ANNUAL TOWN HALL MEETING WITH CHRIS DEL CONTE
TCU

2016

SEASON REWIND
• 3.0 Cumulative GPA - 500 TCU Student-Athletes

• Caylin Moore - TCU Football
  - Rhodes Scholar
  - Allstate AFCA Good Works Team
Notable On Field Success

- Men’s Tennis finished 2016 ranked #3 in the nation
  - Big 12 Conference Champions
- Women’s Tennis earned an NCAA Tournament bid
- Rifle finished runner-up at the NCAA Championships
- Baseball - 3rd straight College World Series Appearance
- Soccer earns first NCAA Tournament bid
- Volleyball second consecutive NCAA bid/Kramer earns win no. 100
- Football made its 32nd bowl appearance in program history,
  14th under head coach Gary Patterson
Intercollegiate Athletics Director

CHRIS DEL CONTE
TCU SEASON TICKET HOLDER SURVEY

Why Do It?

• Improve the Amon G. Carter Fan Experience
• Understand the needs and concerns of our season ticket holders
SURVEY STATS

5,900 - Sent to more than 5,900 season ticket holder accounts
1,000 - Completed responses
WE HEAR YOU

Areas We Are Looking to Address

• Season ticket seat upgrade communication and process
• Concourse concessions and food in the premium seating areas
• Pregame and Postgame traffic issues and congestion
• Purse and bag policy confusion
WE HEAR YOU

Areas Where We Did Well

- Pregame tailgate atmosphere - Tailgate Guys (New in 2016)
- Pregame atmosphere in Frog Alley
- In-game atmosphere and fan experience initiatives
- Interactions with gameday TCU event staff
SEASON TICKET HOLDER SURVEY RESULTS
Q1: How would you rate the season ticket renewal experience?

<table>
<thead>
<tr>
<th>Ticket Office Customer Service</th>
<th>65% Excellent</th>
<th>28% Good</th>
<th>5% Fair</th>
<th>2% Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewal Materials</td>
<td>62% Excellent</td>
<td>31% Good</td>
<td>6% Fair</td>
<td>1% Poor</td>
</tr>
</tbody>
</table>
Q2: Do you find the season ticket renewal pieces easy to understand?

94% Yes  |  6% No
<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessing Your Lot</td>
<td>42%</td>
<td>34%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Identifying &amp; Accessing Your Space</td>
<td>50%</td>
<td>35%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Troubleshooting Assistance</td>
<td>35%</td>
<td>40%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Q4: Rate your off-campus parking experience

Parking Off-Campus on Gamedays
- 29% Excellent
- 37% Good
- 20% Fair
- 14% Poor

Finding Available Parking
- 25% Excellent
- 33% Good
- 25% Fair
- 17% Poor
Q5:
How would you rate your experience in Frog Alley on gamedays?

22% Excellent | 33% Good | 7% Fair | 0.22% Poor

37% N/A - Did not attend Frog Alley
Q6:
What time do you typically enter the Amon G. Carter Stadium gates?

In Relation to Kickoff

10% Two hours prior  |  27% One hour prior
45% 30 minutes prior |  18% At kickoff
Q7: Do you find the gate entry process easy?

93% Yes | 7% No
Q8:
Is the event staff efficient scanning your ticket into the stadium?

94% Yes | 6% No
Q9: How would you rate your experience accessing the premium seating clubs?

58% Excellent | 34% Good | 5% Fair | 3% Poor

Club Location of the Premium Seating Respondents
70% Champions | 11% South End Zone | 19% Touchdown
Q10:
If you have had an issue arise, how would you rate your experience with gameday staff?

40% Excellent  |  49% Good  |  8% Fair  |  3% Poor
Q11: Have you accessed the Riff Ram App on your smart phone?

46% Yes | 29% No | 25% NA - What is that?

User Rating of the App (5 being the highest)

14% Five | 35% Four | 38% Three | 9% Two | 4% One
Q12: Have you used the in-game seating and experience upgrade option on the Riff Ram App?

11% Yes | 72% No | 17% NA - What is that?
App Features

- Gameday Experience Opportunities and Ticket Upgrades
- Submit unused tickets for experience credits
- TCU Athletics News & Photos
- Real Time Stats

Works on iPhone or Android
Q13: Part One
Rate your experience at the concession stands or in your premium seating area

Quality of Food
17% Excellent  |  61% Good  |  20% Fair  |  2% Poor

Customer Service
28% Excellent  |  58% Good  |  12% Fair  |  2% Poor
Q13: Part Two
Rate your experience at the concession stands or in your premium seating area

Time Spent in Line
14% Excellent  |  48% Good  |  30% Fair  |  8% Poor

Variety of Items Offered
14% Excellent  |  51% Good  |  29% Fair  |  6% Poor
Q14:
Please rate the bar service experience in your respective premium seating area

28% Excellent  |  49% Good  |  19% Fair  |  4% Poor
TCU Video Board & Ribbon Boards
TCU

Club Seat Gift Increases

WHAT'S NEW IN 2017
South End Zone Seating Changes

WHAT'S NEW IN 2017
ONLINE SUBMITTED QUESTIONS
Will TCU ever sell beer throughout Amon G. Carter Stadium?

Alex
Can the stairwell behind the SW elevators at AGCS be open prior to the start of the game so that fans can access their seats in the 300/400 level more efficiently?

David
Will there ever be a discussion of adding a wrestling program or a softball team?

Tristan
My friends and I have been on the club seat wait list for years with no movement. Will you ever expand the club?

Steve
Has TCU considered getting rid of the “in/out” policy to make sure fans are in their seats for the start of the second half?

Marcus
With such a large alumni base in Houston, why don’t we ever play football or basketball games there?

Rick
TCU

Alumni Data

- 58,573 total alumni with an undergraduate degree
- 47% of alumni graduated between 1996-2016
- 27% of alumni graduated between 2006-2016
Largest Alumni Base Cities

Fort Worth - 14,822 (21.2%)
Dallas - 4,618 (6.6%)
Arlington - 2,914 (4.2%)
Houston - 1,912 (2.7%)
Austin - 1,819 (2.6%)
What initiatives or incentives can be made to encourage attendance at home events?

Richard
Why not offer priority points for attendance to home games?

Mary Ann
TCU has had a lot of success on the national level. What are some of the challenges to sustaining that level of success consistently?

Doug
TCU

OPEN Q&A

Raise your hand and wait for a microphone
THANK YOU FOR ATTENDING!