

MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE
UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.

June 10, 2022

In Open Session

Members of the Board of Directors of the University of Louisville Athletic Association, Inc. met in the Jefferson Room, Grawemeyer Hall, Belknap Campus, on June 10, 2022, at 9:22 a.m., with members present and absent as follows:

Present:	Dr. Lori Gonzalez, Chair	Mr. Tom Meeker
	Prof. Claudia Angeli	Prof. Eugene Mueller
	Dr. Larry Benz	Ms. Ugonna Okorie
	Prof. Eric Berson	Mr. Sam Rechter
	Prof. Gerry Bradley	Ms. Shannon Rickett
	Mr. Ryan Bridgeman	Mr. Jim Rogers
	Mr. Dan Durbin	Prof. Karen Turner
	Prof. Meg Hancock	Prof. Krista Wallace-Boaz
	Mr. Dennis Heishman	Dr. Ron Wright
	Mr. Steve Jones	Ms. Sherrill Zimmerman
	Prof. Carolyn Klinge	

Absent:

- Prof. Jeremy Clark
- Ms. Sydney Finley
- Mr. Lee Gill
- Mr. Andrew Grubb
- Prof. Whitney Nash
- Ms. Gayle Saunders
- Mr. Mark Watkins

From the		
University:	Mr. Josh Heird	Ms. Kelly Conklin
	Ms. Angela Curry	Mr. Russell Hill
	Mr. Jeff Spoelker	Mr. Kevin Ledford
	Mr. Kenny Klein	Ms. Marissa Manko
	Mr. John Karman	Mr. Jake Beamer
	Mr. John Smith	

I. Call to Order

Chair Gonzalez read the roll. Having determined a quorum present, she called the meeting to order at 9:22 a.m.

Consent Agenda

Chair Gonzalez read the Consent Agenda as follows:

- **Approval of Minutes, 6-3-2022**
- **From the Finance & Budget Cmte., 6-10-2022**
 - **Kueber Center Upgrades**
 - **Patterson Stadium Upgrades**
 - **2022-2023 Operating Budget**

Prof. Hancock made a motion, which Ms. Okorie seconded, to approve the consent agenda.

The motion passed.

II. Report of the Faculty Athletics Representative

Prof. Wallace-Boaz reported that the Committee on Academic Performance and its subcommittees met monthly on a rotating basis between August 2021 and May 2022. Frequent topics included:

- Compliance Annual Rules Education
- NCAA Academic Performance Rate and Graduation Rate Reports
- Administration and Review of End-of-Year Student-Athlete Questionnaires
- Academic Misconduct Reporting
- Alston Case
- NIL
- One-time Transfer Question and Answer Document
- Read-only Access

Additionally, the FAR noted that she engaged in the following activities during the year:

- Administration of the NCAA Coaches Certification Exam to all coaches.
- Reviewed and signed off on eligibility reports for each student-athlete.
- Reviewed on signed off on waiver appeals.
- Worked with the Student Athlete Academic team regarding nominations for NCAA Postgraduate Scholarships and coordinated our UofL nominations for ACC Postgraduate Scholarships .
- Met with teams in the early fall for introductions and reminders.
- Met with student athlete regarding results of an academic waiver.
- Reported bi-monthly to the Faculty Senate.
- Reviewed proposed NCAA legislation with compliance staff and met with compliance staff and the Associate AD for Athletics to monitor various academic and compliance matters.
- Mediated faculty/student-athlete concerns.

- Received and reviewed daily reports from the Registrar's Office of student-athlete changes of grade and pursued several changes which required scrutiny and clarification .
- Reviewed and signed off on ACC Academic Honor Roll.

FAR Wallace-Boaz then fielded questions from the board.

Chair Gonzalez thanked the FAR for her update.

III. Report of the Athletic Director

Athletic Director Heird updated the board about the state of affairs in the Athletics Department, with highlights including:

- 20 of 23 sports teams have a GPA above 3.0, with baseball having the highest GPA of all male sports programs.
- Athletics Staff Retreat to
 - increase graduation rates and give student athletes the resources they need to be success following graduation.
 - create a culture of compliance.
 - improve fiscal responsibility.
 - increase resources through engagement with fans and the community.
- Denny Crum Hall opens in Fall 2022.
- Football Stadium naming rights discussions are ongoing.
- Name, Image, Likeness activities.

He then fielded questions from the board.

Chair Gonzalez thanked AD Heird for his report.

IV. Report of the Chair

Chair Gonzalez recognized the outgoing members of the board, who received a round of applause from attendees, and acknowledged the incoming members.

The Chair then shared with directors the following university-related information:

- The university received a \$47 million Christy Lee Brown and Brown Family Foundation, the largest gift in school history, and a commitment to additional research in the area of health equity.
- Work is underway to identify strategies and setting goals for the 2022-2025 strategic plan.
- Sonya Hardin is leaving her post as dean of the School of Nursing for a similar position at the University of Texas Health Sciences Center in San Antonio.
- Melanie B. Jacobs was named dean of the Louis D. Brandeis School of Law.
- Lee Gill was hired as the university's new vice president for diversity and equity.

- David Jenkins is leaving his post as dean of the Kent School of Social Work for a similar position at Ohio State.
- UofL has been named a “tree campus” for the 12th consecutive year.
- UofL has earned “gold” status for the first time as a military-friendly university.
- The university received extensive local, regional, national and international media coverage as the result of a study of the dying brain by neuroscientist Ajmal Zimmer.
- The university, with Humana and the Humana Foundation, recently launched a \$25 million innovation hub to advance health equity.
- UofL secured a record \$201.5 million in the 2021 fiscal year to support its groundbreaking research.
- UofL and UofL Health announced a \$144 million expansion planned for University Hospital.
- The university and UofL Health also announced a tuition benefit, which allows ULH employees and their dependents to attend the university free of charge.
- UofL Health has expanded its reach throughout the community with the opening of several Urgent Care Plus facilities, including one in the medically underserved area of West Louisville.
- Despite many challenges, UofL stabilized its financial position, improving its credit outlook and shifting resources to advance the university’s three-year strategic plan; and
- The UofL Foundation recently announced plans to make available to academic units \$82 million from its endowment.

