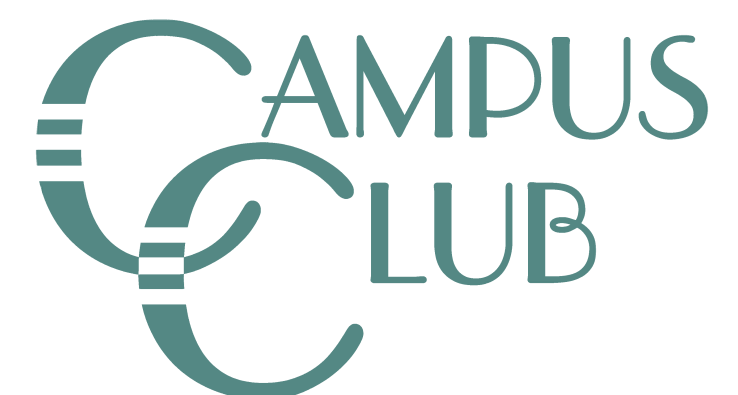




113th

Annual Meeting

2024/25



The Campus Club

For over a century, the Campus Club has been more than just a gathering space — it's been a place where ideas are shared, collaborations take root, and friendships are built. Tonight, we continue that tradition as we come together to reflect on the past year, share some important updates, and look ahead to the opportunities — and challenges — on the horizon.

We'll cover everything from our financial health and funding outlook, to membership trends, our advocacy efforts, and the exciting work being done in partnership with University leadership. Most importantly, we'll reaffirm our commitment to ensuring the Campus Club continues to thrive as a hub for connection, conversation, and community.



Vision & Values

Excellence in
Hospitality and
Service



Tradition with
Purpose



Community
Connection



Agenda



Executive Committee Report

Review of Past 12 months
Approval of Candidates for Board or Directors
Campus Club Service Award



Treasurer's Report

Fiscal Year Review
Breakdowns



Executive Director's Report

Comparative reports: Operations, Events
Membership
Carlson Marketing Channels Class



Wrap-up

Year in Review
Old Business
New Business
Adjournment



Executive Committee Report



Overview

FY2024

The Campus Club experienced a 50% reduction in funding, receiving \$250,000 in support. This reduction resulted in a net loss of \$137,000, which was covered using the Club's cash reserves.

FY2025

Funding was increased to \$400,000, providing critical support to operations. The Club is currently on track to close the fiscal year with a small profit, allowing for a modest rebuilding of cash reserves.

**FY2026
(proposed)**

The Club has requested \$350,000 in funding, aiming for a sustainable balance between operational needs and fiscal responsibility.

Notes

The Campus Club continues to operate under a month-to-month lease, which presents ongoing uncertainty regarding long-term planning and investment.



Summer 2024

President's Working Group on Campus Club



Purpose:

To gather and analyze relevant information about the Campus Club to support informed decision-making by the incoming president.

Members:

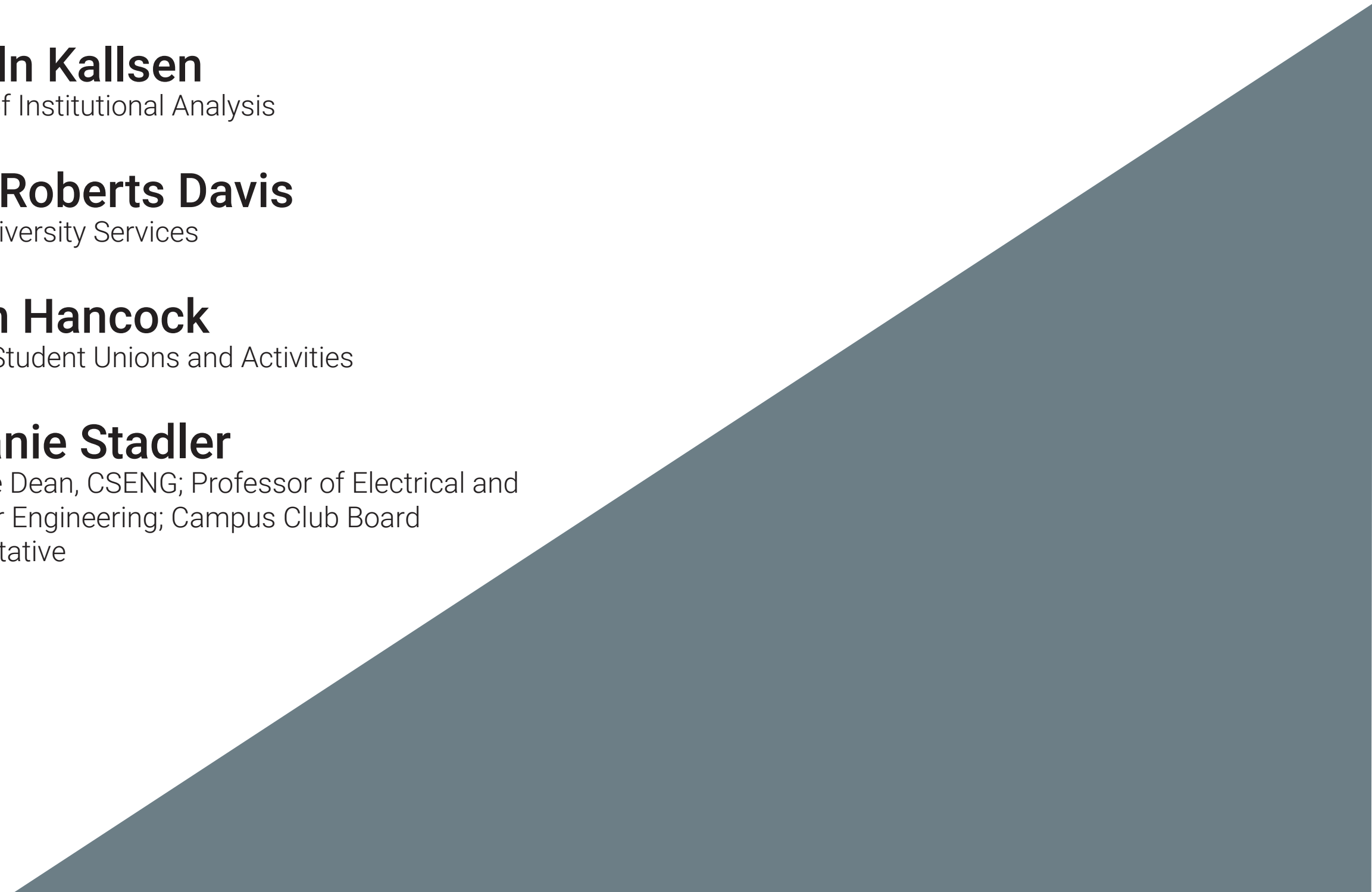
Mike Volna
Interim SVP Finance

Lincoln Kallsen
Director of Institutional Analysis

Alice Roberts Davis
VP for University Services

Jason Hancock
Director, Student Unions and Activities

Bethanie Stadler
Associate Dean, CSENG; Professor of Electrical and Computer Engineering; Campus Club Board Representative





President's Working Group Report Summary

Topics Reviewed:

- History of University support for the Club
- Rent structure and leasing practices
- Usage trends and membership data
- Current and future capital infrastructure needs
- Viability of alternative uses for the 4th floor space
- Financial and operational impact on the Student Union if the Club were to close

Key Outcome:

A comprehensive report was submitted to President Cunningham in December 2024, concluding that no alternative use of the 4th floor would be more cost-effective than maintaining the Campus Club.



Fall 2024

Regents Professors

Advocate for the Campus Club

Initiated by: Marc Jenkins, PhD

Purpose of the Letter:

To express strong concern about the uncertain future of the Campus Club and advocate for a sustainable funding model to ensure its continued operation.





Dear President Cunningham:

For more than 110 years UMN departments (of which more than 200 are currently members) and colleagues have benefited from the numerous advantages provided through access to the Campus Club. Sadly, this essential organization is under serious threat.

The Club has been supported by the UMN for over 50 years, for the last 20 through a \$500,000 annual supplement needed by the Club to afford an expensive lease for the 4th floor of Coffman Union. This lease ended in July 2022 and has not been renewed, resulting in a patchwork of one-year commitments that are often insufficient to cover the monthly rent. Although The Campus Club generates considerable income, it may have to cease operations without UMN support.

We Regents Professors urge you to work with the Campus Club Board of Directors to produce a sustainable funding model for the Club. No other facilities on campus match the Club for effective recruiting, fundraising, meetings, and team building. We cannot imagine a vital UMN without the Campus Club and urge you to find a mechanism to preserve this collective asset.





Key Points of Letter

The Campus Club has served the University community for over 110 years, with more than 200 UMN departments currently holding memberships.

The Campus Club is unparalleled for effective recruiting, fundraising, meetings, and team building.

The Club may be forced to cease operations without consistent University support. A sustainable funding model must be found in order to save the Club.



Signed by:

Marc K. Jenkins, PhD
Ashley T. Haase, MD
Michael T. Osterholm, PhD, MPH
Frank S. Bates, ScD
Harry T. Orr, PhD
R. Lawrence Edwards, PhD
Susan M. Wolf, JD
Matt McGue, Ph.D
Vipin Kumar, PhD
Bruce R. Blazar, MD
Jean M. O'Brien, PhD

Julie Schumacher, MFA
Gunda I. Georg, PhD
Christopher Uggen, PhD
Ann S. Masten, PhD
Timothy P Lodge, PhD
Megan R. Gunnar, PhD
Fionnuala Ni Aolain, PhD
Allen F. Isaacman, PhD
Apostolos Georgopoulos,



Winter/Spring 2025



Stronger Support from University Administration

President Cunningham appointed Gregg Goldman, SVP for Finance, as the Campus Club's primary administrative contact.

Goldman met with the Campus Club Board of Directors on March 26, 2025, signaling increased engagement and collaboration.

Looking Toward Long-Term Sustainability

The University's long-term goal is for the Club to become self-supporting.

