

Contact: John Nash/Brad Berg

**IOWA STATE UNIVERSITY – ATHLETICS VIDEO DISPLAYS AND SOUND SYSTEMS -  
 PURCHASE AND FINANCING**

**Action Requested:** Iowa State University requests Board approval to:

1. Proceed with the purchase and installation of new video displays for athletic facilities from Daktronics, Incorporated and new large venue sound systems for athletic facilities from One Diversified, LLC, at a total project cost not to exceed \$16.0 million, subject to completion of satisfactory negotiations with the companies.
2. Authorize the University to enter into a Master Lease financing agreement of not more than \$16.0 million for the purchase and installation of the video display systems, the control room and sound system equipment.

**Executive Summary:** Iowa State University wishes to replace video displays/scoreboards and large venue sound systems at several athletic facilities. The project includes large LED video displays and sound systems at multiple athletic facilities, including Jack Trice Stadium and Hilton Coliseum. Other athletic facilities are included in the project as the video displays will share a common processing and control system. Audio and visual systems supporting competition venues are a key component to the overall event operations and game atmosphere.

The current systems are either approaching or past their expected useful life. A comprehensive planning approach for replacing systems can result in economies of scale in purchasing replacement systems and provide an ability to leverage common technologies across multiple platforms. The new systems would greatly enhance the experience for all events held at these facilities. A complete list of the individual components is provided at the bottom of the page.

Separate Request for Proposals (RFP) were issued for the video display components and for the large venue sound systems. The evaluation committee determined the Daktronics vendor proposal for the video components and One Diversified for the sound system components were in the best interest of the University. The projects are scheduled to be completed in phases with completion dates ranging from Fall 2024 to Fall 2025.

Iowa State University requests approval to proceed with Daktronics and One Diversified to provide and install the new video display and sound systems for the athletic facilities at a cost not to exceed \$16.0 million.

ISU plans to finance all components through the Board’s existing master lease program with First American Bank. The master lease financing is planned in two tranches, the first in Spring 2024 and the second in Spring 2025. The total amount financed will not exceed \$16.0 million. The master lease will be repaid by Athletics Department gifts and revenues over no more than a ten year term. The final amount may differ slightly based on the final configuration; thus, the requested not-to-exceed amount for the equipment purchase and installation. The financing would be taxable since the display of advertising is considered private business use. The Board Office will be involved in the review and approval of the agreements with Daktronics and One Diversified, and the associated financing.

<u>Facility</u>	<u>Component</u>	<u>Original Install</u>	<u>Facility</u>	<u>Component</u>	<u>Original Install</u>
Jack Trice	Sound System	2011	Hilton	Video Board	2006
Jack Trice	North Video Board	2011	Hilton	Ribbon Board	2006
Jack Trice	South Video Board	2015	Lied Recreation Center	Video Board	2013
Jack Trice	Ribbon Board	2015	Cyclone Sports Complex	Video Boards	2012
Hilton	Sound System	2016	Cyclone Sports Complex	Sound System	2012