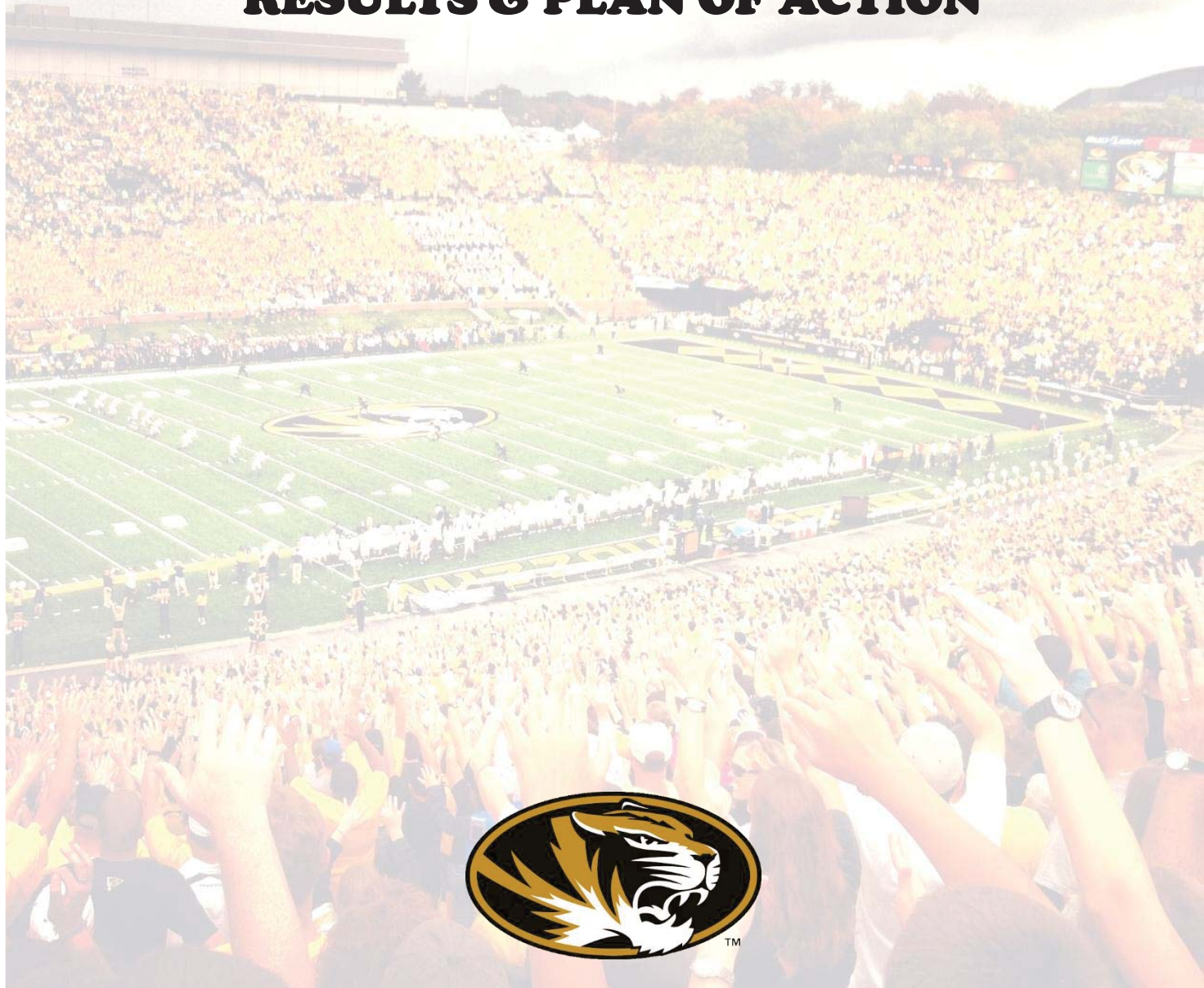
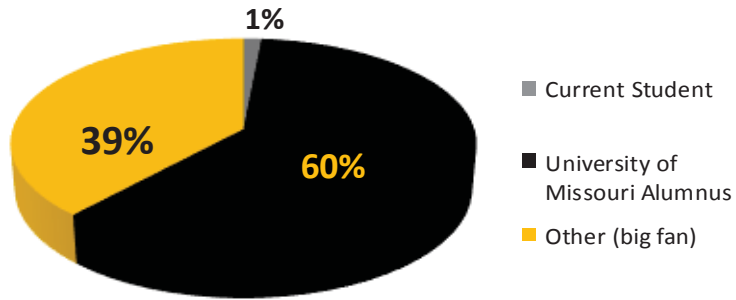


MEMORIAL STADIUM/FAUROT FIELD GAMEDAY EXPERIENCE SURVEY RESULTS & PLAN OF ACTION

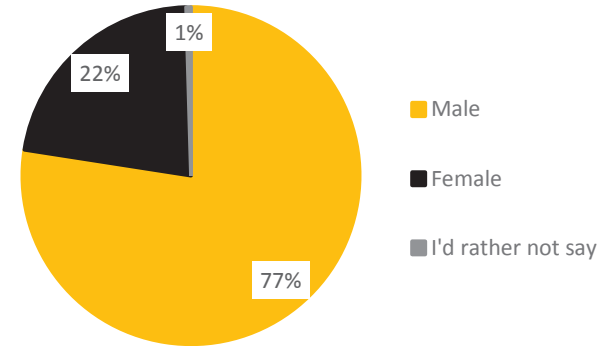


Survey Demographics

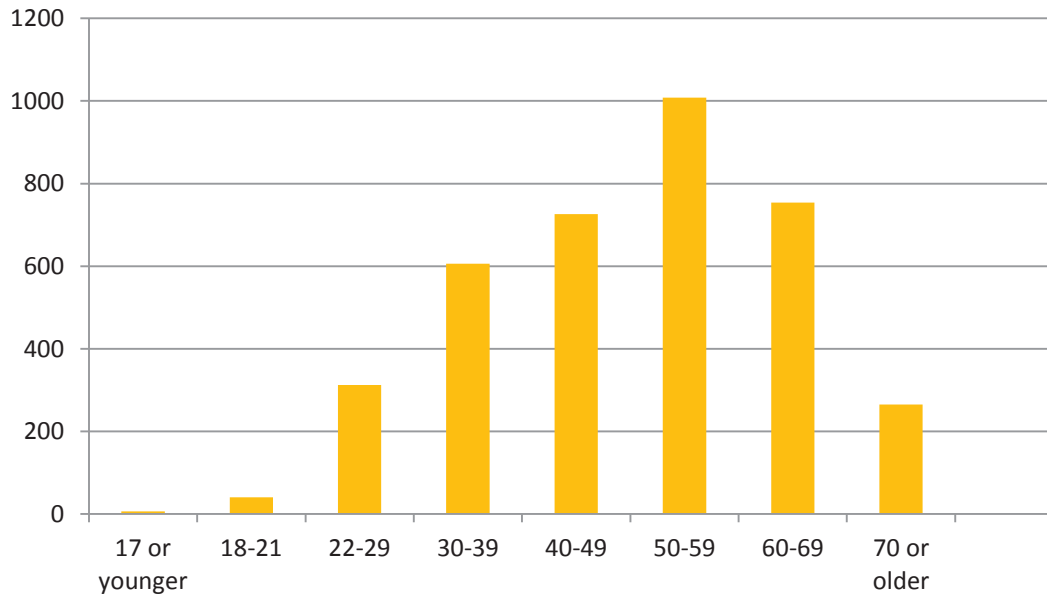
Are you a(an)?



Are you male or female?



Which category describes your age?



Survey Information

- The Mizzou Football Gameday Experience Survey was sent to 12,376 email accounts. 3,717 people took the survey for a return rate of 30%. The majority of our survey takers were male, Mizzou Alumni in their 40's, 50's and 60's.
- **The survey was divided into 8 different categories**
 - First Impressions of Memorial Stadium/Faurot Field
 - Event Staff & Guest Services
 - Concessions
 - Restrooms
 - Merchandise
 - Band & Crowd Participation
 - Cheerleaders, Truman & Golden Girls
 - Video & Sound
- Each section asked how ESSENTIAL the following items were to your gameday experience and then followed up with how SATISFIED you were with those items. Each section also included an open-ended comment box that could be used for additional thoughts and feedback.



