

# **Arkansas Division of Higher Education**

## **Intercollegiate Athletic Revenue and Expenditure Report**

**Fiscal Year 2020-2021**



**Institutional Finance**

**December 2021**

**Arkansas Division of Higher Education**  
423 Main Street, Suite 400 Little Rock, AR 72201

## **REPORT OF 2020-21 INTERCOLLEGIATE ATHLETIC REVENUES AND EXPENDITURES**

---

Act 245 of 1989 (A.C.A. §6-62-106) directed the Coordinating Board to develop and establish uniform accounting standards and procedures for reporting revenues and expenditures. Based on these standard definitions and formats, the Coordinating Board is to collect the financial data and provide a uniform report of each institution's athletic revenues and expenditures for the previous fiscal year to the Legislative Joint Auditing Committee and the public by November of each year.

Athletic revenues and expenditures for 2020-21 for each institution have been collected according to uniform standards and compiled in a summary report that follows this agenda item. An explanation of the reporting format follows:

1. The athletic report details revenues and expenditures for each institution.
2. Athletic revenues will match athletic expenditures unless there is an ending fund balance.
3. Act 366 of 1991 (A.C.A. § 6-62-804) prohibits athletic deficits. A designated athletic fee must be charged to the students by the institution if athletic-generated revenues (i.e., ticket sales, media/tournament/bowl, concessions/program sales, and game guarantees), foundations/clubs and other private gifts, other athletic income, auxiliary profits, and the allowable educational and general transfer do not cover the total expenditures for athletics.
4. In accordance with the uniform reporting and auditing of intercollegiate athletic expenditures of state-supported institutions of higher education, maintenance of facilities expenditures related to all intercollegiate teams and spirit groups, excluding bands, shall be reported as actual costs of operating such athletic facilities or a proration of actual costs based on athletic usage (A.C.A. § 6-62-807).

The 2020-21 total amount of athletic expenditures reported by state-supported universities is \$169,508,885 and two-year colleges is \$2,086,736. The statewide total is \$171,595,621 – a decrease of \$21,614,436 (11.2%) from \$193,210,057 in 2019-20.

A comparison of 2020-21 actual expenditures to 2020-21 budgeted revenues certified to the Coordinating Board in July 2020 is also illustrated at the bottom of the summary chart. Certified budgeted expenditures for 2020-21 totaled

\$199,150,149 for all institutions. Total actual expenditures for 2020-21 for all institutions was below this budgeted amount by 13.8% percent. Actual expenditures varied from the Board of Trustees-certified budgeted expenditures by a range of 19.6 percent below to 6.3 percent over the budgeted amount.

The following resolution is presented for the Board's consideration:

**RESOLVED**, That the Arkansas Higher Education Coordinating Board accepts the Report of 2020-21 Intercollegiate Athletic Revenues and Expenditures as prepared in accordance with Arkansas Higher Education Coordinating Board uniform accounting standards and definitions for athletic reporting.

**FURTHER RESOLVED**, That the Coordinating Board authorizes the Director to transmit the Report of 2020-21 Intercollegiate Athletic Revenues and Expenditures to the Legislative Joint Auditing Committee according to the provisions of A.C.A. §6-62-106.

