

FLORIDA **A&M** UNIVERSITY



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

FLORIDA **A&M** UNIVERSITY



2015-16 Performance Report

PRESENTED BY

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.



2015-2016 Athletics Performance Report

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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2015-2016 Athletics Performance Report

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

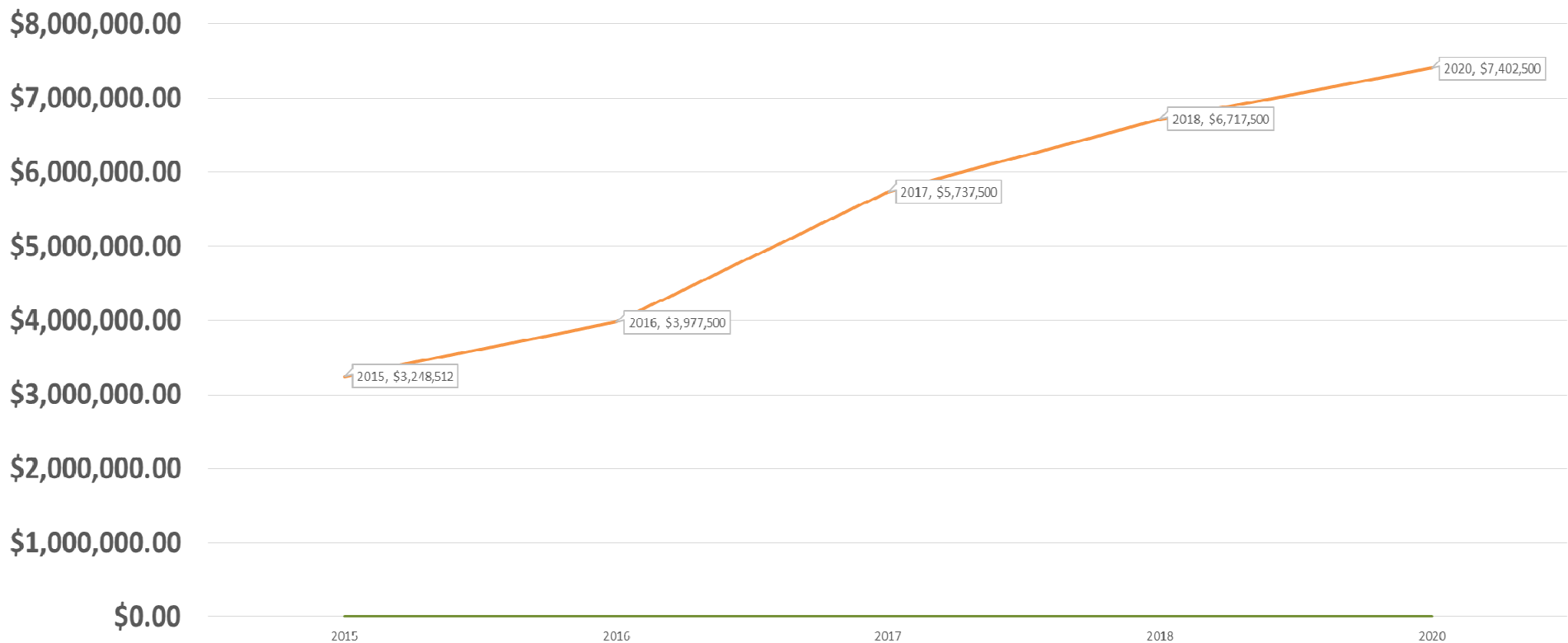
- ▶ **36% Increase or (\$119k) in FB season ticket sales revenue (\$205k vs \$324K)**
- ▶ **13% Increase In Florida Classic Tickets Sold (\$1.134M vs \$1.276M)**
- ▶ **30% Increase In Concessions (\$63K vs \$93k)**
- ▶ **8% Increase in total FB Game Attendance (55,863 vs 60,240)**
- ▶ **144% or \$1.7M 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

Revenue Type	2015-16	2016-17
Student Fees	\$ 3,795,318	\$ 3,000,000
Institutional Support	\$ 3,107,303	\$ 200,000
Football Revenues	\$ 1,808,729	\$ 2,900,000
Other Athletics Revenues	\$ 1,733,590	\$ 2,837,500

Note:

