

Spring 2017

A Descriptive Analysis of Stadiums as Non-Sporting Event Venues: A Study of the Use of Football Stadiums in an NCAA Division I Athletic Conference

Andrew J. Hammond
andrewhammond30@yahoo.com

Please take a moment to share how this work helps you [through this survey](#). Your feedback will be important as we plan further development of our repository.

Follow this and additional works at: http://ideaexchange.uakron.edu/honors_research_projects

 Part of the [Sports Studies Commons](#)

Recommended Citation

Hammond, Andrew J., "A Descriptive Analysis of Stadiums as Non-Sporting Event Venues: A Study of the Use of Football Stadiums in an NCAA Division I Athletic Conference" (2017). *Honors Research Projects*. 554.
http://ideaexchange.uakron.edu/honors_research_projects/554

This Honors Research Project is brought to you for free and open access by The Dr. Gary B. and Pamela S. Williams Honors College at IdeaExchange@UAkron, the institutional repository of The University of Akron in Akron, Ohio, USA. It has been accepted for inclusion in Honors Research Projects by an authorized administrator of IdeaExchange@UAkron. For more information, please contact mjon@uakron.edu, uapress@uakron.edu.

**A Descriptive Analysis of Stadiums as Non-Sporting Event Venues: A Study of the Use of
Football Stadiums in an NCAA Division I Athletic Conference**

Andrew J. Hammond

The University of Akron

Table of Contents

Abstract.....3

Introduction.....4

Purpose of Study.....5

Literature Review.....6

Methods.....8

Procedures.....9

Data Analysis.....9

Results.....10

Internal Focus.....12

Transitional Stage.....13

Discussion.....15

Conclusion.....18

References.....20

Abstract

In recent years intercollegiate athletics is becoming more of a revenue-driven business. One of the ways that sport organizations can generate or increase their revenue is by using their stadiums as non-sporting event venues. However, not much is known about how collegiate athletic departments strategically utilize their football stadiums as non-sporting event venues. Thus, the purpose of this study sought to answer three questions: 1) how many athletic departments in the Mid-American Conference offer information as to the availability of football stadiums as non-sporting event venues on their websites, and what types of information are available on their websites?, 2) what are the reasons for not offering information as to the availability of football stadiums as non-sporting event venues?, and 3) how do the athletic departments use football stadiums as non-sporting event venues? The results of this study show that only few MAC athletic departments provide any information as to the availability of their football stadiums as non-sporting event venues. The remainder of the athletic departments either prefer to keep that information internal or the athletic departments are in a transitional stage where they are working to provide that information on their athletics website in near future. A majority of the uses of the football stadium as a non-sporting event venue come from local businesses or organizations. Also further discussion was provided.

Introduction

Recently, it has become increasingly important for sport facilities to be built for multiple purposes in order for the professional sport organization to obtain maximum usage and profit. Thus, football stadiums, especially at the professional level, are constructed with the purpose of maximizing usage in order to generate revenue. For instance, one way in which revenue is generated is by renting out the stadium, which includes leasing either the football field itself or the luxury suites to outside groups or organizations (Lee, Kim, & Parrish, 2015). For example, the Dallas Cowboys AT&T Stadium is used to host numerous events, including concerts, cheerleading camps, soccer games, indoor racing, and even collegiate football games (see attstadium.com). Like professional sport organizations, many intercollegiate athletic departments are becoming focused on revenue generation. Thus, renting out stadium football fields or luxury suites to groups and organizations has become an important business option. For instance, TCF Bank stadium, home of the University of Minnesota, has a rental option to use the club rooms as a place to host a wedding reception (see gophersportsspaces.com). The website offers three different packages to choose from that provide varying services and amenities depending on the package chosen (see gophersportsspaces.com).

One main source of significant revenue for a professional sports team that rents their facilities are luxury suites which generate a significant amount of revenue for organizations (Titlebaum & Lawrence, 2009); thus some teams have renovated their facilities in order to maximize revenue from suite sales. For instance, University of Kentucky's Rupp arena, home of University of Kentucky's basketball programs, is undergoing a major renovation and a part of this renovation includes approximately 20 luxury suites (Smith, 2015). Lee et al. (2015) has noted that

the use of professional sport stadiums for no-sporting events (e.g., meetings, trade shows, corporate outings, and concerts) seems to be increasing.

While the use of a stadium as a non-sporting event venue is becoming one a common business decision, little research has been conducted related to this topic. A few studies have been conducted related on how sports facilities can be used for non-sports purposes, such as meetings and conferences, especially in the context of professional sports facilities (Leask & Digance, 2002; Lee et al., 2015). However, little research has been conducted in an effort to understand how intercollegiate football stadiums can be utilized for non-sports purposes.

