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[Table 88.1.6 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's press box in any way? Broken out by full-time equivalent enrollment of the college. 295](#_Toc378948315)

[Table 89 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? 296](#_Toc378948316)

[Table 89.1.1 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? 296](#_Toc378948317)

[Table 89.1.2 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? Broken out by public or private status of the college. 296](#_Toc378948318)

[Table 89.1.3 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? Broken out by the arena's seating capacity. 296](#_Toc378948319)

[Table 89.1.4 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? Broken out by NCAA division of the arena's main sports team. 297](#_Toc378948320)

[Table 89.1.5 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? Broken out by the year the arena was built. 297](#_Toc378948321)

[Table 89.1.6 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's concession stands in any way? Broken out by full-time equivalent enrollment of the college. 298](#_Toc378948322)

[Table 90 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? 299](#_Toc378948323)

[Table 90.1.1 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? 299](#_Toc378948324)

[Table 90.1.2 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? Broken out by public or private status of the college. 299](#_Toc378948325)

[Table 90.1.3 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? Broken out by the arena's seating capacity. 299](#_Toc378948326)

[Table 90.1.4 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? Broken out by NCAA division of the arena's main sports team. 300](#_Toc378948327)

[Table 90.1.5 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? Broken out by the year the arena was built. 300](#_Toc378948328)

[Table 90.1.6 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's entrances or exits in any way? Broken out by full-time equivalent enrollment of the college. 301](#_Toc378948329)

[Table 91 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? 302](#_Toc378948330)

[Table 91.1.1 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? 302](#_Toc378948331)

[Table 91.1.2 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? Broken out by public or private status of the college. 302](#_Toc378948332)

[Table 91.1.3 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? Broken out by the arena's seating capacity. 302](#_Toc378948333)

[Table 91.1.4 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? Broken out by NCAA division of the arena's main sports team. 303](#_Toc378948334)

[Table 91.1.5 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? Broken out by the year the arena was built. 303](#_Toc378948335)

[Table 91.1.6 How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena's museum or hall of fame in any way? Broken out by full-time equivalent enrollment of the college. 304](#_Toc378948336)

[Table 92 Have you ever solicited opinions from the arena's patrons about redesign goals? 305](#_Toc378948337)

[Table 92.1.1 Have you ever solicited opinions from the arena's patrons about redesign goals? 305](#_Toc378948338)

[Table 92.1.2 Have you ever solicited opinions from the arena's patrons about redesign goals? Broken out by public or private status of the college. 305](#_Toc378948339)

[Table 92.1.3 Have you ever solicited opinions from the arena's patrons about redesign goals? Broken out by the arena's seating capacity. 305](#_Toc378948340)

[Table 92.1.4 Have you ever solicited opinions from the arena's patrons about redesign goals? Broken out by NCAA division of the arena's main sports team. 305](#_Toc378948341)

[Table 92.1.5 Have you ever solicited opinions from the arena's patrons about redesign goals? Broken out by the year the arena was built. 306](#_Toc378948342)

[Table 92.1.6 Have you ever solicited opinions from the arena's patrons about redesign goals? Broken out by full-time equivalent enrollment of the college. 306](#_Toc378948343)