To support this, the University will:

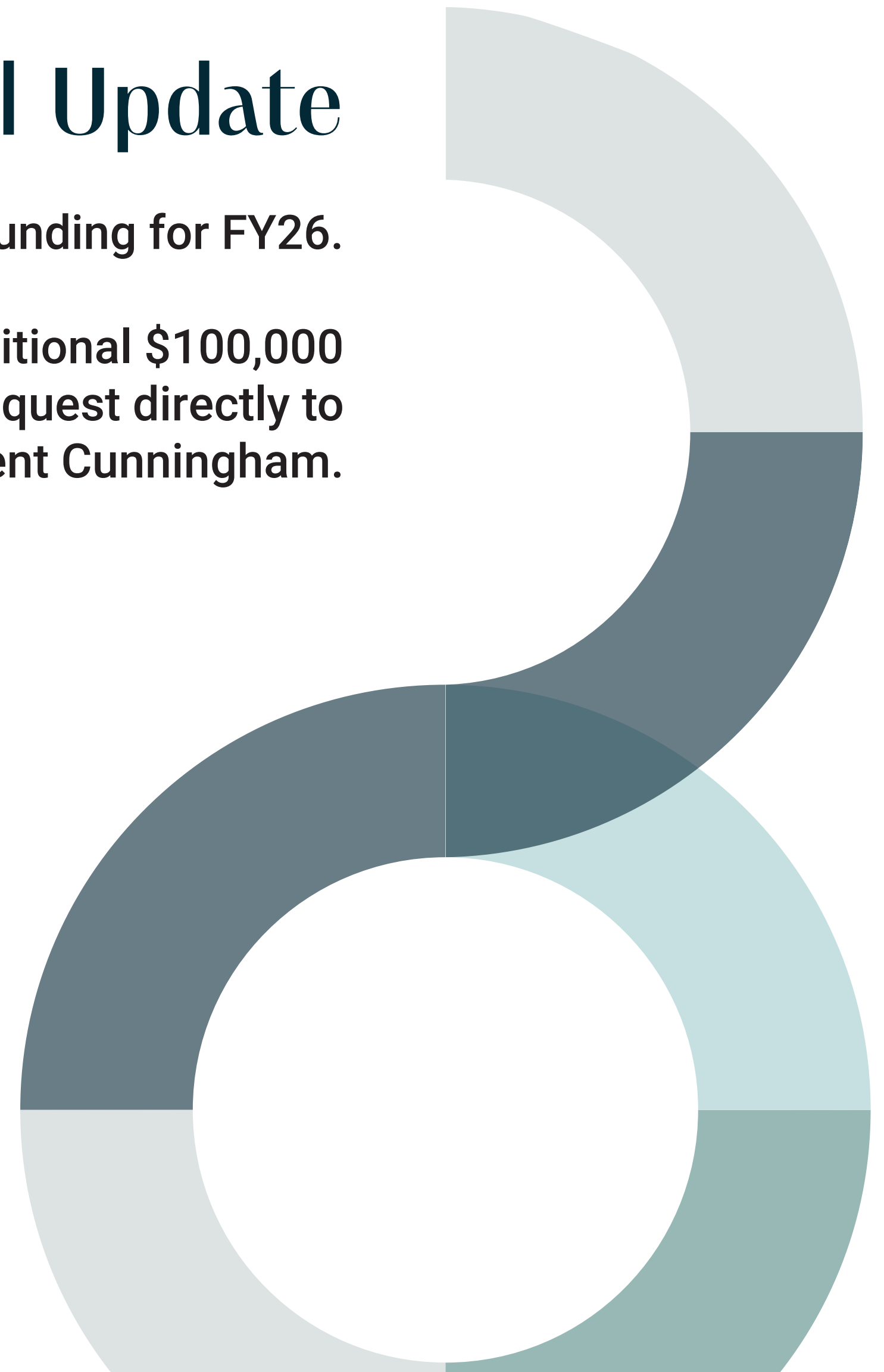
Engage consultants to assess space use and identify business development opportunities.

Explore the possibility of integrating the Campus Club under the University's 501(c)(3) status to enhance fundraising and operational flexibility.

FY2026 Financial Update

The University has committed \$250,000 in funding for FY26.

Goldman acknowledged the Club's need for an additional \$100,000 to balance its budget and has agreed to bring this request directly to President Cunningham.



2025 Board Nominations



Our Nominations



Tim Tripp

CSOM 2004

External R&D Partnerships Leader: Solventum



Ted Butler

CFANS

Chief Financial Officer



Prasad Boradkar

Dean

College of Design

Campus Club Service Award

The Campus Club Service Award is presented to a board member who has completed six consecutive years on our board of directors

This Year we Thank

Joy Wise Davis

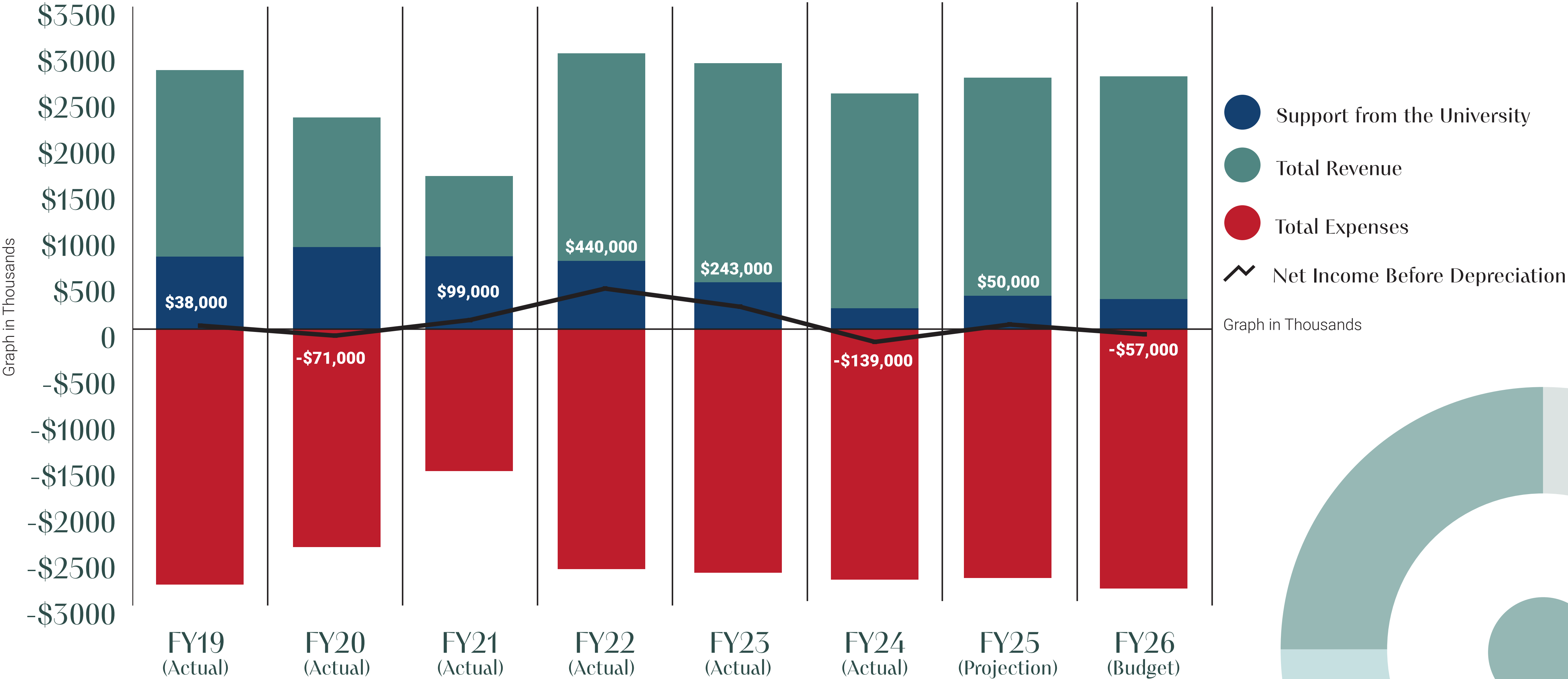
Board of Directors 2019 – 2025
Executive Committee 2021 – 2025



