



THE UNIVERSITY OF
NEW MEXICO.

UNIVERSITY STADIUM AND SOUTH CAMPUS SPORTS & ENTERTAINMENT DISTRICT

FACILITY ASSESSMENT, PHASED IMPROVEMENTS & DEVELOPMENT PLAN



THE

STADIUM OF THE FUTURE FOR NEW MEXICO

University Stadium is entering a powerful moment of momentum. A winning football season has reignited fan engagement, boosted student pride, and renewed shared energy that reaches beyond the stands. This presents a rare opportunity to reinvest in a statewide asset that supports academic and athletic excellence, drives economic growth, and reinforces UNM's role as the state's flagship institution.

During the 2025 - 2026 season, Lobo Football delivered one of the most successful campaigns in program history:

- First nine-win season since 2016
- First sold-out home crowd since 2007
- Largest attendance growth in the nation, with a 57.82% increase year-over-year—nearly 19% higher than the next closest program
- Largest November home crowd since 2008
- First undefeated home season since 1962
- First road win over a Power 4 opponent since 2007
- First-ever victory over a Big Ten opponent

As Division I athletics continue to shift through ongoing conference realignment and increased media visibility, facility investments have become critical to maintaining national relevance. Since 2021, five Mountain West programs have announced moves to the Pac-12, highlighting the growing connection between football success and institutional strength. At UNM, rising attendance has exposed long-standing infrastructure issues at University Stadium, with outdated systems straining to meet current demands. These limitations affect fan experience, safety, and accessibility, making strategic upgrades essential and no longer optional.



37,440

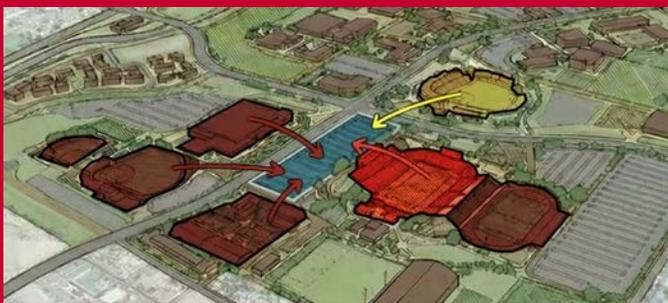


**UNIVERSITY STADIUM IS THE
LARGEST EVENT VENUE
IN THE STATE**

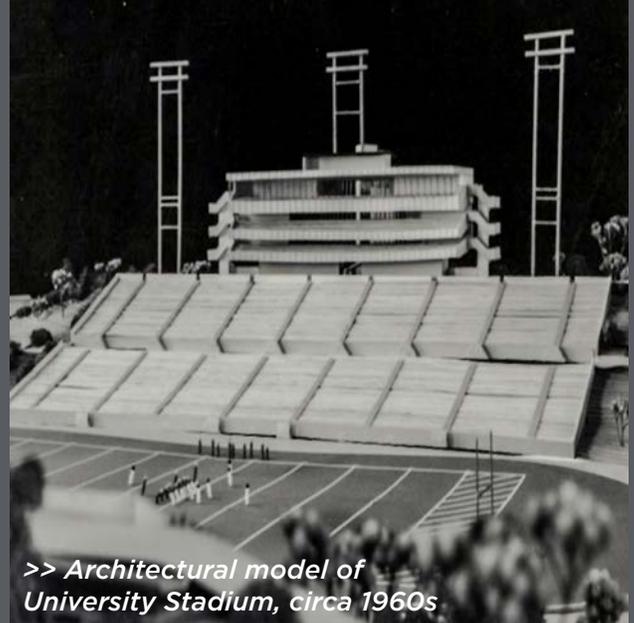
THE RIGHT TIME, THE RIGHT PLACE

Now is the time to act. University Stadium, plays a central role in hosting athletic, academic, and community events, but aging infrastructure is limiting its effectiveness. After evaluating new construction, the University concluded that a phased renovation of the existing facility is the most cost-effective and strategic approach.

Located on South Campus alongside The Pit, Isotopes Park, and the expanding Sports and Entertainment District, the stadium benefits from shared resources, operational efficiency, and a strong regional identity. As national focus shifts toward infrastructure investment and campus visibility, modernizing University Stadium positions UNM to enhance its competitiveness, elevate the game-day experience, and strengthen its



>> *The stadium's location within a growing Sports and Entertainment District strengthens the case for renovation through increased activity, development momentum, and better game-day experiences.*



>> *Architectural model of University Stadium, circa 1960s*

Built in 1960 with a distinctive berm-style design carved into the arroyo landscape, University Stadium has served as New Mexico's premier venue for over 50 years. It replaced the undersized Zimmerman Field and moved athletics off Central Campus, supporting the growth of both academic and athletic programs.

Although the stadium has received periodic updates, it has never undergone a full modernization. Core elements such as the seating bowl, restrooms, concessions, and building systems remain largely original and fall short of current codes, accessibility standards, and expectations for fan experience and technology.

