

# Feasibility of events center discussed

By **MONA L. PALMER**  
Staff Writer

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

Deering, of the Francis R. Deering Consultant firm in Houston, updated his August 1982 marketing/economic study on the feasibility of a special events center in College Station.

A special events center at A&M would draw from an estimated population of 300,000, Deering said.

Forty-eight percent of patrons at the Auditorium are from the community, and a special events center would attract visitors from other areas such as Huntsville and Brenham, he said.

The main source of income in an events center is concerts followed by basketball, arena events (rodeos, ice rinks) and other sports, Deering said.

During the first few years an events center may require additional

funding, he said, but the need will decrease as the center stabilizes.

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

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— Francis R. Deering of the Francis R. Deering Consultant Firm.

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/An-

derson, 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

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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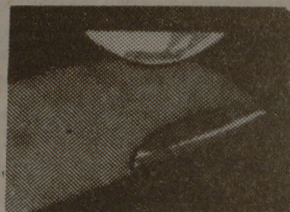
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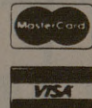
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