Treasurer's Report



Fiscal Year Comparison

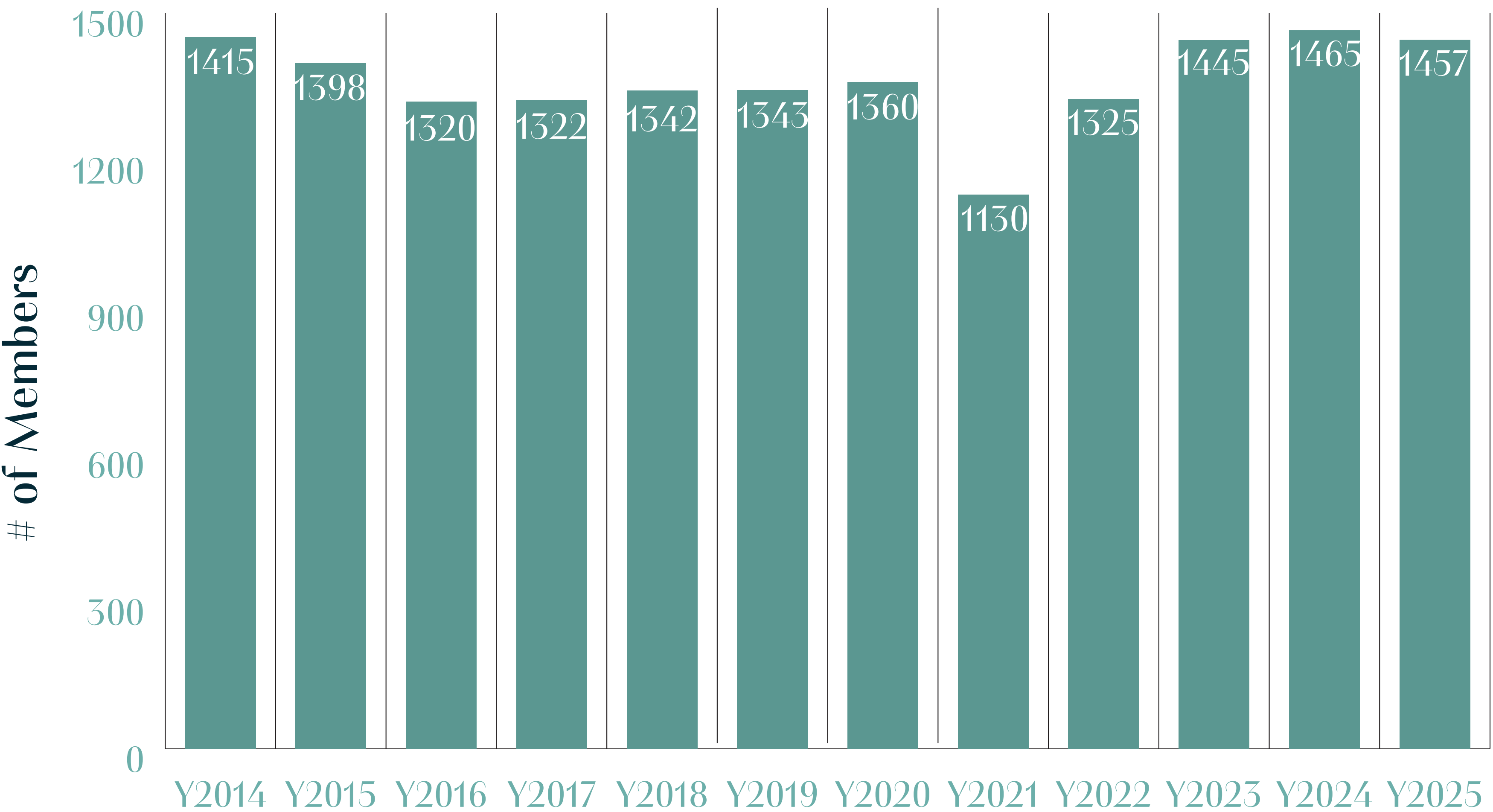




Executive Director's Report



Membership

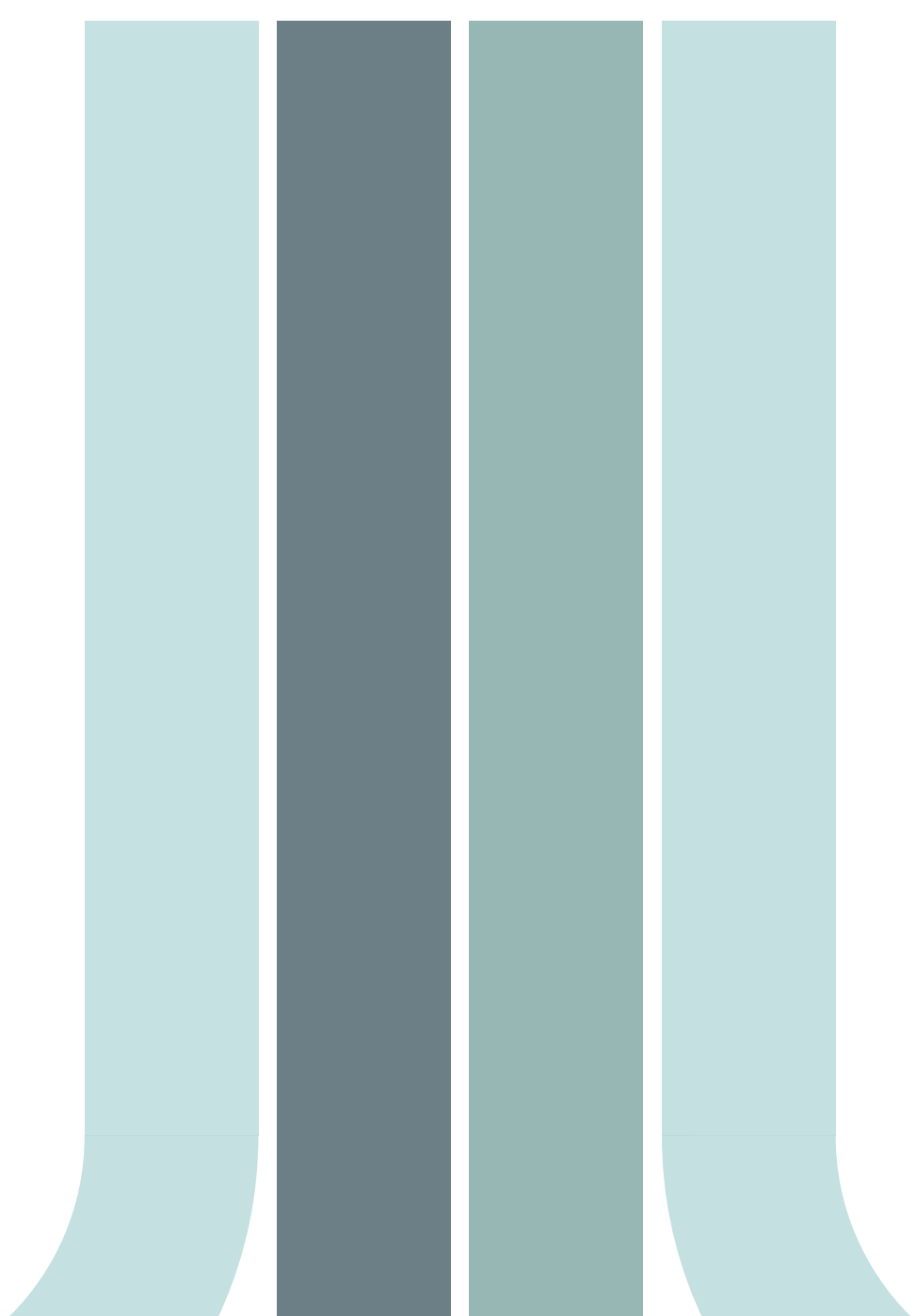


Current Membership 1457

Highest Membership 1465
Achieved in 2024

Lowest Membership 1130
2021 Due to COVID-19

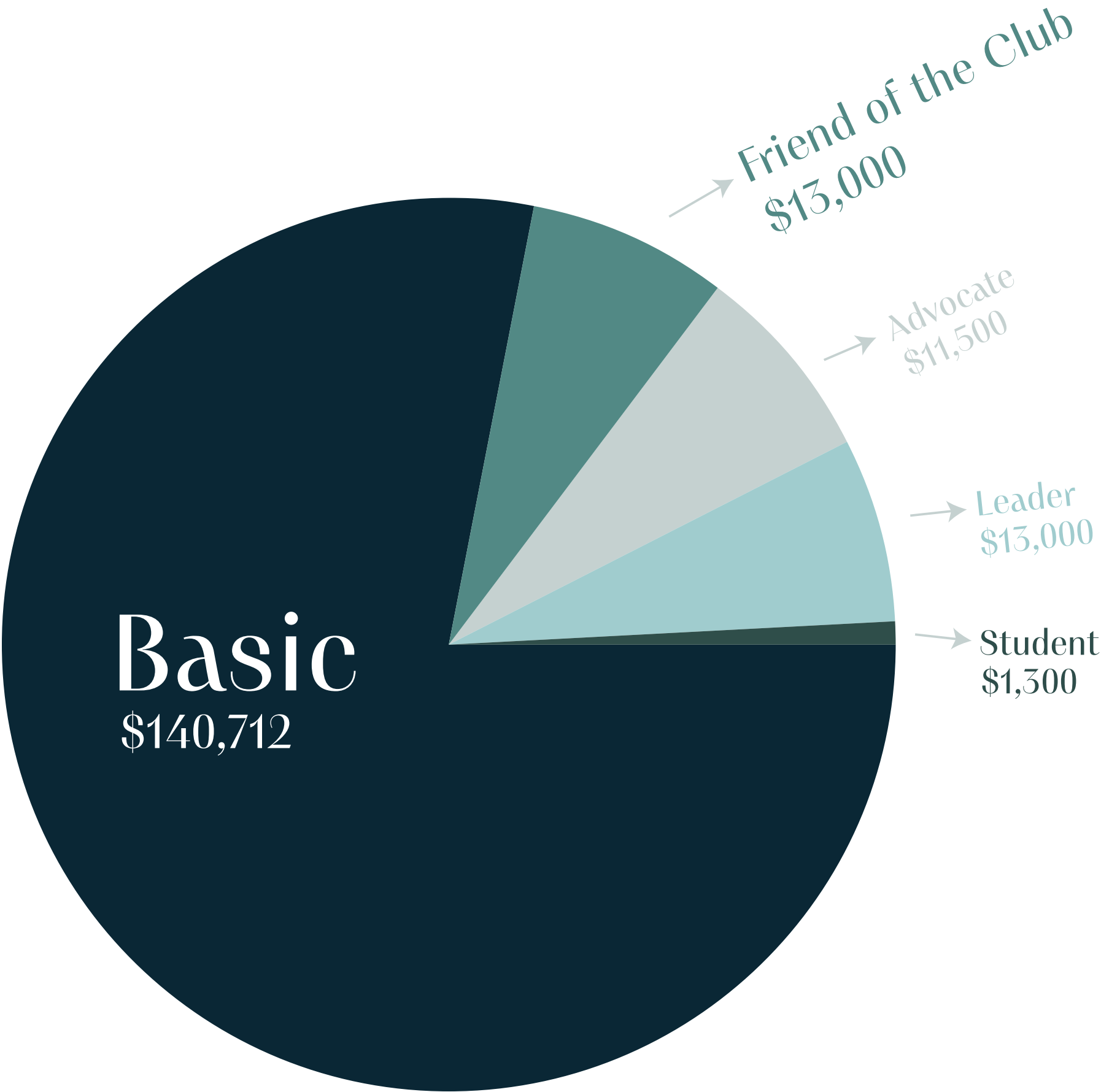
*NUMBERS AS OF MAY 2025



Membership Tiers

Tiered options let you choose your level of support

Membership Tier	Member Cost	# of Memberships
Basic	\$104 per year	1353
Friend of the Club	\$260 per year	50
Advocate	\$650 per year	18
Leader	\$1300 per year	10
Student	\$50 per year	26



Membership Tiers Revenue

We gained 7 Advanced Tier Members in 2024
and increased our income by **+2,210**

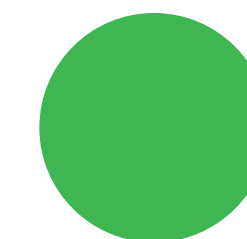
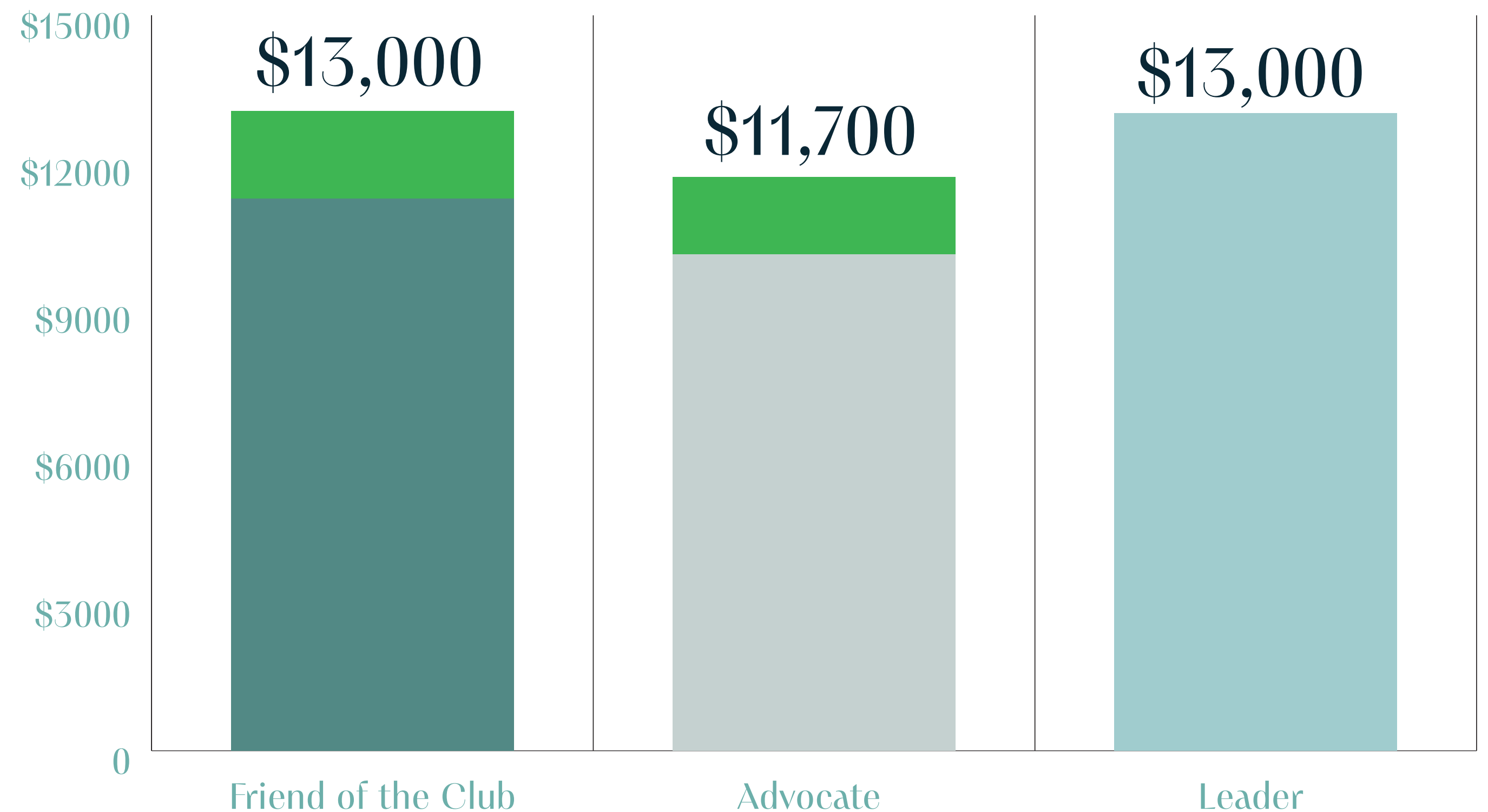
The total 78 Advanced Tier Members bring in
\$37,570 total in income.