**THE QUESTIONNAIRE**

**CHAPTER 1 – RENOVATIONS**

1. Has the college renovated or significantly altered the arena’s over the last five years?
   1. Playing field turf
   2. Locker rooms
   3. Scoreboard
   4. Office space
   5. Classroom space
   6. Field lighting
   7. Weight room
   8. Insulation
   9. Heating or air conditioning
   10. Elevators or escalators
   11. Restrooms
   12. Seating capacity
   13. Landscaping
   14. Statues or other artwork
   15. In-stadium screens or televisions
   16. Stairwells or ramps
   17. Press box
   18. Concession stands
   19. Entrances or exits
   20. Luxury boxes (or similar seating)
   21. General admission seating
   22. Museum or hall of fame
2. Please describe the arena’s last major renovation.
3. Please describe what you and your colleagues would like to accomplish in y our next arena renovation.
4. What was the total cost of the last major arena renovation?
5. What do you estimate will be the cost of the next major arena renovation?
6. If you have a target date to start the next major arena renovation, when is this?
7. If your college has recently formed a committee to guide the arena’s renovation/building process, how did you form this committee? Who sat on it? How was the committee chosen and to whom were they responsible? Which departments or agencies of the college sat on the committee? What was the role of faculty senates? Of the college board of directors? Of the athletic department? Of facilities management? Try to summarize how this difficult process generally works at your college, pinpointing key players and the contributions.
8. What were the three most effect upgrades or renovations to the arena in recent years?
9. Which blogs, listservs, newsletters, magazines, research reports, conferences, websites, and other information resources do you find most useful in keeping abreast of developments in arena management and renovation affairs?

**CHAPTER 2 – COSTS & SPENDING**

1. Does the arena (or the entity that runs the arena) have a capital budget with a specific line item designated for the arena?
2. What has been the trend in overall capital spending for the arena in the past three years?
   1. Decreased
   2. Remained the same
   3. Increased somewhat
   4. Increased significantly
3. How much has the college cumulatively spent for all cleaning, maintenance, and scotchguarding of carpeting in the arena over the last three years?
4. How much has the college cumulatively spent for all new carpeting, tiling, or other flooring or floor repairs in the arena over the last three years?
5. How much has the college cumulatively spent for all new roofing and roof repairs in the arena over the last three years?
6. Approximately how much has the college spent over the last five years on refurbishing, redesigning, or upgrading the arena’s ?
   1. Playing surfaces
   2. Refrigeration and ice surface maintenance
   3. Locker rooms
   4. Scoreboard
   5. Classroom space
   6. Office space
   7. Lighting
   8. Weight room
   9. Insulation
   10. Heating
   11. Air conditioning
   12. Elevators or escalators
   13. Restrooms
   14. Luxury boxes or VIP seating
   15. Seating capacity
   16. Landscaping
   17. Statues or other artwork
   18. In-stadium screens or televisions
   19. Stairwells or ramps
   20. Press box
   21. Concession stands
   22. Entrances or exits
   23. Museum or hall of fame
7. What is the average marginal cost[[1]](#footnote-1) of staging a basketball game at your arena (including the cost of personnel, utilities, insurance, and other marginal costs associated with game day)?
8. How have renovations affected the overall cost of staging sports games and other events at the arena? Have they brought them down? Increased them? How?

**CHAPTER 3 – REVENUES**

1. What percentage of your arena’s total revenues is accounted for by sporting events?
2. What percentage of your arena’s total revenues is accounted for by non-sporting events (such as concerts, trade shows, meetings, and all other uses)?
3. How have renovations affected the overall cost of staging sports games and other events at the arena? Have they brought them down? Increased them? How?
4. If the arena’s last upgrade or renovation increased seating capacity, or else upgraded seating or facilities in some what that enhanced revenues, approximately how much annually did the college accrue from these changes?
5. In the past year, what was the arena’s total revenue from its share of ticket and other sales from non-sports events held at the arena?

**CHAPTER 4 – ENERGY CONSUMPTION & FACILITIES**

1. What measures, if any, has the college taken to reduce or control energy consumption at the arena? What have been the results of these efforts?
2. In order to reduce energy consumption at the arena, have you ?
   1. Used high-performance fluorescent light bulbs
   2. Added double-pane windows
   3. Installed occupancy sensors for bathroom and room lights
   4. Installed overhead or other types of fans
   5. Improved or added insulation
   6. Reduce the targe in-building temperature in winter and/or increased the targe in-building temperature in summer
   7. Installed solar panels
   8. Reduce the hours of operation for some facilities
   9. Made better use of natural light with new architectural features
3. Does the arena offer video displays so that fans can view the action from various points in the stadium?
4. If the arena does offer such video displays, how many does it have?
5. How many parking spaces does your arena offer?
6. Has your college significantly changed the parking options offered at the arena in the last five years (or else plan to do so in the near future)?