An investigation of intercollegiate football stadium usage is important so that scholars and professionals can understand how stadiums can be used to generate revenue. It is hypothesized that many National Collegiate Athletic Association (NCAA) Division I football stadiums do not fully maximize their usage for non-sporting events. This trend poses a critical point of discussion for sport management scholars. Given decreasing financial support given to university athletic departments from the institution as well as the state for public institutions, athletic directors are now asked to develop additional sources of revenue (Palermo, Lawrence, & Conley, 2011). Additionally, limited usage of a stadium will make it difficult for the athletic departments to gain further financial support from their institution. Therefore, such a study is necessary mainly given the economic downturn affecting the financial landscape of intercollegiate athletics. It is critical to create a further source of revenue, and renting out the field or luxury suites for revenue generation and/or revenue maximization could be an important business option.

Purpose of Study

Broadly speaking, the purpose of this study was to examine stadiums as non-sporting event venues by focusing on National Collegiate Athletic Association (NCAA) Division 1

football stadiums from the Mid-American Conference (MAC). This researcher was particularly interested in whether athletic department websites offered information as to availability of football stadiums as non-sporting event venues. Accordingly, the following research questions were developed:

1. How many athletic departments in the MAC offer information as to the availability of football stadiums as non-sporting event venues on their websites, and what types of information are available on their websites?
2. What are the reasons for not offering information as to the availability of football stadiums as non-sporting event venues?
3. How do the athletic departments use football stadiums as non-sporting event venues?

Literature Review

In the scholarly literature, the sport stadium as a subject matter has been receiving much academic attention from scholars, and for years, the sport stadium has been viewed as an important component of a marketing mix (Westerbeek & Shilbury, 1999). Based on Westerbeek and Shilbury (1999)'s viewpoint, a sport stadium has been considered as a place to provide enjoyment to fans through social interaction; as a result, it further suggests practical implications to sport managers for a successful marketing mix. Specifically, strategic management of sport stadiums has become an important topic. Palermo et al. (2011) conducted a study examining how athletic directors at 330 Division 1 athletic departments determined which management model to utilize in order to operate their basketball arenas. Palermo et al. (2011) found that most of the departments followed a model that allowed them to maintain full operational and financial control over their facility.

However, only very few previous studies so far in literature specifically examined how sports stadiums and their various components, such as luxury suites, have been used for rental services, and much of these studies examined various ways that the sports facility can be rented out to other groups (Leask & Digance 2002; Lee et al., 2015).

The largest portion of research has been in relation to how a stadium or facility can be used for conventions as opposed to the usual convention hall or hotel. For example, Leask and Digance (2002) examined two professional soccer stadiums and the various renovations that had been done to the stadiums in an effort to “finding different types of non-gate income to ensure some consistency of year-long revenue generation” (Leask & Digance, 2002, p. 19). Their study was important in the landscape of rentals in that it analyzed at what the managers of the two stadiums did in terms of renovations. The authors found that the renovations were successful, and made the stadiums strong competitors for hosting meetings, strongly competing with five-star hotels that usually host the events (Leask & Digance, 2002).

Lee et al. (2015) examined the meeting, convention, and event planning industry and its use of sports facilities in place of convention centers by considering both advantages and disadvantages of sports stadia hosting those events. The results of the study showed that what event planners saw as drawbacks were actually highlighted as advantages by the facility administrators, with the administrators noting that the uniqueness of the venue would have been the ultimate advantage (Lee et al., 2015). Their study also addressed the need for a concerted effort into the marketing of sport facilities for event hosting, in order to clear up misconceptions of sport stadiums in the minds of event planners.

Previous studies also examined the use of luxury suites in football stadiums and how clients could be obtained and retained (Lawrence, Kabler, & Contorno, 2015; Titlebaum &

Lawrence 2009). These two studies in particular investigated what types of companies buy a luxury suite in a professional sports arena or stadium, as well as explained the importance of luxury suites and the revenue they generate for the teams. Of particular note from the Titlebaum and Lawrence study was the statement, “luxury suites in professional sports are a significant revenue stream that teams rely on” (Titlebaum & Lawrence 2009, p. 169).

Parrish, Lee, and Kim (2014) conducted a study examining how Minor League Baseball stadiums utilize their stadium websites as a marketing tool in order to maximize revenue generation for the organization. This study is particularly relevant to the first research question being asked in the present study, as the use of websites as marketing tools for an intercollegiate athletic department is presumably the most effective way to market the availability of a football stadium as a non-sporting event venue. The findings of Parrish et al. (2014) demonstrated that roughly half of Minor League Baseball organizations properly utilized their website as marketing tool for their stadiums as a non-sporting event venue. The findings of Parrish et al. (2014) suggested that more research is necessary to understand how stadiums can be made more marketable for use as a non-sporting event venue.