That concluded the chair’s report.

V. Adjournment

Having no other business to come before the board, Prof. Klinge made a motion, which Prof. Mueller seconded, to adjourn the meeting.

The motion passed and the meeting adjourned at 9:47 a.m.

Approved by:

 Dr.
Signature on file _____
 Assistant Secretary

RECOMMENDATION TO THE UofL ATHLETIC ASSOCIATION
BOARD OF DIRECTORS REGARDING UPDATES AT THE
PLANET FITNESS KUEBER CENTER RENOVATION

Finance and Budget Committee – June 10, 2022
Board of Directors – June 10, 2022

RECOMMENDATION:

The Athletic Director recommends the Board of Directors approve the appropriation of funds, not to exceed \$750,000, to upgrade internal spaces in the Planet Fitness Kueber Center.

BACKGROUND:

Athletics is seeking approval to upgrade locker rooms, lounge spaces, offices, front entry, and signage throughout the facility, with funding for the entire project having been secured from private restricted donations and is available for use.

An RFP has been issued for design and construction services for the project.

Anticipated completion date is October 1.

COMMITTEE ACTION:

Passed X

Did Not Pass _____

Other _____

 n
Signature on file
Assistant Secretary

BOARD ACTION:

Passed X

Did Not Pass _____

Other _____

 n
Signature on file
Assistant Secretary

RECOMMENDATION TO THE UoFL ATHLETIC ASSOCIATION
BOARD OF DIRECTORS REGARDING UPGRADES AT
PATTERSON BASEBALL STADIUM

Finance and Budget Committee – June 10, 2022
Board of Directors – June 10, 2022

RECOMMENDATION:

The Athletic Director recommends that the Board of Directors approve the issuance of an RFP for design and construction services for improvements and upgrades to the front entrance and concourse at Jim Patterson Stadium.

BACKGROUND:

Athletics is seeking approval to issue a request for proposal (RFP) for design and construction services for improvements to the front entrance and third base concourse at Jim Patterson Stadium. The front entrance façade will be renovated, and the gates will be extended outward several feet, allowing enhanced access to the stadium. The concourse on the third base side will be widened, providing additional space for concessions while improving the flow of patrons. The project would be completed in advance of the 2023 season.

The project is included in the State Capital budget with a value of \$1M. Thus, we are seeking approval to spend up to \$1M for this facility investment. Funding for this development has been secured through private donations specifically for these structural improvements.

COMMITTEE ACTION:

Passed X

Did Not Pass

Other

 DS
Signature on file
Assistant Secretary

BOARD ACTION:

Passed X

Did Not Pass

Other

 DS
Signature on file
Assistant Secretary

RECOMMENDATION TO THE UofL ATHLETIC ASSOCIATION
BOARD OF DIRECTORS CONCERNING THE
2022-2023 OPERATING BUDGET

Finance and Budget Committee – June 10, 2022
Board of Directors – June 10, 2022

RECOMMENDATION:

The Athletic Director recommends that the Board of Directors approve the 2022-2023 Operating Budget for the University of Louisville Athletic Association, Inc., in the form [attached](#).

COMMITTEE ACTION:

Passed X

Did Not Pass

Other

 ¹²
Signature on file

Assistant Secretary

BOARD ACTION:

Passed X

Did Not Pass

Other

 ¹²
Signature on file

Assistant Secretary



UNIVERSITY OF LOUISVILLE ATHLETIC ASSOCIATION, INC.

2022-23 OPERATING BUDGET



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The University of Louisville Athletic Association (ULAA) is pleased to present the following operating budget for the 2022-2023 fiscal year. Like the 2021-2022 fiscal year, the zero-based approach was replaced with a top-down, target driven approach. Instead of authorizing an across-the-board incremental increase to all departments, each administrative unit and sport was reviewed individually to identify need and known increased expenses. This approach was necessary due to increases in fixed and variable costs and investments in new initiatives.

The total operating budget is \$114.8M for fiscal year 2022-2023 compared to \$107.7M in 2021-2022.

Revenues

Fiscal Year 2022-23 is the second year of a two-year recovery from COVID-19. Projected revenues for Men's Basketball and Football are approximately 88% of actual Fiscal Year 2019-20 revenues, compared to 80% in Fiscal Year 2021-22. Sales of new season tickets for both sports have been strong in the initial months of sales.

The largest area of growth in projected revenues is the Marketing/Development category increasing \$5.9M for Cardinal Stadium naming rights (\$1.5M), annual seat donations (\$1.9M), and the Learfield contractual guarantee (\$1.3M), and licensing (\$500k), floor seats (\$325K), and split-the-pot (\$305K). The next highest growth in revenue is the distribution from the ACC. The 2022-23 ACC budget increases \$3.8M from 2021-22 due to increases in media and bowl game proceeds, namely the inclusion of the Orange Bowl in Conference revenues. Additionally, staff are currently working through a health services RFP to address student health medical needs, with an anticipated increase in revenue of approximately \$2M to the department.

Focusing on tickets, we have allocated over \$150,000 toward the new Season Ticket Member program. This membership program will be a year-round program providing season ticket members with additional benefits including concessions discounts, in-game promotions, and experiential opportunities during the year. This new model has shown success in improving football ticket sales by 2,000 new tickets, approximately a 4% increase.

Rounding out the revenues, new revenue streams will include selling of the naming rights at Cardinal Stadium, the health services RFP mentioned above, potentially a Split-the-pot or 50/50 in-game contests and adding seven additional floor seats for basketball.

