

COLLEGE FOOTBALL

# Martin Stadium project, Phase III

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In April 1970, a fire destroyed the south stands and press box of Washington State University's Rogers Field, capacity 22,500, forcing the football team to play its home games at Joe Albi Stadium in Spokane for two seasons.

A \$1 million fund drive was launched after the decision was made to rebuild the stands rather than relocate or build a new stadium. A two-tiered structure was built that held 17,500 spectators and increased total capacity to 30,000. Dan Martin, a Los Angeles businessman, gave \$250,000 to the project on the condition the stadium be renamed after his father, Clarence D. Martin, who was governor of Washington state from 1933-41. Martin Stadium has been the home of the Cougars since 1972.

Another renovation of the stadium began in January 1979 to increase the seating capacity to 40,000. Workers dug down 16 feet into the floor of the stadium to add 12,400 seats. This project was also funded through contributions.

Charlotte Martin, widow of Dan Martin, gave another \$250,000 toward the funding of the construction, which included gifts-in-kind and the purchase of "stadium builder" seat options. A SuperTurf artificial surface was also installed.

WSU celebrated Homecoming on Oct. 13, 1979, by defeating UCLA 17-13 before a record crowd of 32,651 in the first game played at the enlarged Martin Stadium.

Current stadium renovations began in 2006, and Phases I and II were completed in 2008.

The \$65 million Cougar Football Project, which began after the football season in November 2011, replaces the old press box on the south stands with a new structure that includes a press box, club seats, loge boxes, luxury suites and a club room. The new structure will be inaugurated at the first home game Saturday against the Eastern Washington Eagles.

## Club Room

SIZE: 10,000 square feet

HOURS: **Open three hours before the game,** throughout the game and an hour after the game

THE BAR: **Serves beer, wine and spirits.** Ticket holders with outdoor club seats and loge boxes can bring drinks to their seats but the rest of the stadium is dry.

ARTWORK:

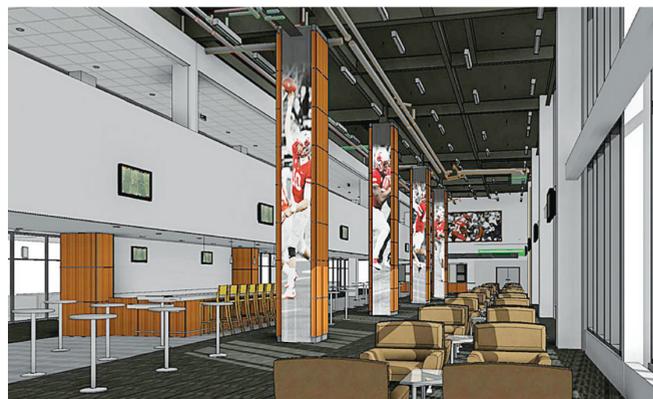
- ▶ **Mural-sized photos** of current players
- ▶ **Photos of former players** and photos of former coaches
- ▶ **Eventually, there will be a list of every WSU football letter-winner** on the back of the club-level bar.
- ▶ **Photos of every head football coach** in school history will be displayed in the Coaches Club seating area.

FOOD: **Upscale catering**

KITCHEN: **Caterers will prepare food off-site** and some on-site. There are pantries with ovens on each level.

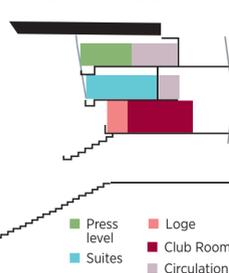
MISCELLANEOUS:

- ▶ **Club Room ceiling is about 40 feet high**
- ▶ **40 wireless nodes** throughout the building
- ▶ **150 TVs** in the whole project



An artist's rendering of the Club Room by ALSC Architects

### PHASE III, PROJECT ELEVATION



## Club seats

CAPACITY (outdoor seating): **1,100**

AMENITIES:

- ▶ **Wider, cushioned seats** with armrests and drink holders
- ▶ **Access to 10,000-square-foot Martin Stadium Club Room**, with upscale catering, concession and beverage options and numerous flat-screen TVs
- ▶ **81 indoor club seats (the Coaches Club)**, which feature operable glass windows as well as a climate-controlled environment on the press box level

	TICKET COST	Cougar Athletic Fund membership*	TOTAL annual cost
<b>Outdoor, 0-20 yard line</b>	\$300	\$1,400	\$1,700
<b>Outdoor, between 20-yard lines</b>	\$300	\$1,700	\$2,000
<b>Indoor (The Coaches Club)</b>	\$300	\$2,200	\$2,500

\*According to current tax law, 80 percent of gifts applied to priority seating are tax deductible.

