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## Stadium

Continued from Page 1

manner that protects our facility, we feel it would be very positive, if it would serve the public and we could realize a financial gain," Selig said. Any time you have an event that brings people in from the outside, you view that as positive.

James Buckley, campus programs coordinator for the University Program Council, receives calls from concert promoters interested in booking Memorial Stadium.

He said that while access to the stadium might seem like a minor issue, it isn't to the promoters who have to unload 39 trucks of equipment far away from the stadium.

"There's a longer setup time and labor costs," he said. "These shows out on the road have other options available to them, like Ames and Kansas City.

Buckley said he had been trying for years to pull major acts into Memorial Stadium because of the financial effect they would have on the university and the city.

'Stadium concerts would generate a profit for UNL and it would put money into the local economy," he said. "People coming to the concert would go out to cat, buy gas and stay in a hotel. It would enhance the commerce for the state of Nebraska.'

Stadium rental, ticket surcharges, parking, concessions and possibly a percentage of merchandising profits would generate money for the university, he said.

Since October 1989, Cyclone Stadium at Iowa State University has attracted several major concerts, such The Rolling Stones, Paul McCartney, Genesis, Farm Aid, U2 and Pink Floyd. For each concert, the university's net profits average be-tween \$200,000 and \$300,000.

Cyclone Stadium seats fewer people than Memorial Stadium, but because of a five-year investment put into equipping the stadium for major concert events, it receives the bids.

Joseph F. Romano, executive director of Iowa State Center, said the alterations were a positive move for the university and the city.

Monday, April 4, 1994

To accommodate concerts, new asphalt roadways, power, emergency lighting, exterior lighting, additional parking, movable bleachers and materials to protect the artificial turf all have been added, he said.

With the changes, Romano said, Cyclone Stadium's greatest asset was UNL's downfall — access.

"There is an advantage that the site is wide open and is easily accessible from the interstate," he said. "The stadium (at UNL) is landlocked in the middle of town, and it can be difficult.

'As a football stadium, (Memorial Stadium) is an excellent stadium, but it's not designed for concerts.'

While ISU continues to benefit from these concerts. Romano said the motivation was not purely financial.

"There is a revenue motivation; however, these concerts are being done as a broader effort to bring all types of events to campus," he said. "This significant exposure for ISU is valuable in recruitment for students when offering activities."

Warren P. Madden, vice president for business and finance at ISU, said the benefits of playing host to concerts exceeded the cost.

Madden said the local options tax placed an additional 1-cent tax on tickets. The revenue from this tax goes toward the community's performing arts and libraries, he said. This, combined with other profits, creates quite a financial effect for a city the size of Ames

Madden said the exposure Ames received was another factor in pulling large crowds into the city.

We have found the publicity that's associated with the potential impact on student recruiting and general re-lations has been positive," he said. "Ames has tended to be the smallest city national tours have been at, and the people in the community have found it makes Ames an attractive place to be.

Madden said the concerts at Cyclone Stadium had been positive experiences.

"Problems? None to speak of at all," Madden said. "It does generate a lot of excitement in the commun and university, and people think that's positive.



Page 6

Thursday, April 14

Tuesday, April 12

Name

City

State

Phone

Graduation Date

Address

as a paralegal in just 5 months.

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