Key Milestones

- **1960:** Stadium opens with natural grass and berm-style construction
- **1976:** Press box and suites added
- **1995:** Tow Diehm Athletic Facility built
- **2001:** North end bathrooms and concessions expanded
- **2004:** Temporary south bleachers added
- **2012-2013:** FieldTurf and HD videoboard installed
- **2014:** Tow Diehm renovated
- **2023:** NM Mutual Champions Training Center completed

Despite past upgrades, over 60 years without full renovation have left the stadium below modern standards for safety, accessibility, and fan experience.



>> *Aerial view of original University Stadium*

MODERNIZATION PRIORITIES

This modernization effort focuses on infrastructure and experience enhancements that support safety, athletics, elevate fan comfort, and expand year-round use for the public.

NEAR-TERM PRIORITIES



EXPANDING ACCESSIBILITY + UNIVERSAL ACCESS

Expand accessible seating, entrances, and circulation to ensure the stadium serves all patrons.

ONLY 2 EXISTING ADA ENTRIES



IMPROVING CIRCULATION + CROWD FLOW

Reconfigure concourses and wayfinding to reduce congestion and improve safety.

TARGET 70% ENTRY PER HOUR



INCREASING THE NUMBER OF RESTROOM FACILITIES

Increase fixture count and distribution to reduce wait times and serve families and patrons with disabilities.

+400 RESTROOM FIXTURES NEEDED



ENHANCING CONCESSIONS + FOOD SERVICE

Expand hot food capacity, Point of Sale (POS) locations, and mobile ordering to speed service and increase revenue.

+213 POINTS OF SALE NEEDED

LONG-TERM ENHANCEMENTS

ELEVATE FAN SAFETY AND COMFORT

EXPAND PREMIUM SPACES

OPTIMIZE FIELD LAYOUT

ENHANCE ATHLETE FACILITIES

STREAMLINE OPERATIONS FLOW

MODERNIZE TECHNOLOGY INFRASTRUCTURE



>> Lines at stadium gates during game day.



>> Congestion on concourse during game day.

MODERN STADIUM COMPARABLES

In today's collegiate athletics landscape, facilities are a visible measure of competitive strength, institutional commitment, and overall program health. As stadium technology advances, these venues play an increasingly important role in attracting major events, expanding programming, and elevating the visibility of both the institution and the surrounding community. Stadiums often serve as the primary point of connection for visitors, shaping first impressions for prospective students, donors, and recruits, which has driven peer institutions to invest heavily in premium seating, enhanced fan amenities, and flexible, multi-use designs that support year-round activity, generate revenue, and position the stadium as a prominent stage for the university and the state during marquee events and broadcasts.

UNIVERSITY STADIUM The University of New Mexico	
Built: 1960	Capacity: 37,440
Existing Stadium Metrics:	Post Phased Stadium Modernization:
<ul style="list-style-type: none"> - 1,340 club seats, including 9 suites - 3.6% premium seating 	<ul style="list-style-type: none"> - 1,778 premium seats, including 11 suites - 4.7% of total seating



Renovation: 2016
Capacity: 25,513
Cost: 36M* (2016)
+7M* (2023)

Features:

- 24 loge boxes,
- 700 club seats
- 24 suites
- 5.4% premium seating

2016 Renovation Scope:

- New 4-story premium club and suite tower
- Media and operations center
- Expanded concourses, restroom and concession upgrades
- New north and south videoboards.

2023 Renovation Scope:

- Improve student services
- Address multiple ADA seat locations
- Replace, renovate and expand multiple restrooms
- Address circulation bottlenecks



New Construction Opening: 2022
Capacity: 35,000
Cost: 310M*

Features:

- 48 loge boxes
- 832 club seats
- 39 suites



Planned Opening: 2029
New Construction Capacity: 25,000
Cost: 500M*

Features:

- 884 club seats
- 23 suites
- 5.5% premium seating

* Cost figures shown represent values at the time of construction or renovation and are not adjusted for inflation or reflective of present day construction costs.

STADIUM VISION

A YEAR-ROUND, MULTI-USE DESTINATION

University Stadium will elevate the game-day and community experience as a world-class, technology-driven, accessible, and sustainable venue designed to support year-round, multi-purpose use, and lasting economic and community impact.

The renovated University Stadium will be a flexible, high-performing venue designed for year-round use. While it will continue to support athletics, the stadium will also accommodate commencements, concerts, soccer matches, high school championships, and other large-scale public events. This broader role positions the stadium as a statewide destination and a driver of economic activity.

Design updates will draw from New Mexico's culture and landscape, blending authenticity with a contemporary experience. Enhancements to seating, circulation, and guest amenities will improve comfort, safety, and accessibility. New hospitality areas, premium seating, and integrated technology will elevate the fan experience and improve operational efficiency. These improvements will establish University Stadium as a central part of South Campus and a long-term community asset for the entire state.

