

Football success helps Bookstore return \$1.75 million to university

Thanks in large part to the Boise State football team's undefeated regular season and berth in the Tostitos Fiesta Bowl and the ensuing record sales of Bronco insignia merchandise, the Boise State Bookstore was able to return \$1.75 million in the form of scholarships and support to the university operating budget.

The \$1.75 million for the fiscal year that ended in June is the Bookstore's largest return to the university. In both FY '06 and '05, the Bookstore returned \$1 million to the university.

The revenue generated from the Bookstore's operations during fiscal year 2007 included support for an \$800,000 contribution to the Boise State Foundation's Capital Scholars Endowment; \$360,000 for new furniture for the Student Union's Table Rock Cafe, which will move from the second to the first floor as part of the building's expansion and renovation project that began early this summer; and \$90,000 to the university's New Student Orientation program.

Even before the frenzy following Boise State's Fiesta Bowl win over Oklahoma on New Year's Day, Bookstore sales of Bronco insignia merchandise had gone through the roof. According to Bookstore director Kim Thomas, sales reached \$752,000 in Decem-

ber 2006 alone ("University reaps benefits of Broncos' historic win," *FOCUS*, Winter 2007). Of that total, \$342,000 was for Western Athletic Conference championship and Fiesta Bowl merchandise. To put those figures in perspective, total annual sales in December 1996 were \$222,000.

The Bookstore and Bronco Shop are the only retail outlets where the proceeds go directly back to the university for schol-

arships and other expenses; the Bookstore receives no state appropriations or student fees.

"We look forward to the continued success of athletic programs, and the continued support that the boosters, alumni, staff and students have shown for the on-campus store to help return money to the academic scholarship funds," Thomas says. "These sales help all of Boise State."



JOHN KELLY

Football coach Chris Petersen met the media at the BoDo Bronco Shop's grand opening.

BRONCO SHOP NOW IN DOWNTOWN BOISE

Boise State sports fans who frequent downtown Boise will now find it more convenient to purchase Bronco merchandise with the opening of a new Bronco Shop in the BoDo shopping district.

In May the Boise State Bookstore opened the new store at 778 W. Broad St., Suite 7130, next to Edwards Cinemas. The BoDo Bronco Shop is open Monday through Saturday from 11 a.m.–8 p.m.

Boise State football fans can purchase all kinds of Bronco merchandise, including Fiesta Bowl championship gear such as T-shirts, polo shirts, sweatshirts, hats, glassware, key chains, lapel pins and other merchandise touting the Broncos' historic bowl victory.

According to Kim Thomas, Bookstore director, another Bronco Shop is tentatively scheduled to open in the Treasure Valley Marketplace in Nampa in late September. Visit www.boisestate-books.com for more information.



CARRIE QUINNEY



SUB PLOT: Dignitaries, students, administrators and contractors participate in the ground-breaking ceremony of the expansion and renovation of the Student Union Building on May 8. Total projected cost is \$30.65 million for 66,000 new square feet and renovation of the existing 27,000 square feet of the SUB. The project should be completed in early 2009. Other on-campus construction projects include the Interactive Learning Center and the parking structure near the Student Union, both scheduled for completion later this summer, and the early phases of the new skyboxes and press box in Bronco Stadium, due for completion by the start of the 2008 football season. In addition, plans continue on a new Student Health, Wellness and Counseling Center/Department of Nursing building between Michigan and Vermont avenues directly south of the Student Recreation Center and design is under way on the Center for Environmental Science & Economic Development research building to house science and public policy faculty. Lastly, fundraising efforts continue for a new College of Business and Economics building where the University Inn currently sits.