Survey Winners

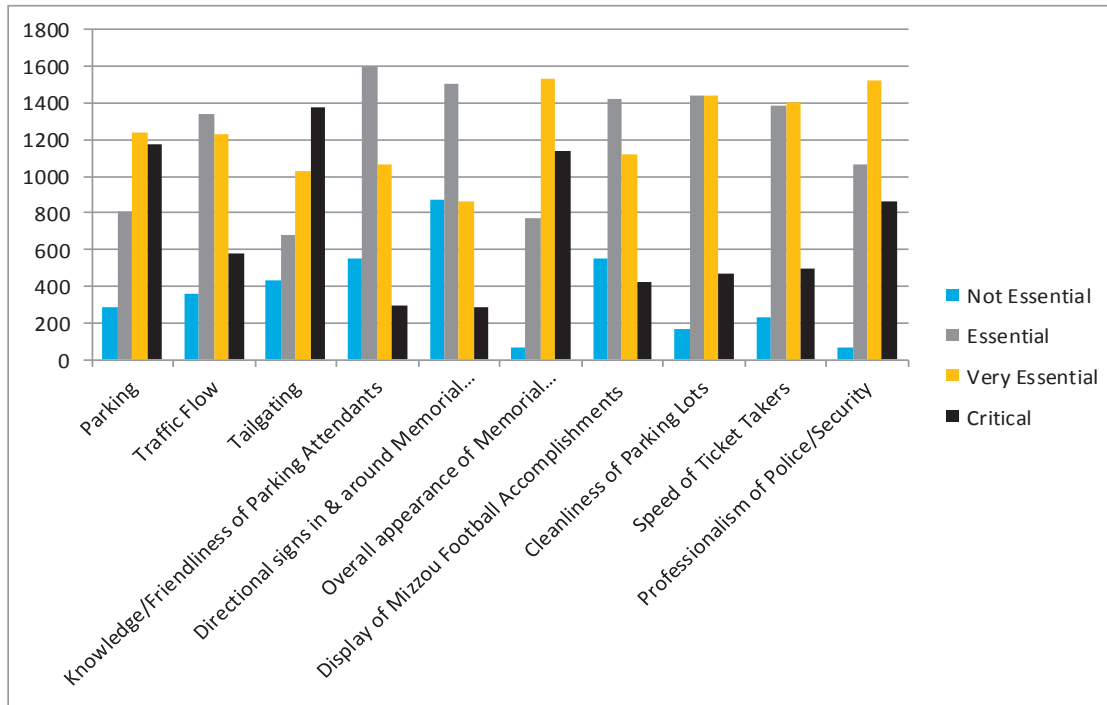
As a thank you for taking the survey, we picked 10 winners at random to win the following items. **THANK YOU** for your feedback!

Mizzou T-Shirt	Anthony B. (St. Louis, MO)
Mizzou Hat	Emily K.(Lake Ozark, MO)
Autographed 2013 FB Poster	John H.(Kansas City, MO)
Pinkel Autographed Football	Brian G. (Imperial, MO)
Former Mizzou & Current NFL QB signed photo	Jennifer M. (Columbia, MO)
One (1) parking pass in Lot D vs. Arkansas State	Melinda M. (Lee's Summit, MO)
One (1) parking pass in Lot C vs. Toledo	Michael C. (Jefferson City, MO)
Two (2) ticket in Touchdown Terrace vs. Murray State	Sarah E. (Webster Groves, MO)
Two (2) sideline passes for Murray State	Kaye S. (Monroe City, MO)
Two (2) FB 2013 Season Tickets	Robert R. (Tipton, MO)

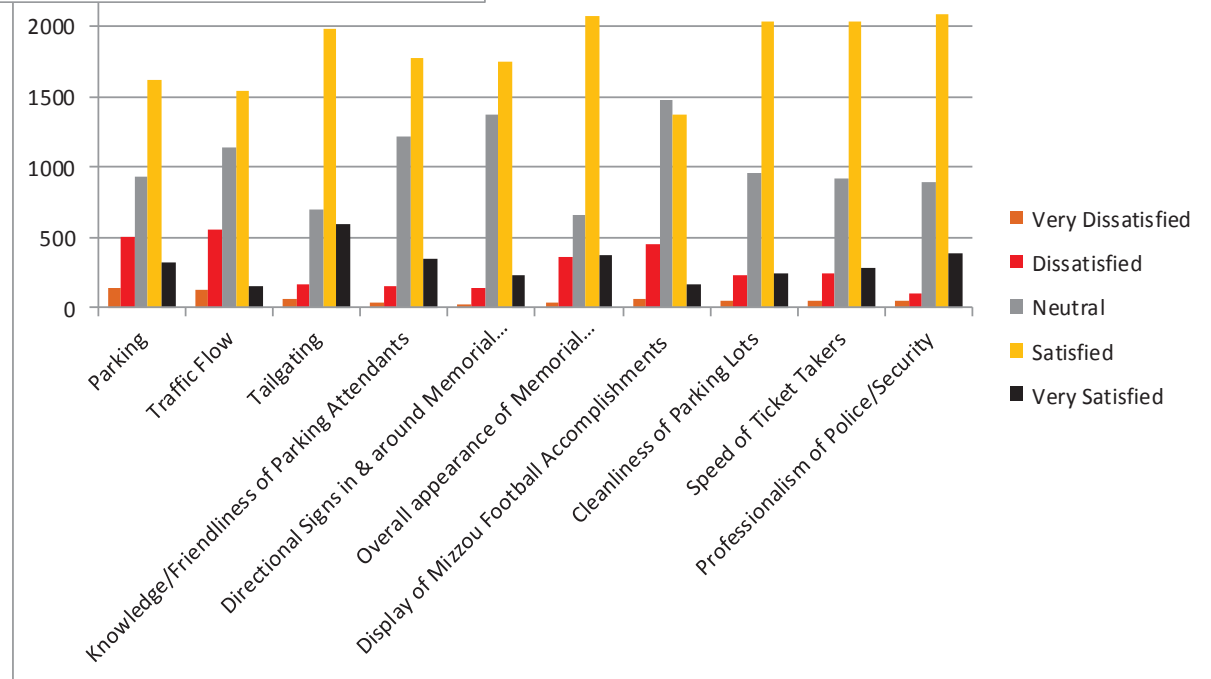


First Impressions

Fans determined that Parking, Tailgating, the Overall Appearance of Memorial Stadium and the Professionalism of Police and Security were the most essential pieces of their Gameday experience.



While it was not listed as an essential part of the gameday experience, 20% of the fans expressed they were *dissatisfied or very dissatisfied* with the traffic flow on gameday.



First Impressions

My first impressions are the same as they were 40 years ago — I get goose bumps as I get close to the Stadium, see the gates, enter the stadium and see the Rock M. The one area that needs great improvements are the concession stands.

55% of the fans were *Satisfied or Very Satisfied* with their **PARKING** experience on gameday.

73% of the fans were *Satisfied or Very Satisfied* with their **TAILGATING** experience on gameday.

69.5% of the fans were *Satisfied or Very Satisfied* with the **OVERALL APPEARANCE OF MEMORIAL STADIUM/FAUROT FIELD**

70% of the fans were *Satisfied or Very Satisfied* with the **PROFESSIONALISM OF POLICE & SECURITY** on gameday.

