

**KU Concessions Stand**  
**University of Kansas Home Football Games, Memorial Stadium,**  
**Lawrence, Kansas**

*Overview and Discussion regarding continuing the Concessions Stand as a primary fundraiser for Lawrence Free State High School Band Booster Club*

Since the end of 2010 KU Football season, the Board of the Lawrence Free State Band Booster Club (“Boosters”) has been considering whether to continue this fundraiser. The Board would like more input on this decision and created this document to give all Boosters information about Booster fundraisers and specifically about the concessions stand.

**Band Booster Review** - The Lawrence Free State High School Band Boosters Club helps the Free State High School band program in many ways: families organize the end-of-band-camp lock-in; assists with props and percussion during marching competitions; provides student meals for festivals; serves water at games and competitions; makes alterations and repairs to uniforms; videotapes performances; and all that is necessary to help the directors and students. Boosters also pay for instructors for sectionals; music and band equipment; instrument/equipment transportation to festivals; spirit activities and senior recognition. And Boosters fund college and band trip scholarships for band students.

**Funding overview** - All Boosters’ efforts contribute to a successful marching band program and concert season. The funds for all Boosters’ activities are raised through fundraisers and donations. The Booster’s yearly expenses have historically been around \$8,000 in regular years and around \$10,000 in trip years. These funds need to be raised every year for the Boosters to fulfill their obligations toward the band program. Next year the band will grow in size with freshmen moving to the high schools, and the Boosters financial needs will also increase.

**Background** - The Boosters began running a concessions stand at KU home football games in the fall of 2003. The primary purpose for funds raised is for the yearly needs of the Booster Club in support of the Free State High School Bands and secondarily as a way for families to raise money for students’ individual travel accounts. While adults are usually the primary workers, students, 16 years old and older, may also work. The stand currently assigned to the Boosters is the largest (3 windows) and usually the biggest revenue generating stand for food concessions at football games. For the first several years the Boosters worked for Mid-America Concessions with a change in concessionaires occurring in the fall of 2009 to Center Plate. Over the years, our stand has developed a reputation as being the best managed stand, with usually the highest revenues at each game; and concessionaire personnel look to our stand as the “bell-weather” for any given games’ concession sales and food demands. Most KU concessions stands are run by local volunteer groups as fundraisers.

**PROS**

- In six (sometimes 5, sometimes 7) Saturdays each fall, Boosters are able to generate up to 50% of our yearly financial needs to support the Free State Bands.
- A Booster or student working the concessions stand, in a good football season, can make \$50 - \$60; \$25-\$30 for the Boosters and \$25-\$30 for the student’s travel account.
- Families/students are able to earn funds for students’ travel accounts.  
Discussion: In some cases, especially when a trip year falls in a student’s senior year, families/students have been able to raise most of their travel funds by working the concessions stand all three years. Amount of funds raised varies with the amount of total income earned by the stand at any given game.
- As the Jayhawk Football team succeeds, so do the revenues produced by the concessions stand.  
Discussion: Our highest revenue has come in years when the football team has been very successful - i.e. 2008 - the year KU went to the Orange Bowl (see income chart below).

- Stand is the highest selling stand at KU football games (see Background above).

**CONS**

- As the Jayhawk Football team succeeds, so do the revenues produced by the concessions stand.  
Discussion: This past year, 2010, with a losing season and fickle fans who often emptied the stadium by half-time, our revenues were significantly less than more successful football years (see income chart below).
- With the change to Center Plate concessions management, the work schedule changed for volunteers.  
Discussion: Under old management volunteers could be scheduled in two shifts - pre-game through half-time and start of the game through clean up. This created four hour shifts. Under Center Plate everyone must be present from an hour before the stand opens through clean up (stand managers come in earlier and stay later). So far, this has resulted in a 6.5 - 7 hour work shift. It is unclear if Center Plate is willing to consider a split shift format for volunteer workers in the future.
- More “trained” stand personnel are needed for each game.  
Discussion: So far this has meant 6-8 volunteers have to attend a special 2-3 hour training by Center Plate and then 3 of these trained volunteers need to be in the stand at each game for a total of 5 trained personnel including the stand managers; in the past only the stand managers were “trained.” Center Plate also requires us to have an Assistant Manager to handle money.
- KU Home Football games often conflict with marching competitions.  
Discussion: This conflict requires parent volunteers to stay in Lawrence to work the stand and miss the marching festival (this often happens for two of the three scheduled marching festivals). This conflict often creates the problem of not enough volunteers for the concessions stand which in turn causes a “fine” - or reduction in revenues from the stand on that particular game day.
- In recent years we have fewer Boosters willing to work the stand.  
Discussion: Various reasons have surfaced - families have tickets to the KU games and are unwilling to miss a game to work the stand; some Boosters who have worked the stand - especially in 2009 and 2010 - are unwilling to put in such a long demanding day again (many cite the more favorable ‘split shifts’ of past years as much more reasonable and do-able); families cite other conflicts which prevent them from committing to a 7 hour volunteer shift.

