



**Board of Trustees
Finance and Facilities Committee Meeting
March 27, 2014
11:30 a.m. - noon
Live Oak Center**

Conference call in phone number 800-442-5794, passcode 463796

AGENDA

- | | |
|----------------------------|--|
| I. CALL TO ORDER | Marcos R. Marchena <i>Chair, Finance and Facilities Committee</i> |
| II. ROLL CALL | Tracy D. Reedy <i>Coordinator, Administrative Services for Administration and Finance Division</i> |
| III. NEW BUSINESS | Chair Marchena William F. Merck II <i>Vice President for Administration and Finance and Chief Financial Officer</i> David Hansen <i>Senior Associate Athletic Director</i> |
| IV. OTHER BUSINESS | Chair Marchena |
| V. CLOSING COMMENTS | Chair Marchena |

**University of Central Florida
Board of Trustees
Finance and Facilities Committee**

SUBJECT: Use of Bright House Networks Stadium for 2014 Mid-Eastern Athletic Conference and Southwestern Athletic Conference Challenge

DATE: March 27, 2014

PROPOSED COMMITTEE ACTION

Approve the use of the Bright House Networks Stadium for the 2014 Mid-Eastern Athletic Conference and Southwestern Athletic Conference (MEAC/SWAC) Challenge on August 31, 2014.

BACKGROUND INFORMATION

To minimize disruptions to the surrounding community during events at Bright House Networks Stadium, use of the stadium that might have a significant impact on the surrounding community should be reviewed and approved by the Board of Trustees. The MEAC/SWAC Challenge is an annual Historically Black College and University football game showcasing a team from the Mid-Eastern Athletic Conference and the Southwestern Athletic Conference. The game has been played in Orlando at the Citrus Bowl since 2008. However, because of construction at the Citrus Bowl and ESPN's desire not to move the game from Orlando, they have requested use of Bright House Networks Stadium.

Supporting documentation: 2014 MEAC/SWAC Challenge Information Sheet

Prepared by: William F. Merck II, Vice President for Administration and Finance
and Chief Financial Officer

Submitted by: William F. Merck II, Vice President for Administration and Finance
and Chief Financial Officer



2014 MEAC/SWAC Challenge presented by Disney

Sunday, August 31 at noon (Labor Day weekend)

Each year, ESPN hosts an annual Historically Black College and University (HBCU) football game showcasing a team from the Mid-Eastern Athletic Conference (MEAC) and Southwestern Athletic Conference (SWAC). The game has been played in Orlando at the Citrus Bowl since 2008. Due to construction at the Citrus Bowl and ESPN's desire to keep the game in Orlando, ESPN has requested use of Bright House Networks Stadium.

North Carolina A&T vs. Alabama A&M



Event Operator: ESPN Events - a division of ESPN Regional Television (ERT). ESPN Events owns and operates a large portfolio of collegiate sporting events worldwide, including two Labor Day weekend football games, 10 bowl games, eight basketball events and the Big 12 Corporate Partner program.

Notes:

- Anticipated attendance: 12 -15,000
- Same weekend as Croke Park Classic. While UCFAA will have game operations responsibilities in Ireland for the CPC, the association will assign a member of the senior operations team to oversee operations for the ESPN game at BHNS on Aug. 31.
- UCF Football home opener three weeks later (September 20)
- Major sponsors will include Disney Parks & Resorts, Coors, and US Army
- Televised nationally by ESPN2