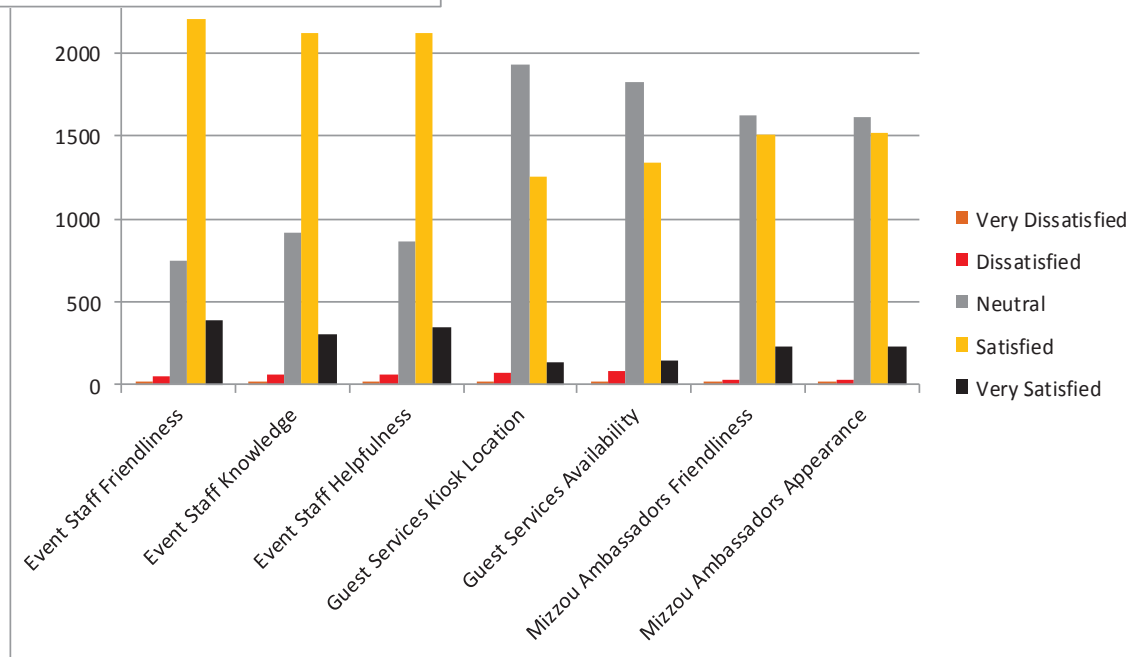
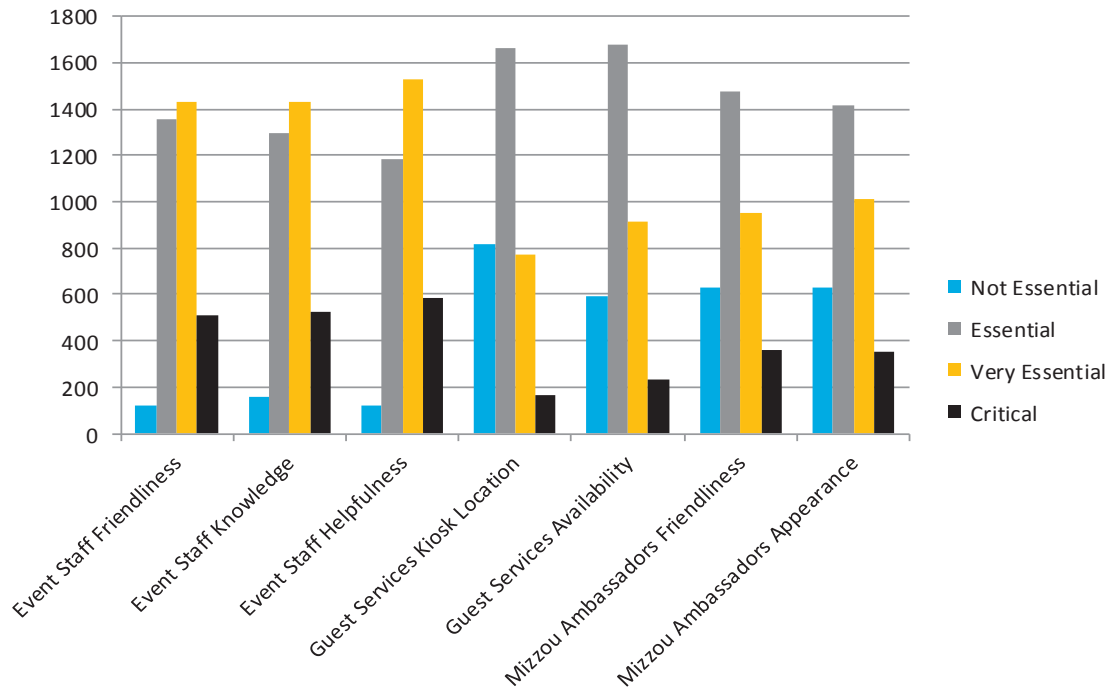
Restrooms, restrooms, restrooms. It is ridiculous that the whole south end zone has no restrooms. The existing restrooms under the east side are sub-standard. Build about 10 more large **CLEAN** accessible restrooms from all sections of the stadium.

Less advertising and more emphasis on accomplishments of past teams and players. I love the archives piece on 1973 season on website. Fans love seeing highlights of past success and its important for recruiting purposes when there are kids visiting that might not know much about the program.



EVENT STAFF & GUEST SERVICES

Mizzou fans indicated that the Event Staff's friendliness, knowledge and helpfulness are the most essential to their gameday experience.



EVENT STAFF & GUEST SERVICES

The ushers in the south endzone are always friendly and really try to be helpful to people. I know where I am going, but a lot of people don't and they work fast to keep people moving along.

We sit in the front row of section O on the aisle at the 20 yard line. Our event staff person has been there many years. He is exceptional.

76% of Mizzou fans were *satisfied or very satisfied* with the EVENT STAFF'S FRIENDLINESS.

71% of Mizzou fans were *satisfied or very satisfied* with the EVENT STAFF'S KNOWLEDGE.

72% of Mizzou fans were *satisfied or very satisfied* with the EVENT STAFF'S HELPFULNESS

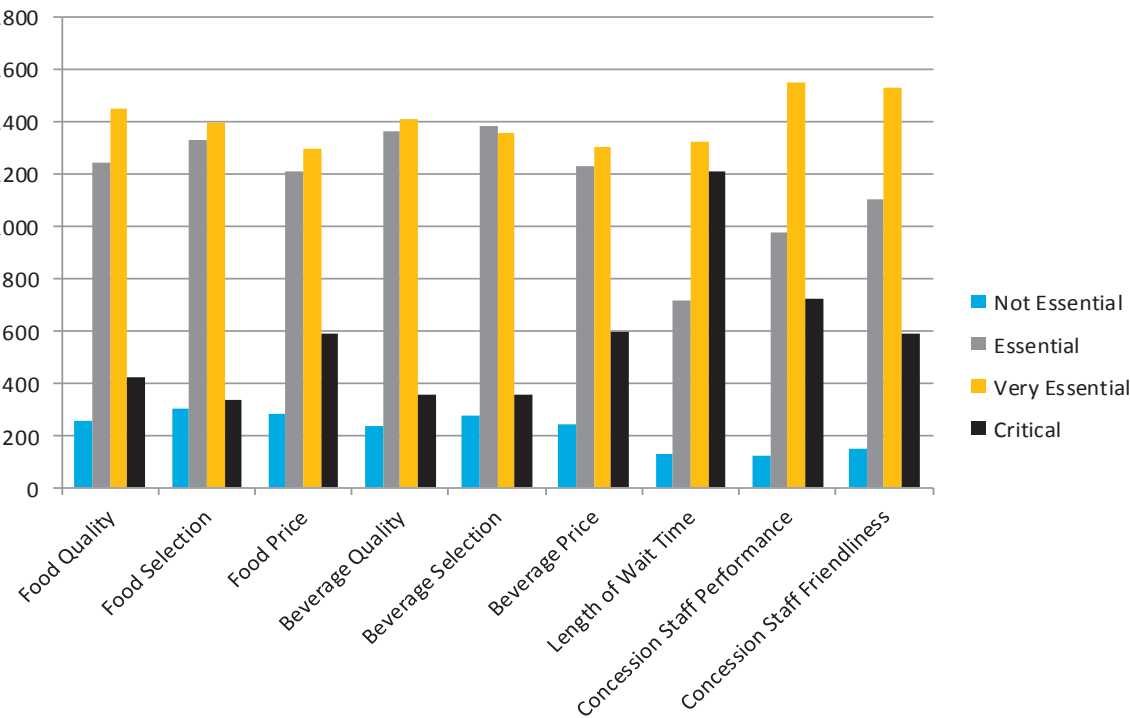
57% of Mizzou fans had *neutral feelings* on the LOCATION OF GUEST SERVICES.

I think this facet is pivotal given the move to the SEC and the fact that Mizzou will now host A LOT of the opposing teams fans. They need to feel comfortable in and around the stadium on gamedays. A positive experience by visiting fans can only help generate more revenue for the University, and city of Columbia.