Methods

The purpose of this study was to analyze Mid-American Conference websites and the thoughts of NCAA facilities and operations employees to determine how MAC Division I football stadiums are used for non-sporting event venues. The athletic department websites of twelve MAC schools which included The University of Akron, Ball State University, Bowling Green State University, University at Buffalo, Central Michigan University, Eastern Michigan University, Kent State University, Miami University (Ohio), Northern Illinois University, Ohio University, the University of Toledo, and Western Michigan University were analyzed.

Specifically, three research questions were developed to understand the current state of the football stadium as a non-sporting event venue.

Procedures

For this study, content analysis methodology was utilized. Data was collected first by visiting the webpage for each of the 12 MAC athletic departments to examine what rental information was available online during the 2016 Fall semester. After each web page was examined, an Excel spreadsheet was created (See Table 1) to note which of the schools provided any public information as to the availability of stadiums as non-sporting event venues, as well as their responses as to why the departments chose not to provide any information publicly.

Once the primary online search was complete, emails were sent to the individuals in charge of facilities and operations in each school's athletic departments. The individuals were chosen from each school by examining their online athletic department staff directory and sent to the highest-ranking athletics facilities employee. The email included open-ended questions inquiring as to why their athletics department had chosen not to post the information as to the availability of their stadium as a non-sporting event venue on their athletics web page, and what barriers or obstacles may exist for them to not provide that information. After one month, a reminder email was sent out to those who did not respond, asking the same questions.

Data Analysis

All obtained responses were coded in the Excel file for further analysis of the data. For further understanding the current state of stadiums as non-sporting event venues, other secondary information was obtained as well. For instance, capacity of the facility, years the facility has been in use, and dates of the last facility renovation were considered (See Table 2).

Of the individuals that responded, some elected to attach information detailing their costs for various parts of the rental. Table 1 notes which schools provided any additional rental cost information, but for the purpose of this study it was not included, as the primary purposes of this study are to examine how each athletic department uses their stadiums as non-sporting event venues.

To answer research question three, a separate email was sent to the facilities and operations employee at the University of Akron, seeking lists of groups and/or organizations who have used their football field as a non-sporting event venue. The University of Akron provided two comprehensive lists of what groups/organizations utilized their stadium during non game days, as well as the number of people in attendance at the events for the 2013-2014 (Appendix A) and 2014-2015 (Appendix B) fiscal years. To protect the identity of the groups/organizations, only a general description of what kind of group/organization was used.

Results

A total of 10 respondents replied to the emails with their answers with an 83% response rate. The athletic departments that replied to the email were Akron, Ball State, Bowling Green, Buffalo, Central Michigan, Eastern Michigan, Kent State, Miami, Northern Illinois, and Toledo. The athletic departments that did not respond were Ohio and Western Michigan. The title of those respondents include: Facilities & Event Operations Assistant, Director for Sports Facilities and Recreation Services, Associate Athletic Director for Internal Affairs, Associate Athletic Director Event/Facility Operations, Assistant Athletic Director, Facilities and Event Operations, Assistant Director of Operations and External Events, Assistant Athletic Director for Facilities and Operations, Assistant Athletic Director - Facilities and Event Operations, and Director of Operations & Events.

The first research question this study sought to answer how many athletic department in the MAC offered information as to the availability of their football stadiums as non-sporting event venues on their websites, and the kind of information that was available on their website. The result of this study showed that three athletic departments, (Akron, Miami (Ohio), and Northern Illinois) (25%) provided this information on their websites. Notably, the types of information available on the websites ranged from pricing, rental guidelines information, amenities, and so forth. For instance, Miami University provided information such as an external facility rental manual, a facility rental manual form, information for football game days, driving directions to the football stadium, and the cost to rent the facility, which is \$5,000. The \$5,000 includes access to the field and facility, and any additional costs required to rent the stadium as a non-sporting event venue will be charged based on the information filled out in the facility rental form.

Also the University of Akron provides a wide range of information on their athletic department website. Some of this information includes the various amenities that the stadium has to offer potential renters including a parking map, directions to the stadium, a seating chart, various facts about the stadium's construction as well as the stadium itself, and a stadium event rental request form. The request form includes a space for description of the event, as well as asking to indicate if the event is a party, conference/seminar, or reception/banquet. The form is an application, and clearly notates that all requests are tentative until a contract is signed to hold the event.

Northern Illinois University was included as having information listed online after their email response stating the information is not posted on their facilities website. They have a part of their stadium known as the Terrace Club, which can be rented out, and information is located

on their athletics development page as opposed to their facilities page. The double is described as a heated suite on their webpage. The email response noted that it can be rented out to potential users.