PHASING STRATEGY

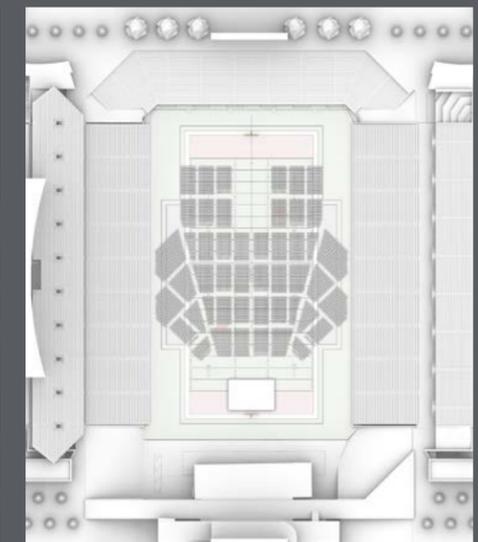
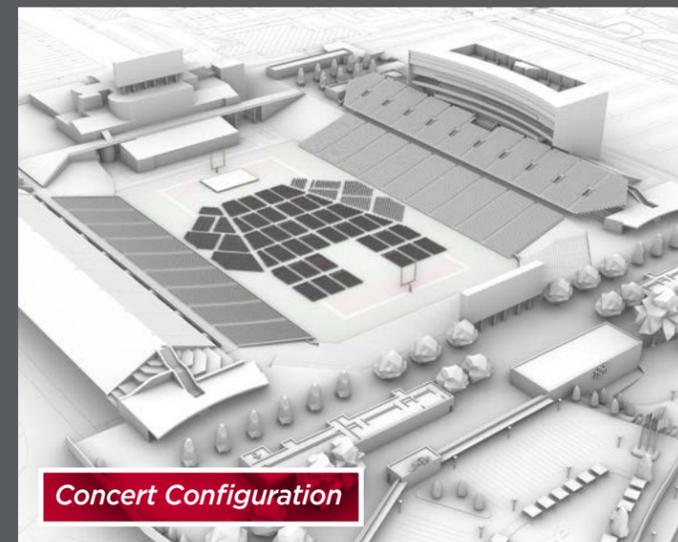
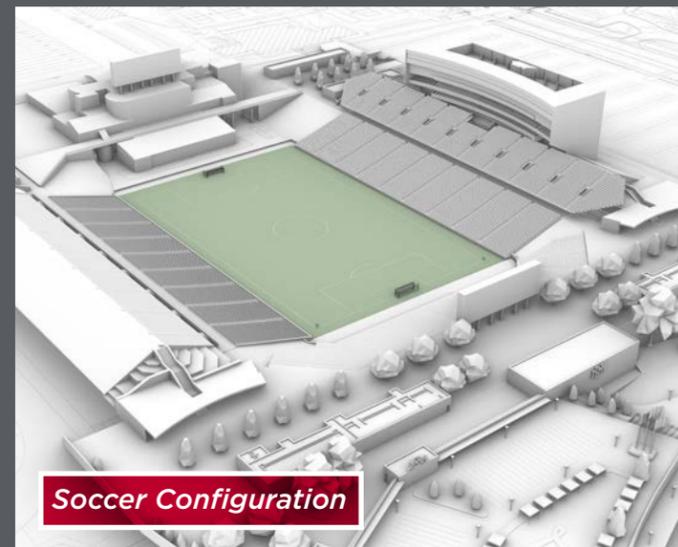
A STRATEGIC, PHASED RENOVATION

of University Stadium delivers critical modernization in a responsible, cost-effective manner while allowing each phase to build upon the last. The first three phases address the most urgent facility needs, bringing the stadium up to national standards for safety, accessibility, and fan amenities while significantly improving the game-day experience.

Together, these phased improvements create a safer, more accessible, and fully connected stadium that maximizes fan experience, operational efficiency, and long-term revenue potential.

- 1 IMPROVED ARRIVAL EXPERIENCE**
North Entry Plaza enhancements to accessibility, concourses, amenities, and guest services
- 2 FAN COMFORT MODERNIZATION**
Wider lower-bowl seating and chairbacks within the existing footprint
- 3 SAFER, FASTER CIRCULATION**
360° concourse expansion and videoboard
- 4 EXPANDED CAPACITY AND AMENITIES**
New West Upper Bowl with increased restroom and point-of-sale capacity
- 5 PREMIUM AND OPERATIONAL UPGRADES**
Tower renovation with suites, party decks, athlete dining, and broadcast space

MORE THAN GAME DAY: BUILT FOR BIG MOMENTS



FROM STADIUM TO SHOWPLACE: These diagrams illustrate how University Stadium can be configured to host concerts and outdoor marquee events.