All outdoor and indoor club seats will be renewable on an annual basis.



An artist's rendering of a luxury suite by ALSC Architects



The view from the press box

## Martin stadium capital projects

### Phase III

The Southside Project replaces the old press box on the south stands with a new structure that includes a press box, club seats, loge boxes, luxury suites and a club room.

CONSTRUCTION TIME: **About nine months**

COST OF PROJECT: **\$65 million**

FUNDING: **Increased TV revenue and private donations**, though \$80 million in bonds were secured to fund it initially

ARCHITECT: **ALSC Architects**

### Phase IV (future)

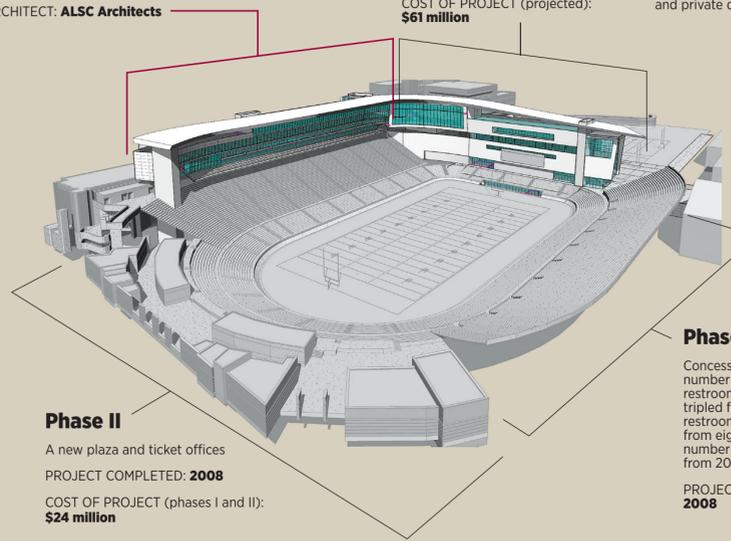
The West End-Zone Project will include a football operations building. This building will provide a home for the Cougar football program, including new weight, locker, equipment and training rooms for players, in addition to meeting rooms and coaches' offices. It will also feature a WSU football heritage area and a game-day home for Gray W former letter winners.

CONSTRUCTION TIME\*\* (projected): **15 months**

COST OF PROJECT (projected): **\$61 million**

FUNDING: **Any surplus from the new press box funding**, plus TV revenue and private donations

\*\*WSU is hoping to begin construction immediately after the season ends, but it has to be approved by the Board of Regents first.



### Phase II

A new plaza and ticket offices

PROJECT COMPLETED: **2008**

COST OF PROJECT (phases I and II): **\$24 million**

### Phase I

Concessions area added; number of women's restroom stalls almost tripled from 34 to 91; men's restroom stalls quadrupled from eight to 34 and the number of urinals tripled from 20 to 61

PROJECT COMPLETED: **2008**

## Luxury suites (sold out)

NUMBER: **21 suites**

CAPACITY: **12-, 18- and 24-person suites**

AMENITIES:

- ▶ Upscale catering and beverage service options
- ▶ Premium parking
- ▶ Complimentary game programs
- ▶ Private refrigerator, sink, cabinet and closet
- ▶ Access to private restrooms (in-suite for 24-person, on suite concourse for all others)
- ▶ Operable glass windows
- ▶ Access to Martin Stadium Club Room
- ▶ Naming plaque on exterior of suite for length of lease term
- ▶ Stylish furnishing package
- ▶ Wireless node in every suite

	Ticket cost	CAF membership*	TOTAL annual cost
<b>12-person</b>	\$3,600	\$26,400	\$30,000
<b>18-person</b>	\$5,400	\$34,600	\$40,000
<b>24-person</b>	\$7,200	\$42,800	\$50,000

\*According to current tax law, 80 percent of gifts applied to priority seating are tax deductible.

