

Pathway Goal: Community Partnerships

Action Item #
5-1

Report:

- Mid-Year: December 2016
 Year-End: April 2017

Action Item Description:

Encourage increased attendance at all athletic events.

Submitted By:

Name	Department
Kris Giese	Athletic Ticket Office

Working Group Members:

Name	Department
Andrea Aires	Athletics – Rebel Athletics Fund
Carrie Ahlborn	UNLV Foundation
Kris Giese	Athletics - Ticketing
Andy Grossman	Athletics - Communications
Alan Hott	Student Athlete Academic Services
Autumn Spicer	Athletic – Community Relations
Rhett Vertrees	Athletics/TMC – Business Services

Provide a written overview of the year-long process for your working group.

We started with our average attendance for all ticketed sports over the previous 3-year period. Our current 2016-17 season attendances are updated to compare to the previous 3 years.

After each game, a ticket office sport manager entered and updated game-by-game reports detailing the ticketed attendance for that event. These reports are verified and distributed around the athletic department.

At the end of each sport season the total attendance is compiled and added to the combined attendance summary for the year.

2016-17 Accomplishments

We have seen a continuous increase in attendance for both Men's Soccer and Women's Basketball over the past three years. All other Olympic Sports attendances have remained steady during this period.

Although our two most visible sports – Football and Men's Basketball – saw a decline, it was a reasonable expectation for the men's basketball season, and football had a nearly 2,000 per game increase compared to the 2014 season. Every other season has a similar home schedule, so the 2014 season is the most comparable attendance to measure.

Recommendations

We are recommending to continue our plans for Men's Soccer and Women's Basketball. We are also on the upswing for football and will heavily promote this sport over the summer.

Other Olympic Sports will try to emulate men's soccer and women's basketball's success. For men's basketball, we have some work to do. We will work to level off our decline, and turn the trend back to growth within the next 3-9 months.

2017-18 Next steps

- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

We will continue to update our reports every year for comparison and review. Our goals are always focused on growing attendance in all sports. We will continue to build on successful programs, and look to implement new ideas to spark new attendance.

Please review the list below and "X" the appropriate box(es).

- Potential resources required
- Any reports generated by this working group
Total Attendance Report
- Metrics to be used
- No additional reference material

Any additional information you wish to share.

TOTAL ATTENDANCE REPORT

2016-17

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2016-17	204,317	20	10,216
Football - 2016	105,470	6	17,578
Men's Soccer - 2016	6,053	9	673
Women's Soccer - 2016	4,067	10	407
Volleyball - 2016	6,744	14	482
Women's Basketball - 2016-17	12,765	14	912
Baseball - 2017			#DIV/0!
Softball - 2017			#DIV/0!

Men's Basketball	204,317	20	10,216
Football	105,470	6	17,578
Olympic Sports Combined	29,629	47	630

2016-17

TOTAL TICKETS 339,416

2015-16

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2015-16	187,390	16	11,712
Football - 2015	116,228	6	19,371
Men's Soccer - 2015	4,585	8	573
Women's Soccer - 2015	4,957	11	451
Volleyball - 2015	6,112	13	470
Women's Basketball - 2015-16	12,670	16	792
Baseball - 2016	17,413	27	645
Softball - 2016	13,517	31	436

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2015-16

TOTAL TICKETS 362,872

2014-15

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2014-15	194,702	16	12,169
Football - 2014	94,043	6	15,674
Men's Soccer - 2014	4,695	11	427
Women's Soccer - 2014	2,878	9	320
Volleyball - 2014	7,516	13	578
Women's Basketball - 2014-15	9,349	15	623
Baseball - 2015	24,052	29	829
Softball - 2015	12,222	24	509

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2014-15

TOTAL TICKETS 349,457

2013-14

<u>Sport</u>	<u>Total Tickets</u>	<u>Games</u>	<u>Tickets Per Game</u>
Men's Basketball - 2013-14	260,376	20	13,019
Football - 2013	120,483	7	17,212
Men's Soccer - 2013	3,744	9	416
Women's Soccer - 2013	3,545	8	443
Volleyball - 2013	5,432	12	453
Women's Basketball - 2013-14	12,121	19	638
Baseball - 2014	18,310	23	796
Softball - 2014	11,295	24	471

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Olympic Sports	54,447	95	573

2013-14

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Total Attendance