If these Members were at our “Basic” Tier, they
would only bring in **\$8,112** total in income.

Their continued support brings the Campus Club
an additional income of

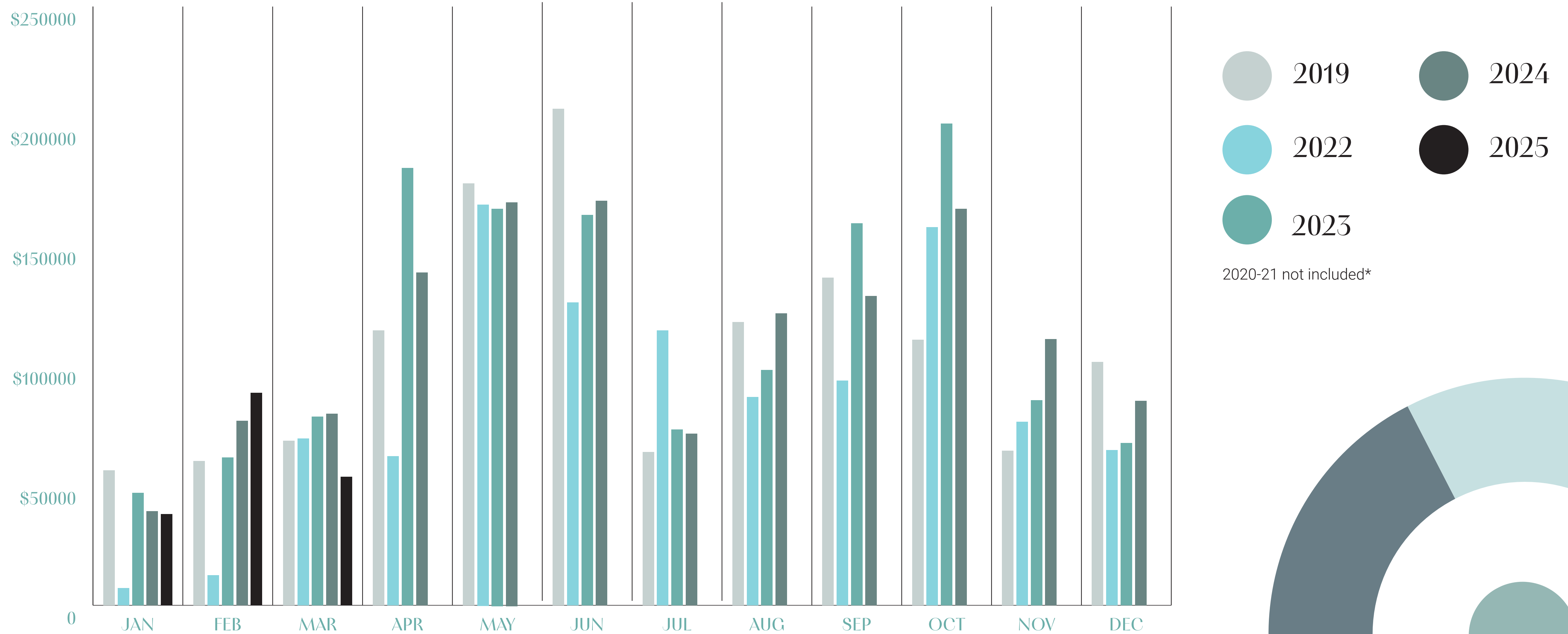
+\$29,458

Thank you!



Increase from last year

Events Revenue is up





The Campus Club continues to play a critical role in supporting academic life at the University.

Academic Meetings

Student-Centered Programs

Public Engagement Activities

Honors, Awards & Celebrations

2023:

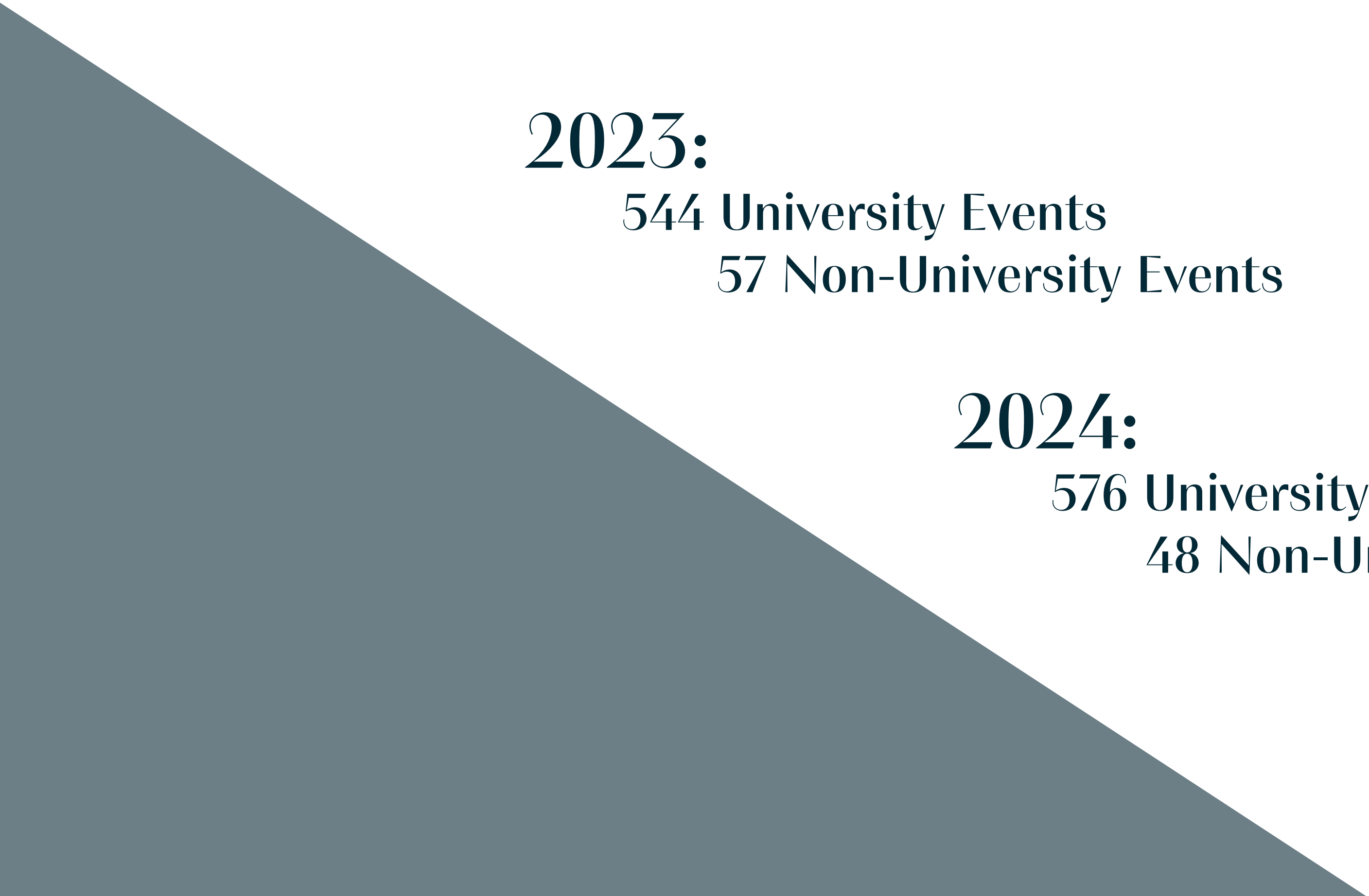
544 University Events

57 Non-University Events

2024:

576 University Events

48 Non-University Events





West Wing Daytime Events

7/22-6/23: 6 Events for \$44,000 in sales

7/23-6/24: 13 Events for \$132,804 in sales

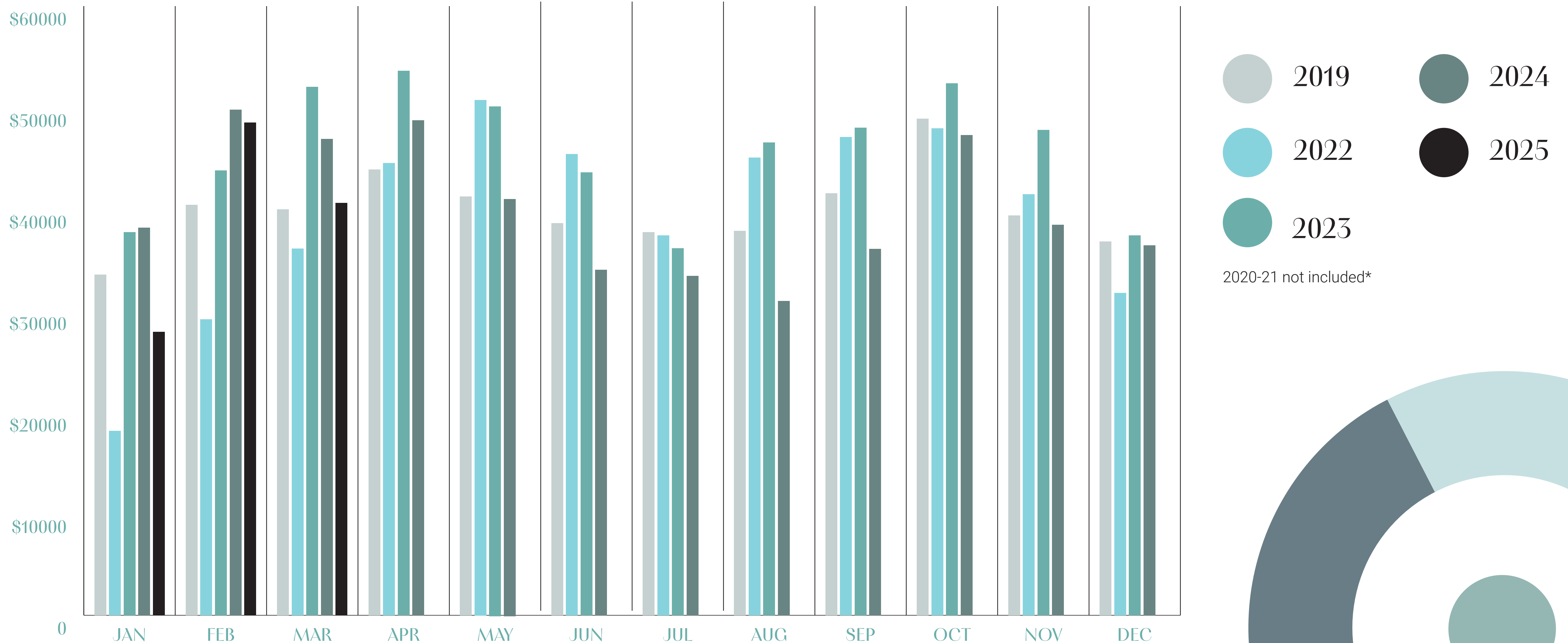
7/24-6/25: 18 Events for \$216,874* in sales

projection

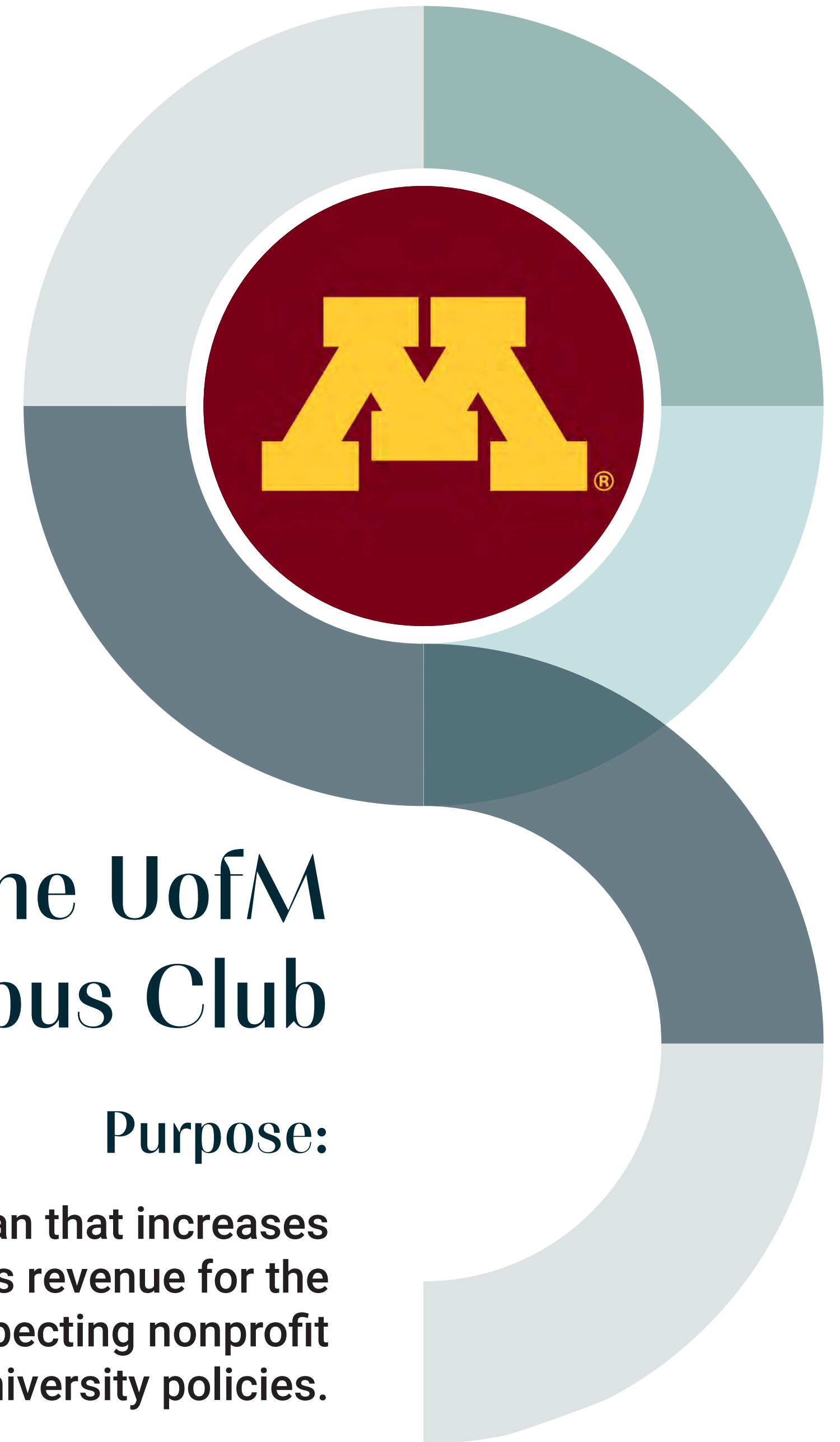


Revenue

Daily Operations Lunch & Bar



CSOM Marketing Channels



Marketing Students at the UofM examine the Campus Club

Purpose:

To develop a strategic, channel-focused marketing plan that increases awareness, drives membership growth, and boosts revenue for the Campus Club at the University of Minnesota, while respecting nonprofit constraints and university policies.



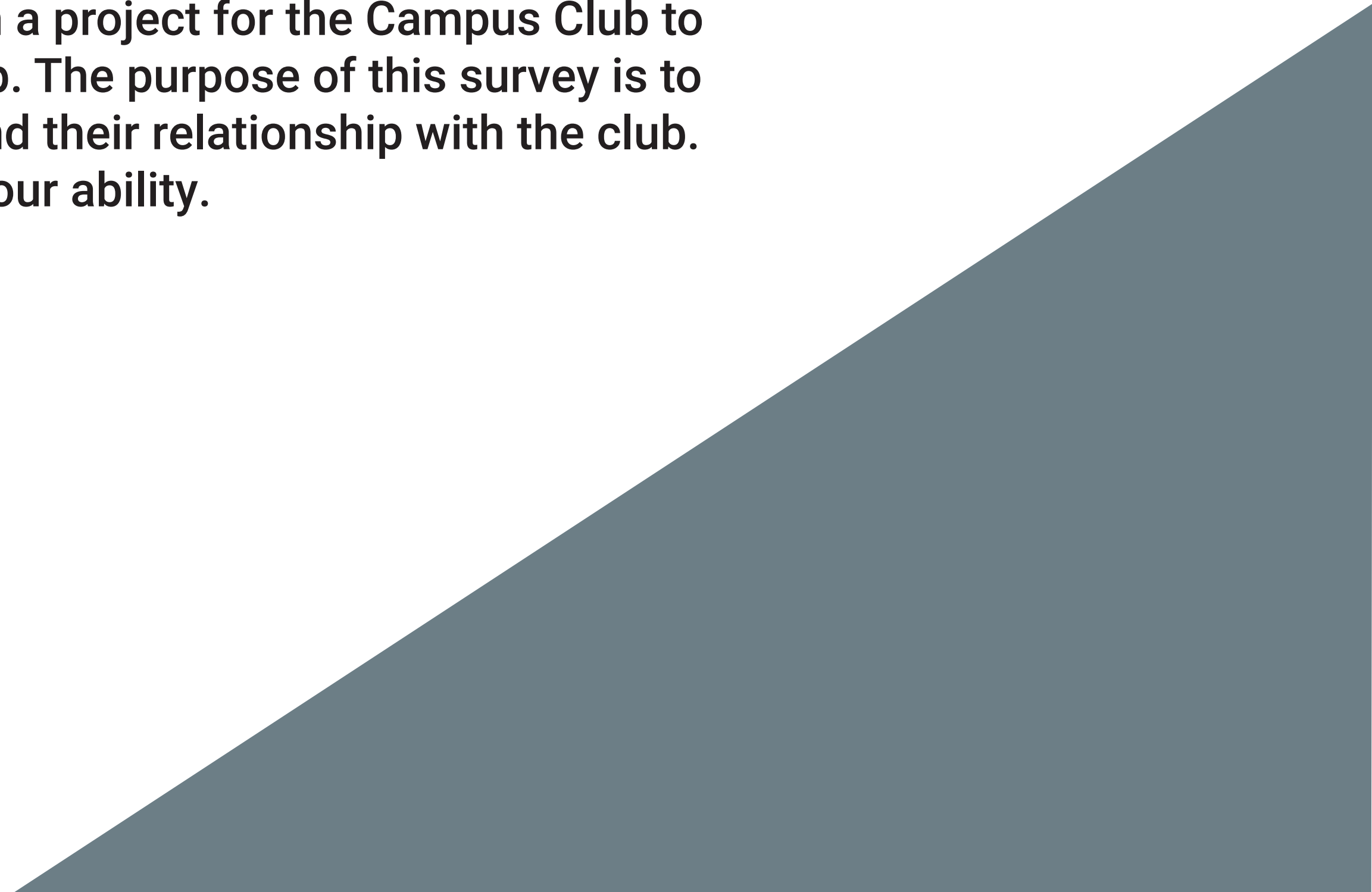
Carlson Marketing Class Survey

The Students created a survey to better understand Campus Club Members and their relationship with the Club.



Message from the Students:

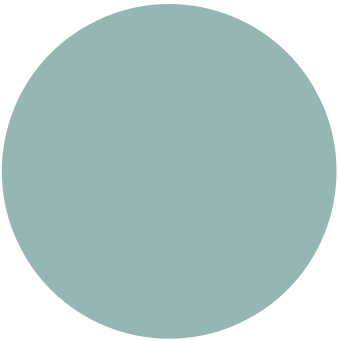
We are University of Minnesota students studying Marketing Channels at the Carlson School. We are currently working on a project for the Campus Club to help them increase and improve membership. The purpose of this survey is to better understand Campus Club members and their relationship with the club. Kindly answer each question to the best of your ability.