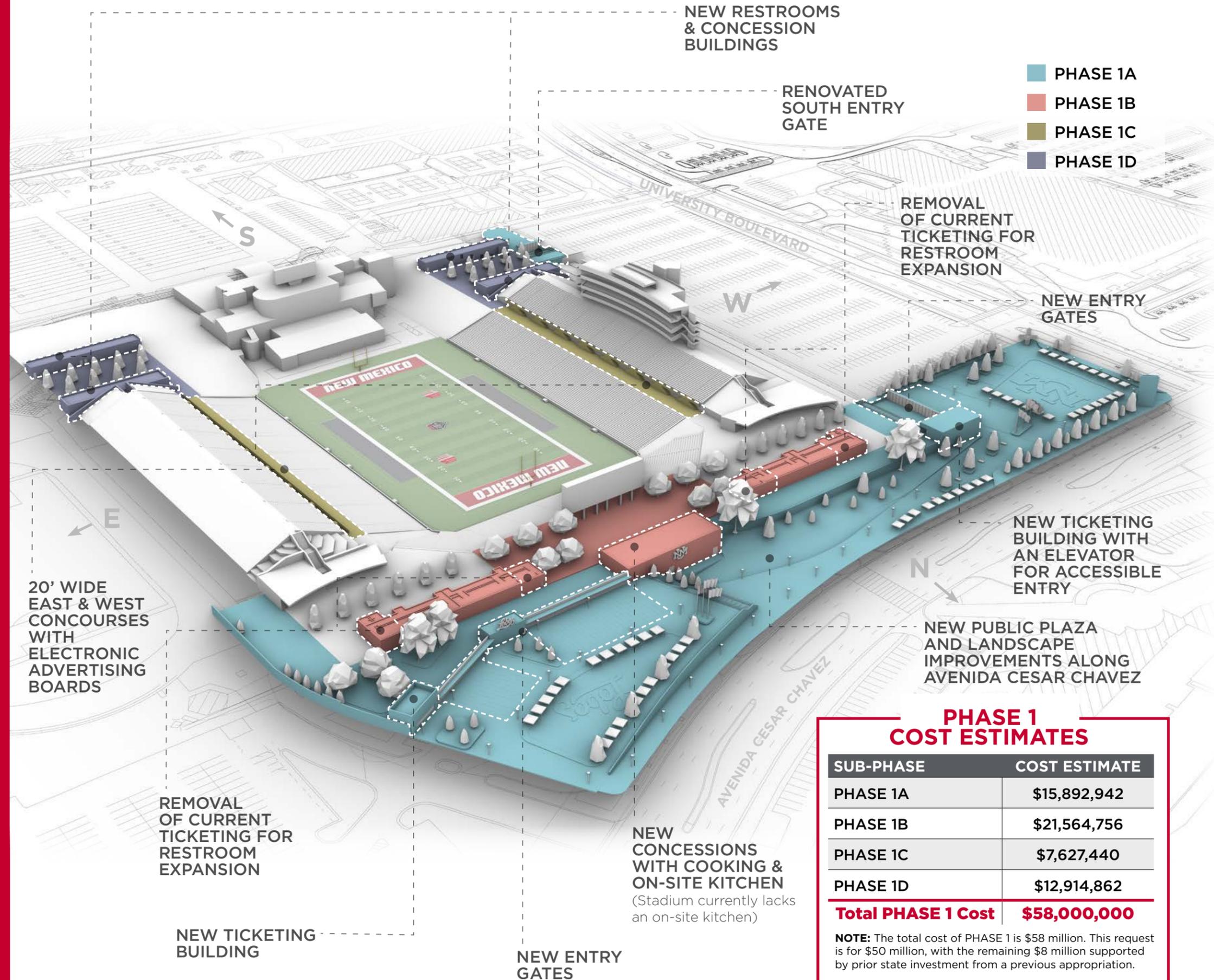
>> Conceptual rendering of proposed improvements during a football game, highlighting widened concourses, upgraded seating with seatbacks, and a modern tower.

PHASE 1

NEW NORTH ENTRY PLAZA, WIDENED CONCOURSES, AND NEW RESTROOMS & CONCESSIONS

PHASE 1 is the catalyst for transforming University Stadium. It improves the arrival experience, enhances accessibility, and ensures safer, more efficient circulation for growing crowds. Upgraded amenities, guest services, and modern technology, including Wi-Fi and media systems, align the stadium with today's expectations for comfort, connectivity, and performance. Construction is strategically phased during off seasons, allowing the stadium to remain active and minimizing disruptions to athletic schedules and major events.

- **PHASE 1A:** Renovates the North Entry Plaza to improve arrival, accessibility, and first impressions with safer entry and enhanced guest services.
- **PHASE 1B:** Expands restrooms and concessions to increase capacity and better support modern event demands.
- **PHASE 1C:** Widens concourses to improve circulation, crowd flow, and safety.
- **PHASE 1D:** Adds new south-side restrooms and concessions to modernize and balance services across the venue.