Athletics continues to invest in the fan experience to drive game day revenues. Cardinal Stadium has been the main focus with the following projects in process:

- \$5M for upgrade to Wi-Fi throughout the stadium. This will open new options for concessions and potential split-the-pot fan participation contests.
- \$6M for renovation of the Angel's Envy Club. This prime football stadium space will be very desirable, and Athletics is working on a revised rental rate structure for this and all other clubs
- \$85,000 is being provided from Fiscal Year 2021-22 year end to purchase pedestal scanners to improve entry at our three busiest gates.
- \$75,000 is included in the stadium operating budget to rent stationary magnetic scanners replacing the handheld wands. These will be deployed at all gates.

- \$200,000 Investment in grab and go concessions in key areas of the football stadium. This will reduce labor costs and reduce wait times.
- Implementing complimentary concession items in our club spaces during specific parts of the game.

Expenses

Overall, expenses for Fiscal Year 2022-23 are increasing \$7.1M with administrative/support units increasing \$8.8M and sport budgets decreasing \$1.7M. This reduction includes \$4.8M in expense related to the Chic-Fil-A football game in Fiscal Year 2021-22. Normalized, sport budgets would have increased \$2.8M for Fiscal Year 2022-23.

In Fiscal Year 2022-23, for the second straight year, a targeted approach to expense budgets was implemented. Continual improvement in revenue allowed for increased flexibility in targets for the budget. Aligning with the priorities of the Interim Athletics Director, the following primary focuses were fully-funded at the creation of the budget before other targets were set:

Top Priorities:

• Red and Black Scholars Program	\$650,000
• Sport Sciences Department	\$594,843
• Name, Image and Likeness Department	\$364,297
• Diversity, Equity and Inclusion Department	\$291,271
• New Season Ticket Member program	\$160,000
• Student Mental Health Department	\$152,044
• Staff Professional Development	<u>\$50,000</u>
	\$2,262,455

Fixed Costs

The annual amount of debt service required from operating funds continues to grow as pledges expire on long term projects. For Fiscal Year 2022-23, the debt service line increases from \$1.6M to \$6.8M which represents approximately 60% of our total annual debt payment. This percentage will continue to increase in future years.

Additionally, prior to COVID 19, the headcount for the athletic department was approximately 310 employees. A total of 31 positions were eliminated as part of the fiscal year 2020-21 mitigation plan. The past 12 months have allowed departments to analyze our understaffed areas and to strategically invest in high-need departments. Thus, the budget has been allocated to re-establish at least 10 positions within athletics. Fiscal Year 2021-22 started with a headcount of 285 employees, and this count should be at approximately 300 individuals to be adequately staffed. The need for staffing increases is a priority and will continue to be addressed as revenues continue to recover.

Variable Costs

Facilities and arena expenses are increasing approximately \$950,000 in Fiscal Year 2022-23. Inflationary increases in labor, supplies and utilities necessitated increases in these budgets. While inflation may fluctuate, it is anticipated this amount will remain high.

Another area of increased investment is alumni engagement. The department has identified the priority of uniting all former student athletes back to our program as we continue to grow and succeed. A total of \$75,000 has been allocated to the special events budgets for three separate events designed to bring our former student athletes back to campus.

Individual budgets, primarily sports, were impacted significantly from inflation in the second half of Fiscal Year 2021-22. To better prepare the sport budgets for this increasing cost, budget targets for the sports were set using a 25% increase in travel costs and 12% increase in food costs. In addition, adjustments were made for potential roster size modifications and any known fixed expenses.

For administrative units, a 3% incremental increase was applied at the start of the budget process from Fiscal Year 2021-22 budget amounts. Then, costs based on need were added to cover necessary expenses above the 3%. This includes new equipment and technology purchases that were held off during the previous two budget periods.

University of Louisville Athletic Association, Inc.

FY2022-23 Proposed Budget

Summary of Revenue & Expense

		2021-22	Actual	2021-22	2022-23
		Original Budget	As of April 30	Projected	Proposed Budget
Revenues					
	Football	46,969,900	29,854,171	48,480,648	45,287,600
	Stadium	494,100	556,482	660,584	556,800
	Men's Basketball	23,484,400	15,924,562	23,181,956	24,285,100
	Women's Basketball	832,500	923,339	1,030,951	888,000
	Other Olympic Sports	212,500	282,118	282,118	224,000
	Marketing & Development	29,874,400	27,297,938	30,239,416	35,795,400
	Other	5,832,200	6,708,391	9,031,191	7,763,100
Revenue Total		107,700,000	81,547,002	112,906,865	114,800,000
Expenses					
	Football	24,483,122	22,137,336	24,711,872	20,054,724
	Stadium	2,107,255	2,596,411	2,653,559	2,454,081
	Men's Basketball	6,909,942	6,531,215	7,257,655	7,013,362
	Women's Basketball	4,523,219	4,256,870	4,904,143	5,781,423
	Other Olympic Sports	20,860,977	18,737,908	20,503,982	22,024,482
	Administration	3,171,449	2,791,979	3,249,495	3,063,724
	Marketing & Development	4,251,515	4,111,982	4,636,085	4,442,187
	Support Services	14,466,654	14,344,549	15,994,164	15,674,765
	Spirit Groups	317,072	367,278	392,246	438,088
	Game Mgmt/Facilities	3,122,617	2,508,233	3,085,333	3,668,944
	Arena Related	5,853,500	434,087	5,800,000	6,000,800
	Debt Service	1,664,285	1,494,844	1,664,285	6,797,500
	Other	10,068,393	10,537,312	13,661,145	11,653,751
	Contingency	5,900,000	1,222,964	1,222,964	5,732,168
Expense Total		107,700,000	92,072,969	109,736,927	114,800,000
Operating Surplus/(Deficit)				3,169,937	

University of Louisville Athletic Association, Inc.
Proposed Operating Revenue Budget- Detail
FY2022-23