The second research question this asked athletic department administrators at the remaining schools why they did not offer information as to the availability of their football stadiums as a non-sporting event venue on their website. Out of the 12 athletic departments, 83% of the athletic departments did not provide information on their websites. Those schools included Ohio, Kent State, Toledo, Buffalo, Central Michigan, Western Michigan, Eastern Michigan, Bowling Green State, Northern Illinois, and Ball State. Six athletic departments shared their perspectives as to why the athletic departments do not promote the stadium as a non-sporting event venue, and their responses were broken down into two distinct categories: internal focus and transitional stage.

Internal Focus

Four athletic departments (Bowling Green State, Buffalo, Central Michigan, and Toledo) (34%) indicated that they would focus on internal users such as university academic/non academic units, as opposed to promoting for external buyers. By keeping rental information internal, the athletic departments can focus on making the most of the facility in terms of its availability to any university department or student organization who has an interest in using their facility for a non-sporting event venue. These particular schools feel that an interested renter or buyer who is not affiliated with the university who has a serious interest in renting out the facility will reach out to the athletic departments themselves.

For instance, Bowling Green State noted in their response that their market rates were currently being compared, which suggested that they could soon begin to move to the transitional

stage. Buffalo responded saying that they preferred to keep their rental information internal, stating that they feel posting the cost alone on the website would create confusion and possibly deter possible interested renters. Central Michigan's response was similar to Buffalo in that they chose to keep them internal and have interested parties reach out and contact their department directly. Toledo prefers to keep the information internal as they have interested organizations reach out to them and price each event according to their needs.

Transitional Stage

Three athletic departments (Ball State, Eastern Michigan, and Kent State) (25%) indicated that they are in the process of developing a plan to further promote their stadium as a non-sporting event venue. The transitional stage is defined as an athletic department that is currently in the process of developing a website or document to upload to their website that provides more information as to the availability of their football stadium as a non-sporting event venue. These particular athletic departments have begun to realize the potential revenue stream from allowing their stadiums to be used as non-sporting event venues. Some of the responses noted that the athletic departments has plans to make the information available on their website within the upcoming year.

For example, Eastern Michigan stated in their response that a need had been recognized in their department and an effort is being made to make the information public:

We are having someone working on our website to add a rental portion. We have been doing some market research to see where our pricing lies amongst competitors. Our plan is to have it up and running by the fall after the turn of the fiscal year when we can analyze the numbers. Until last December the department

did not have a specific staff person in charge of rentals. Now that I've been able to focus on this aspect of revenue we can put our plan into action. I guess our barrier in regards to rentals would be the lack of appointment to a specific person in the past.

Kent State had mentioned that their department is currently working on a document to upload to their athletics website that would detail rental costs and information, and that it was a new venture for the department in an effort to maximize revenue and make more use from their stadium rather than having it only be used for hoe athletic events.

Similarly, Ball State had also mentioned that their department is currently in the process of redeveloping their facilities webpage and planned on including any and all rental costs, and hoped to have it finished and published by their upcoming fiscal year.

The third research question sought to answer how athletic departments used their football field as a non-sporting event venue. The University of Akron responded with two fiscal years of rental information that showed that the stadium was utilized by both external users and internal users who were affiliated with the university. Also it showed that both the actual football field and the club and press levels of the stadium were made available for those that rented the facility. During the 2013-14 fiscal year, the information showed that the football stadium was used 6 days (1.6%) for home football games. Specifically, 70 days (19.1%) the stadium was used by internal buyers such as various academic and non-academic users across campus, and 38 days (10.4%) were used by external buyers.

During the 2014-15 fiscal year, the information showed that the football stadium was used 6 days (1.6 %) for home football games. Specifically, 38 days (10.4%) the stadium was used by internal buyers such as various academic and non-academic units across the campus, and 31 days (8.4%) were used by external buyers. The majority of all external buyers for both fiscal years were local businesses.

Discussion

The purpose of this study sought to answer three main research questions:

1. How many athletic departments in the MAC offer information as to the availability of football stadiums as non-sporting event venues on their websites, and what types of information are available on their websites?
2. What are the reasons for not offering information as to the availability of football stadiums as non-sporting event venues?
3. How do the athletic departments use football stadiums as non-sporting event venues?

Based on the initial search of the athletic department websites, only three of the 12 athletic departments in the MAC elected to make the information as to the availability of their stadium as a non-sporting event venue, with each athletic department providing various types of information. Only the University of Akron has an event request form, meaning the event is just a tentative request until there is a contract signed. It suggests that only a select few groups/organizations will end up being able to use their stadium as a non-sporting event venue. Miami has an event request form posted as well; however they differ from the University of Akron in that their form offers a space to select the facility they would like to use, because Miami offers more than just their football stadium as a potential non-sporting event venue. For example, they have a document on

their website that gives rental information for all of their athletic facilities. As for Northern Illinois, the information regarding rental of their Terrace Club can be found on the athletics development website, and it means their athletic department realizes rental of their facility for non-sporting events is already seen as a means of generating revenue for their athletic department.