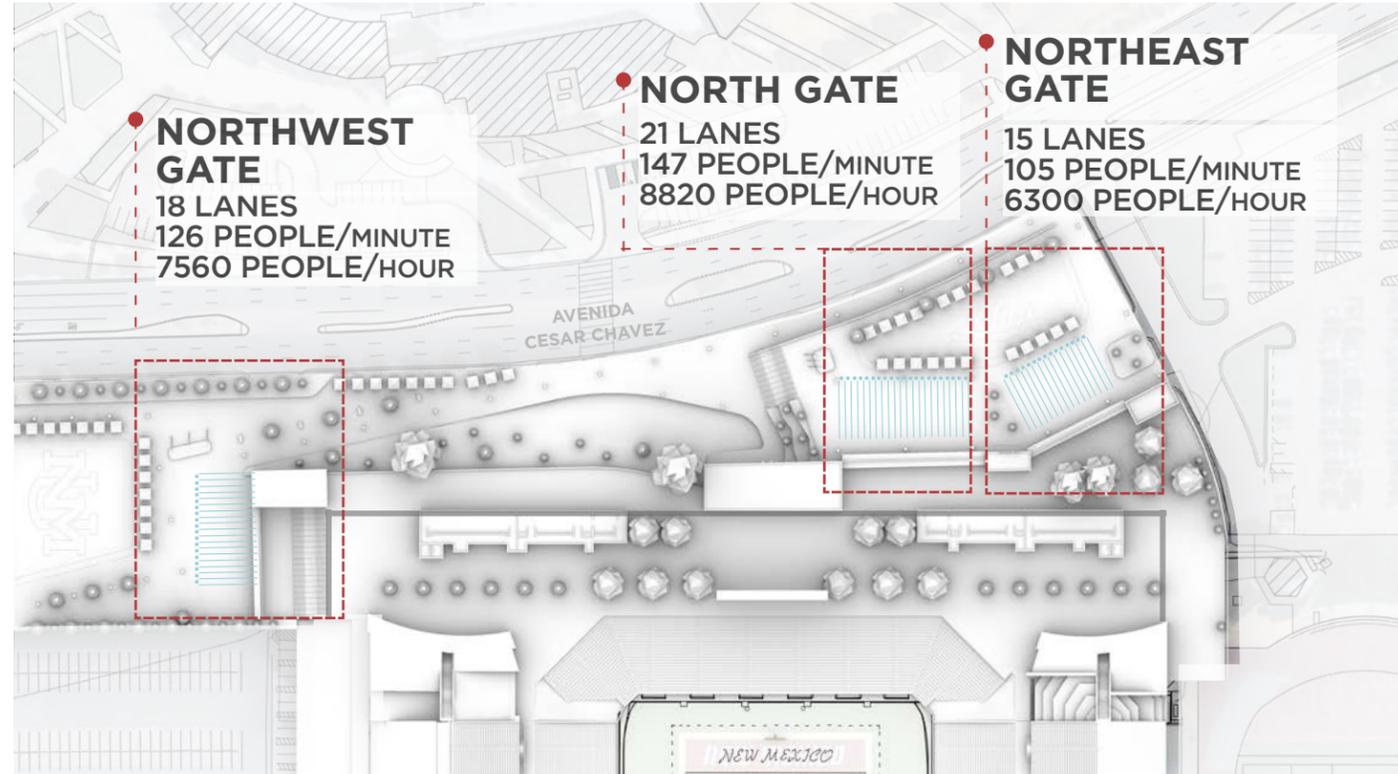


PHASE 1 COST ESTIMATES

SUB-PHASE	COST ESTIMATE
PHASE 1A	\$15,892,942
PHASE 1B	\$21,564,756
PHASE 1C	\$7,627,440
PHASE 1D	\$12,914,862
Total PHASE 1 Cost	\$58,000,000

NOTE: The total cost of PHASE 1 is \$58 million. This request is for \$50 million, with the remaining \$8 million supported by prior state investment from a previous appropriation.