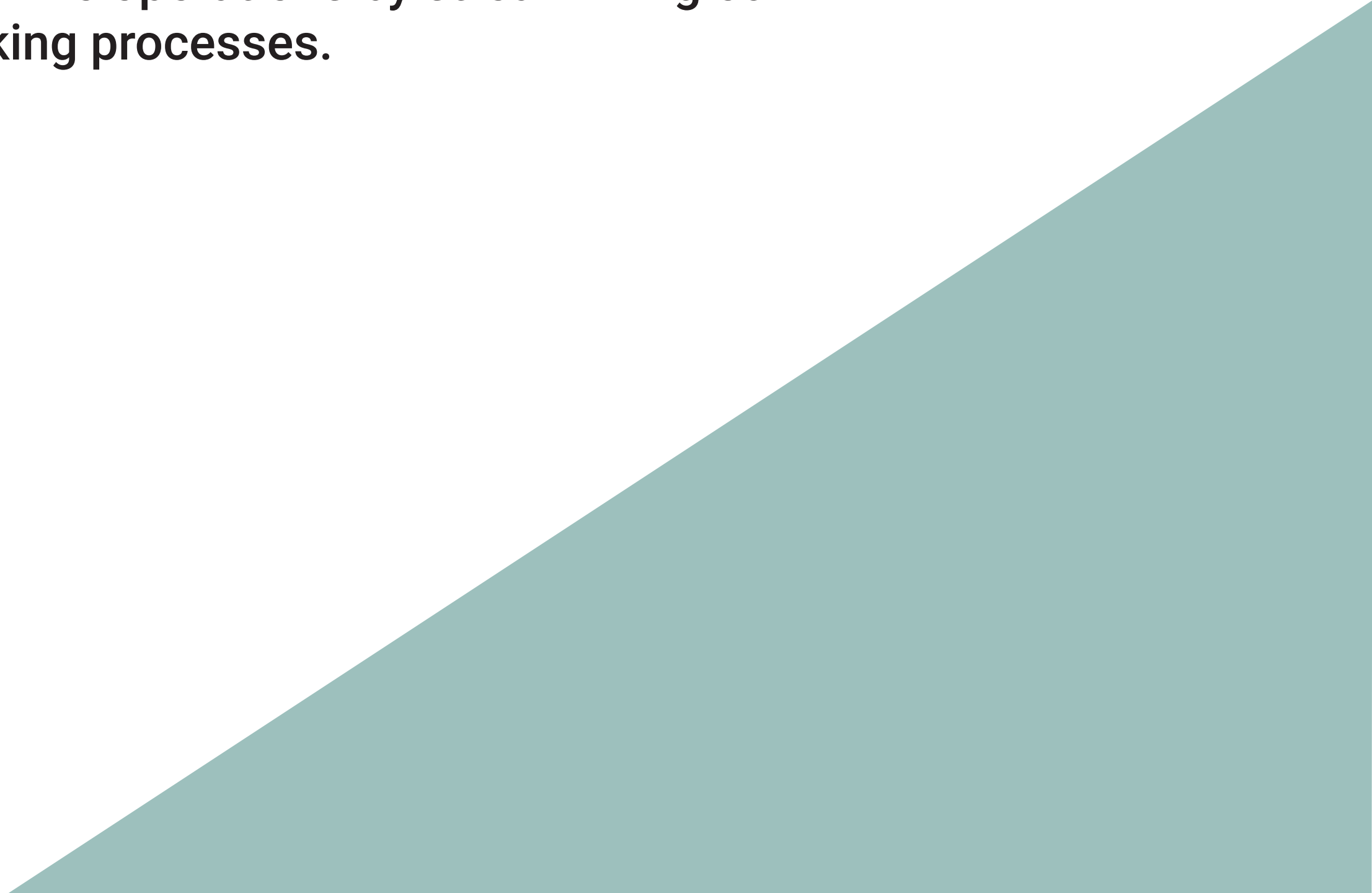
Marketing Students at the UofM examine the Campus Club

Topics Reviewed:

- Financial Stability
 - Urgency for Turnaround
 - Mission & Community Impact
 - Competitive Edge
 - University Alignment
- 

Key Recommendation:

Enhance Member Experience by expanding operating hours and creating a loyalty program. Increase our visibility through marketing and social media. Optimize operations by streamlining our booking processes.





A Strategic and Financial Exploration





What would it take for the Campus Club to pay full market rent without University support?

Bringing in a Consultant

Consultant team should bring expertise in:

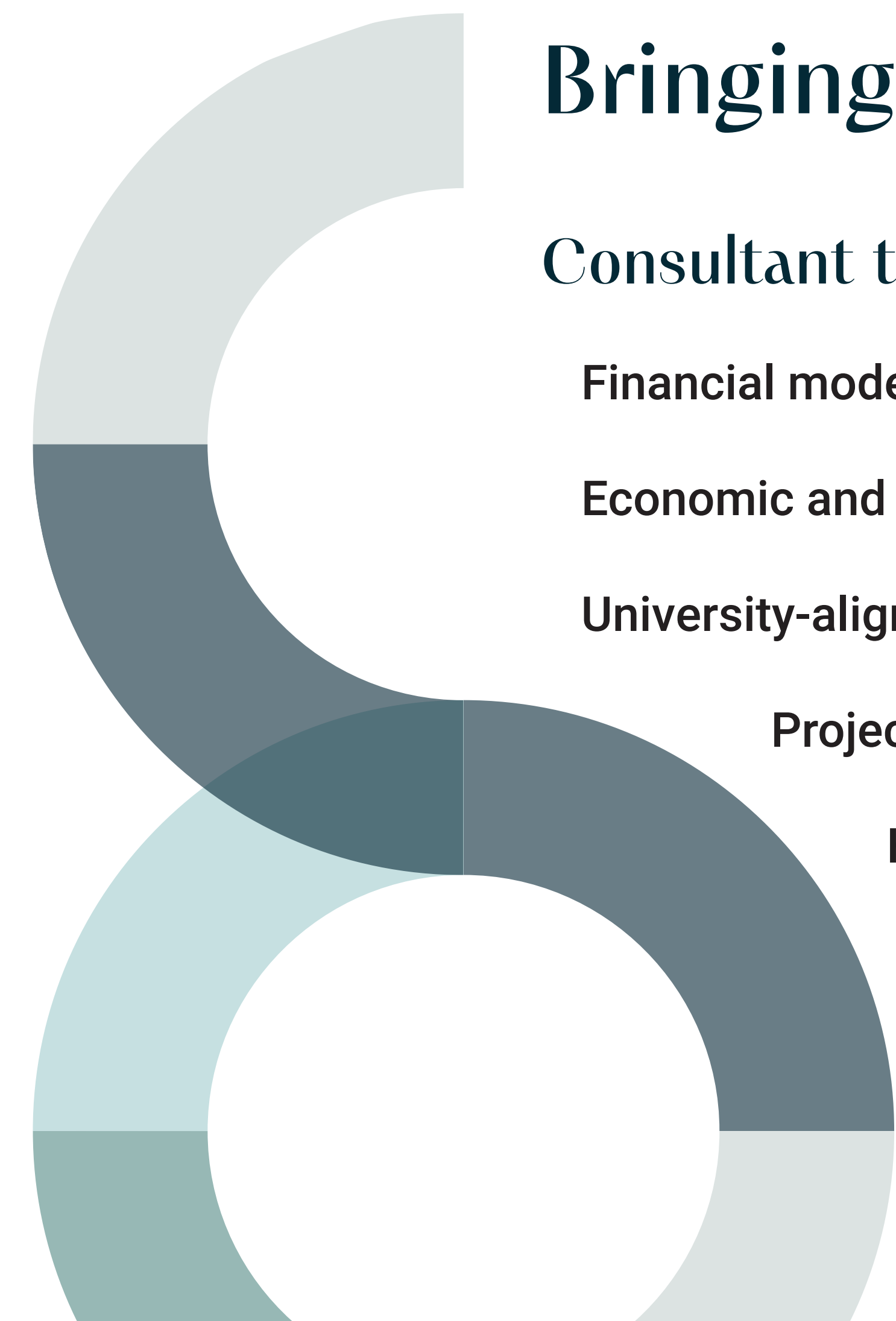
Financial modeling & forecasting

Economic and market analysis

University-aligned strategic planning

Project management

Hospitality industry insights





Operating Considerations



How much revenue would the Club need?

Where will that revenue come from?

Is our tax structure correct?

What should be the affiliation between the Campus Club & the University?





Capital Investment Needs

What capital improvements are required to boost revenue capacity?