The findings also suggest that there are two main categories as to why the athletic departments chose not to make any information regarding the stadium as a non-sporting event venue publicly accessible: a) the athletic departments chose to keep it internal and focus on making the facility accessible to on-campus users and only having serious inquiries contact the department directly (internal focus) and b) the athletic department was currently in a transitional stage and was working on a document or a website that would detail the rental costs and information to potential buyers who seek to use their football fields or luxury suites as non-sporting event venues (transitional stage).

This study discovered that presently, most of the athletic departments in the MAC do not utilize their stadiums as non-sporting event venues, which is consistent with previous studies that sports organizations do a poor job of marketing their facilities as non-sporting event venues (Lee et al., 2015). According to this study, only three athletic departments had information listed on their webpage that would be suitable for a group or organization to decide whether or not to contact the athletic department in an effort to use their football stadium as a non-sporting event venue. The largest portion of responders noted that it was the preference of the department to keep rental availability information internal. The choice of the departments to keep the rates internal suggest that the department feels there might not be enough external demand from outside groups and organizations to need to publicly post any rental information.

However, interestingly, the majority of the similarities for the departments who were in the transitional stage were planning to make their information public within a year of being contacted for the study, suggesting that there has been internal dialogue in the department to use their facility as a non-sporting event venue in an effort to generate more revenue for the athletics department. This is similar to the findings of Palermo et al. (2011) that suggested that athletic departments are likely to follow the model that allows them to have total control over their facility, and it is the choice of the athletic department to use their facility how they deem fit.

Based on the information in Table 2, it should be no surprise that the University of Akron has seen the most extensive use of their football stadium as a non-sporting event venue due to their football field being the newest in the conference. Appendices A and B show the breakdown of what kind of internal and external groups used the stadium as a non-sporting event venue. The largest portions of external users are local businesses, suggesting that The University of Akron has an effective marketing strategy and good relationship with businesses in the Akron area that are seeking a unique venue to host their events and banquets, all of which seem to support the efforts Lee et al. (2015) recommended for sport facility managers.

Practically speaking, this study can serve as a helpful guide for athletic departments that are determining whether or not to market their football stadiums as non-sporting event venues. It is apparent from the responses collected that each of the athletic departments make the choices they do because of their control over how their venues are used and operated, aligning with the study conducted by Palermo et al. (2011). Based on the information collected from The University of Akron, more effort should be placed on planning to market and use any new stadium or athletic facility built as a non-sporting event venue. It is clear from the information

provided in Appendices A and B that their athletic department has made a concerted effort to use their football stadium as much as possible for non-sporting events.

It is also clear from the information provided by the University of Akron that the largest portions of users of the stadium as a non-sporting event venue are local groups and organizations. It can be implied from the information received that Akron-area businesses and organizations have a good relationship with the athletic department at the University of Akron and continue to come back to use their football field as a non-sorting event venue regularly. All of this practically suggests that in the future an intercollegiate athletic department could look to partner with local businesses and organizations in order to secure revenue by making their new stadium or renovating the existing stadium available as a non-sporting event venue.

Lastly, it is recommended that all MAC athletic departments and conferences similar to the MAC look at The University of Akron as a model for how a new stadium should be utilized and marketed as a non-sporting event venue. This assumption can be safely made due to the recent construction of InfoCision Stadium (See Table 2) and the breakdown of users in Appendices A and B. Other MAC athletic departments in the transitional stage have noted that they are in the transitional stage, and within a year or two will have their athletic department websites updated with information regarding the availability of their stadiums as non-sporting event venues.

Conclusion

Given the budget cuts evident to intercollegiate athletics, athletic departments should further create additional sources of revenues, and the notion of football stadiums as non-sporting event venues as a venue could provide some practical answers to sort management in intercollegiate athletics. Overall, the results of this study show that a only a portion of the MAC

athletic departments provide any information as to the availability of their football stadiums as non-sporting event venues. The remainder of the athletic departments either prefer to keep that information internal and only provide it to serious inquirers or the athletic departments are in a transitional stage where they are working to provide that information on their athletics website. Based on information provided by the University of Akron, a majority of the uses of the football stadium as a non-sporting event venue come from local businesses or organizations

For future research, a similar study should be conducted in conferences such as the Big Ten or Southeastern Conference and examine how more recognizable and financially independent athletic departments utilize their stadiums as non-sporting event venues. It is also recommended that studies be conducted to examine if the location of the intercollegiate stadium in regards to a professional sports organizations and their stadium has an effect on the intercollegiate stadium's use as a non-sporting event venue.