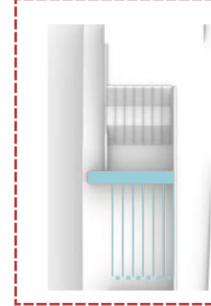
PHASE 1 GATES + QUEUING



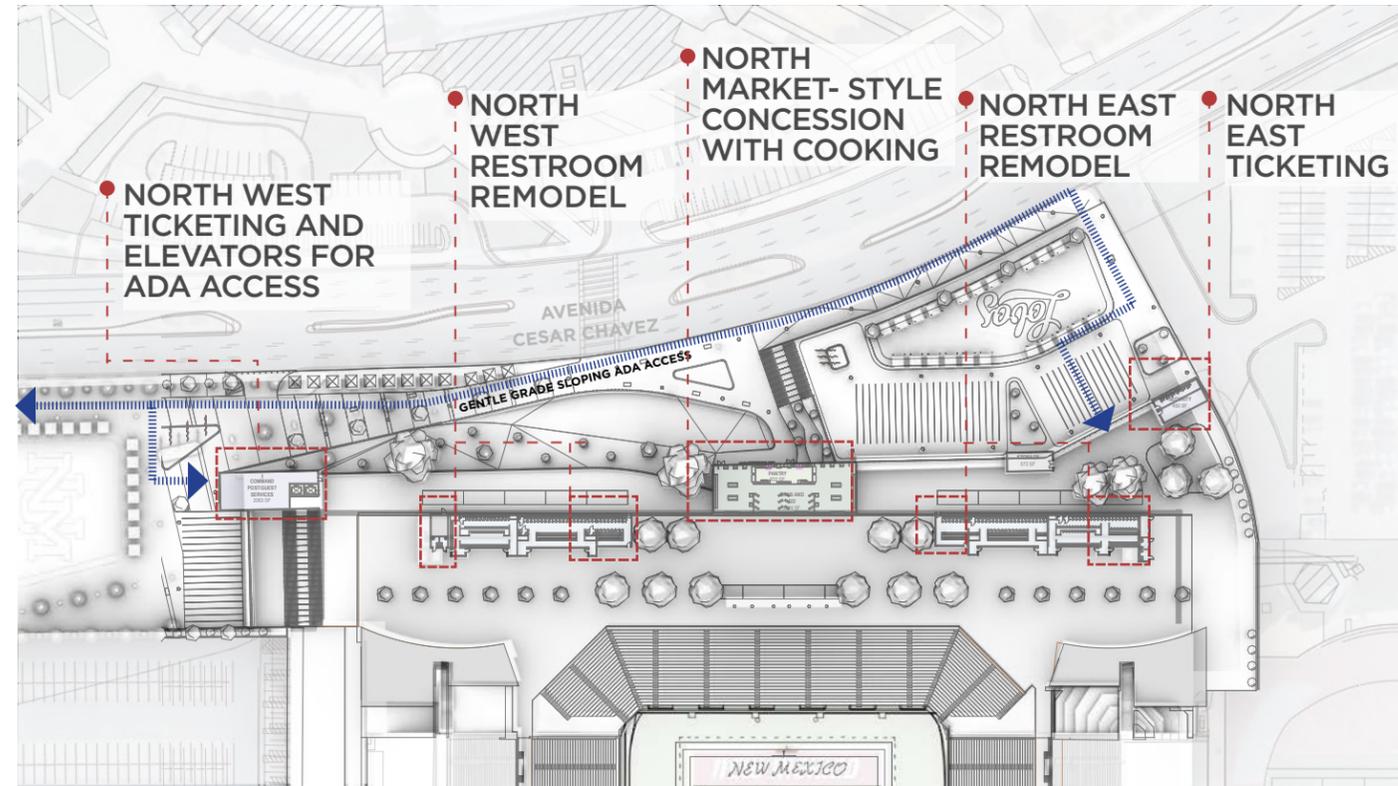
FLEXIBLE SPACE FOR GAME DAY & BEYOND

The North Entry Plaza creates a series of flexible outdoor spaces that support football game days while strengthening University Stadium as a year-round destination. It formalizes Louie Lane and pre-game traditions while providing adaptable spill-over space for concerts, soccer matches, and other community events.

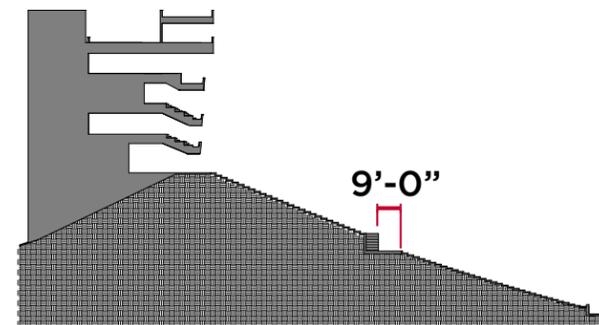
SOUTHWEST GATE
6 LANES
42 PEOPLE/MINUTE
2520 PEOPLE/HOUR



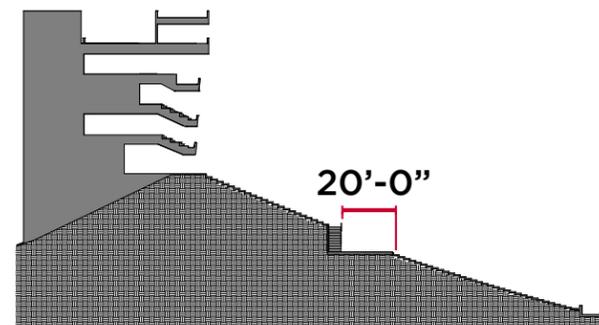
NORTH PLAZA PROGRAM PLANS



CONCOURSE WIDENING



EXISTING WEST CONCOURSE



EXPANDED WEST CONCOURSE

PHASE 1

IMPROVEMENT METRICS

PHASE 1 delivers targeted upgrades addressing University Stadium's most urgent modernization needs. Expanded entry gates improve arrival flow, allowing 71 percent of fans to enter within the first hour. New restroom fixtures bring bathroom capacity into alignment with modern standards. Concession upgrades add new points of sale, achieving 75 percent of the target service level. Together, these improvements enhance comfort, efficiency, and the event-day experience while establishing a strong foundation for future phases.