**KU Concessions Income**

	2003-004	2004- 2005	2005- 2006	2006- 2007	2007-2008	2008-2009	2009-2010	2010-2011
<b>Stand Income</b>	\$5,468.66	\$4,789.09	\$6,514.87	\$7,521.21	\$9,426.75	\$9,244.42	\$7,198.34	\$5,942.73
<b>Less Students' accounts and insurance</b>	\$2,954.02	\$2,394.55	\$3,031.44	\$3,664.00	\$4,344.11	\$4,380.99	\$3,254.58	\$3,435.82
<b>Net income</b>	\$2,514.64	\$2,394.54	\$3,483.43	\$3,857.21	\$5,082.64	\$4,863.43	\$3,943.76	\$2,506.91

**Other fundraisers (all figures are net)**

	<b>2003-2004</b>	<b>2004-2005</b>	<b>2005-2006</b>	<b>2006-2007</b>	<b>2007-2008</b>	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>
<b>Donations</b>	\$0.00	(\$50.00)	\$235.00	\$46.20	\$150.00	\$0.00	\$15.00	\$0.00
<b>Sponsorship program</b>	\$0.00	\$0.00	\$ 0 0 0	\$0.00	\$0.00	\$0.00	\$1,682.00	\$4,867.20
<b>Merchandise sales</b>	\$1,332.20	\$1,413.00	\$1,451.46	\$1,346.70	\$74.50	\$614.00	(\$171.00)	\$482.17
<b>School Directory</b>	\$1,025.00	\$990.00	\$1,024.50	\$733.00	\$845.50	\$636.00	\$933.53	\$898.30
<b>Misc. Fundraisers</b>	\$0.00	\$0.00	\$0.00	\$147.73	\$195.07	\$0.00	\$191.50	\$0.00
<b>Marching music fund</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,408.06	\$0.00
<b>Total other fundraisers</b>	<b>\$2,357.20</b>	<b>\$2,353.00</b>	<b>\$2,710.96</b>	<b>\$2,273.63</b>	<b>\$1,265.07</b>	<b>\$1,250.00</b>	<b>\$4,059.09</b>	<b>\$6,247.67</b>
<b>Total income</b>	<b>\$4,871.84</b>	<b>\$4,747.54</b>	<b>\$6,194.39</b>	<b>\$6,130.84</b>	<b>\$6,347.71</b>	<b>\$6,113.43</b>	<b>\$8,002.85</b>	<b>\$8,754.58</b>

As we consider any changes to continuing this fund raiser, Dava Cooper - our current Stand Manager - would like us to remember two important points: 1) that the KU Concessions stand is the biggest and most successful of our Booster fundraisers and 2) to continue the stand in the fall of 2011 we need to identify a team of managers as our current Manager and Assistant Manager are retiring and “graduating” (respectively) this school year.

The Boosters wish to sincerely thank Dava Cooper and Michelle Swisher - our Manager and Assistant Manager for the last three seasons. *Thank you* for a job well done and for all your many hours worked on behalf of the Free State Bands.

And finally, what type of fundraisers could replace the concessions stand if it is dropped?

- Ms. Hardy suggests a performance night and dinner with a silent and/or live auction, possibly held in the Free State Commons. Performances by the Jazz Band and small student ensembles would constitute the entertainment. Tickets could be sold for the event; all food and decor could be donated.
- Store certificate program - local Lawrence grocery stores and Kohl’s offer sales of their store “gift” certificates with a small percent back to non-profit organizations.
- Other ideas as they arise from Boosters

Respectively submitted,  
Becky Foerschler, President

February 2011