References

- Lawrence, H., Kabler, J., & Contorno, R. (2015). An examination of luxury suite ownership in professional sports. *Journal of Venue & Event Management*, 1(1), 1-18.
- Leask, A., & Digance, J. (2002). Exploiting unused capacity: sports stadia and the meetings industry. *Journal of Convention & Exhibition Management*, 3(4), 17-35.
- Lee, S., Parrish, C., & Kim, J. (2015). Sports stadiums as meeting and corporate/social event venues: A perspective from meeting/event planners and sport facility Administrators. *Journal of Quality Assurance in Hospitality & Tourism*, 16, 164-180.
- Palermo, M., Li, M., Lawrence, H., & Conley, V. M. (2011, December). Who is in charge? An analysis of NCAA Division I arena management models. *Journal of Venue & Event Management*, 3(2), 17-32.
- Parrish, C., Lee, S., & Kim, J. (2014). Marketing stadiums as event venues. *Journal of Applied Sport Management*, 6(3), 20-40.
- Smith, M. (2015). If anything, Rupp arena is big, but concrete surroundings steal some charm. *Sports Business Journal*, 18(30), 19
- Titlebaum, P. J., & Lawrence, H. J. (2009). Luxury suite sales in professional sport: Obtaining and Retaining Clients. *Journal of Contemporary Athletics*, 4(3), 169-182.
- Westerbeek, H., & Shilbury, D. (1999). Increasing the focus on “place” in the marketing mix for facility dependent sport services. *Sport Management Review*, 2(1), 1-23.

Table 1

Mid-American Conference Athletic Department Response Information

School	Reason For Not Posting	Costs (If Provided)	Web URL (If Posted Online)
Akron	N/A	Attached additional information	https://www.uakron.edu/webforms/stadium-event-request.dot
Ball State	Currently developing website for rental information	Attached additional information	N/A
Bowling Green	Department prefers to keep them internal. Market rates being compared	\$2,000	N/A
Buffalo	Feels that posting the rate itself may confuse potential renters	Attached additional information	N/A
Central Michigan	Would rather have interested parties contact his department directly	Attached additional information	N/A
Eastern Michigan	N/A	Attached additional information	N/A
Kent State	Currently working on a document that details rental rates	N/A	N/A
Miami (OH)	N/A	\$5,000 plus any additional costs	http://www.miamiredhawks.com/facilities/yager-stadium-guide-15.html
Northern Illinois	The school does list rentals, but it is just their "Terrace Club" for rent	Attached additional information	http://huskieathleticfund.com/premium/football.html
Ohio	NO RESPONSE	NO RESPONSE	N/A
Toledo	Department prefers to keep information internal	N/A	N/A
Western Michigan	NO RESPONSE	NO RESPONSE	N/A

Table 2

Mid-American Conference Football Stadium Information

Schools	Location	State	Name of the Stadium	Years of the Stadium	Date of Last Renovation	Capacity
University of Akron	Akron	Ohio	InfoCision Stadium	2009	N/A	30,000
Ball State University	Muncie	Indiana	Scheumann Stadium	1967	2007	22,500
Bowling Green State University	Bowling Green	Ohio	Doyt Perry Stadium	1966	2016	24,000
University at Buffalo	Buffalo	New York	University at Buffalo Stadium	1993	N/A	29,013
Central Michigan University	Mount Pleasant	Michigan	Kelly/Shorts Stadium	1972	2007	45,000
Eastern Michigan University	Ypsilanti	Michigan	Rynearson Stadium	1969	2016	30,200
Kent State University	Kent	Ohio	Dix Stadium	1969	2008	25,319
University of Miami (Ohio)	Oxford	Ohio	Yager Stadium	1983	2005	24,000
Northern Illinois University	Dekalb	Illinois	Huskie Stadium	1965	2016	45,995
Ohio University	Athens	Ohio	Peden Stadium	1929	2001	24,000
University of Toledo	Toledo	Ohio	Glass Bowl	1937	2016	26,248
Western Michigan University	Kalamazoo	Michigan	Waldo Stadium	1939	2015	30,200

