Feasibility of events center discussed

By MONA L. PALMER
Staff Writer

The need to replace G. Rollie ite Coliseum as an events center exists, Francis R. Deering told Texas A&M Board of Regents nday.

Deering, of the Francis R. Deer- consultant firm in Houston, up- ed his August 1982 marketing/e- omic study on the feasibility of a cial events center in College Sta- n.

A special events center at A&M uld draw from an estimated pop- tion of 300,000, Deering said.

Forty-eight percent of patrons at dder Auditorium are from the mmunity, and a special events cen- would attract visitors from other es such as Huntsville and Bren- m, he said.

The main source of income in an nts center is concerts followed by sketball, arena events (rodeos, ice ades) and other sports, Deering d.

During the first few years an nts center may require additional funding, he said, but the need will decrease as the center stablizes.

The bottom line, Deering said, is a $468,000 deficit in the first five years of operation but a professionally managed center would generate 70 percent of its own operating costs after stabilizing.

Dr. Eddie J. Davis, vice president for fiscal affairs, said the University doesn't run a deficit at G. Rollie White Coliseum because a percentage of the cost is paid by physical education fees. The coliseum would be run on a deficit if the University fully paid the cost, he said.

Davis said he hopes physical education fees will pay for 30 percent of the proposed special events center.

Ralph Anderson, of the Crain/Anderson, Inc. architectural firm in Houston, presented plans for a double tier and a single tier events center.

The two buildings have the same general appearance, floor space and sound quality, he said.

Regent Henry Cisneros, mayor of San Antonio, said that patrons of the Hemisphere Arena in San Antonio complained about the second level saying they felt like second class citizens if they weren't in the first tier.

A special events center at A&M would draw from an estimated population of 300,000.
— Francis R. Deering of the Francis R. Deering Consultant Firm.

The board also tabled a resolution to adopt a five-year financial plan until the March meeting.

The resolution, designed to maintain flexibility in the budget, recognizes that major changes in the financial environment may require changes in budget priorities.

Chancellor Arthur G. Hansen said the University must have a flexible budget in case something unexpected happens like a building burning down. If that happens then replacing the building becomes the number one budget priority, he said.

In other action:

- A representative from Diamond Circle Associates presented a proposal to construct north end zone sky boxes at Kyle Field. The building would include private spectator suites, a lodge club section and a 15,000 square foot multi-purpose facility. The board voted to take no action until more information was available.
- The title of division head emeritus was granted to Chief Henry D. Smith, division head of the fire protection training division.
- The title of associate deputy chancellor for agriculture and professor of animal science emeritus was granted to Dr. O.D. Butler.

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