

## Report of the Superintendent to the School Board

### **ACTION ITEM**

**Subject:** Authorization of negotiated advertising agreements to purchase a Video Scoreboard and upgrade the Press Box at Junge Field

#### **A. Pertinent Facts:**

The Dewey Combs Sports Complex at Junge Field hosts numerous events each year with thousands of spectators in attendance. Junge Field is not only home to our Joplin Eagles Football Team, but it is also used by our schools and students as well as the community at large. In addition to the football games, we host Joplin Youth Football, Middle School Football games and practices, and Middle School Track. The video scoreboard will also be utilized as a teaching and learning tool by the Audio/Video Production classes at Joplin High School/FTC. These students are interested in pursuing a career in the field of television/media production. Activities such as Band and Cheer direction periodically occur from the press box during games and practices resulting in currently crowded conditions. By upgrading the press box we will be able to accommodate our JETHD students and staff to film the games and produce content for the video display. In addition, we will be able to better serve the numerous coaches, radio staff, opposing team's coaches, newspaper, and game day workers much more effectively.

#### **B. Alignment:**

Goal #2 – Joplin Schools will support learners with technology tools and instructional resources.  
Indicator #2.3.2 Learner knowledge and use of technology to impact learning  
Goal #3 - Effective and Efficient  
Indicator #3.4.3 Increase efficiencies district wide while meeting the needs of students.

#### **C. Data:**

Increasing the use of technology for production and coordination by our students will improve the game day experience for players and fans through the addition of technological equipment and infrastructure. In addition, the project will remedy severely limited space in the current press box. The facility will also add climate control to the current amenities. This will improve the experience for the students engaged in filming games and game day affiliated staff and will protect the operating equipment for the video board..

#### **D. Stakeholder Voice:**

Athletic Director, Administration, JETHD, and Director of Facilities

#### **E. Fiscal Note:**

The cost of the video board and press box projects are estimated to be \$800,000.00. This figure includes the video board, installation, technology upgrades, design fees, construction costs for remodeling the press box, and cost of signage. All monies devoted to this project will be secured for payment over a five year period by the advertisers. The district will be reimbursed in full for all costs of the projects by entering into multi-year agreements with sponsors. Also, additional ads will be sold to more advertisers that will provide additional revenue for the district, beyond the costs of the scoreboard and press box remodel project. Commencement of the project phases will not begin until sufficient funds are secured.

#### **F. Recommendation:**

The administration recommends that the Board of Education authorize the Board President to sign negotiated advertising agreements during the fundraising phase of this project.

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**Reviewed by:** Dr. Ron Lankford, Assistant Superintendent for Business (RL)  
**Reviewed by:** Dr. Melinda Moss, Superintendent MM  
**Meeting Date:** December 15, 2020