Appendix A

The University of Akron InfoCision Stadium Rentals 2013-2014

Date	Internal/External	Group Description	Attendance	Dining Services
Jul-13				
7/10/13	INT	UA Department	25	Yes
7/11/13	INT	UA Department	100	Yes
7/24/13	EXT	Local Sports Organization	125	No
7/25/13	EXT	Local Leadership Organization	35	No
7/31/13	INT	UA Department	90	Yes
Aug-13				
8/1/13	EXT	Local Business	150	Yes
8/10/13	INT	UA Department	125	Yes
8/13/13	INT	UA Department	20	No
8/14/13	EXT	Seminar	40	No
8/21/13	INT	UA Department	120	Yes
8/22/13	EXT	Local Leadership Organization	125	Yes
8/25/13	INT	UA Department	100	Yes
8/28/13	INT	UA Department	125	Yes
Sep-13				
9/1/13	EXT	Local Sports Organization	300	No
9/4/13	INT	UA Department	50	No
9/4/13	INT	UA Department	20	Yes
9/5/13	INT	UA Department	25	Yes
9/9/13	INT	UA Department	40	Yes
9/10/13	INT	UA Department	50	Yes
9/10/13	EXT	Local Leadership Organization	35	Yes
9/12/13	INT	UA Department	110	Yes
9/19/13	EXT	Local Business	30	Yes
9/20/13	EXT	Local High School Football	645	No
9/23/13	INT	UA Department	75	Yes
9/24/13	INT	UA Department	30	Yes
9/24/13	EXT	Local Business	50	Yes
9/24/13	INT	UA Department	30	Yes
9/26/13	EXT	Local Sports Organization	175	Yes
9/27/13	EXT	Local High School Football	N/A	Yes
9/28/13	INT	UA Department	1500	No
Oct-13				
10/2/13	INT	UA Department	125	Yes
10/4/13	EXT	Local High School Football	708	No
10/11/13	INT	UA Department	90	No
10/11/13	EXT	Local High School Football	673	No
10/12/13	EXT	Memorial Service	125	Yes

A DESCRIPTIVE ANALYSIS OF STADIUMS AS NON-SPORTING EVENT VENUES 24

10/14/13	EXT	Local Business	75	Yes
10/16/13	INT	UA Department	110	Yes
10/17/13	EXT	Local Business	30	Yes
10/18/13	INT	UA Department	75	Yes
10/18/13	EXT	Local High School Football	1201	No
10/19/13	INT	UA Department	125	Yes
10/22/13	EXT	Local Business	40	No
10/22/13	EXT	Local Business	140	Yes
10/23/13	EXT	Local Business	150	Yes
10/25/13	EXT	Local High School Football	413	No
10/29/13	EXT	Local Business	100	Yes
Nov-13				
11/1/13	EXT	Local High School Football	352	No
11/9/13	EXT	Local Sports Organization	500	No
11/9/13	EXT	Local Business	75	Yes
11/9/13	INT	UA Department	125	Yes
11/15/13	EXT	High School Football Playoffs	N/A	No
11/16/13	INT	UA Department	130	Yes
11/22/13	INT	UA Department	90	Yes
11/23/13	EXT	High School Football Playoffs	N/A	No
11/26/13	INT	UA Department	140	Yes
11/30/13	EXT	High School Football Playoffs	N/A	No
Dec-13				
12/6/13	INT	UA Department	100	No
12/7/13	INT	UA Department	125	Yes
12/11/13	INT	UA Department	200	Yes
12/12/13	EXT	Local Business	115	Yes
12/13/13	EXT	Local Business	100	Yes
12/13/13	EXT	Local Business	150	Yes
Jan-14				
1/14/14	EXT	Nonprofit Organization	15	Yes
1/16/14	INT	UA Department	35	Yes
1/22/14	INT	UA Department	35	Yes
1/24/14	INT	UA Department	110	Yes
Feb-14				
2/1/14	INT	UA Department	125	Yes
2/5/14	INT	UA Department	75	Yes
2/8/14	EXT	Local Business	175	Yes
2/19/14	INT	UA Department	20	No
2/21/14	INT	UA Department	150	Yes
2/24/14	INT	UA Department	175	No
2/25/14	INT	UA Department	75	Yes

A DESCRIPTIVE ANALYSIS OF STADIUMS AS NON-SPORTING EVENT VENUES 25

2/27/14	INT	UA Department	60	Yes
2/27/14	INT	UA Department	75	Yes
2/28/14	INT	UA Department	40	Yes
Mar-14				
3/11/13	INT	UA Department	80	Yes
3/13/14	INT	UA Department	40	Yes
3/19/14	INT	UA Department	35	Yes
3/20/14	INT	UA Department	75	Yes
3/21/14	INT	UA Department	100	Yes
3/28/14	INT	UA Department	200	Yes
3/31/14	INT	UA Department	150	Yes
Apr-14				
4/2/14	INT	UA Department	125	Yes
4/4/14	INT	UA Department	110	Yes
4/4/14	INT	UA Department	150	Yes
4/5/14	INT	UA Department	60	Yes
4/5/14	INT	UA Department	125	Yes
4/8/14	INT	UA Department	105	Yes
4/11/14	INT	UA Department	170	Yes
4/11/14	INT	UA Department	75	Yes
4/14/14	EXT	Local Business	125	No
4/19/14	INT	UA Department	N/A	Yes
4/23/14	INT	UA Department	135	Yes
4/23/14	INT	UA Department	75	Yes
4/24/14	INT	UA Department	50	Yes
4/25/24	INT	UA Department	125	Yes
4/25/24	INT	UA Department	120	Yes
4/26/14	INT	UA Department	100	Yes
4/29/14	INT	UA Department	140	Yes
May-14				
5/1/14	INT	UA Department	160	Yes
5/2/14	INT	UA Department	120	Yes
5/7/14	INT	UA Department	140	Yes
Jun-14				
6/7/14	INT	UA Department	N/A	No
6/13/14	EXT	Local Business	1200	No
6/17/14	INT	UA Department	75	Yes
6/20/14	EXT	Wedding Rehearsal	50	Yes
6/21/14	EXT	Local Business	N/A	Yes

