

## 2019-20 INVESTMENT FUNDS FULL APPLICATION ▶ #123

**PROPOSAL SUMMARY**

<b>Project Lead Name</b>	Erick Hart
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<b>Project Lead Division</b>	Enrollment Management and Student Affairs
<b>Project Lead Department</b>	Athletics
<b>Proposal Title</b>	Portable ticket booth at Eunice Kennedy Shriver Stadium

**A. PROPOSAL DESCRIPTION****A-1. Describe the proposed project/initiative**

One of the premier facilities on campus, the Eunice Shriver Kennedy Stadium, has become a focal point of campus and community activity. With the success of Brockport football program, we have seen average, regular season, home attendance figures rise from nearly 4000 over the last two seasons to almost 5600 in 2018. Additionally, the stadium has become the home venue for Section V post-season football games, drawing thousands of people to Friday night and Saturday events in October.

In its current state, the forty year old ticket booth lacks power and internet access and is far too small to serve the large crowds attending each home football game. With just two windows and no electricity or internet, ticketing is a slow, cash-only process. When we are hosting an event after sunset, the only light source comes from using a portable generator or by running long extension cord to a lamp inside the booth.

Compounding the lack of power is the structure itself. With two small windows placed close together, it is difficult to staff the booth in a confined space with no lighting or ventilation. The results are spectators faced with ticket lines that are congested and confusing and a fan experience that does not reflect well on Brockport.

Our project will existing ticket booth with portable structure with four windows, equipped with power to provide adequate interior and exterior lighting, ventilation, internet access, built in cash drawers, speaker tubes and steel door with peep-hole for increased security. The unit can be equipped with data and phone outlets, providing customers with electronic payment options.

We believe that this is a cost-effective way to improve efficiency and safety while also improving our "curb appeal" to campus and community patrons.

**B. TYPE OF FUNDING****B-1. What type of funding have you been invited to apply for?**

**Core Needs, Facilities & Alterations** - to provide one-time temporary funds to support pressing unbudgeted or under-supported academic/operational/administrative needs, facilities and alterations, and initiatives that build long-term capacity, such as staff development, investment in infrastructure, and risk management initiatives.

**B-2. Applications for Strategic Priorities funds must indicate**

**which ONE of the following measures of success the project/initiative addresses:**

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### **C. STRATEGIC ALIGNMENT**

**C-1. Outline the ways in which the proposed project will contribute to the College Strategic Plan, and the specific Measure of Success you selected in question B-2.**

**Your narrative must:**

- (1) Identify the measure of success you selected in question B-2 above, and**
- (2) Be explicit in describing *how* the project contributes to that measure.**

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### **D. OBJECTIVES & ASSESSMENT MEASURES**

**Successful applications must include well-defined assessment plans that include clear measurable objectives and specify the measures/data that will be used to determine if each objective has been met.**

**D-1. Short-term Goals/Objectives:**

**What measurable goals or objectives do you hope to achieve with this project in the short-term, meaning within the one-year time frame for which funds are available (fiscal year 2019-20)?**

The immediate goals are to improve safety and efficiency of ticket sales at Athletic events. A portable booth of this size and these amenities provides an appropriate number of stations and workspace along with electronic payment capability.

Features such as interior and exterior lighting, secure cash drawers, and locked entrance) ensure that staff members can work events in a safe, secure environment. Spectators will no longer have to wait up to 10 minutes in unpredictable weather conditions in order to purchase tickets for events. These improvements are essential given the current demands at athletic events while also providing a portable option that could be used at other campus venues.

The potential impact on prospective students and visitors to campus begins with our professional presentation. The new ticket booth will also provide us with expanded capabilities to manage large-scale events, such as NCAA or NYS high school championships. Currently, ticket staff perform their work in extreme weather conditions while managing cash transactions in a crowded, unsecure space. Spectators must wait in long lines for ticketing that is not up to modern standards. The portable ticket booth will offer a safe, efficient workspace for our staff and a positive experience for spectators. It will shape the first impression that potential students and their families have of The College at Brockport, demonstrating our professionalism and pride in our programs.

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**D-2. In the previous question, you identified the measurable short-term objectives you hope to achieve with your project. For each objective listed, explain what measures or data you will use to determine if that goal has been met.**

We will administer surveys to the current ticket staff and 2019-20 staff to assess their satisfaction with the current ticket facilities and procedures. We will be able to determine to what extent the new booth produced improvements in transactions, safety, comfort, and general satisfaction.

To establish a baseline, we requested feedback from representatives from Section V (Monroe County) Athletics, which hosted high school football playoffs at Bob Boozer field as well as from Tyler Brown, the Business Manager for BSG, who operates ticket sales at Brockport Football games. Tyler states, "The ticket booth at the stadium is severely lacking in many ways. It is fairly unusable for late afternoon and night games without a generator and portable lights since there is no electricity running to the booth. It is also lacking basic security needs ... Finally, being limited to only two ticket windows, especially for higher profile games, causes large lines and frustration for fans while also potentially being

a safety hazard since the booth is right next to a road.