<u>Source</u>	2021-22	Adjusted	2021-22	2022-23
Football	Original Budget	Budget	Projected	Proposed Budget
Ticket Sales	12,278,100	12,278,100	13,199,960	11,082,300
ACC Media	20,852,500	20,852,500	20,928,695	22,409,100
Guarantees	-	-	-	250,000
Concessions	713,900	713,900	926,432	750,000
Parking	925,000	925,000	929,241	900,000
Suite Rentals	1,964,500	1,964,500	2,101,470	2,125,200
Away Game-Chic-Fil-A	4,550,000	4,550,000	4,886,346	-
Stadium Locker Rentals	5,000	5,000	3,350	-
ACC Revenue Dist	5,680,900	5,680,900	5,503,654	7,771,000
Other	-	-	1,500	-
Total Football	46,969,900	46,969,900	48,480,648	45,287,600
Cardinal Stadium (Non Football)				
Rentals-Angel's Envy	154,100	154,100	188,695	148,800
Rentals-Caboose	170,000	170,000	203,602	150,000
Royalties-Boingo	40,000	40,000	66,200	50,000
Concessions-Angel's Envy	55,000	55,000	81,681	50,000
Parking-Non FB	75,000	75,000	120,406	158,000
Total Cardinal Stadium	494,100	494,100	660,584	556,800
Men's Basketball				
Ticket Sales	9,908,700	9,908,700	9,720,470	10,114,200
Guarantees	50,000	50,000	-	-
ACC Media	5,213,100	5,213,100	5,232,174	5,602,300
Concessions/Advertising	1,420,000	1,420,000	1,301,351	1,500,000
Parking	138,700	138,700	143,563	141,600
Suite Rentals	4,428,900	4,428,900	4,592,396	4,836,000
NCAA Credits	2,170,000	2,170,000	2,052,003	1,841,000
ACC Tournament	155,000	155,000	140,000	250,000
Total Men's Basketball	23,484,400	23,484,400	23,181,956	24,285,100
Women's Basketball				
Ticket Sales	647,200	647,200	768,807	708,000
Guarantees	20,000	20,000	20,000	-
Concessions	110,000	110,000	107,612	120,400
ACC Tournament	-	-	-	10,000
Parking	45,300	45,300	59,532	49,600
Other	-	-	75,000	-
Total Women's Basketball	822,500	822,500	1,030,951	888,000

University of Louisville Athletic Association, Inc.
Proposed Operating Revenue Budget- Detail
FY2022-23

		2021-22 Original Budget	Adjusted Budget	2021-22 Projected	2022-23 Proposed Budget
Other Olympic Sports					
	Baseball	161,500	161,500	203,300	161,000
	Volleyball	51,000	51,000	59,337	63,000
	Other	-	-	19,481	-
Total Other Olympic Sports		212,500	212,500	282,118	224,000
Marketing & Development					
	Annual Seat Donations	14,013,000	14,313,000	14,672,407	15,965,000
	Merchandise Commissions	80,000	80,000	114,044	140,000
	Licensing-CLC	1,300,000	1,300,000	1,457,498	1,800,000
	Special Events	131,400	131,400	91,990	115,700
	Adidas/ACC	7,000,000	7,000,000	7,000,000	7,000,000
	Media-Learfield	5,900,000	5,900,000	5,990,684	7,194,700
	Stadium Naming Rights	500,000	500,000	-	2,000,000
	Split-the-Pot	-	-	-	305,000
	MBB Floor Seats	950,000	950,000	912,792	1,275,000
Total Marketing & Development		29,874,400	30,174,400	30,239,416	35,795,400
Other					
	NCAA/ACC Distribution	1,525,900	2,125,900	2,280,648	1,523,800
	Gender Equity Commitment	940,000	940,000	940,000	940,000
	TV Production-ESPN	750,000	750,000	1,300,000	900,000
	Tennis Center	50,000	50,000	21,115	15,000
	Natatorium	200,000	200,000	90,577	100,000
	Retention Commitment	991,300	991,300	991,300	991,300
	Student Athletic Fee	900,000	900,000	900,000	900,000
	Credit Card Processing	125,000	125,000	56,401	110,000
	Medical Services Support	340,000	340,000	439,990	2,200,000
	Media Guides	4,000	4,000	1,536	4,000
	Patterson Stadium	2,000	2,000	-	2,000
	Olympic Sport Game Management	-	-	7,275	1,000
	Cardinal Park	2,000	2,000	1,000	3,000
	Marketing Game Management	1,000	1,000	3,021	3,000
	Warehouse Rent	1,000	1,000	2,568	-
	The Alley	-	-	35,115	70,000
	Post Season	10,000	1,860,000	1,960,646	-
Total Other		5,842,200	8,292,200	9,031,191	7,763,100
Total Operating Revenue		107,700,000	110,450,000	112,906,865	114,800,000

University of Louisville Athletic Association, Inc.
Proposed Operating Expense Budget- by Category
FY2022-23