Appendix B

The University of Akron InfoCision Stadium Rentals 2014-2015

Date	Internal/External	Group Description	Attendance	Dining Services
Aug-14				
8/2/14	EXT	Local Professional Sports Team	20,000	Yes
8/7/14	INT	UA Department	100	Yes
8/8/14	EXT	Local Nonprofit Organization	20,000	Yes
8/9/14	INT	UA Department	100	Yes
8/21/14	EXT	Local Nonprofit Organization	120	Yes
8/21/14	INT	UA Department	100	Yes
8/22/14	INT	UA Department	3,000	Yes
8/24/14	INT	UA Department	125	Yes
8/30/14	INT	UA Department	100	Yes
Sep-14				
9/14/14	INT	UA Department	75	Yes
9/18/14	INT	UA Department	100	Yes
9/19/14	EXT	Local High School Football	550	No
9/23/14	EXT	Local Business	175	Yes
9/25/14	INT	UA Department	125	Yes
9/26/14	EXT	Local High School Football	6,945	Yes
9/29/14	INT	UA Department	140	Yes
Oct-14				
10/3/14	EXT	Local High School Football	324	No
10/10/14	EXT	Local High School Football	171	No
10/14/14	INT	UA Department	50	Yes
10/16/14	INT	UA Department	50	Yes
10/17/14	EXT	Local High School Football	386	No
10/18/14	INT	UA Department	120	Yes
10/24/14	EXT	Local High School Football	903	No
10/30/14	INT	UA Department	40	No
10/31/14	EXT	Local High School Football	908	No
Nov-14				
11/1/14	INT	UA Department	100	Yes
11/12/14	INT	UA Department	75	Yes
11/13/14	EXT	Local Business	100	Yes
11/14/14	INT	UA Department	50	Yes
11/15/14	EXT	High School Football Playoffs	1,688	Yes
11/22/14	EXT	High School Football Playoffs	3,744	Yes
11/29/14	EXT	High School Football Playoffs	6,600	Yes

A DESCRIPTIVE ANALYSIS OF STADIUMS AS NON-SPORTING EVENT VENUES 27

Dec-14				
12/3/14	INT	UA Department	80	Yes
12/6/14	EXT	Local Business	150	Yes
12/11/14	EXT	Local Business	75	Yes
12/12/14	EXT	Local Leadership Organization	125	Yes
12/18/14	EXT	Local Business	125	Yes
Jan-15				
1/8/15	EXT	Local Business	150	Yes
1/13/15	INT	UA Department	50	No
1/20/15	INT	UA Department	50	No
1/29/15	EXT	Local Business	125	Yes
1/30/15	EXT	Local Business	125	Yes
Feb-14				
2/13/15	INT	UA Department	40	Yes
2/20/15	INT	UA Department	40	Yes
2/20/15	INT	UA Department	140	Yes
2/28/15	EXT	Local Nonprofit Organization	110	Yes
2/28/25	INT	UA Department	95	Yes
Mar-15				
3/3/15	INT	UA Department	40	No
3/4/15	INT	UA Department	15	Yes
3/7/15	INT	UA Department	125	Yes
3/11/15	INT	UA Department	100	Yes
3/12/15	EXT	Local Business	175	Yes
3/13/15	INT	UA Department	200	Yes
3/19/15	EXT	Local Business	40	Yes
3/21/15	EXT	Local Nonprofit Organization	140	Yes
Apr-15				
4/7/15	INT	UA Department	110	Yes
4/20/15	INT	UA Department	150	Yes
4/21/15	INT	UA Department	80	Yes
4/22/15	EXT	Local Leadership Organization	100	Yes
4/24/15	INT	UA Department	110	Yes
4/24/15	INT	UA Department	110	Yes
4/25/15	EXT	Local Nonprofit Organization	230	Yes
4/30/15	INT	UA Department	140	Yes
May-15				
5/1/15	INT	UA Department	140	Yes
5/1/15	INT	UA Department	90	Yes
5/7/15	EXT	Local Nonprofit Organization	25	Yes
5/7/15	INT	UA Department	330	Yes
Jun-15				

A DESCRIPTIVE ANALYSIS OF STADIUMS AS NON-SPORTING EVENT VENUES 28

6/13/15	EXT	Local Nonprofit Organization	7,300	No
6/20/15	EXT	Musical Group	4,000	No
6/27/15	EXT	Local Sports Organization	5,000	No