We will ask for similar feedback next year and compare responses.

At our last home event (NCAA Football on 11/24/18), attendance was just under 600 and wait time, at its max, exceeded 8 minutes. The new booth should reduce spectator wait time while improving overall satisfaction. In 2019-20, will be able to compare wait times at similar events to determine the impact of the new booth on the fan experience.

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**D-3. Long-term Goals/Objectives:**

**What measurable long-term goals or objectives (if any) do you hope to achieve with this project in the long-term, meaning beyond the one-year time frame for which funds are available (fiscal year 2019-20)?**

Long term objectives are the same as the short term ones, providing staff with a clean, safe place to work and spectators with an outstanding experience at Brockport events.

One additional benefit of the portable ticket booth is that it provides the campus with a portable option for ticketing or even an "information center" to assist guests on our campus at orientation, commencement or homecoming.

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**E. IMPLEMENTATION PLAN**

**E-1. Identify the specific activities to be funded from the Investment Fund along with an estimated timeline for implementation. All activities and expenditures must occur within the stated one-year period of fiscal year 2019-20.**

We have already notified Procurement that this project is pending. As soon as we have notification of funding, they will bid the project (May), allowing for a four week posting. Once the bid has been awarded, we anticipated purchase date of July 1, 2019. Construction and delivery will take 6-8 weeks, during which time we will work with John Osowski and his staff to pour the concrete slab and install electrical service. Delivery by September 1 gives us ample time to set up and use at the first home football game on September 12.

We do not anticipate other expenditures after the initial site prep, delivery and setup. We have the necessary forklift and operators on campus if the unit needs to be moved. Campus IT and facilities can do any work needed to connect data and phone.

From an assessment standpoint, data collection from current staff and outside groups using the Shriver Stadium ticket booth are in progress. We will gather comparative data in fall 2019 with results available in December and be prepared to submit an initial assessment report by January 1. If the unit is used by BSG or other campus departments, we will collect feedback and report out by May 1, 2020.

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**F. CONSULTATION & AUTHORIZATION FORMS**

**F-1. This proposal includes (check all that apply):**

**F-1b. Upload the signed Stipend Authorization Form here.**



**F-2. For requests involving technology. The Chief Information Officer (Bob Cushman or his designee) has reviewed this proposal.**

Yes - please attach the signed Technology Consult Form in section F-4 of this form.

**F-3. For requests involving alterations of facilities, the Vice President for Administration & Finance (Jim Wall or his designee) has reviewed this proposal.**

Yes - please attach the signed Alterations & Facilities Consult Form in section F-4 of this form.

**F-4. Upload the signed Technology and/or Facilities Consult Form(s) here.**

 Portable Ticket Booth at Eunice Kennedy Shriver Stadium - Hart.pdf  
 IFTechConsultForm Ticket booth.docx

## G. BUDGET

**G-1. Upload your itemized budget here. Use the Excel Budget Spreadsheet sent to you in your notification email.**

 2019-20 Investment Fund Budget Ticket Booth.xlsx

**G-2. Total Amount Requested from Investment Funds**

\$33000.00

**G-3. Please provide a narrative explanation for your budget. Provide further detail than what is included in the spreadsheet and offer a justification for expenses.**

Our budget request includes cost of a branded, four window booth with amenities described earlier is \$24,877.00. This includes custom design, branding, and shipping.

An additional \$8000 has been included per the recommendation of John Osowski, for the construction of a concrete pad and electrical service to the unit.

**G-4. Does your budget include an application for an internal loan?**

No

**G-5. Please explain why the proposed project cannot be self-funded from existing Department, School or Division resources.**




The Athletic department simply does not have the funds to purchase this necessary item, nor does our Division, which is why we are hoping to receive support through these funds.

This project is more cost effective than replacing the existing, two window structure with a permanent ticket booth and also provides an alternative for other campus use.

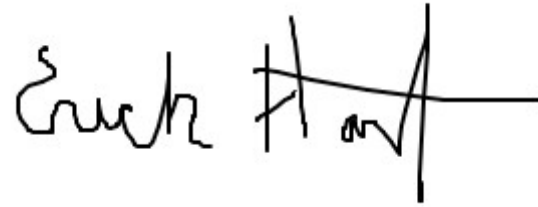
## H. ADDITIONAL INFORMATION

**H-1. Use this space to provide any additional information to assist in the review of the proposal.**

**Upload up to 3 supplemental files here.**

 LB512UNIV Model (1).pdf  
 LB512tkk.pdf  
 Athletic Ticket booth sample.docx

**Project Lead Signature**

A handwritten signature in black ink that reads "Chuck Hart". The signature is written in a cursive style with a long horizontal stroke extending to the right from the end of the name.

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Entry Info

**Date Created**

29 Nov 2018 - 05:19:47 PM

**Date Updated**

**IP Address**

137.21.83.131

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