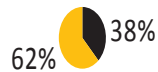


CONCESSIONS

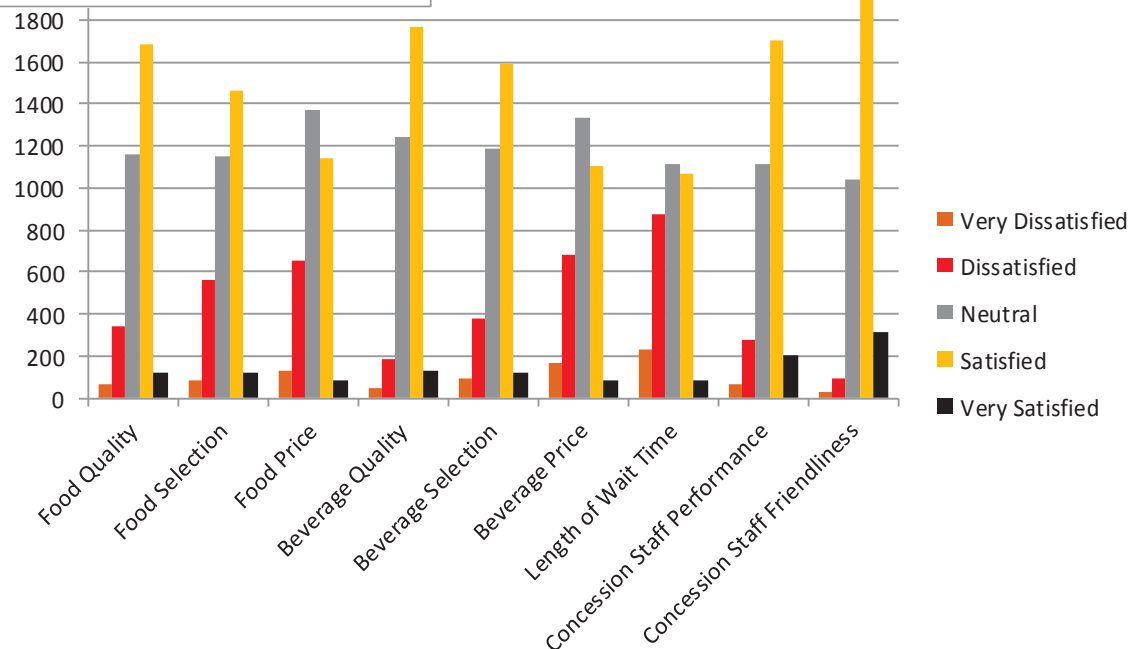
Mizzou fans indicated that how long they have to wait at the concession stands, the performance of the staff at concessions and the price of the food and beverages were the most essential to their gameday experience.



Did you use a Debit/Credit Card?



Yes
No



CONCESSIONS

Since the lines are always going to be long, putting in larger flat screen TV's near the concessions would be an improvement.

53% of Mizzou fans were *satisfied or very satisfied* with the **QUALITY OF FOOD** at concessions.

65% of Mizzou fans were *satisfied or very satisfied* with the **FRIENDLINESS OF THE STAFF** at concessions.

33 % of Mizzou fans were *dissatisfied or very dissatisfied* with the **LENGTH OF WAIT TIME** at concessions.

25% of Mizzou fans were *dissatisfied or very dissatisfied* with the **PRICE OF THEIR FOOD & BEVERAGES**.

Time is critical as a fan.
You don't want to miss any action.

WATER should not be so expensive, and more drinking fountains need to be installed. I think that concession sales would increase with more reasonable prices.

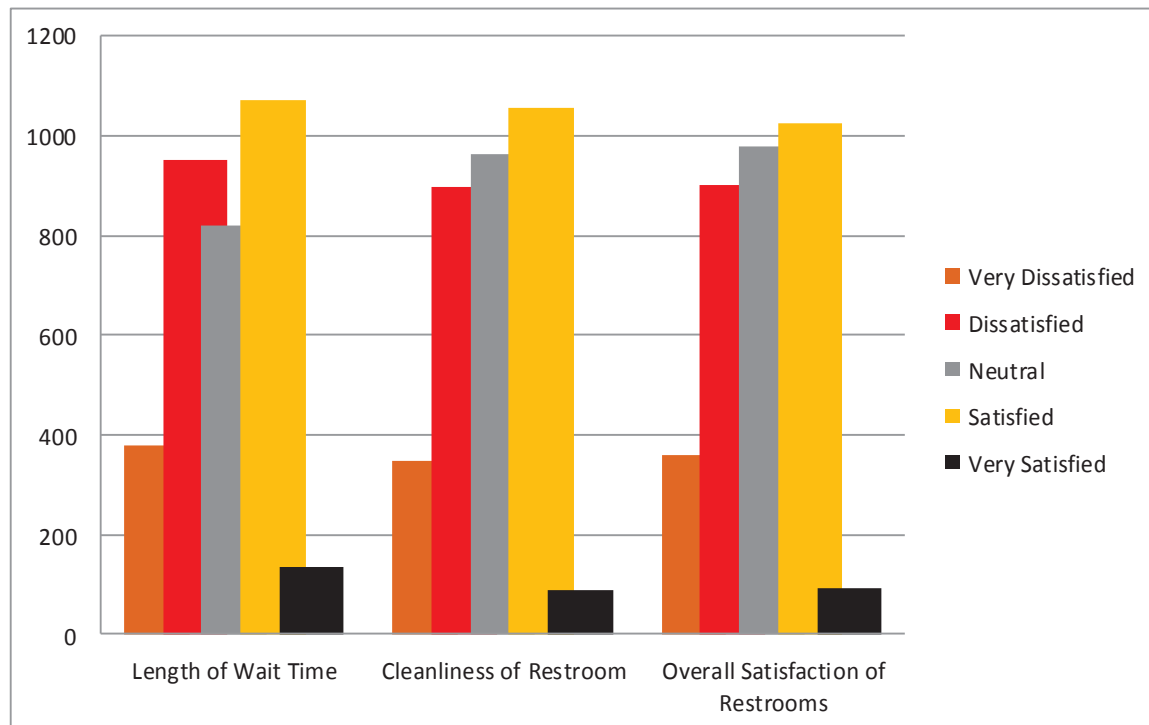
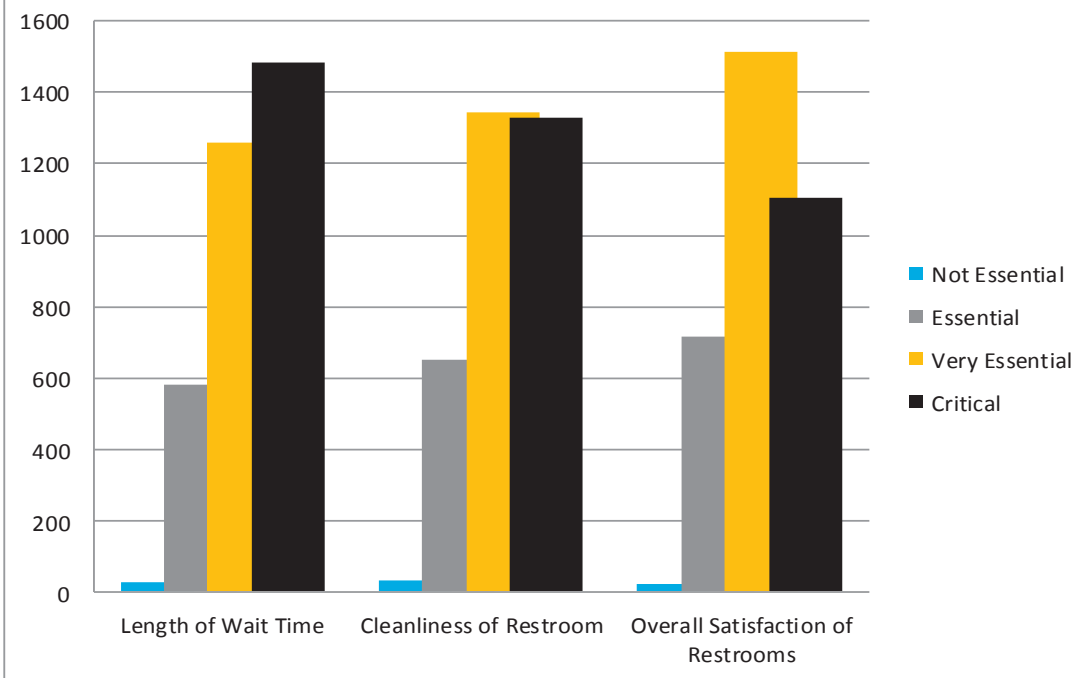
All lines should be able to take credit/debit cards

Not enough choices, the hot dogs and brats suffer in quality/taste. Get some different items, such as Lutz BBQ. Make it worthwhile for these good vendors to participate. You ask too much of a percentage of profit for the good ones to come in. The Spring game concessions were terrible. They were not prepared to sell anything, and the line was backed up to get sandwiches.



