

**CALIFORNIA STATE UNIVERSITY, FRESNO  
UNIVERSITY AUXILIARY  
2010-11 REVENUE DETAIL**

**CALIFORNIA STATE UNIVERSITY, FRESNO ATHLETIC CORPORATION**

	2009-2010			2010-11
	Initial Budget	Actual	Variance	Initial Budget
<b>Operating Revenue</b>				
Bulldog Shop	\$ 761,004	\$ 501,565	\$ (259,439)	\$ 693,174
Concessions Commissions	165,460	148,213	(17,247)	277,351
Conference/NCAA	1,536,102	2,375,168	839,066	1,508,024
Contributions/Development	5,348,577	4,493,417	(855,160)	5,487,325
Facilities/Events	357,930	340,717	(17,213)	399,870
Guarantees	1,009,375	953,090	(56,285)	356,450
Improvement Funds	-	35,454	35,454	-
Investment Income (Loss)	-	77,824	77,824	-
Media Relations Income	1,500	-	(1,500)	-
Miscellaneous	296,500	311,134	14,634	303,945
Non-Operating	-	856,056	856,056	-
Production Services	2,163,454	2,188,663	25,209	2,325,053
Ticket Operations	94,500	104,807	10,307	124,976
Trade-outs	-	1,043,217	1,043,217	-
University Support	5,117,269	5,087,433	(29,836)	5,132,686
<b>Subtotal Operating Revenue</b>	<b>\$ 16,851,671</b>	<b>\$ 18,516,758</b>	<b>\$ 1,665,087</b>	<b>\$ 16,608,854</b>
<b>Sports</b>				
Baseball	\$ 208,980	\$ 216,285	\$ 7,305	\$ 231,184
Basketball - Men's	1,450,363	1,531,151	80,788	1,450,363
Basketball - Women's	47,509	56,559	9,050	72,797
Football	4,964,322	4,360,619	(603,703)	5,743,367
Lacrosse	-	1,156	1,156	-
Soccer	7,680	28,276	20,596	-
Softball	74,100	81,151	7,051	87,175
Tennis - Men's	-	1,108	1,108	-
Volleyball	9,570	6,228	(3,342)	9,570
<b>Subtotal Sports Revenue</b>	<b>\$ 6,762,524</b>	<b>\$ 6,282,533</b>	<b>\$ (479,991)</b>	<b>\$ 7,594,456</b>
<b>Total Revenue</b>	<b>\$ 23,614,195</b>	<b>\$ 24,799,291</b>	<b>\$ 1,185,096</b>	<b>\$ 24,203,310</b>