+ 377
RR FIXTURES



+ 142
POINTS OF SALE



+ 32
GATE LANES

PHASE 1 COST:

\$58 MILLION



PHASE 2

SEAT OPPORTUNITIES



PREMIUM SEATS
Back & Seat Cushion



PREMIUM SEATS
Back & High Seat Cushion



GENERAL ADMISSION SEATS
Plastic Seats



GENERAL ADMISSION
Plus Seats
Mesh Seating



PHASE 3



IMPROVED SOUTH END ZONE SCOREBOARD
Scoreboard has a large electronic display in addition to a more-traditional seven-segment style display.

PHASE 2 LOWER BOWL + CHAIRBACKS

PHASE 2 enhances seating comfort and sightlines to improve fan experience and stadium usability.

- Overbuild lower bowl seats to increase tread width to 33".
- Add chairbacks to lower bowl seating.

ESTIMATED COST:
\$42,337,000

PHASE 3 NEW SOUTH CONCOURSE & VIDEOBOARD

PHASE 3 constructs a south concourse, connecting the stadium on the south end and allowing for 360° circulation.

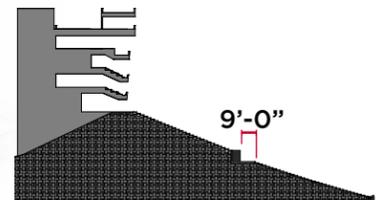
- Build a new south endzone concourse.
- Renovate the south endzone scoreboard.

ESTIMATED COST:
\$19,541,000

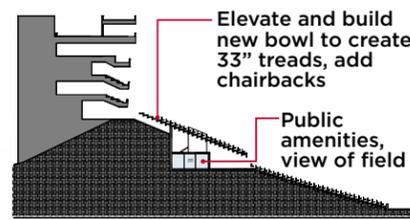


PHASE 4

SECTIONS



EXISTING WEST CONCOURSE

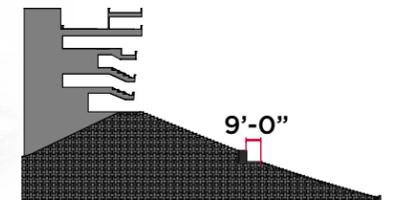


EXPANDED WEST CONCOURSE

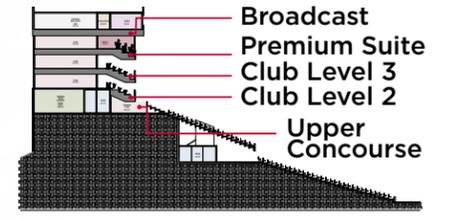


PHASE 5

SECTIONS



EXISTING WEST TOWER



TOWER RENOVATION

PHASE 4 WEST UPPER BOWL

PHASE 4 improves upper-bowl comfort, amenities, and fan services to enhance overall stadium experience.

- Elevate West Upper Bowl with 33" tread widths.
- Add chairbacks to West Upper Bowl seating.
- Create shaded, amenity-rich concourse beneath a new elevated bowl.

+ 91
RR FIXTURES

+ 42
POINTS OF SALE

ESTIMATED COST:
\$37,001,000

PHASE 5 TOWER RENOVATION / ADDITION

PHASE 5 renovates the stadium tower, adding premium spaces and amenities.

- Improve circulation separating fans and back-of-house.
- Expand club spaces and premium suites.
- Upgrade restrooms and concessions (including accessible).
- Add broadcast level, full kitchen, and athlete dining.

ESTIMATED COST:
\$110,819,000

PHASED PRIORITY ALIGNMENT

The full five-phase modernization program delivers measurable, cumulative improvements across all major stadium systems. While Phase 1 addresses the most urgent infrastructure needs, Phases 2 through 5 continue to advance performance benchmarks by adding restrooms, expanding concessions, and increasing overall capacity. As the chart shows, total restroom fixtures increase from 489 to 569, point-of-sale capacity rises from 75 percent to 87 percent of the target, and guest amenities continue to improve throughout the stadium. **By the final phase, University Stadium meets or exceeds modern standards for event operations, safety, accessibility, and fan experience, resulting in a complete, future-ready venue that serves the needs of New Mexico.**