				2022-23	2021-22	
	Salaries & Benefits	Financial Aid	Operating Expenses	Proposed Budget	Original Budget	Increase (Decrease)
Football Program:						
Football Operating	9,840,265	4,551,003	5,638,456	20,029,724	19,719,222	310,502
Chick-Fil-A Kickoff	-	-	-	-	4,763,900	(4,763,900)
Football Strength	-	-	25,000	25,000	-	25,000
Total Football	9,840,265	4,551,003	5,663,456	20,054,724	24,483,122	(4,428,398)
Cardinal Stadium:						
Stadium Operations	703,905	-	1,608,118	2,312,023	1,984,555	327,468
Stadium Operations-non Football	-	-	113,858	113,858	109,700	4,158
Cabooses Operating	-	-	28,200	28,200	13,000	15,200
Total Stadium	703,905	-	1,750,176	2,454,081	2,107,255	346,826
Men's Basketball Program	4,102,813	807,349	2,103,200	7,013,362	6,909,942	103,420
Women's Basketball Program	3,077,366	841,358	1,862,700	5,781,423	4,523,219	1,258,204
Other Olympic Sports:						
Men's Baseball	2,407,314	512,751	642,800	3,562,865	3,406,754	156,111
Men's Golf	251,132	208,941	142,221	602,294	564,740	37,554
Men's Tennis	264,166	203,741	174,444	642,350	619,015	23,335
Men's Track/CC	374,838	551,954	200,067	1,126,859	1,086,099	40,760
Men's Swimming	475,029	430,550	207,302	1,112,881	1,160,033	(47,152)
Men's Soccer	525,800	432,250	272,987	1,231,036	1,180,381	50,655
Women's Volleyball	907,600	574,716	547,286	2,029,602	1,627,979	401,623
Women's Tennis	246,409	375,228	157,580	779,217	768,422	10,795
Women's Track/CC	374,838	781,963	300,101	1,456,902	1,404,450	52,452
Women's Field Hockey	494,995	529,542	380,112	1,404,649	1,366,269	38,380
Women's Swimming	475,029	601,149	230,746	1,306,924	1,381,661	(74,737)
Women's Soccer	519,194	611,805	325,050	1,456,049	1,361,724	94,325
Women's Golf	248,338	259,921	176,483	684,742	654,575	30,167
Women's Softball	463,749	531,942	428,290	1,423,981	1,367,735	56,246
Women's Rowing	472,709	872,070	430,765	1,775,544	1,692,549	82,995
Women's Lacrosse	422,816	634,177	371,594	1,428,587	1,218,591	209,996
Total Other Olympic Sports	8,923,955	8,112,699	4,987,828	22,024,482	20,860,977	1,163,505
Administration:						
Central Administration	1,221,865	-	225,550	1,447,415	1,436,671	10,744
Varsity Sports Administration	87,737	-	-	87,737	84,052	3,685
Staff Professional Development	-	-	50,000	50,000	-	50,000
Compliance	831,390	-	20,150	851,540	957,756	(106,216)
Senior Women's Administrator	193,437	-	20,800	214,237	208,914	5,323
Human Resources	65,624	-	55,900	121,524	484,056	(362,532)
Diversity, Equity, & Inclusion	243,171	-	48,100	291,271	-	291,271
Total Administration	2,643,224	-	420,500	3,063,724	3,171,449	(107,725)

University of Louisville Athletic Association, Inc.
Proposed Operating Expense Budget- by Category
FY2022-23

				2022-23	2021-22	
	Salaries & Benefits	Financial Aid	Operating Expenses	Proposed Budget	Original Budget	Increase (Decrease)
Marketing and Development:						
Promotions and Marketing	487,117	-	193,450	680,567	746,812	(66,245)
Cardinal Athletic Fund	1,260,687	-	388,158	1,648,845	1,472,828	176,017
Licensing/Merchandising	-	-	37,800	37,800	-	37,800
Special Events	-	-	499,800	499,800	286,200	213,600
Learfield	-	-	400,000	400,000	800,000	(400,000)
Game Production	199,857	-	173,800	373,657	186,631	187,026
Digital Marketing	788,518	-	13,000	801,518	759,044	42,474
Total Marketing/Development	2,736,179	-	1,706,008	4,442,187	4,251,515	190,672
Support Services:						
Ticket Office	447,467	-	160,700	608,167	549,163	59,004
Sports Medicine	1,950,347	25,000	178,350	2,153,697	2,175,585	(21,888)
Sports Information	669,015	-	62,800	731,815	713,911	17,904
Academic Counseling	1,881,238	150,000	58,900	2,090,138	2,052,566	37,572
Equipment Services	626,007	225,000	37,600	888,607	860,812	27,795
Business Office	767,208	-	181,000	948,208	987,299	(39,091)
Strength and Conditioning	659,542	-	25,500	685,042	824,936	(139,894)
Student Athlete Medical	-	-	900,000	900,000	875,000	25,000
Sports Nutrition	530,164	-	65,100	595,264	504,168	91,096
Legal	-	-	4,140,000	4,140,000	4,000,000	140,000
Student Health & Wellness	277,173	-	2,900	280,073	230,606	49,467
Name, Image, Likeness	274,397	-	89,900	364,297	-	364,297
Student Mental Health	132,044	-	20,000	152,044	-	152,044
Creative Services	222,402	-	64,100	286,502	280,146	6,356
Outbound Tickets	663,515	-	187,395	850,910	412,462	438,448
Total Support Services	9,100,520	400,000	6,174,245	15,674,765	14,466,654	1,208,111
Spirit Groups:						
Spirit Dance	84,352	-	58,700	143,052	87,340	55,712
Spirit Cheer	111,236	-	78,800	190,036	124,732	65,304
Pep Band	-	-	105,000	105,000	105,000	-
Total Spirit Groups	195,588	-	242,500	438,088	317,072	121,016
Game Management/Facilities Operations:						
Facilities	403,702	-	204,800	608,502	519,456	89,046
Technology/Infrastructure	282,332	-	954,000	1,236,332	988,539	247,793
Other Sports Game Mgmt.	-	-	100,000	100,000	91,195	8,805
Basketball Game Mgmt.	172,810	-	353,200	526,010	516,262	9,748
Groundskeeping	433,701	-	230,500	664,201	662,792	1,409
Women's Basketball Game Mgt	-	-	302,100	302,100	261,225	40,875
Volleyball Game Mgt.	-	-	59,900	59,900	35,194	24,706
Central Rec Operating	-	-	31,300	31,300	30,350	950
ACCN Building Operating	-	-	18,100	18,100	17,604	496
The Alley Operating	-	-	122,500	122,500	-	122,500
Total Game Mgt/Facilities	1,292,544	-	2,376,400	3,668,944	3,122,617	546,327

University of Louisville Athletic Association, Inc.
Proposed Operating Expense Budget- by Category
FY2022-23

