FAMU Athletics Performance Report

PRESENTED BY

Athletic Director Milton Overton

Florida Agricultural and Mechanical University
“At FAMU, Great Things Are Happening Every Day.”

established 1887
2015-16 Performance Report

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Athletic Director Milton Overton

Florida Agricultural and Mechanical University
Intercollegiate Athletics
Tallahassee, Florida
2015-2016 Athletics Performance Report

Academics

- Combined Team GPA of 3.0 for 14 Teams
- 96 Student-Athletes with 3.0 or above GPA
- Our Graduation Rate is 47%
- 13 Student-Athletes graduated Fall 2015 / 31 SA Spring Graduates
2015-2016 Athletics Performance Report

Community Service

- **Meals on Wheels**
  - Student-Athletes delivered meals every Wednesday.

- **Lunch Buddies**
  - Student-Athletes ate Lunch with elementary school kids at Hartsfield every Thursday.

- **Trunk or Treat**
  - Student-Athletes invited children in Tallahassee to campus for a safe Halloween experience.
Team Performance

- Women’s Cross Country Won its 4th straight MEAC title, this fall with five FAMU performers earning All-MEAC
- WTR MEAC Outdoor Track Championship
- Coach Darlene Moore was named Outstanding Championship Coach
- Softball Won 2016 MEAC Championship
- Volleyball was 7-3 in MEAC finishing second in the Southern Division
- Baseball MEAC South Division Champions Matched School Record Wins
- Football had two All-MEAC selections
  - LB Akil Blount and Punter/Kicker Colby Blanton
2015-2016 Athletics Performance Report

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- **Baseball** MEAC South Division Champions Matched School Record Wins

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Financial Objectives

- Financial Independence (Increase Revenues and Reduce University Support)

Financial Action Fillers

- Developed 5 Year Business Plan for Athletics
- Launched Investing In Champions Annual Giving Campaign  Goal $1.5M
- Launched Investing In Champions Capital Campaign Goal Phase One $10M
- Launched Investing In Champions Website
- Hired Associate AD for Tickets and Corporate Sales
- Upgraded Ticket Master Software to Increase On-line Ticket Purchasing
- Created new revenue streams (Boxing Match, Club & Courtside Basketball Seats)
2015-2016 Athletics Performance Report

Financial Stats

- 36% Increase or ($119k) in FB season ticket sales revenue ($205k vs $324K)
- 13% Increase In Florida Classic Tickets Sold ($1.134M vs $1.276M)
- 30% Increase In Concessions ($63K vs $93k)
- 8% Increase in total FB Game Attendance (55,863 vs 60,240)
- 144% or $1.7M Projected Revenue Increase 2016-2017
- 100% Increase in Asset Donation Acquisition of Football Scoreboard ($1M)
- 100% Increase in Athletics Fundraising ($310k vs $0)
- 100% Increase in facility rentals
- 30% Increase in Basketball Ticket Sales Revenue
2015-2016 Athletics Performance Report

Financial Stats

FAMU Athletics Revenues FY15-FY18
# 2015-2016 Athletics Performance Report

## Financial Stats

<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>2015-16</th>
<th>2016-17</th>
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<tbody>
<tr>
<td>Student Fees</td>
<td>$3,795,318</td>
<td>$3,000,000</td>
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<tr>
<td>Institutional Support</td>
<td>$3,107,303</td>
<td>$200,000</td>
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<tr>
<td>Football Revenues</td>
<td>$1,808,729</td>
<td>$2,900,000</td>
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<tr>
<td>Other Athletics Revenues</td>
<td>$1,733,590</td>
<td>$2,837,500</td>
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</tbody>
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**Note:**

Athletics Revenue Growth from $3.5m (34%) to $5.7m (64%)
2015-2016 Athletics Performance Report

Financial Stats

2015-16 Revenue

- Student Fees: 36%
- Institutional Support: 30%
- Football Revenues: 17%
- Other Athletics Revenues: 17%
2015-2016 Athletics Performance Report

Financial Stats

2016-17 Revenue

- Student Fees: 34%
- Institutional Support: 2%
- Other Athletics Revenues: 32%
- Football Revenues: 32%