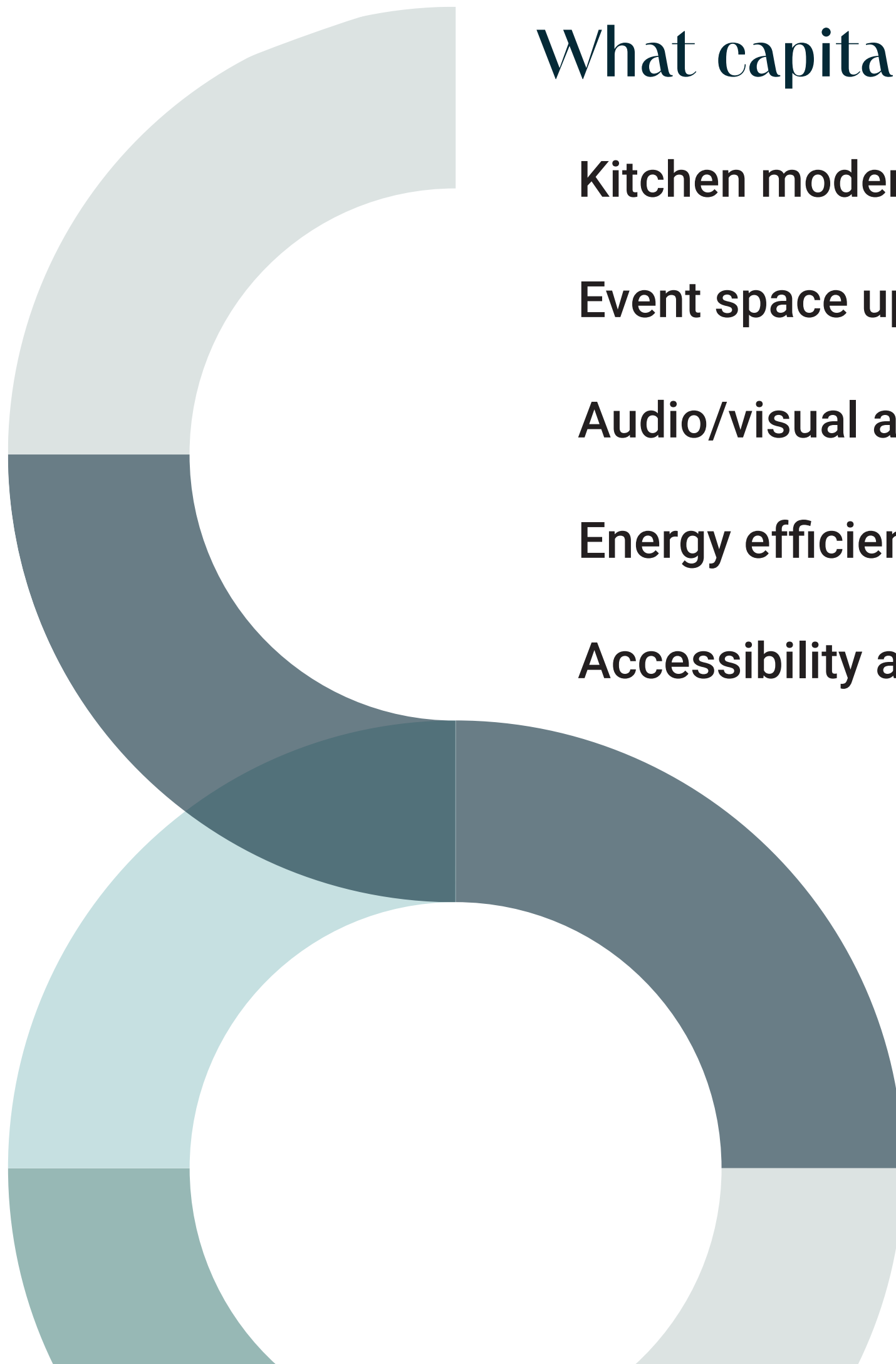
Kitchen modernization & expansion

Event space upgrades

Audio/visual and tech infrastructure

Energy efficiency and long-term maintenance

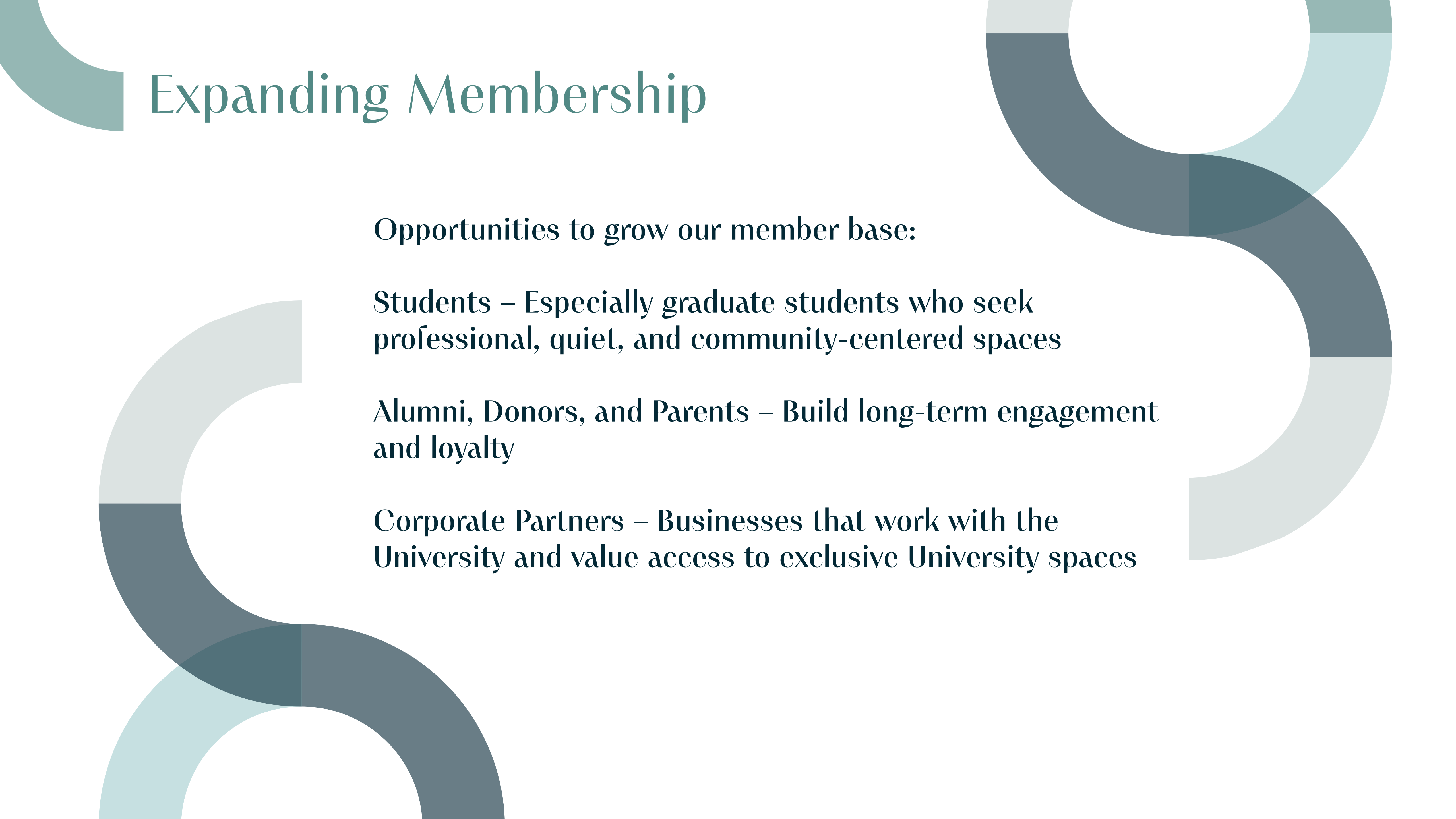
Accessibility and aesthetics





Exploring Business Growth Opportunities for the Campus Club





Expanding Membership

Opportunities to grow our member base:

Students – Especially graduate students who seek professional, quiet, and community-centered spaces

Alumni, Donors, and Parents – Build long-term engagement and loyalty

Corporate Partners – Businesses that work with the University and value access to exclusive University spaces



On-Site Services

Enhancing member experience through direct services:

Daily lunch and bar offerings

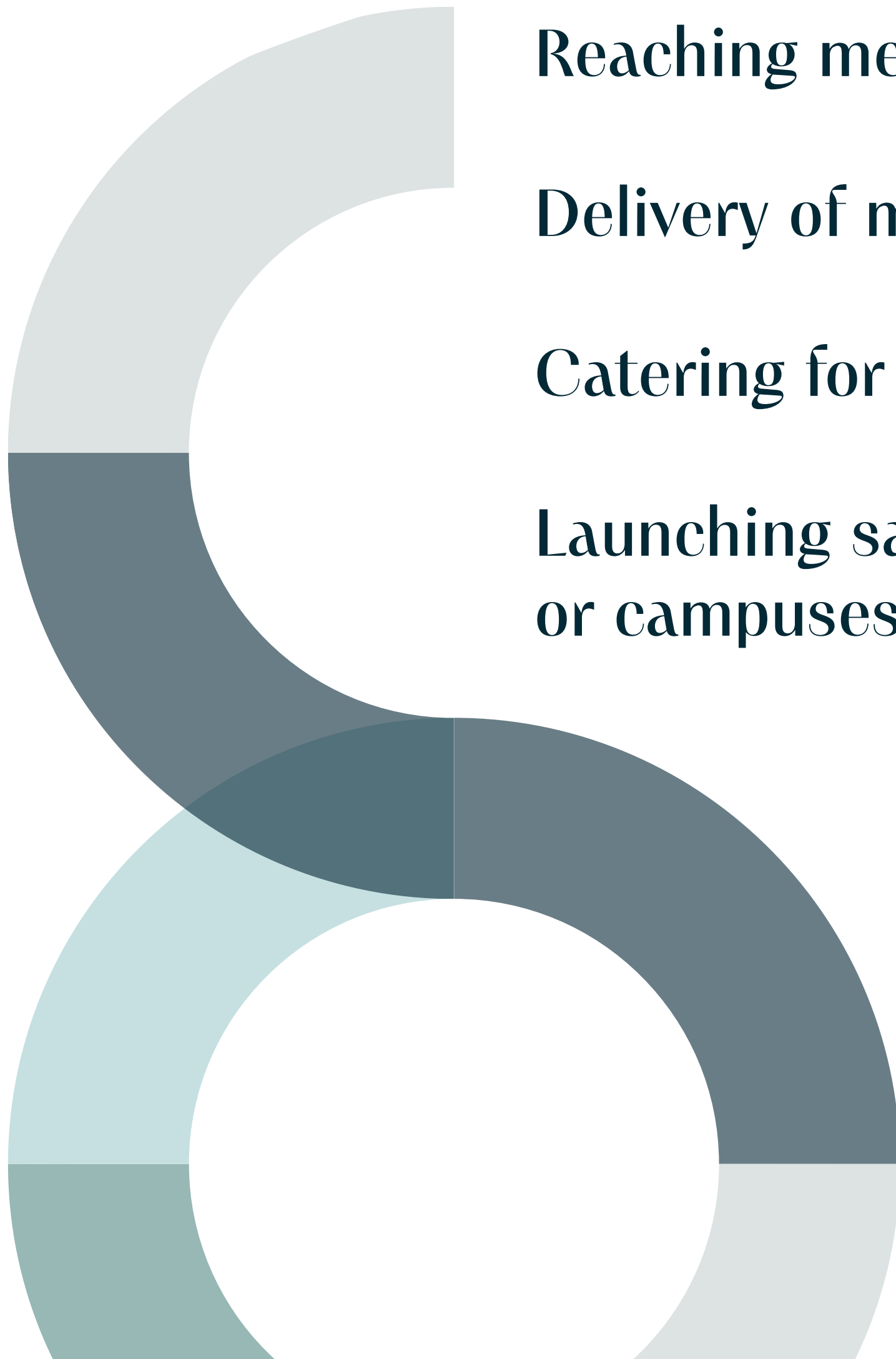
Takeout options for busy schedules

Hosting personal events (birthdays, celebrations)

Exclusive member events (tastings, networking, lectures)



Off-Site Services



Reaching members beyond our walls:

Delivery of meals or boxed lunches

Catering for University events across campus

Launching satellite Campus Club locations in other University buildings or campuses



Second Harvest - Feeding the UMN Community

Our incredible Campus Club kitchen staff have been busy since November of 2020 helping reduce hunger on campus and in the local community. Our kitchen alone prepares hundreds of meals each week for the local food insecure community, including UMN students! Partnerships with Swipe Out Hunger, Nutritious U Pantry, Boynton Health and the Second Harvest Heartland program Kitchen Coalition have made it possible for the Campus Club to join in this mission to fight hunger.