RESTROOMS

99% of Mizzou Fans determined that the overall satisfaction of the Restrooms was an essential part of their gameday experience.



RESTROOMS

The west side toilet doors don't shut and the floors need to be cleaned during the game - hate walking in urine.

40% of Mizzou fans are *dissatisfied or very dissatisfied* with the LENGTH OF WAIT TIME for the restrooms on gameday.

37% of Mizzou fans were *dissatisfied or very dissatisfied* with the CLEANLINESS of the restrooms on gameday.

38% of Mizzou fans were *dissatisfied or very dissatisfied* with their OVERALL RESTROOM EXPERIENCE on gameday.

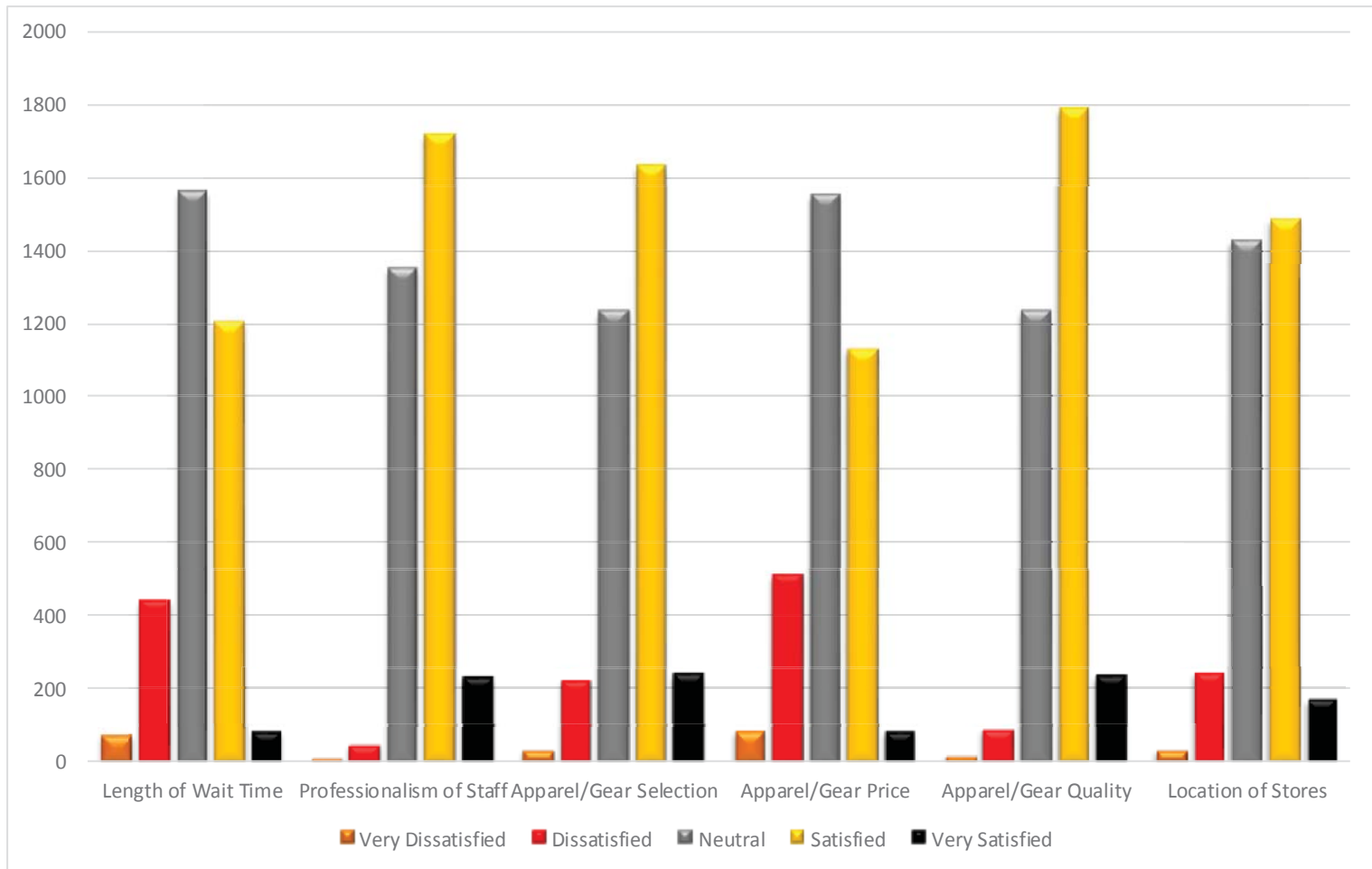
33% of Mizzou fans were *satisfied or very satisfied* with their OVERALL RESTROOM EXPERIENCE on gameday.

As an east side ticket holder, there is no bigger hope on my list than improved restrooms. The lines are too long, the bathrooms too hot. I understand the no passout rule, but going to Hearn's was faster/easier/better. Apparel - I wish there was one gold for Mizzou gear - I think we have the most variations of any fan base I've seen in sports.

Women's restrooms are AWFUL! There are many toilets that have been broken for at least two years. They can't flush and spray water everywhere with tons of waste not being flushed. They are really gross and disgusting. The porta-potties in the parking lots are nicer.