**Summary of Intercollegiate Athletic Revenues and Expenditures, 2020-2021**

| INSTITUTIONS  |  | ASUJ               | ATU                | HSU                | SAUM                 | UAF <sup>1</sup>   | UAFS               | UALR               | UAM                | UAPB <sup>2</sup>   | UCA <sup>3</sup>     | 4-yr TOTAL       | ASUMS           | CCCUA            | NAC              | NPC              | SACC             | SAUT             | UACCRM             | 2-yr TOTAL |          |
|---|--|--------------------|--------------------|--------------------|----------------------|--------------------|--------------------|--------------------|--------------------|---------------------|----------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|--------------------|------------|----------|
| R<br>E<br>V<br>E<br>N<br>U<br>E<br>S  | TICKET SALES                                       | \$589,740          | \$0                | \$0                | \$8,531              | \$15,631,610       | \$8,161            | \$181,060          | \$39,200           | \$11,726            | \$323,076            | \$16,793,103     | \$0             | \$0              | \$2,609          | \$0              | \$0              | \$3,237          | \$5,861            | \$11,707   |          |
|   | STUDENT FEES                                       | \$6,332,314        | \$3,733,645        | \$1,541,793        | \$1,879,874          | \$0                | \$2,487,443        | \$3,227,866        | \$1,012,191        | \$1,489,864         | \$5,028,798          | \$26,733,788     | \$0             | \$0              | \$0              | \$0              | \$0              | \$131,187        | \$0                | \$131,187  |          |
|   | GAME GUARANTEES                                    | \$650,500          | \$0                | \$0                | \$0                  | \$10,000           | \$0                | \$124,000          | \$0                | \$401,000           | \$844,300            | \$2,029,800      | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                | \$0        |          |
|   | CONTRIBUTIONS                                      | \$906,939          | \$0                | \$13,314           | \$6,229              | \$7,704,412        | \$33,059           | \$0                | \$0                | \$0                 | \$277,427            | \$8,941,380      | \$0             | \$0              | \$0              | \$0              | \$0              | \$32,338         | \$0                | \$32,338   |          |
|   | NCAA/CONFERENCE DISTRIBUTIONS                      | \$1,850,527        | \$51,064           | \$33,150           | \$70,288             | \$43,368,788       | \$9,791            | \$677,587          | \$18,716           | \$0                 | \$1,058,362          | \$47,138,273     | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                | \$0        |          |
|   | BROADCAST, TV, RADIO, INTERNET RIGHTS              | \$0                | \$0                | \$0                | \$0                  | \$35,103,038       | \$0                | \$0                | \$0                | \$0                 | \$0                  | \$35,103,038     | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                | \$0        |          |
|   | PROGRAM SALES, CONCESSIONS, NOVELTIES, PARKING     | \$0                | \$0                | \$0                | \$1,847              | \$853,497          | \$0                | \$0                | \$0                | \$3,329             | \$6,263              | \$864,936        | \$0             | \$861            | \$0              | \$0              | \$0              | \$0              | \$6,193            | \$0        | \$7,054  |
|   | ROYALTIES, LICENSING, ADVERTISEMENTS, SPONSORSHIPS | \$1,199,375        | \$12,928           | \$0                | \$2,230              | \$14,918,734       | \$0                | \$625,728          | \$11,726           | \$0                 | \$0                  | \$257,972        | \$17,028,693    | \$0              | \$1,518          | \$8,500          | \$0              | \$0              | \$0                | \$0        | \$10,018 |
