

Contact: Brad Berg

**UNIVERSITY OF IOWA – KINNICK STADIUM SCOREBOARD AND  
SOUND SYSTEM - PURCHASE AND FINANCING**

**Action Requested:** Consider:

1. University of Iowa's request to proceed with the purchase of a new video display and sound system for Kinnick Stadium from Daktronics, Inc., at a cost of up to \$4.5 million, subject to completion of satisfactory negotiations with the firm.
2. Authorization for the University to enter into a Master Lease financing agreement of not more than \$8.0 million for the purchase and installation of the video display system, the infrastructure needed for the installation, and the control room and sound system equipment, subject to necessary approvals by the Board Office.

**Executive Summary:** The University of Iowa requests approval to hire Daktronics Inc. to provide and install a new video display system for Kinnick Stadium at an estimated cost of \$4.5 million. The project includes a large screen video display system within the existing South end zone structure, video displays in the Northeast and Northwest end zone corners and a ribbon display to be installed above the seating along the North side of Kinnick Stadium which will display game information, video, scores and advertising. In addition to the four video displays described above, the purchase request also includes two game clocks and four delay-of-game clocks.

An RFP was issued for the new video display system. One proposal was received. The Evaluation Committee determined the Daktronics Inc. proposal was responsive and the value provided was in the best interest of the University. The cost for the Daktronics Inc. video display system is \$4,487,479. The final amount may differ slightly based on the final configuration chosen by Athletics.

A series of parallel projects will be undertaken in coordination with Daktronics to prepare the needed structural supports and provide improved electrical distribution to operate the new video, scoreboard, and sound systems in the north and south end zones. The Board Office has approved a separate project description and budget (approximately \$1.3 million) to construct the infrastructure needed for the installation. The project will be bid in accordance with Board policies and procedures.

Two additional RFP's for equipment will be issued to complete the installation of the scoreboard/video walls and to re-vamp the sound system at Kinnick Stadium: (1) the purchase of new control room equipment for Kinnick Stadium (to run the video equipment) and (2) an upgrade to the sound system within the seating bowl at Kinnick Stadium. These equipment acquisitions will follow University and Board procedures.

The existing video walls and mechanical advertising panels were installed in the summer of 2005 during the first phase of the renovation of Kinnick Stadium. The control room equipment is also eight years old and was installed with the existing scoreboard/video walls. To utilize the full potential of the new scoreboard and video walls, some new equipment needs to be purchased. The new equipment in the control room will allow "HawkVision" to create an enhanced game-day experience for the Kinnick Stadium fans (and Carver-Hawkeye Arena, since the same equipment runs both venues). The equipment will allow the cameras on the

field and in the seating bowl to showcase replays, crowd shots, crowd/advertising engagements and create a new game-day experience. (The new video walls are “HD” and the equipment to run them must be in the same format and requires the University to purchase new equipment that is in the HD format.)

The current sound equipment is eight years old and new technologies will allow the University to provide better quality sound to enhance the game day experience for the teams and the fans. Potential vendors will be required to assess the needs of the stadium, determine steps to ensure quality sound coverage throughout the stadium and ensure a quality installation.

A Master Lease loan agreement of not more than \$8.0 million will finance all components of the Kinnick Stadium project – the new scoreboard/video display system, control room equipment, sound system equipment and the infrastructure needed for installation of all components. The loan will be repaid by Athletics Department gifts and earnings over no more than a five year term.

The University will involve the Board Office in the review and approval of the agreement with Daktronics, as well as the associated financing. Consistent with Board policy, Board Office or Board approval (depending upon the cost of the equipment) will be sought for the purchase of equipment pursuant to the two additional RFPs outlined above.