	0			1				2	3	4				5
	EXISTING			NORTH ENTRY PLAZA, RESTROOMS, AND CONCESSIONS				CHAIRBACKS	SOUTH CONCOURSE AND VIDEO BOARD	WEST UPPER BOWL				WEST TOWER EXPANSION
RESTROOMS	EXISTING	DEVIATION	CAPACITY	NEW TOTAL	DEVIATION	CAPACITY			NEW TOTAL	DEVIATION	CAPACITY			
Mens Toilet	36	-16	69%	52	0	100%	NO CHANGE	NO CHANGE	64	12	123%	ONLY PREMIUM AMENITIES ADDED IN THIS PHASE		
Urinal Ratio	19	-85	18%	107	3	103%			122	18	117%			
Mens Lavatory Ratio	14	-76	16%	96	6	107%			108	18	120%			
Womens Toilet Ratio	37	-119	24%	133	-23	85%			169	13	108%			
Womens Lavatory	15	-104	13%	110	-9	92%			126	7	106%			
TOTAL	121	-400	28%	498	-23	97%			589	68	113%			
POS	FIXED POS	MOBILE POS	DEVIATION	% OF TOTAL REQ.	FIXED POS	MOBILE POS	DEVIATION	% OF TOTAL REQ.	FIXED POS	MOBILE POS	DEVIATION	% OF TOTAL REQ.		
Northwest	20	5	-44	36%	28	54	+13	119%	28	54	+13	119%		
Northeast	12	5	-52	25%	20	54	+5	107%	38	54	+23	133%		
Southeast	0	5	-64	7%	14	5	-50	28%	14	5	-50	28%		
Southwest	11	5	-53	23%	25	5	-39	43%	49	5	-15	78%		
TOTAL	43	20	-213	23%	87	118	-71	75%	129	118	-29	90%		
GATES	LANES	PEOPLE PER HR	% OF STADIUM PER HR	LANES	PEOPLE PER HR	% OF STADIUM PER HR			NO CHANGE					
Northwest (Gate 4)	8	3,360	9%	18	7,560	21%	NO CHANGE	NO CHANGE	NO CHANGE					
North (Gates 5, 6)	8	3,360	9%	21	8,820	25%								
Northeast (Gate 8)	12	5,040	14%	15	6,300	18%								
Southwest (Gate 1)	0	0	0%	6	2,520	7%								
TOTAL	28	11,760	33%	60	25,200	71%								

FUNDING REQUEST

The University of New Mexico respectfully requests \$50 million in state funding

to complete Phase 1 of the University Stadium modernization, a \$58 million foundational phase of a broader \$267.7 million, multi-phase investment to renew New Mexico's largest public event venue. This request builds on prior state investment, applying \$8 million in remaining funds from a previous appropriation toward the total cost of Phase 1.

PHASE 1 NEW NORTH ENTRY PLAZA, WIDENED CONCOURSES, NEW RESTROOMS & CONCESSIONS

FY26 FUNDING REQUEST

Initiates the transformation of University Stadium by enhancing arrival, accessibility, circulation, and guest services through targeted upgrades to entries, amenities, and infrastructure.

PHASE 1A	North Entry Plaza	\$15,892,942
PHASE 1B	Concession & Restroom Renovation	\$21,564,756
PHASE 1C	Widening of the Concourses	\$7,627,440
PHASE 1D	South Concessions & Restrooms	\$12,914,862
PHASE 1 SUBTOTAL		\$58,000,000

PHASE 2 OVERBUILD LOWER BOWL

Enhances stadium usability and the fan experience by improving seating comfort and sightlines through wider treads and the addition of chairbacks in the lower bowl.

PHASE 2 SUBTOTAL \$42,337,000

PHASE 3 SOUTHERN CONCOURSE CONSTRUCTION + VIDEOBOARD

Creates 360° stadium circulation by constructing a new south concourse and renovating the south endzone scoreboard.

PHASE 3 SUBTOTAL \$19,541,000

PHASE 4 UPPER WEST BOWL

Enhances the upper-bowl experience by elevating the West Upper Bowl with wider treads, adding chairbacks, and introducing a shaded, amenity-rich concourse below.

PHASE 4 SUBTOTAL \$37,001,000

PHASE 5 TOWER ADDITION / RENOVATION

Renovates the stadium tower to add premium spaces and amenities, improve circulation, expand clubs and suites, and introduce new features including upgraded restrooms, a renovated broadcast level, full kitchen, and athlete dining hall.

PHASE 5 SUBTOTAL \$110,819,000

TOTAL COST (ALL PHASES) \$267,698,000

A CATALYST FOR ECONOMIC GROWTH

Modernizing University Stadium is more than a renovation. It is a strategic investment in New Mexico's economy, identity, and long-term competitiveness. As the anchor of the South Campus Sports and Entertainment District, the stadium enables coordinated programming, expanded public use, and year-round economic activity. Enhancing the stadium in alignment with the district's long-term vision creates opportunities to attract private investment, increase tax revenue through the existing South Campus Tax Incremental Development District (TIDD), and improve surrounding infrastructure.

MEASURE	ESTIMATED IMPACT
Total Construction	\$267.7 million
Total Jobs	Approximately 2,923 people
Total Economic Output (Statewide)	Approximately \$424.5 million

Estimates are based on the Associated General Contractors of America National Model (August 29, 2023), using industry-standard multipliers for the construction of new educational and vocational facilities. These figures reflect preliminary projections and are expected to be refined as the project moves through planning and design.

THE RIGHT SCALE, THE RIGHT MOMENT. A WINNING PLAY FOR NEW MEXICO'S FUTURE.

>> *Conceptual rendering of the UNM Sports and Entertainment District, with University Stadium as the anchor for year-round athletics and community events.*





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“WE HAD A SPECIAL SEASON THAT HAD A TREMENDOUS POSITIVE IMPACT ON OUR UNIVERSITY, THE CITY OF ALBUQUERQUE, AND STATE OF NEW MEXICO. NOW IS THE TIME TO INVEST AND BUILD ON THAT MOMENTUM WITH THIS STADIUM PROJECT”

- COACH JASON ECK