Available for three-, five- and seven-year leases

## Loge boxes (sold out)

NUMBER: **42 boxes**

CAPACITY: **Four-person and six-person**

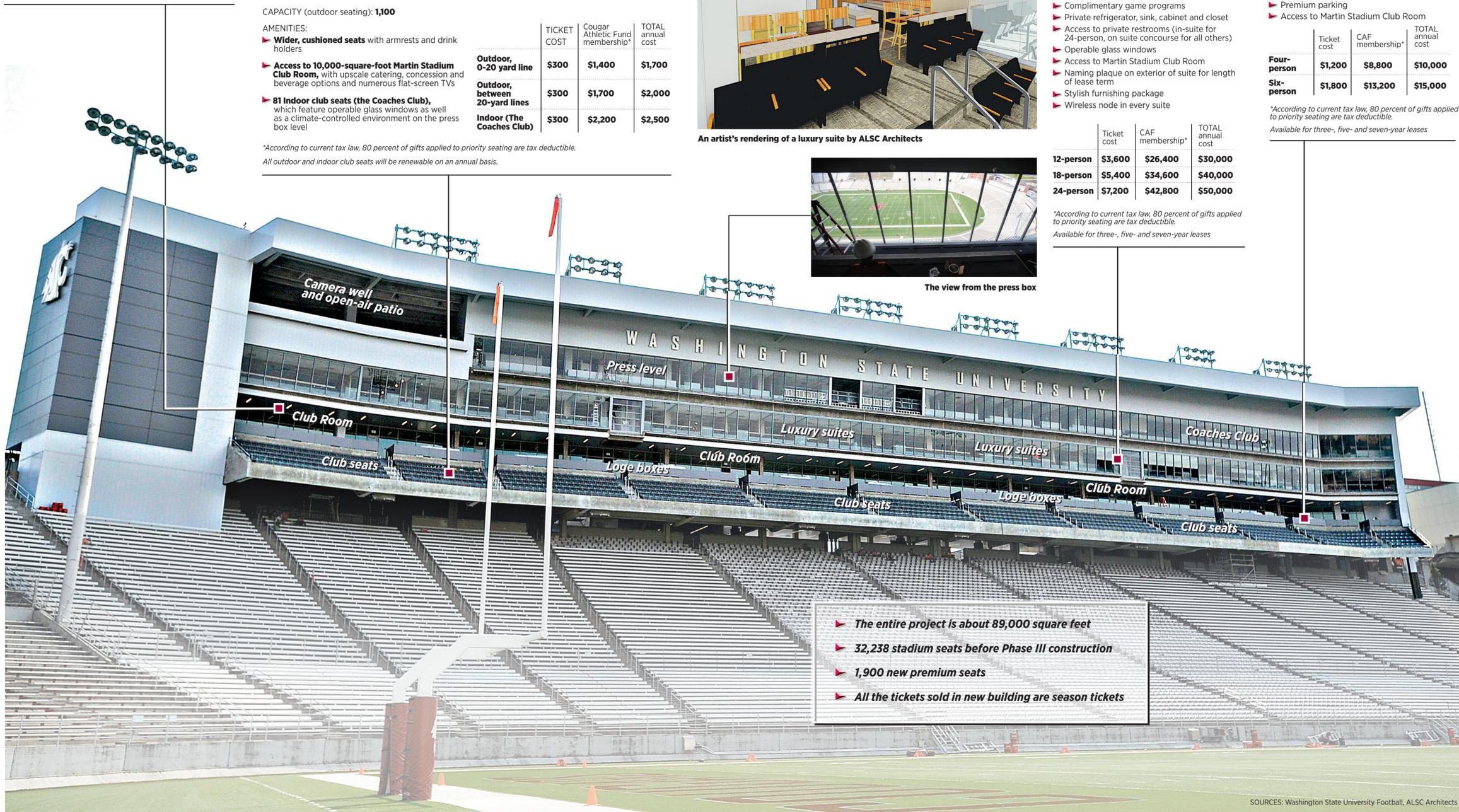
AMENITIES:

- ▶ Covered seating, deluxe chairs with armrests
- ▶ TV above loge box area
- ▶ Premium parking
- ▶ Access to Martin Stadium Club Room

	Ticket cost	CAF membership*	TOTAL annual cost
<b>Four-person</b>	\$1,200	\$8,800	\$10,000
<b>Six-person</b>	\$1,800	\$13,200	\$15,000

\*According to current tax law, 80 percent of gifts applied to priority seating are tax deductible.

Available for three-, five- and seven-year leases



- ▶ **The entire project is about 89,000 square feet**
- ▶ **32,238 stadium seats before Phase III construction**
- ▶ **1,900 new premium seats**
- ▶ **All the tickets sold in new building are season tickets**