	Salaries & Benefits	Financial Aid	Operating Expenses	2022-23 Proposed Budget	2021-22 Original Budget	Increase (Decrease)
Arena Related Expenses:						
Parking for Premium Seats	-	-	600,000	600,000	600,000	-
Suites	-	-	625,000	625,000	546,200	78,800
Rental for Men's Basketball	-	-	1,005,800	1,005,800	1,005,800	-
Facility Fee	-	-	550,000	550,000	550,000	-
License Fee for Suites	-	-	800,000	800,000	731,500	68,500
Arena Fee	-	-	2,420,000	2,420,000	2,420,000	-
Total Arena Related Expenses	-	-	6,000,800	6,000,800	5,853,500	147,300
Debt Service:	-	-	6,797,500	6,797,500	1,664,285	5,133,215
Total Debt Service	-	-	6,797,500	6,797,500	1,664,285	5,133,215
Other Expenses:						
Internal Fees (credit card)	-	-	600,000	600,000	575,000	25,000
Radio-TV Productions	3,381,758	-	-	3,381,758	3,840,682	(458,924)
Summer/5th Year Aid	-	900,000	-	900,000	900,000	-
Transportation	37,796	-	15,000	52,796	52,676	120
Athletic Insurance	-	-	1,645,000	1,645,000	1,245,000	400,000
Awards and Championships	-	-	20,000	20,000	30,000	(10,000)
Tennis Center	38,744	-	57,000	95,744	94,232	1,512
Life Skills	-	-	26,300	26,300	25,000	1,300
Natatorium	233,327	-	63,900	297,227	198,254	98,973
Boathouse Facility	-	-	61,000	61,000	59,200	1,800
Stadium Naming Rights	-	-	81,000	81,000	-	81,000
Red & Black Scholar Rewards	-	650,000	-	650,000	-	650,000
Sports Science	77,393	-	517,450	594,843	-	594,843
Building Leases	-	-	310,000	310,000	320,420	(10,420)
Baseball Stadium	-	-	479,100	479,100	465,172	13,928
Golf Facility	-	-	420,500	420,500	408,216	12,284
Planet Fitness Kueber Center	-	-	242,700	242,700	218,500	24,200
Cardinal Park Operating	-	-	239,400	239,400	232,434	6,966
Soccer Stadium Mgt	-	-	239,770	239,770	232,770	7,000
TV Production	661,513	-	599,300	1,260,813	1,116,637	144,176
Academic Center Operating	-	-	55,800	55,800	54,200	1,600
Total Other Expenses	4,430,531	1,550,000	5,673,220	11,653,751	10,068,393	1,585,358
Contingency:						
Contingency- Undesignated	-	-	5,732,168	5,732,168	5,900,000	(167,832)
Total Contingency	-	-	5,732,168	5,732,168	5,900,000	(167,832)
TOTAL EXPENDITURES	47,046,891	16,262,407	51,490,701	114,800,000	107,700,000	7,100,000

University of Louisville Athletic Association, Inc
Sources of Increase/Decrease in Budget
FY2022-23

REVENUE

2021-22 Original Budget **\$107,700,000**

Marketing	\$3,969,000
Annual Seat Donations	\$1,952,000
Other	\$1,930,900
Men's Basketball Program	\$800,700
Other Sports	\$67,000
Cardinal Stadium	\$62,700
Football Program	<u>(\$1,682,300)</u>

2022-23 Proposed Budget **\$114,800,000**

EXPENSE

2021-22 Original Budget **\$107,700,000**

Debt Service	\$5,133,215
Salaries	\$3,154,463
Team-Travel	\$1,434,356
Game Management/Arena Expense	\$930,401
Support-Admin	\$502,590
Support-Equipment	\$485,300
Financial Aid	\$438,217
Student Insurance Expense	\$400,000
Other	\$80,940
Team-Recruiting	\$1,911
Contingency	(\$167,832)
Team-Administration	(\$171,295)
Team-Other	(\$254,333)
Team-Meals	(\$311,034)
Team-Game Expenses (Chic-Fil-A ticket expense)	<u>(\$4,556,900)</u>

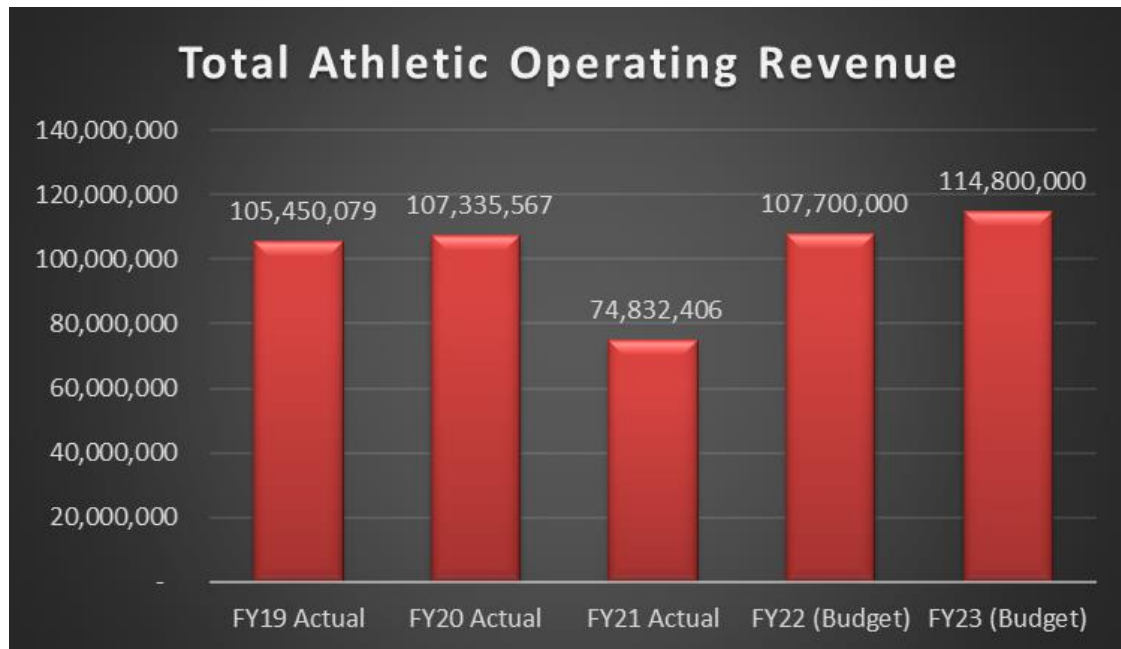
2022-23 Proposed Budget **\$114,800,000**

