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Bufs raise ticket prices

By Tom Kensler
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BOULDER — The per-game price of CU season football tickets will be increased \$8 for 2009 in some seat locations, athletic director Mike Bohn announced Monday. The price per game for season-ticket holders located in stadium sections 104, 105, 106, 107, 118, 119, 217, 218 and 219 will increase from \$50 to \$58. Those sections account for about 34 percent of the stadium.

Per-game prices for all other locations will remain the same.

Bohn said the move will help offset the effects of the economic recession, which he expects to impact CU's athletic budget in the next fiscal year.

Added revenue from the ticket-price increases could help soften the pinch felt from future budgetary reductions. The price increases would bring in an additional \$471,000 if every season-ticket holder renews for the 2009 season at the

same level, according to CU calculations. Colorado had about 23,000 season-ticket holders in 2008.

CU's athletic budget for 2008-09 is about \$45 million. The fiscal year begins July 1.

"We feel like we are still growing, and the last thing we want to do is go backward," Bohn said. "(But) I would anticipate us having lower expenditures. We're no different than any area on campus. We'll take a hit, no question."

Bohn said his department decided not to raise prices for the less-expensive seating areas as a consideration to fans that might be more adversely affected by the recession. According to the school's research, CU is the only school in a BCS-affiliated conference that did not raise season ticket prices from 2005-08.

When reached Monday, Colorado State athletic director Paul Kowalczyk said, "We are not raising prices this year."

Footnotes.

Bohn said he does not believe future layoffs in the athletic department will be needed. Reductions in travel expenses and other operating expenses will be targeted, he said. . . . Sheila Ridley was introduced Monday as the school's first director of student-athlete wellness. "My objective is to work with student-athletes on any issue that comes up that may interfere with either their academic or athletic success," she said. Ridley is a native Oklahoma

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who has a graduate degree from the University of Denver. She worked at the VA hospital to help military personnel returning from Iraq with

All Things Buffs



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coping issues. . . . The contract of women's basketball coach Kathy McConnell-Miller has been extended through April 2013. . . . The average 2.55 grade point of the CU football team for the fall semester was its best in 12 years.

Natalie Meisler contributed to this report.

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