

Frequently Asked Questions

Why unveil the stadium plan now?

A Stadium Task Force appointed by the Board of Trustees has completed its work and is pleased with the fundraising strategy and stadium renderings. The Task Force recommends that it is time to move ahead with this project because we have so many donors/supporters who are excited and ready to help. The university has a winning plan in place and it's important to capitalize on the momentum/excitement surrounding the start of the football season to jump start the project.

How was the amount of \$25 million determined?

This is a **reasonable, responsible and reachable** goal to satisfy the enthusiasm of our fans. The size and cost of this project is just right for the university. Most important, it allows Eastern to improve the overall gameday experience by focusing specifically on the enhancements our supporters asked for in focus groups and surveys, including:

- Removal of the track while maintaining the red turf
- Enhanced seating on the east side of the stadium and overall sight lines
- Addition of premium seating options
- Improved concessions/bathrooms

Will state dollars or student fees be used?

No. This project will be funded through private donations. Eastern Washington University is prohibited from using state funds/operating dollars to enhance athletic facilities, and we are not asking our students to pay a special fee to help fund this plan (such a student fee is only something that could be brought forward by the students themselves through the Associated Students of EWU - ASEWU).

Who provided the renderings and schematics?

Eastern worked with ALSC Architects of Spokane, which has a proven record of successful projects around the region—including athletic facilities at Whitworth University, Gonzaga University and Washington State University. ALSC has also completed athletic facility master planning and concept work on the EWU campus over the past 20 years. The renderings are conceptual at this point, and may change as we move into additional design and planning phases.

What is the project timeline?

Construction will commence when the money is raised. We can definitively say the next 18-24 months are critical fundraising months, and as we progress we will be able to identify clear timelines. The red turf, however, must be replaced by the start of the next football season.

What is the capacity of the new stadium?

The capacity will remain about the same: 8,612. All seats will be new and the setting will be louder and more intimate. The work with ALSC revealed that rather than adding seats, it is more

cost effective to renovate the stadium into a venue that will meet the needs of our fans and the product on the field. We are reconfiguring some seating and expanding seating on the east side. The proposed stadium design allows for additional seating to be added in the future as needed.

What are the new premium seating options?

In addition to converting the existing press box to suites, there will be covered club seats on the west side of the stadium. Loge, or box seating, will also be included.

Where will the new press box be located?

Above the expanded east side seating area.

Will the red turf remain?

Yes. In fact, replacing the red turf is the first order of business that must be addressed at the end of this season. Purchased in 2010, the turf has reached its life expectancy and efforts are already underway to raise the \$1.3 million to replace the red turf.

Will it still be called Roos Field?

We can't say for sure right now, but there might be some opportunities for other donors as well. We are very appreciative of what Michael Roos has done for Eastern over the years.

Where will the track be located?

Right now, we are looking to move the track to the south side of the P.E. building, where the soccer and practice fields are located. We want the most appropriate location in that area that meets the university's overall needs.

Are you also fundraising for academics?

Yes. We put students first and are focused on academics and their success. Last fall we raised a record \$1.8 million on Giving Joy Day for scholarships and student success. Thanks to the Legislature we are building a new state-of-the-art science center; it's why we are the lead tenant in the innovative Catalyst project in downtown Spokane's University District; and it's why we just renovated our student union building to give our students an excellent hub to study and work together. Raising money for student scholarships has been, and continues to be our top priority.

Why remodel the stadium? We believe the stadium is just one part of a bigger approach to investing in the whole campus. Game days already bring a huge sense of pride and enthusiasm to campus, and improving that experience will enhance the university's overall image, help with recruitment and enrollment, and raise expectations across campus. With all the challenges facing higher education nationwide, this is the time to aggressively fundraise for academics and athletics.

How will this help the athletic department?

EWU is confident the stadium renovation will help increase revenues in the athletic department. Our community loves football and we want to make it a consistently sought-after ticket.

Will ticket prices increase?

Ticket prices are not related to this project. Our ticket prices have always been affordable and as demand grows and cost of business increases, the athletic department has made appropriate adjustments.

What makes this plan successful compared to past versions?

We have a solid plan that is more reasonable and in line with our needs and what our fans expect. Eastern has the people in place to make this happen! Our donors and supporters seem more eager to be involved than ever before.

Can you share any of your fundraising plans?

We're going to fundraise! We have a great team in place, a great support network and we're excited to get to work!

How can I donate or make a pledge?

Please visit ewu.edu/stadium and click the "Give Now" or "Make a Pledge" buttons.