identify funding for other short-term needed projects
 - Hope Coliseum apron upgrades
 - Production facility inside Hope Coliseum
 - Adjustments to enhance major entertainment events
- ▶ Identify funding and potential partners for long-term aspirational projects
 - Multi-use arena
 - Indoor track and practice facility
 - Mixed-use district