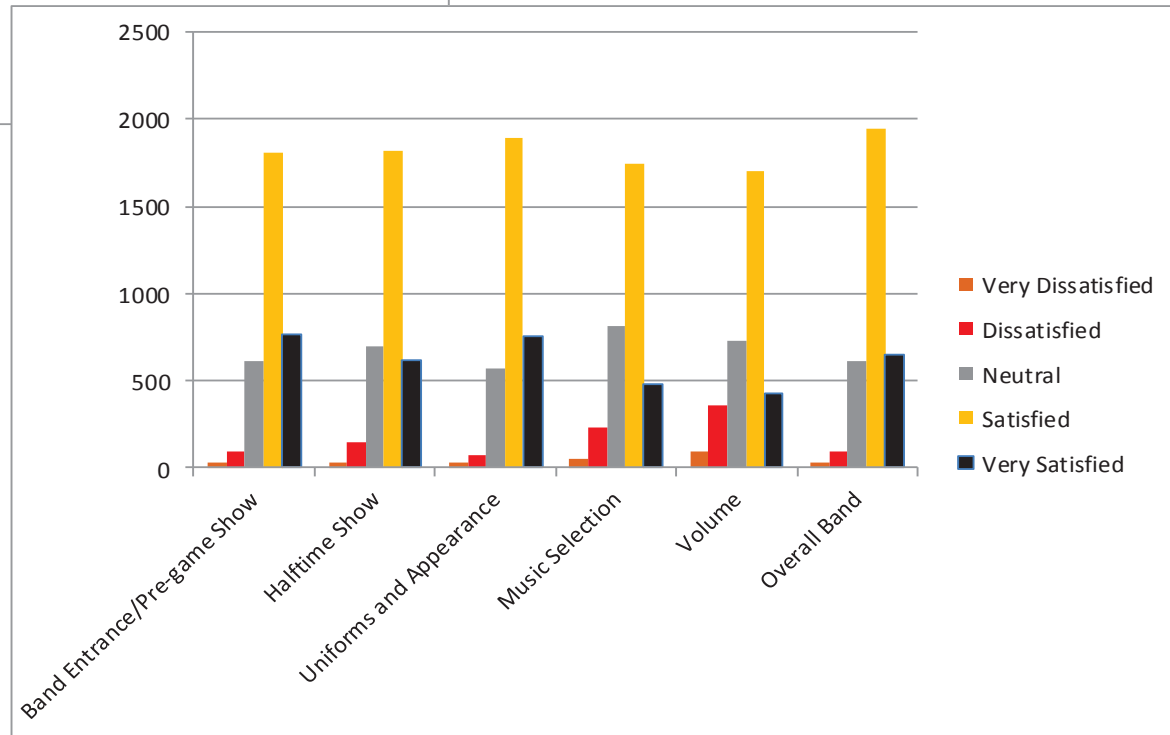
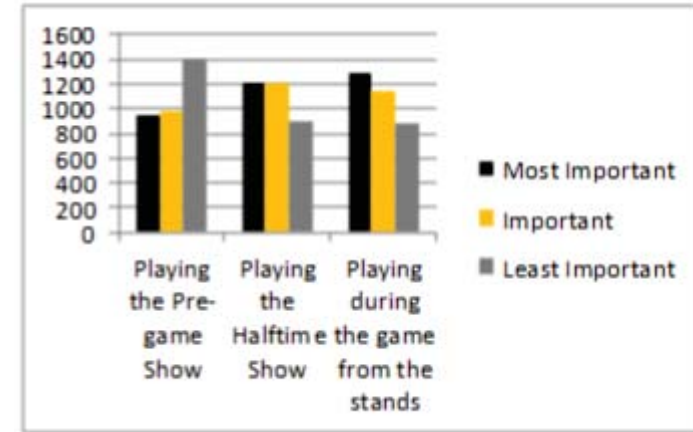
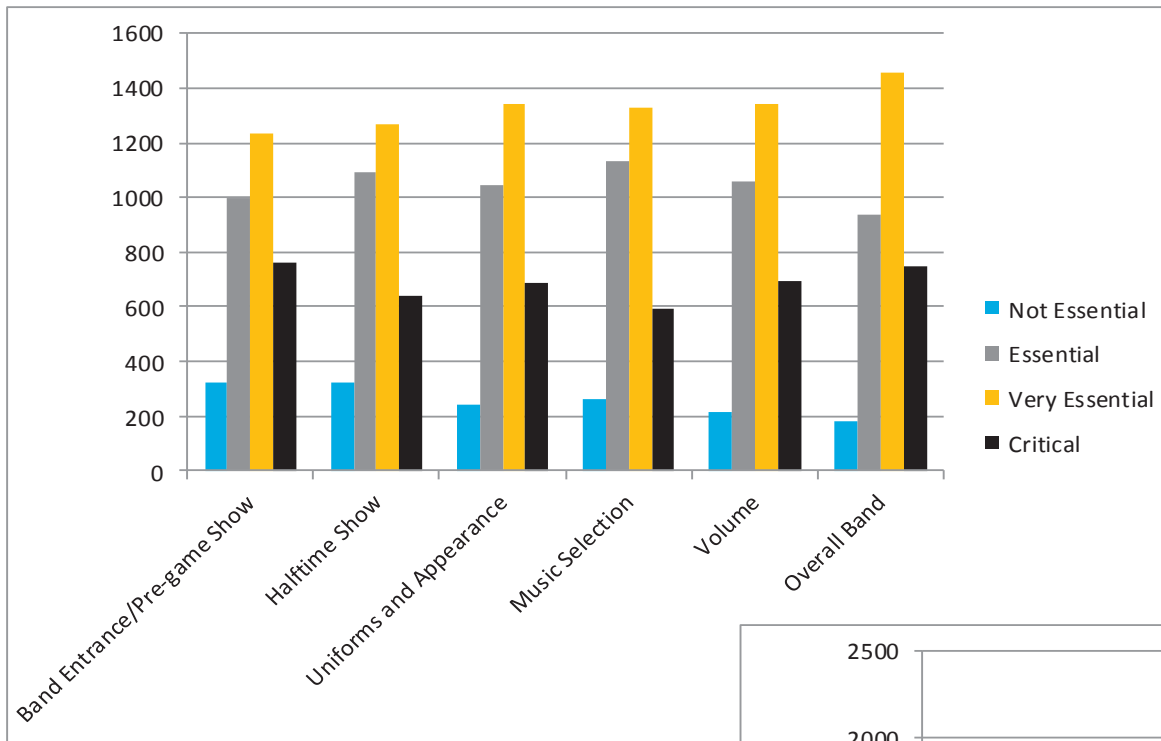
How SATISFIED are you with the following elements related to Mizzou apparel at Memorial Stadium/Faurot Field?



58% of Mizzou fans were satisfied or very satisfied with the PROFESSIONISM of staff at the Tiger Team Store.

60% of Mizzou fans were satisfied or very satisfied with the QUALITY of the selection at the Tiger Team Store.

BAND



BAND

95% of Mizzou fans were *satisfied or very satisfied* with the **OVERALL BAND** during their gameday.

80% of Mizzou fans were *satisfied or very satisfied* with the **UNIFORMS & APPEARANCE** of the band.

64% of Mizzou fans were *satisfied or very satisfied* with the **VOLUME** of the band during their gameday.

14% of Mizzou fans were *dissatisfied or very dissatisfied* with the **VOLUME** of the band during their gameday.

The band is a huge part of the game. I want them loud and rocking. Truman always does a great job of revving up the fans without getting in the way.

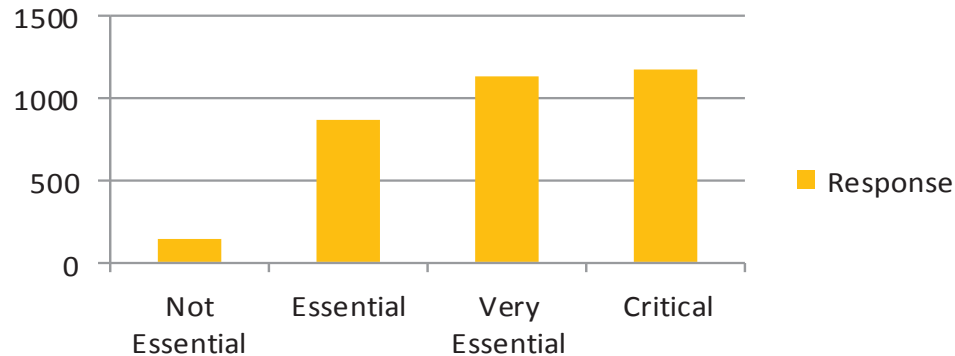
As a Musician myself, I am **ALWAYS** impressed with Marching Mizzou! They are very good, and have excellent Direction, in my opinion. Honestly, they are one of the best Bands in all College Sports!

The MU Band has a great tradition but now lags badly behind most of the other SEC schools. It's time to step it up -- size, quality, marching, playing -- all needs to improve dramatically to claim a place among the best SEC schools.



CHEERLEADERS, TRUMAN & GOLDEN GIRLS

How ESSENTIAL are Cheerleaders, Truman & Golden Girls?

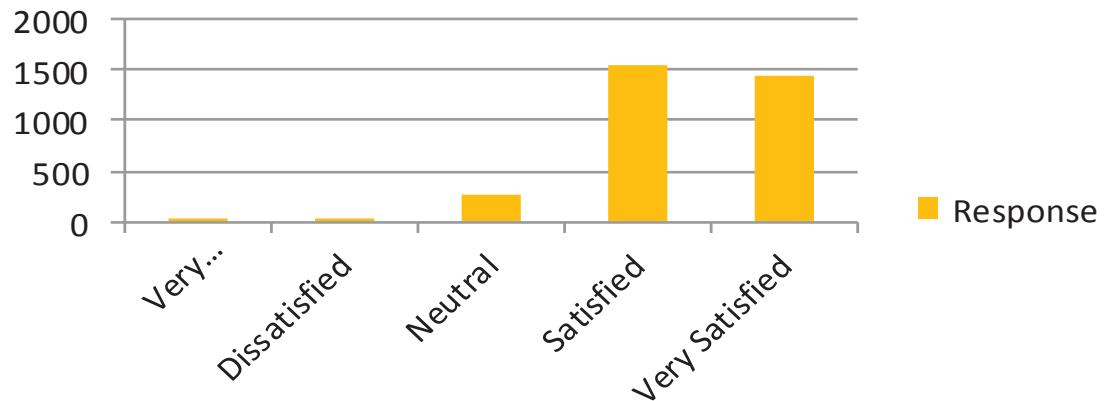


96% of Mizzou fans think that the Cheerleaders, Truman & Golden Girls are an essential part of their gameday experience.