|   | SPORTS CAMPS REVENUES                              | \$0                | \$75,115           | \$0                | \$22,420             | \$73,289           | \$8,130            | \$0                | \$0                | \$0                 | \$0                  | \$0              | \$178,954       | \$0              | \$0              | \$11,260         | \$0              | \$0              | \$0                | \$0        | \$11,260 |
|   | ENDOWMENT AND INVESTMENT INCOME                    | \$163,746          | \$38,223           | \$0                | \$0                  | \$263,084          | \$0                | \$0                | \$0                | \$0                 | \$0                  | \$0              | \$465,053       | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                | \$0        | \$0      |
| OTHER INCOME  | \$54,915   | \$6,135            | \$15,788           | \$0                | \$753,303            | \$3,794            | \$273,121          | \$0                | \$1,375,068        | \$232,590           | \$2,714,714          | \$66,469         | \$0             | \$2,740          | \$0              | \$0              | \$0              | \$0              | \$0                | \$69,209   |          |
| O<br>T<br>H<br>E<br>R<br>F<br>I<br>N<br>A<br>N<br>C<br>I<br>N<br>G<br>S<br>O<br>U<br>R<br>C<br>E<br>S | CWSP FEDERALLY FUNDED PORTION                      | \$0                | \$6,137            | \$3,145            | \$55,799             | \$700              | \$5,058            | \$0                | \$50,886           | \$0                 | \$73,495             | \$195,220        | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                | \$0        |          |
|   | CWSP FED. PORTION AS % TOTAL CWSP                  | 0%                 | 100%               | 17%                | 106%                 | 75%                | 100%               | 0%                 | 100%               | 0%                  | 100%                 | 94%              | 0%              | 0%               | 0%               | 0%               | 0%               | 0%               | 0%                 | 0%         |          |
|   | OTHER AUXILIARY PROFITS                            | \$2,602,283        | \$0                | \$1,793,367        | \$878,958            | \$0                | \$990,475          | \$350,000          | \$1,096,033        | \$2,991,894         | \$3,776,049          | \$14,479,059     | \$0             | \$0              | \$66,218         | \$181,876        | \$0              | \$0              | \$556,622          | \$804,716  |          |
|   | TRANSFERS FROM UNRESTRICTED E&G                    | \$3,453,304        | \$2,099,767        | \$1,391,407        | \$1,391,407          | \$0                | \$0                | \$2,957,236        | \$1,350,000        | \$1,391,407         | \$1,391,407          | \$15,425,935     | \$194,767       | \$41,305         | \$223,824        | \$156,414        | \$0              | \$198,215        | \$79,342           | \$893,867  |          |
|   | PRIOR YEAR FUND BALANCE                            | \$0                | \$0                | \$0                | \$0                  | \$0                | \$72,244           | \$0                | \$0                | \$0                 | \$0                  | \$72,244         | \$0             | \$0              | \$0              | \$0              | \$120,983        | \$0              | \$0                | \$120,983  |          |
| <b>Total Revenues for Athletics</b>   | <b>\$17,803,642</b>                                | <b>\$6,023,014</b> | <b>\$4,791,964</b> | <b>\$4,317,583</b> | <b>\$118,680,454</b> | <b>\$3,618,155</b> | <b>\$8,416,598</b> | <b>\$3,578,752</b> | <b>\$7,664,288</b> | <b>\$13,269,739</b> | <b>\$188,164,188</b> | <b>\$261,236</b> | <b>\$43,684</b> | <b>\$315,151</b> | <b>\$338,290</b> | <b>\$120,983</b> | <b>\$371,170</b> | <b>\$641,825</b> | <b>\$2,092,339</b> |            |          |