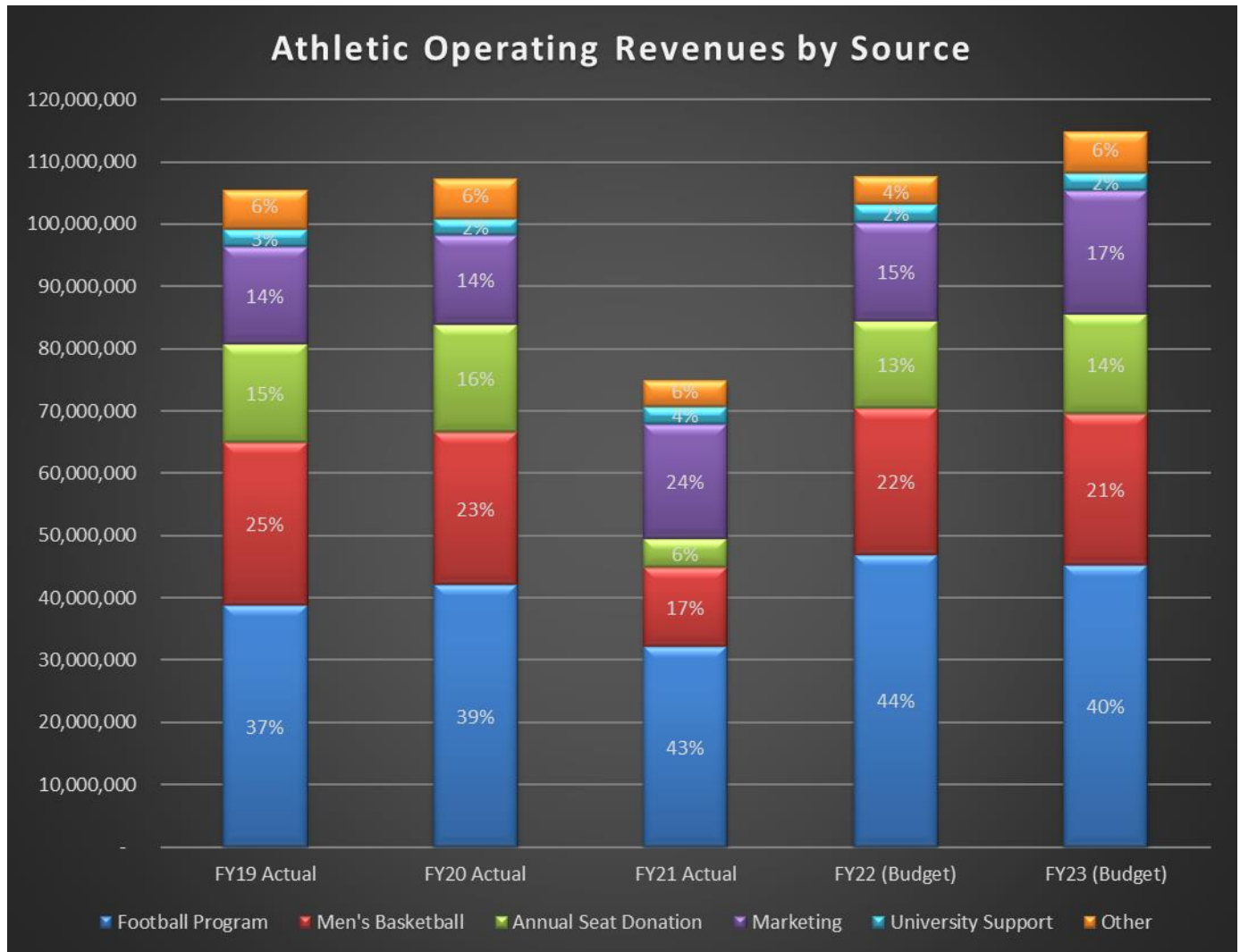
**University of Louisville Athletic Association, Inc.
Proposed Debt Service Schedule
2022-23**