Event History

| Year ◆ | MEAC Team ◆ | SWAC Team ◆ | Attendance ◆ | Location ◆ |
|--------|---------------------|-----------------------------|--------------|------------|
| 2005 | *SC State-27 | Alabama State-14 | 18,452 | Birmingham |
| 2006 | *Hampton Univ-27 | Grambling-26 | 19,175 | Birmingham |
| 2007 | Florida A&M-27 | *Southern Univ-33 | 30,106 | Birmingham |
| 2008 | *Hampton Univ-17 | Jackson State-13 | 10,723 | Orlando |
| 2009 | *SC State-34 | Grambling-31 | 21,367 | Orlando |
| 2010 | Delaware State-27 | *Southern Univ-37 | 16,327 | Orlando |
| 2011 | *Bethune-Cookman-63 | Prairie View-14 | 17,337 | Orlando |
| 2012 | *Bethune-Cookman-38 | Alabama State-28 | 17,410 | Orlando |
| 2013 | *Florida A&M-27 | Mississippi Valley State-10 | 24,376 | Orlando |



WALT DISNEY
Parks and Resorts



Financial Considerations

The University, specifically the Golden Knights Corporation, will assess a \$50,000 rental fee for the use of Bright House Networks Stadium and surrounding grounds and parking lots. See attached diagram that details areas of use.

In addition to the rental fee, all event expenses will be paid by ESPN Events.

Use of Memory Mall is not authorized.