90% of Mizzou fans are satisfied or very satisfied with the Cheerleaders, Truman & Golden Girls.

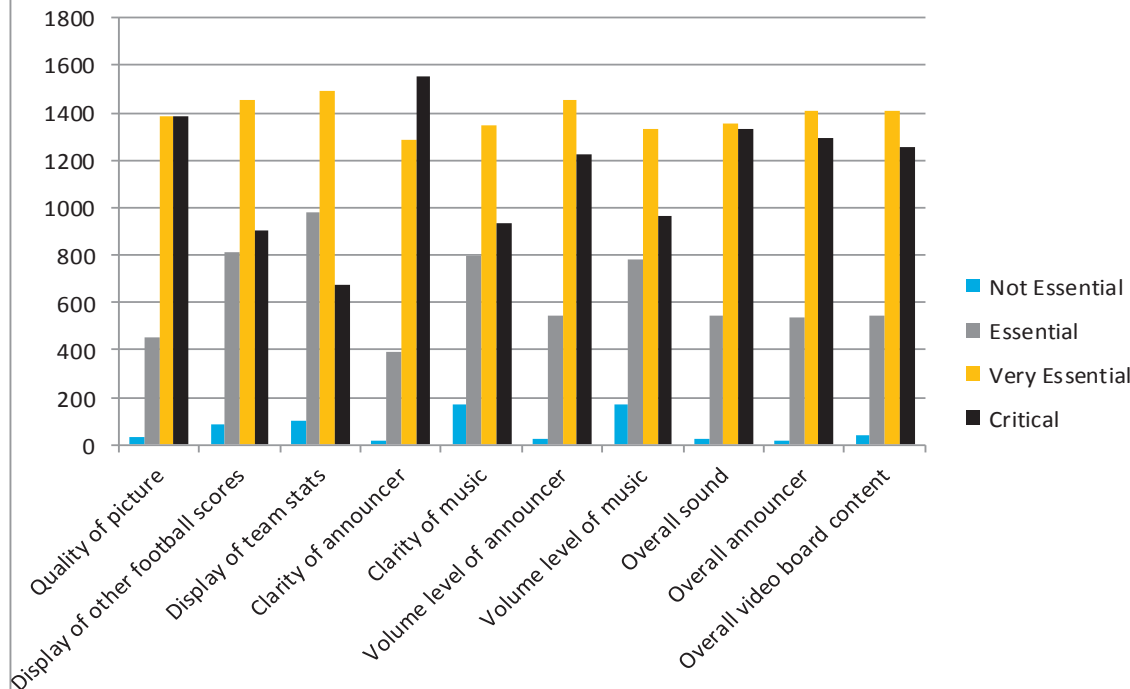


How Satisfied are you with Cheerleaders, Truman & Golden Girls?



VIDEO & SOUND

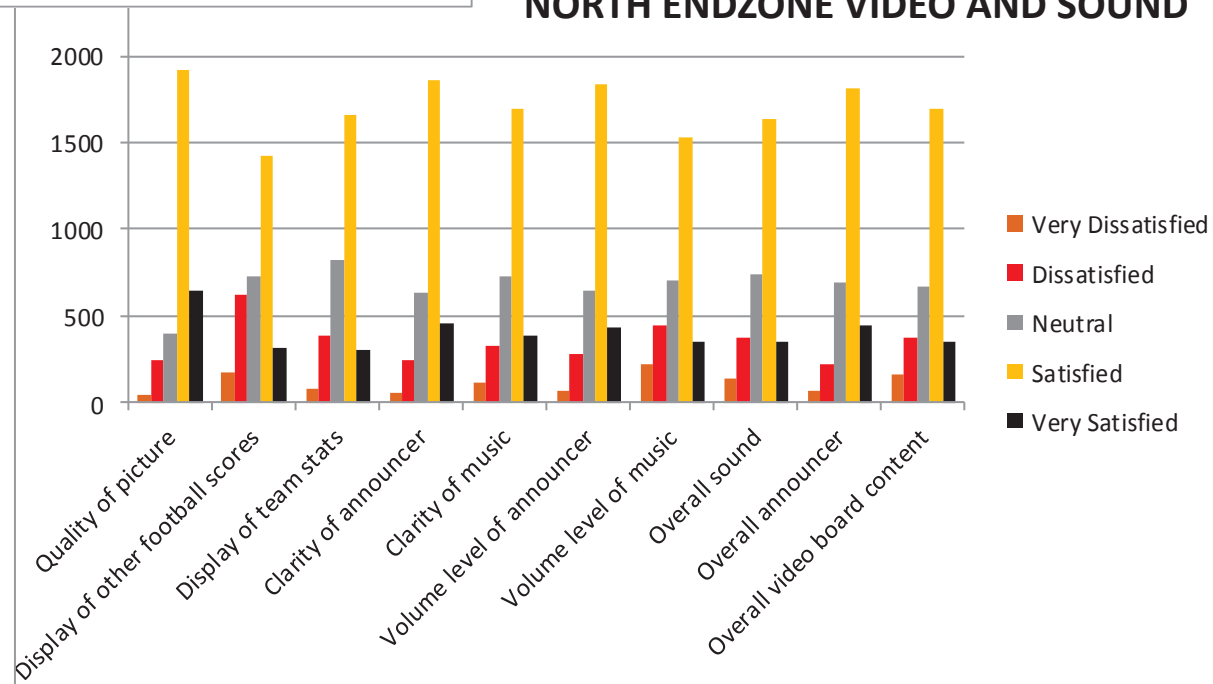
Mizzou fans determined that the announcer and overall video board content were the most essential factors of their overall gameday experience. Specifically, Mizzou fans determined the clarity and volume level of the announcer as important parts of their gameday.



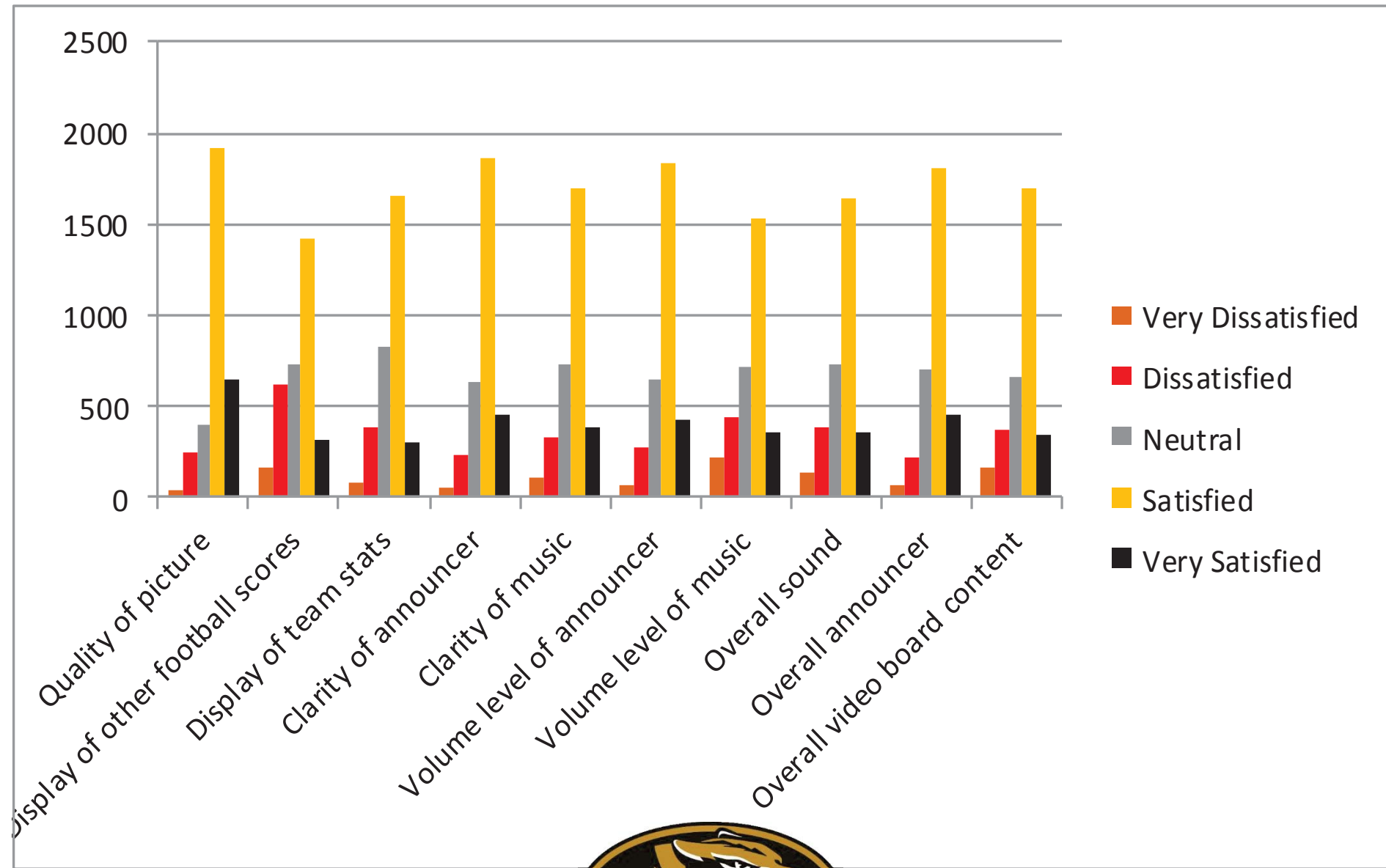
Mizzou fans stated that the **CLARITY OF THE ANNOUNCER** is **CRITICAL** to their gameday experience.