**Summary of Intercollegiate Athletic Expenditures, 2020-2021**

| INSTITUTIONS   |  | ASUJ                | ATU                | HSU                | SAUM               | UAF <sup>1</sup>          | UAFS               | UALR               | UAM                | UAPB <sup>2</sup>  | UCA <sup>3</sup>    | 4-yr TOTAL           | ASUMS            | CCCUA           | NAC              | NPC              | SACC             | SAUT             | UACCRM           | 2-yr TOTAL         |
|--|--|---------------------|--------------------|--------------------|--------------------|---------------------------|--------------------|--------------------|--------------------|--------------------|---------------------|----------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|--------------------|
| E<br>X<br>P<br>E<br>N<br>D<br>I<br>T<br>U<br>R<br>E<br>S | SALARIES                                   | \$4,707,433         | \$1,538,178        | \$1,368,578        | \$1,168,877        | \$36,935,204              | \$933,463          | \$2,295,806        | \$1,042,017        | \$2,301,901        | \$2,951,669         | \$55,243,126         | \$35,000         | \$6,062         | \$53,687         | \$0              | \$30,150         | \$63,681         | \$89,786         | \$278,366          |
|  | BUDGETED FTE POSITIONS                     | \$79                | \$32               | \$39               | \$24               | \$334                     | \$18               | \$47               | \$21               | \$0                | \$52                | \$647                | \$0              | \$0             | \$1              | \$0              | \$0              | \$2              | \$2              | \$5                |
|  | FRINGE BENEFITS                            | \$1,415,631         | \$574,010          | \$405,366          | \$318,271          | \$7,694,223               | \$250,819          | \$645,464          | \$321,571          | \$549,117          | \$991,246           | \$13,165,718         | \$11,656         | \$2,208         | \$10,168         | \$4,984          | \$8,679          | \$27,045         | \$39,939         | \$104,679          |
|  | FRINGE BENEFITS AS A % OF SALARIES         | 30.1%               | 37.3%              | 29.6%              | 27.2%              | 20.8%                     | 26.9%              | 28.1%              | 30.9%              | 23.9%              | 33.6%               | 23.8%                | 33.3%            | 36.4%           | 18.9%            | 0.0%             | 28.8%            | 42.5%            | 44.5%            | 37.6%              |
|  | EXTRA HELP                                 | \$250,925           | \$18,680           | \$10,581           | \$3,023            | \$1,050,853               | \$20,359           | \$133,931          | \$42,177           | \$47,378           | \$153,429           | \$1,731,336          | \$23,909         | \$10,500        | \$5,872          | \$31,645         | \$2,594          | \$50,672         | \$0              | \$125,192          |
|  | CWSP- TOTAL COST (FEDERAL AND STATE MATCH) | \$0                 | \$6,137            | \$18,863           | \$52,788           | \$934                     | \$5,058            | \$0                | \$50,886           | \$0                | \$73,495            | \$208,161            | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                |
|  | ATHLETIC SCHOLARSHIPS                      | \$5,571,742         | \$2,051,154        | \$1,972,080        | \$1,739,621        | \$10,142,554              | \$1,170,159        | \$2,807,160        | \$1,271,715        | \$2,804,661        | \$4,628,113         | \$34,158,958         | \$66,469         | \$0             | \$85,128         | \$191,482        | \$13,250         | \$93,661         | \$238,668        | \$688,658          |
|  | RECRUITING                                 | \$97,401            | \$30,821           | \$26,454           | \$27,403           | \$383,920                 | \$9,189            | \$30,406           | \$6,255            | \$0                | \$15,460            | \$627,309            | \$0              | \$0             | \$48             | \$0              | \$1,295          | \$5,972          | \$17,438         | \$24,753           |
|  | TEAM TRAVEL                                | \$1,889,181         | \$260,031          | \$263,036          | \$343,314          | \$7,664,485               | \$353,425          | \$806,103          | \$162,699          | \$725,208          | \$1,198,152         | \$13,665,634         | \$40,522         | \$1,597         | \$41,387         | \$36,134         | \$23,452         | \$24,518         | \$49,196         | \$216,806          |
|  | SPORTS EQUIPMENT, UNIFORMS, SUPPLIES       | \$913,377           | \$193,937          | \$95,773           | \$157,009          | \$3,733,295               | \$193,771          | \$225,275          | \$159,086          | \$458,336          | \$404,364           | \$6,534,223          | \$29,476         | \$7,199         | \$20,736         | \$74,045         | \$17,428         | \$28,748         | \$97,822         | \$275,454          |
|  | CONCESSIONS/PROGRAMS                       | \$0                 | \$0                | \$0                | \$3,422            | \$0                       | \$0                | \$577              | \$0                | \$0                | \$0                 | \$3,999              | \$0              | \$0             | \$0              | \$0              | \$0              | \$3,604          | \$0              | \$3,604            |
|  | GAME EXPENSES                              | \$806,623           | \$31,988           | \$55,299           | \$47,496           | \$4,036,744               | \$17,549           | \$201,713          | \$41,440           | \$80,914           | \$536,273           | \$5,856,039          | \$14,800         | \$8,175         | \$18,885         | \$0              | \$10,798         | \$16,527         | \$29,221         | \$98,406           |
|  | GAME GUARANTEES                            | \$128,100           | \$0                | \$0                | \$0                | \$704,390                 | \$0                | \$5,000            | \$1,000            | \$0                | \$43,000            | \$881,490            | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                |