**CHAPTER 5 – REDESIGN & INVESTING IN THE FUTURE**

1. How likely is it that your college will make an investment over the next five years to develop, upgrade, or improve the arena’s in any way?
   1. Playing surfaces
   2. Refrigeration and ice surface maintenance
   3. Locker rooms
   4. Scoreboard
   5. Classroom space
   6. Office space
   7. Lighting
   8. Weight room
   9. Insulation
   10. Heating
   11. Air conditioning
   12. Elevators or escalators
   13. Restrooms
   14. Luxury boxes or VIP seating
   15. Seating capacity
   16. Landscaping
   17. Statues or other artwork
   18. In-stadium screens or televisions
   19. Stairwells or ramps
   20. Press box
   21. Concession stands
   22. Entrances or exits
   23. Museum or hall of fame
2. Have you ever solicited opinions from the arena’s patrons about redesign goals?

**CHAPTER 6 – ROLE MODELS**

1. If you have redesigned or remodelled your arena within the past ten years, or if you currently have intentions to do so, which institutions do you view as potential guides or inspirations for your own institution? What do you like about what these institutions have done?
2. What is your favorite small arena (under 3,000 seats) in North America?
3. What is your favorite large arena (greater than 3,000 seats) in North America?

**SURVEY PARTICIPANTS**

|  |
| --- |
| Appalachian State University (Holmes Convocation Center) |
| Bob Jones University (Davis Field House) |
| Bryant University (Chace Athletic Center) |
| Howard Payne University (Brownwood Coliseum) |
| Huston-Tillotson University (Mary E. Branch Gymnasium) |
| Indiana State University (Hulman Center) |
| Kennesaw State University (KSU Convocation Center) |
| Lewis University (Neil Carey Arena) |
| Lindenwood University (Lindenwood Ice Arena)  Lindenwood University (Robert F. Hyland Arena) |
| Louisiana Tech University (Thomas Assembly Center) |
| North Carolina A&T State University (Corbett Sports Center) |
| Old Dominion University (Ted Constant Convocation Center) |
| Rose-Hulman Institute of Technology (Hulbert Arena) |
| San Diego State University (Viejas Arena) |
| Simon Fraser University (West Gym) |
| Snead State Community College (Emmett Plunkett-Lurleen B. Wallace Gymnasium) |
| Texas A&M University-Commerce (Texas A&M-Commerce Field House) |
| University of Maryland (Comcast Center) |
| University of California (Walter A. Haas Pavilion) |
| University of Central Oklahoma (Hamilton Fieldhouse) |
| University of Colorado (Coors Events Center) |
| University of Tennessee, Knoxville (Thompson Boling Arena) |
| University of the Sciences (Bobby Morgan Arena) |
| University of Utah (Huntsman Center) |
| University of Nebraska (Pinnacle Bank Arena) |
| Virginia West Community College (Humanities Gymnasium) |
| Western Michigan University (Read Fieldhouse) |

**CHARACTERISTICS OF THE SAMPLE**

Overall sample size: 28

**By Public or Private Status**

Public 20

Private 8

**By Arena’s Seating Capacity**

Less than 3,000 11

3,000 to 9,999 9

10,000 or more 8

**By NCAA Division**

Division I 16

Division II or III 10

No division 2

**By Year the Arena Was Built**

Earlier than 1970 7

1970s or 1980s 7

1990s 6

2000 or later 8

**By Full-Time Student Enrollment**

Less than 5,000 8

5,000 to 14,999 8

15,000 to 29,999 6

30,000 or more 6

1. “Marginal cost” means the added costs of actually staging an event. Fixed costs that might be incurred if no game were in progress are not included. [↑](#footnote-ref-1)