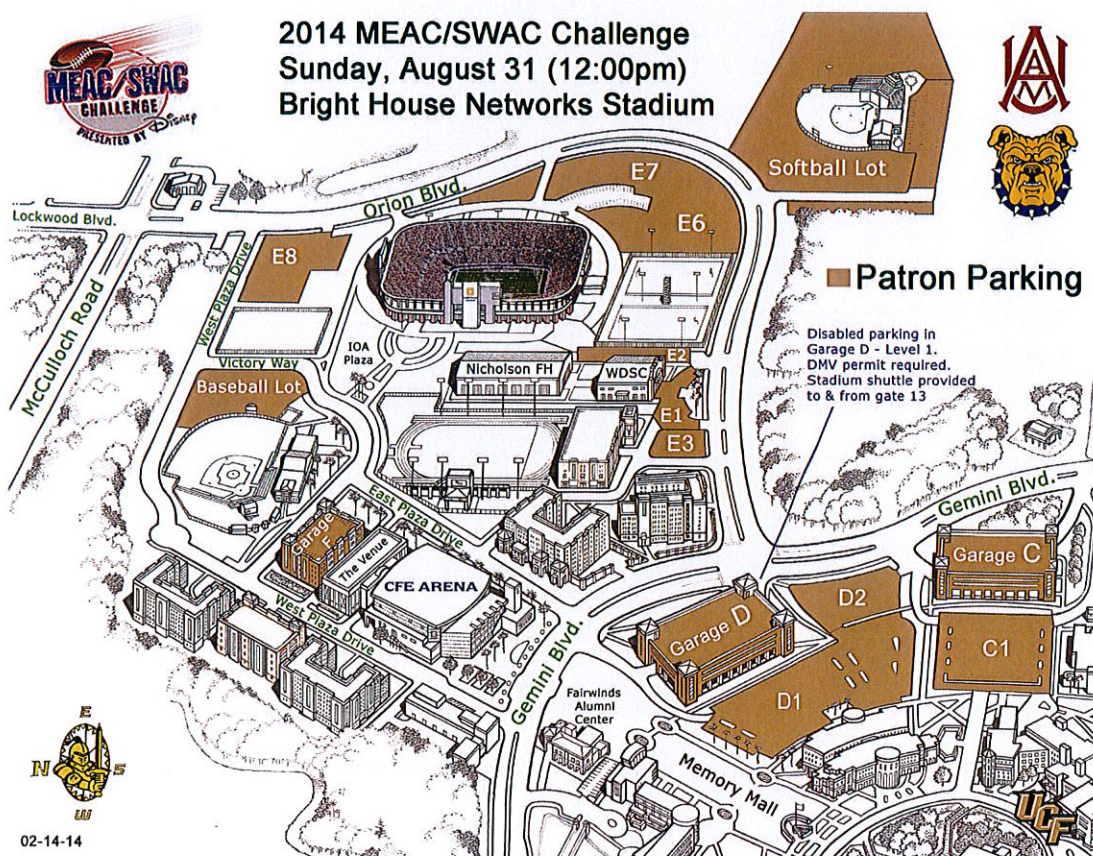
Other Events

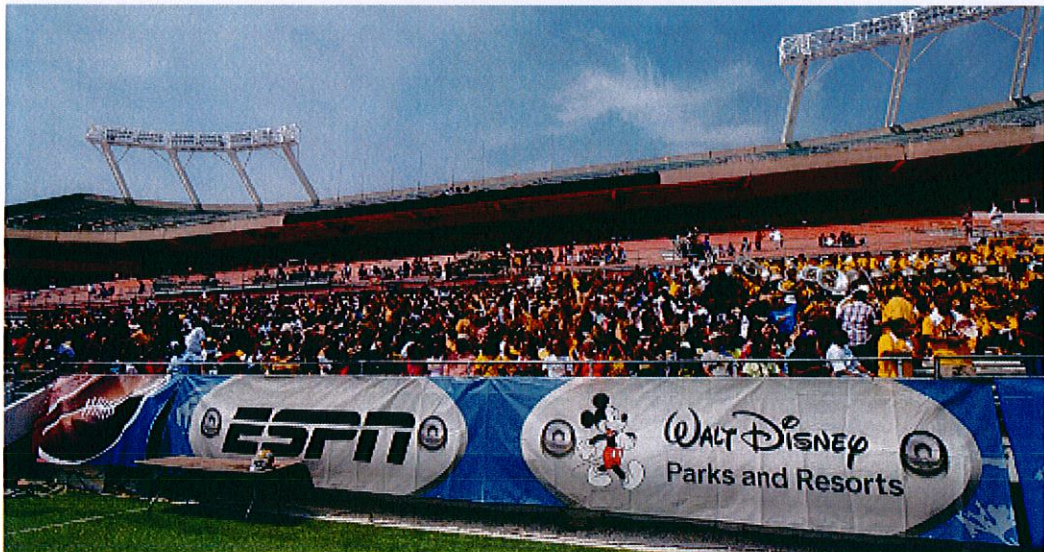
Pregame sponsor-related activities will be conducted in IOA Plaza, similar to activities normally conducted in conjunction with a UCF home game.

There will be a halftime "Battle of the Bands" (weather permitting). UCFAA reserves the right to deny band access to the field if it is excessively wet or soft.

Questions

- Waiver of open container policy – it is not anticipated that patrons will engage in extensive tailgating activities due to game being on a Sunday and game time being at noon.
- Allowance of game field painting (UCFAA will determine)





[Home](#) » [Disney Corporate](#), [Disney Parks](#), [Other](#)

Matchups Announced for the 2014 MEAC/SWAC Challenge Presented by Disney

By Traci

19 FEBRUARY 2014

NO COMMENT

Disney has announced the teams for the 10th annual MEAC/SWAC Challenge.

North Carolina A&T and Alabama A&M – two Historically Black Colleges and Universities (HBCUs) - are scheduled to face off during the annual celebration of diversity, higher education, and football.

The event has been sponsored by Disney for the last seven years as part of the company's ongoing commitment to diversity and community.

The teams represent the Mideastern Athletic Conference (MEAC) and the Southwestern Athletic Conference (SWAC).

"We are excited to be gearing up for the 10th anniversary of the MEAC/SWAC Challenge Presented by Disney," said Nancy Gidusko, director of Community Relations for the Walt Disney World Resort. "For alumni and fans, the game and the inspiring and dynamic events leading up to it make the four-day weekend a spirited kickoff to football season."

The MEAC/SWAC Challenge includes four days of fan, alumni, and student events that culminate in the football game. The Challenge has featured 13 different HBCU institutions since it started.

The Challenge is scheduled for Sunday, August 31 and will air on an ESPN network.