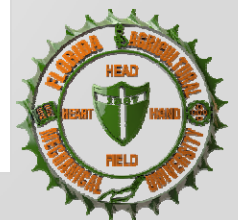
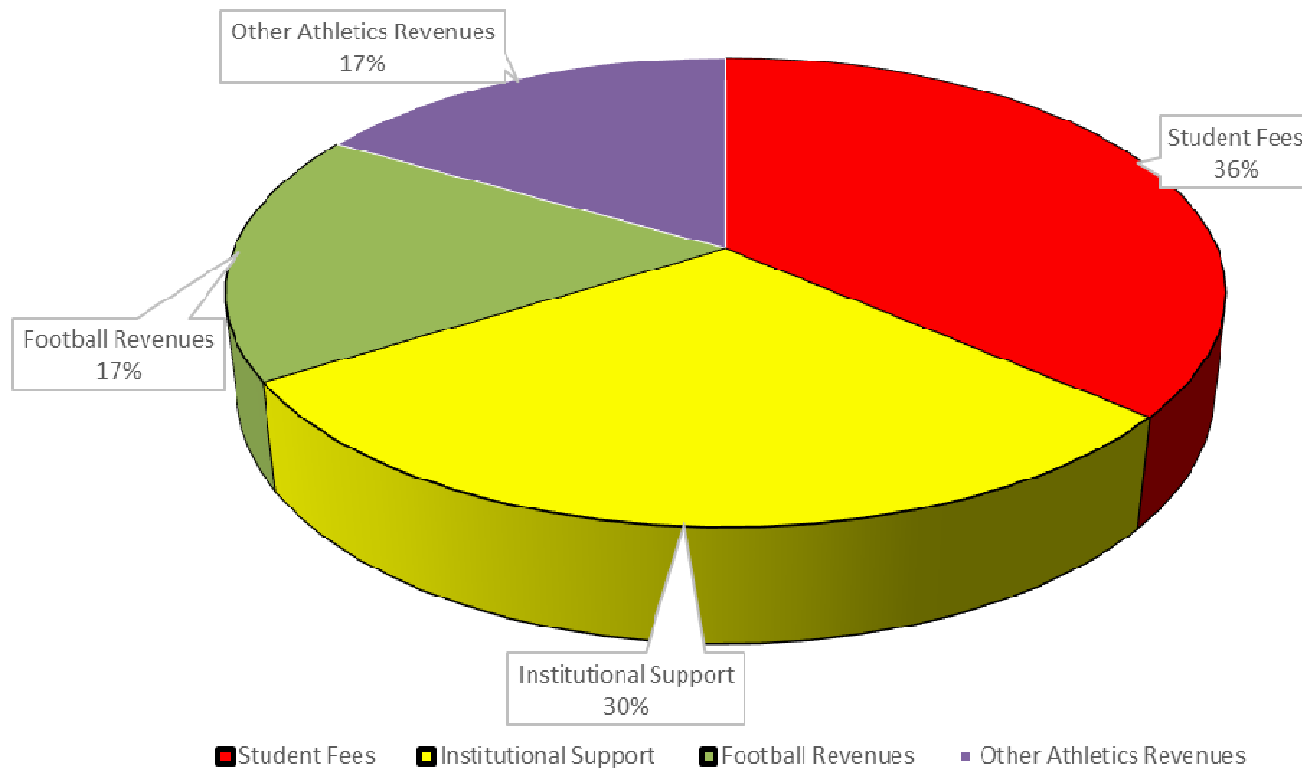
**Athletics Revenue
Growth from
\$3.5m (34%) to
\$5.7m (64%)**



2015-2016 Athletics Performance Report

Financial Stats

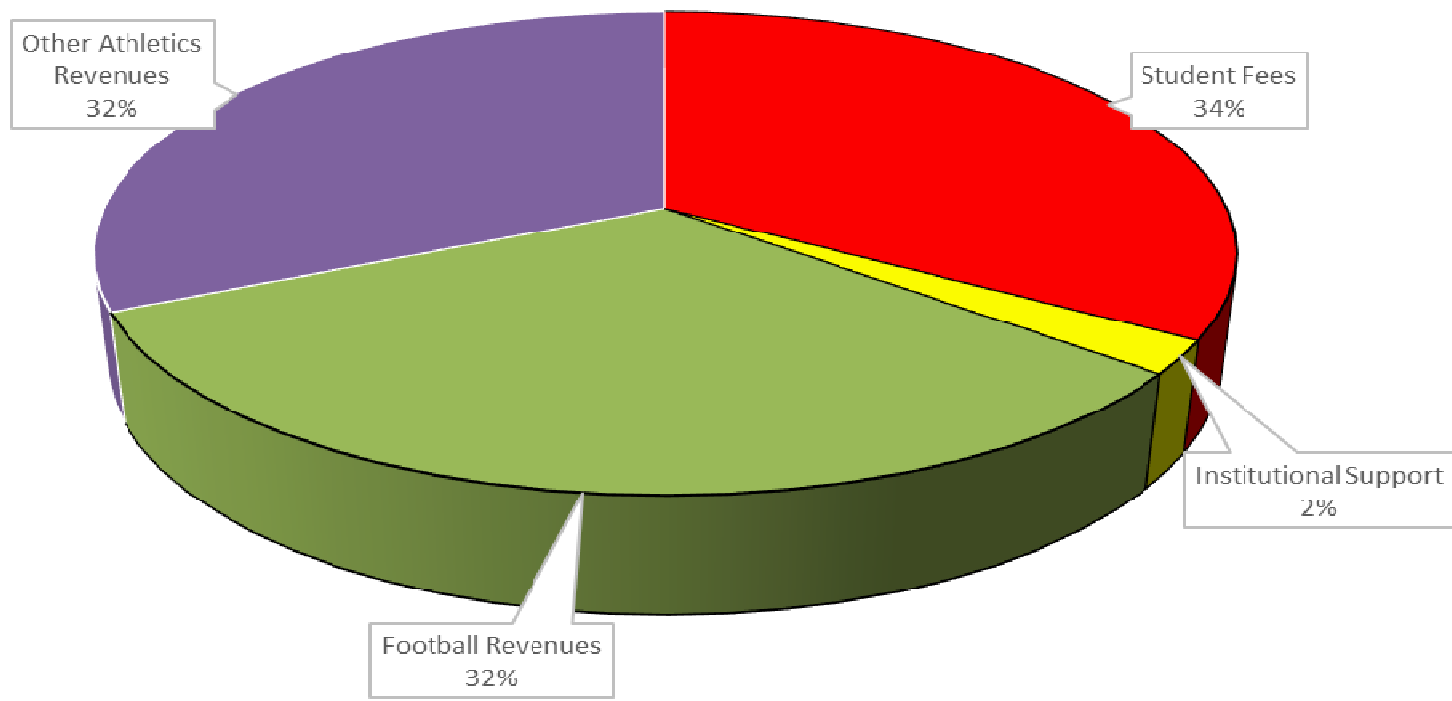
2015-16 Revenue



2015-2016 Athletics Performance Report

Financial Stats

2016-17 Revenue



- Student Fees
- Institutional Support
- Football Revenues
- Other Athletics Revenues