NORTH ENDZONE VIDEO AND SOUND



SOUTH END ZONE VIDEO AND SOUND



OVERALL VIDEO AND SOUND

Need more "pump up the crowd" music and videos rather than ads, or, if ad revenue is that important, then more ads that serve to rev up the crowd. The Case IH red zone and the Delta Dental smile cam just don't do that.

Music is a bit loud

Speakers and sound are poor



When doing replays, use the whole board. You can put all the adds back on as soon as the replay is over.

We need to improve the music throughout the stadium. Need more video with constant score updates and it needs to be near real time. Need wifi thought out stadium.

24% of Mizzou fans were dissatisfied or very dissatisfied with the DISPLAY OF OTHER FOOTBALL SCORES on the NORTH Endzone Video Board.

20% of Mizzou fans were dissatisfied or very dissatisfied with the VOLUME OF THE MUSIC.

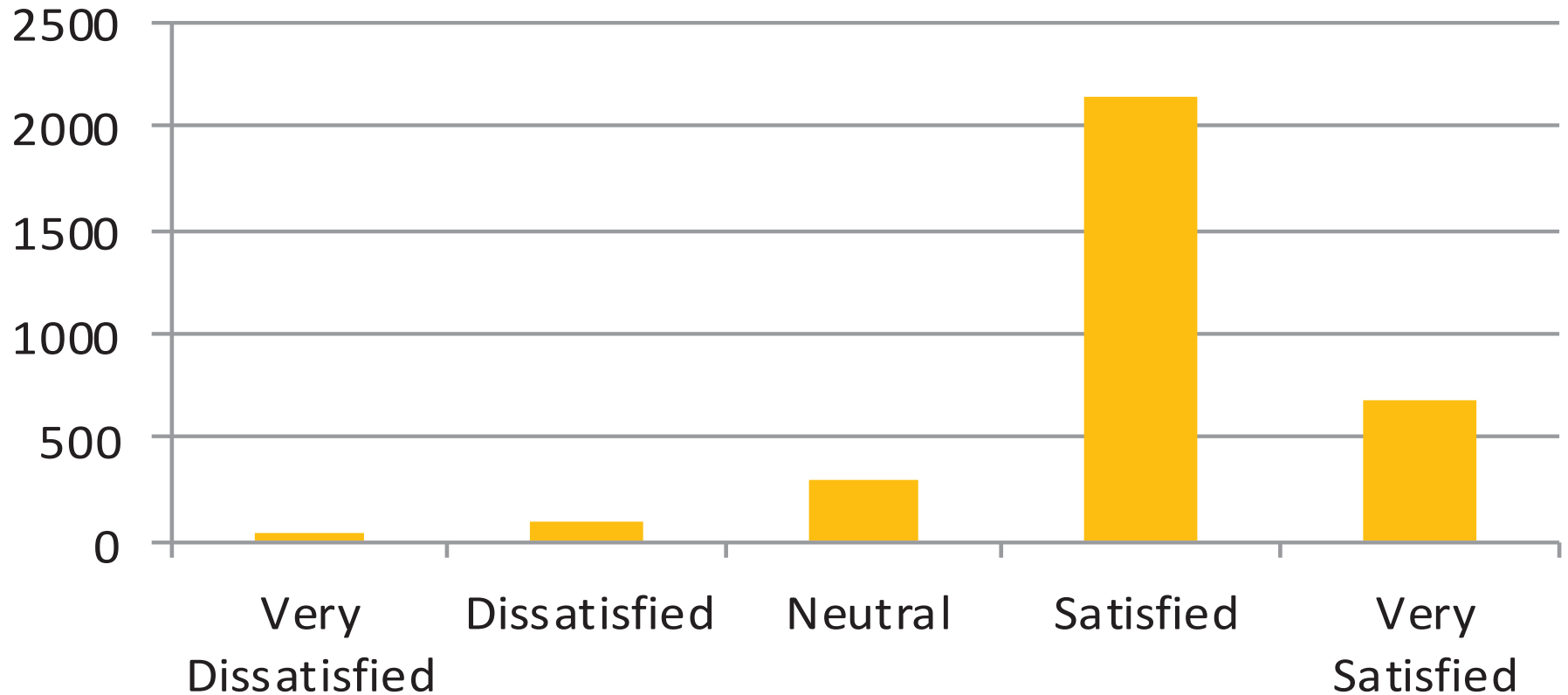
24% of Mizzou fans were dissatisfied or very dissatisfied with the PICTURE QUALITY on the SOUTH Endzone Video Board.

79% of Mizzou fans were satisfied or very satisfied with the QUALITY OF PICTURE on the NORTH Endzone Video Board.

71% of Mizzou fans were satisfied or very satisfied with the CLARITY OF THE ANNOUNCER.

70% of Mizzou fans were satisfied or very satisfied with the VOLUME OF THE ANNOUNCER.

Rate your OVERALL Gameday Experience



IMPROVEMENT PLAN

1. Restrooms:

- Portable restrooms will be added in parking lots. A map has also been created of portable restrooms that will be available and distributed to all fans. All maps are on www.mizzougameday.com.
- An attendant will be present at each and every restroom. This attendant will make sure all items are stocked regularly, address repairs and help out with the usage flow in and out of the restrooms.
- All doors, latches & ADA handrails have been fixed in all bathrooms.
- A 3rd party custodial company was hired to ensure the cleanliness of bathrooms throughout the game.

2. Video Board & Production:

- A new team introduction & kickoff video was created to energize the crowd before the game.
- New video features that will utilize prompts from former Mizzou student- athletes to excite and unite the crowd.
- Several steps were taken to enhance our in game fan experience by integrating our corporate partners in a more entertaining and fan interactive manner.

3. Concessions:

- All permanent concession stands will accept Visa & Mastercard as payment options.
- The number of credit card machines was increased by 50%.
- Maps of concession stands will be placed throughout the stadium for fans to see where the stands are and what types of food they sell.
- Pricing was analyzed and 98% of our items will stay at the same cost as the 2012 football season.



Improvement Plan

4. **Parking:**

- 65 ADA parking lots stalls were added in Lot "M"
- Parking shuttles have been added.
- Shuttle signage will be more visible.
- Parking lot attendants will receive extensive customer service training to better serve our fans.

5. **Customer Service:**

- Extensive customer service training for all gameday employees & non-profit groups.
- Mizzou Ambassadors will have a more defined presence on gameday.
- Secret shopper system will be used to obtain information on the performance of service workers.
- An online suggestion box will be established for fans to provide input on their gameday experience.

6. **Other improvements:**

- AT&T will complete deployment of their 4G-LTE system at Memorial Stadium/Faurot Field. This equipment will provide world class voice and data service, with completion expected in September.
- The "Rock M" and grass berm were moved closer to the North Endzone and the North concourse was expanded by 50 feet.