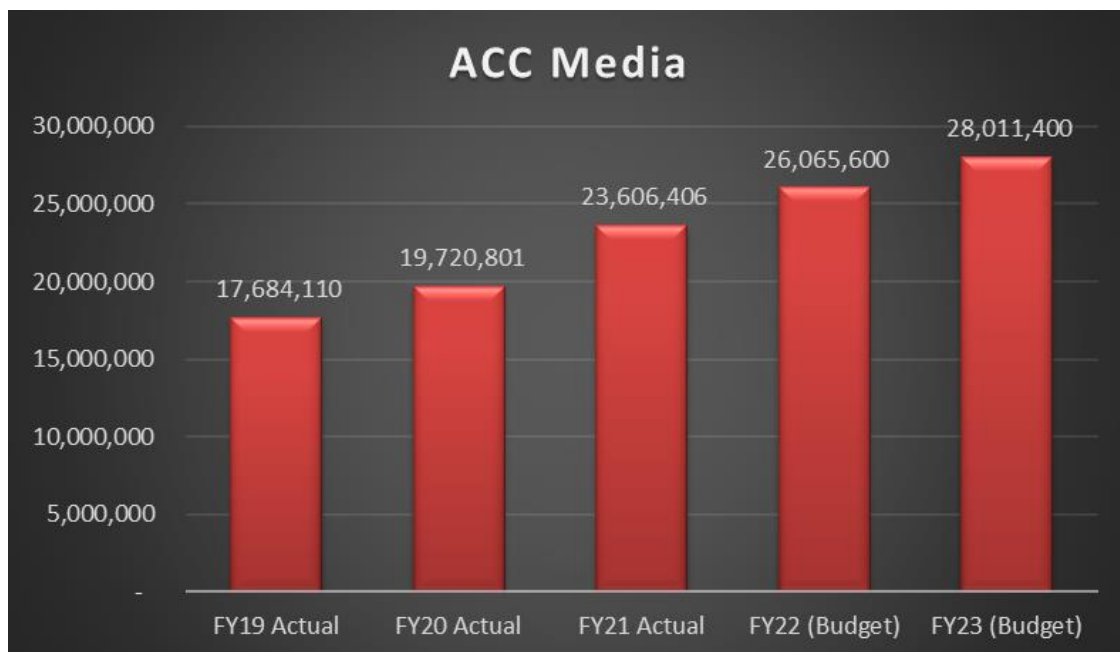
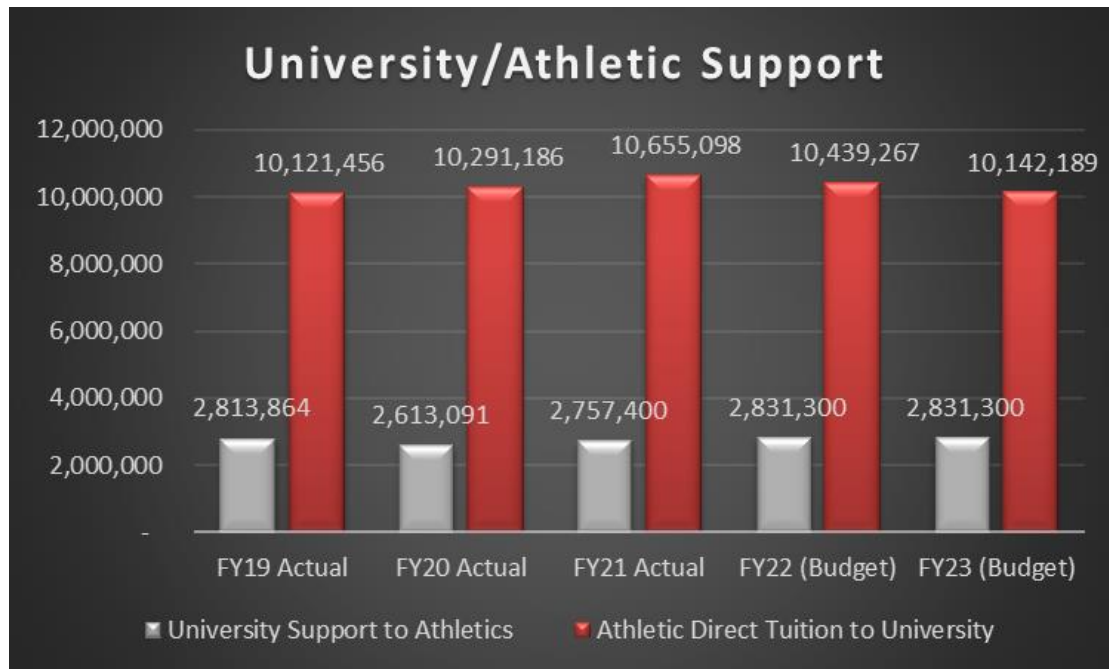
Debt Outstanding	Funded from Pledge/Cash Receipts	Funded from Operating Budget	Total
University of Louisville - General Receipts Bonds 2016, Series D, E (Expansion) & F (Refunding). In 2016, bonds were issued in two series to expand the north end zone: Series D (tax exempt) for \$45.3M and Series E (taxable) for \$5.4M. A third series, Series F, which is tax exempt, was issued at \$27.6M to retire the existing Series 2008A & 2008B on Cardinal Stadium. Principal balance at 6/30/22 is \$61.8M	\$2,664,311	\$3,688,169	\$6,352,480
University of Louisville - Series A 2007 (Patterson Stadium, Trager FB Practice Facility, Kueber Center, Marshall Center and Musselman Center). Original Debt (Nov 2007) was for \$20.985M. Payments will be made for 20 years from pledges and operating funds. Principal balance at 6/30/22 is \$8.91M	\$500,000	\$1,057,859	\$1,557,859
University of Louisville - \$15M loan for construction of Thornton's Academic Center. 20-year term agreement secured by capital pledges. Principal balance at 6/30/22 is \$10.92M	\$957,642	-	\$957,642
ULAA - Republic Bank \$11.4M for Lynn, Patterson, Ulmer Expansion; ACC Network Building; and Cardinal Stadium Seat Coating. 10-year term agreement. Principal balance as of 6/30/22 \$11M		\$121,719	\$121,719
ULAA - Republic Bank working capital revolving line of credit. Authorized for \$20M. Principal balance as of 6/30/2022 is \$9M.		\$601,033	\$601,033
ULAA - First American master lease/purchase agreement. Renovation of Angel's Envy Club and upgrade of wifi at Cardinal Stadium. Principal balance as of 6/30/2022 is \$10.8M	\$400,000	\$1,328,721	\$1,728,721
TOTAL	\$4,521,953	\$6,797,500	\$11,319,453

**University of Louisville Athletic Association, Inc.
Outstanding Debt Service- Summary
as of June 30, 2022**

Fiscal Year	Athletic Assoc. P&I	University P&I	Total Debt Service
06/30/23	2,451,472	8,867,981	11,319,453
06/30/24	3,060,065	8,634,557	11,694,622
06/30/25	3,060,065	8,633,656	11,693,721
06/30/26	3,060,065	8,629,958	11,690,024
06/30/27	3,060,065	8,630,458	11,690,524
06/30/28	3,060,065	8,631,920	11,691,985
06/30/29	3,060,065	7,073,292	10,133,358
06/30/30	1,331,345	7,075,167	8,406,512
06/30/31	8,572,616	7,070,667	15,643,283
06/30/32	601,033	7,075,417	7,676,450
06/30/33	601,033	7,073,417	7,674,450
06/30/34	601,033	7,074,417	7,675,450
06/30/35	601,033	7,072,667	7,673,700
06/30/36	601,033	6,586,846	7,187,879
06/30/37	601,033	-	601,033
06/30/38	601,033	-	601,033
06/30/39	601,033	-	601,033
06/30/40	601,033	-	601,033
06/30/41	601,033	-	601,033
06/30/42	601,033	-	601,033
TOTAL	37,327,188	108,130,424	145,457,612

Revenues





Expenditures