|  | FUNDRAISING, MARKETING, PROMOTIONS         | \$59,896            | \$14,896           | \$0                | \$0                | \$654,894                 | \$9,107            | \$5,266            | \$0                | \$14,694           | \$5,266             | \$764,019            | \$4,478          | \$0             | \$0              | \$0              | \$0              | \$30,806         | \$4,925          | \$40,209           |
|  | SPORTS CAMPS EXPENSES                      | \$0                 | \$20,699           | \$0                | \$0                | \$1,431                   | \$2,850            | \$0                | \$0                | \$0                | \$0                 | \$24,980             | \$0              | \$0             | \$9,617          | \$0              | \$0              | \$0              | \$0              | \$9,617            |
|  | DIRECT FACILITIES, MAINTENANCE, RENTALS    | \$1,034,050         | \$381,122          | \$146,353          | \$17,661           | \$8,035,457               | \$340,057          | \$44,068           | \$100,991          | \$268,252          | \$386,480           | \$10,754,491         | \$8,230          | \$0             | \$30,149         | \$0              | \$0              | \$0              | \$0              | \$38,379           |
|  | DEBT SERVICE                               | \$0                 | \$301,772          | \$229,367          | \$175,915          | \$6,338,705               | \$0                | \$0                | \$37,363           | \$0                | \$671,058           | \$7,754,179          | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                |
|  | SPIRIT GROUPS                              | \$0                 | \$60,854           | \$40,849           | \$0                | \$845,716                 | \$119,710          | \$26,446           | \$57,540           | \$0                | \$22,634            | \$1,173,749          | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              | \$0                |
|  | MEDICAL EXPENSES AND MEDICAL INSURANCE     | \$226,373           | \$188,377          | \$87,079           | \$45,012           | \$4,067,897               | \$57,202           | \$15,386           | \$146,956          | \$196,245          | \$471,137           | \$5,501,664          | \$9,307          | \$0             | \$25,384         | \$0              | \$8,852          | \$10,998         | \$13,436         | \$67,977           |
|  | MEMBERSHIPS AND DUES                       | \$94,319            | \$27,096           | \$22,821           | \$8,281            | \$43,351                  | \$48,715           | \$13,753           | \$20,900           | \$900              | \$42,093            | \$322,229            | \$4,965          | \$4,481         | \$4,255          | \$0              | \$4,485          | \$4,126          | \$9,358          | \$31,670           |
| OTHER OPERATING EXPENDITURES                             | \$594,374                                  | \$191,293           | \$49,465           | \$209,490          | \$7,406,762        | \$86,722                  | \$1,160,246        | \$116,156          | \$216,682          | \$397,198          | \$10,428,388        | \$12,424             | \$3,462          | \$9,835         | \$0              | \$0              | \$5,209          | \$52,036         | \$82,966         |                    |
| OTHER FINANCING USES                                     | TRANSFERS TO OTHER FUNDS/ACCOUNTS          | \$14,217            | \$0                | \$0                | \$0                | \$416,305                 | \$0                | \$0                | \$0                | \$0                | \$278,674           | \$709,196            | \$0              | \$0             | \$0              | \$0              | \$0              | \$0              | \$0              |                    |
| <b>Total Expenditures for Athletics</b>                  |  | <b>\$17,803,642</b> | <b>\$5,891,045</b> | <b>\$4,791,964</b> | <b>\$4,317,583</b> | <b>\$100,157,119</b>      | <b>\$3,618,155</b> | <b>\$8,416,598</b> | <b>\$3,578,752</b> | <b>\$7,664,288</b> | <b>\$13,269,739</b> | <b>\$169,508,885</b> | <b>\$261,236</b> | <b>\$43,684</b> | <b>\$315,151</b> | <b>\$338,290</b> | <b>\$120,983</b> | <b>\$365,567</b> | <b>\$641,825</b> | <b>\$2,086,736</b> |
| Fund Balance   |  | \$0                 | \$131,969          | \$0                | \$0                | \$18,523,335 <sup>1</sup> | \$0                | \$0                | \$0                | \$0                | \$0                 | \$18,655,303         | \$0              | \$0             | \$0              | \$0              | \$0              | \$5,603          | \$0              | \$5,603            |
| 2020-2021 Budgeted Expenditures Certified July 2020      |  | \$18,421,351        | \$6,380,119        | \$5,582,885        | \$5,244,846        | \$124,567,250             | \$3,502,338        | \$9,801,207        | \$3,689,765        | \$7,221,265        | \$12,484,011        | \$196,895,037        | \$263,000        | \$50,156        | \$314,650        | \$361,165        | \$122,966        | \$382,850        | \$760,325        | \$2,255,112        |
| % Difference Between Expenditures & Budgeted Revenue     |  | 3.4%                | 7.7%               | 14.2%              | 17.7%              | 19.6%                     | -3.3%              | 14.1%              | 3.0%               | -6.1%              | -6.3%               | 13.9%                | 0.7%             | 12.9%           | -0.2%            | 6.3%             | 1.6%             | 4.5%             | 15.6%            | 7.5%               |

<sup>1</sup>Non-Program Specific "NCAA/Conference Distributions" includes a one-time, non-recurring conference distribution of \$23,320,000

<sup>2</sup>Non-Program Specific "Other Income" includes CARES Act funding for athletic department lost revenues during FY21 and insurance reimbursements.

<sup>3</sup>Non-Program Specific "Other Income" includes CARES and CRSSA funds