We have prepared:

Over 136,600 meals for UMN Students experiencing food insecurity
Over 285,363 meals for the local community in total





Consumer Products & Branding



Developing Campus Club-branded goods:

Club-exclusive sauces and dressings

Ready-made specialty items (e.g., soups, entrées)

Sold online, in-store, or through University outlets



Year in Review!



Thank you Staff



Olivia S. & Olivia C.



Lainey, Akshat,
Ashwini, Hazel, Lydia



Liz, Mollie, Denise,
Neva & Bridget



Mollie



Akshat & Shri



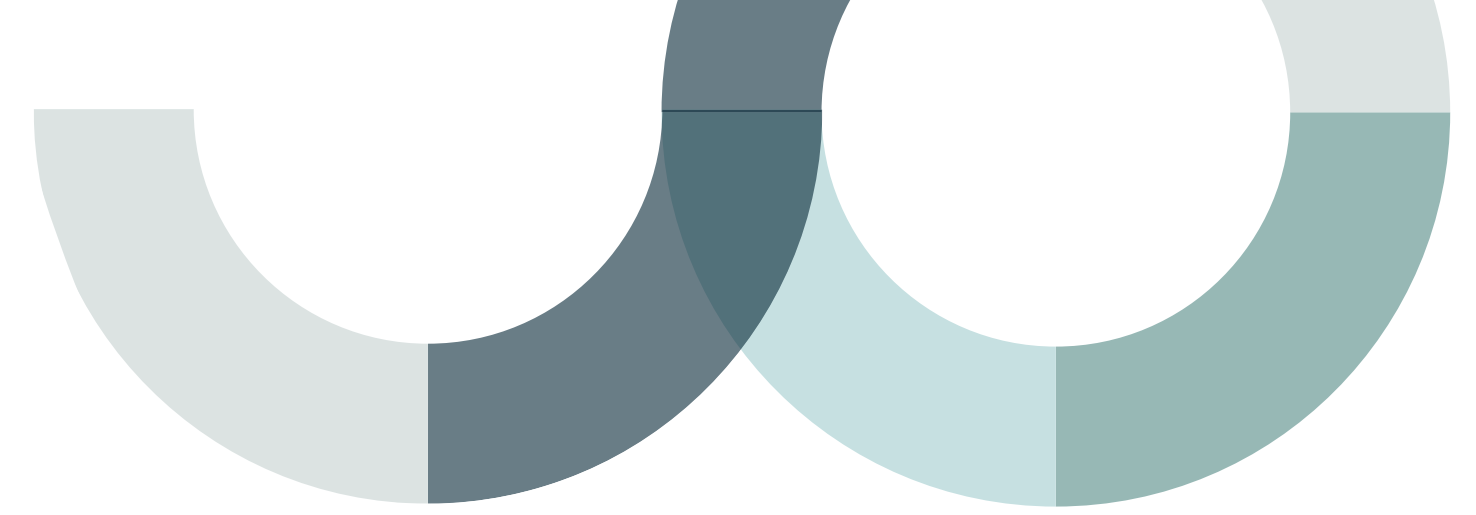
Old Business?



New Business?

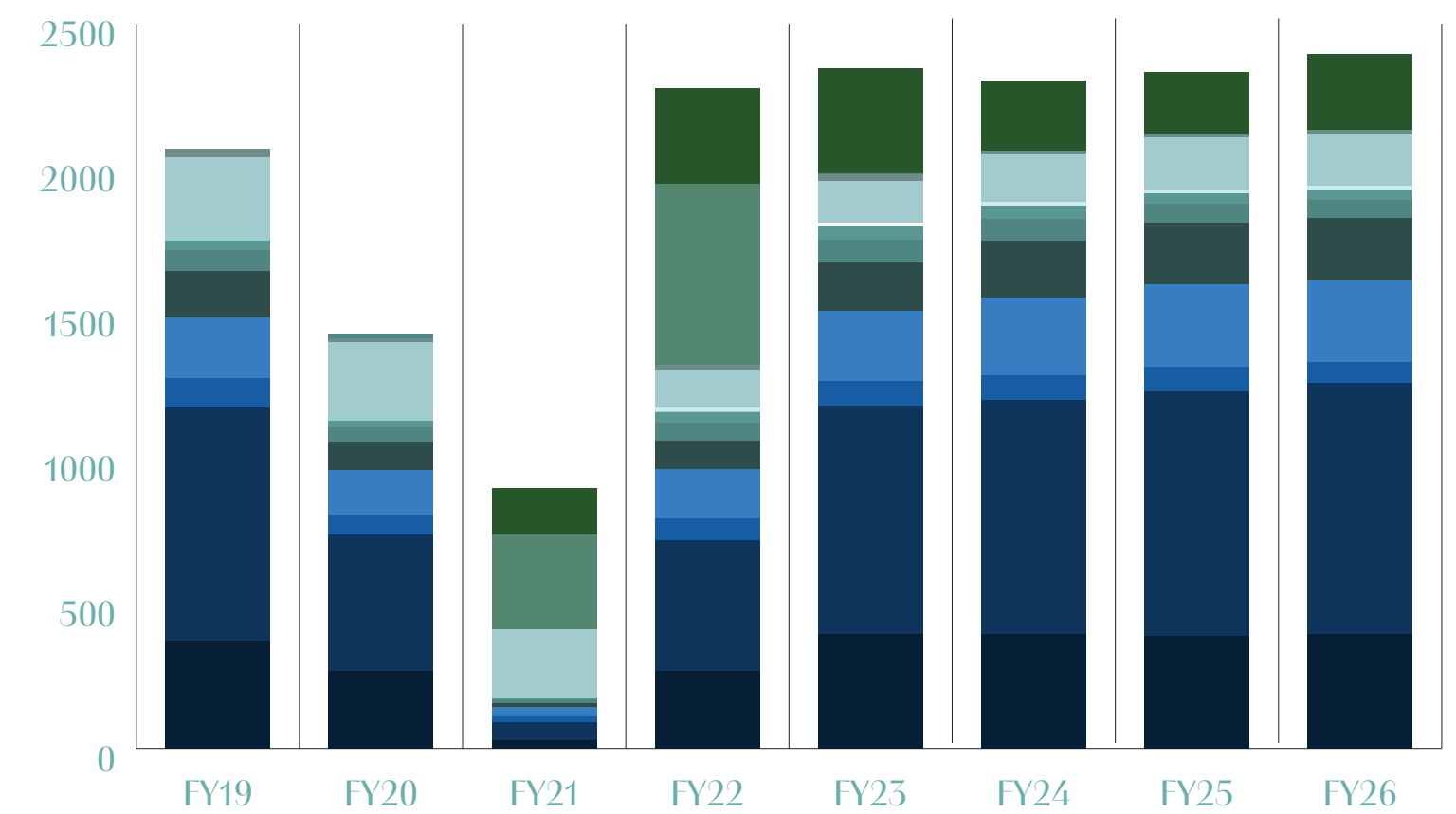


Adjournment

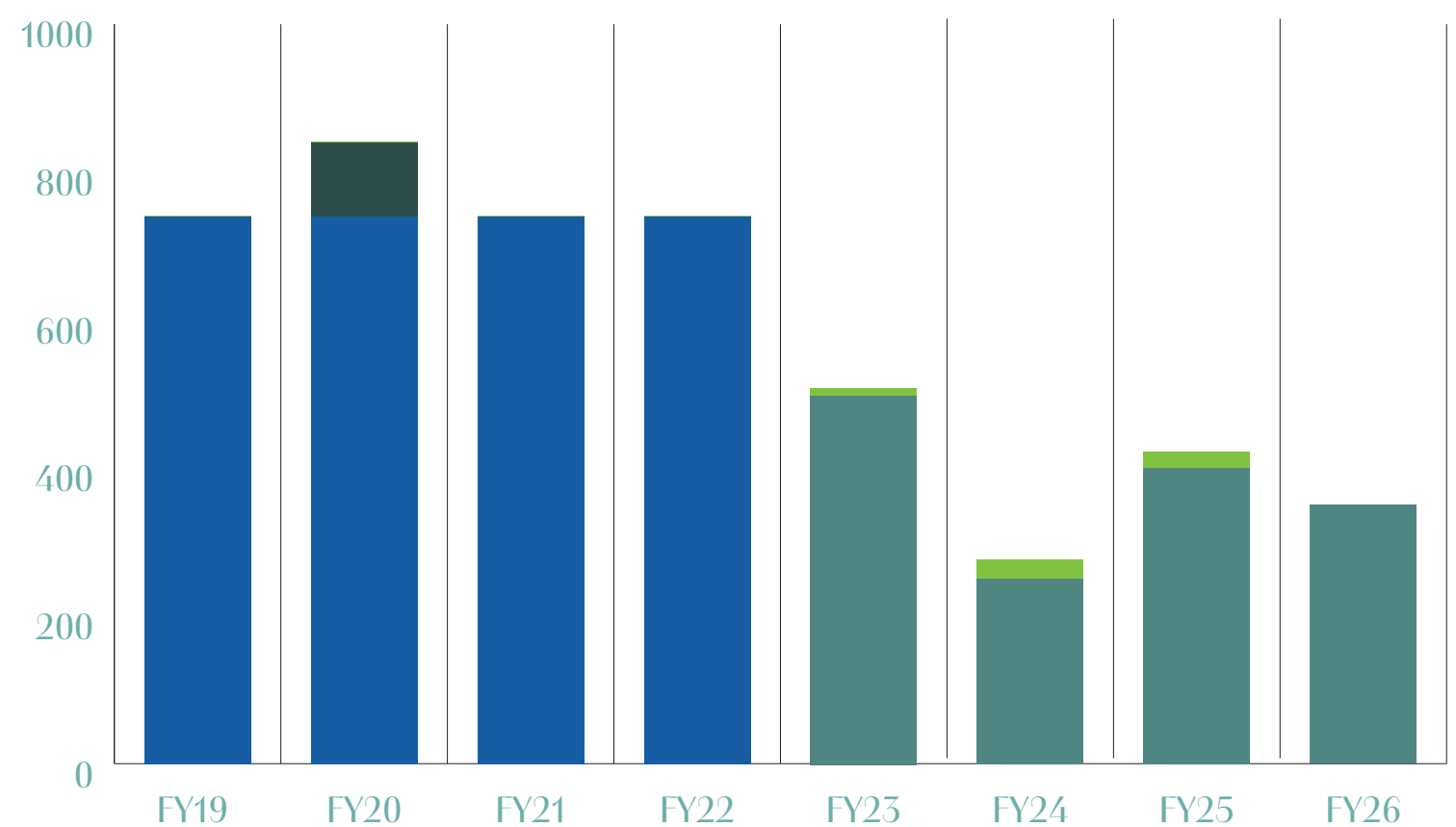


Breakdowns

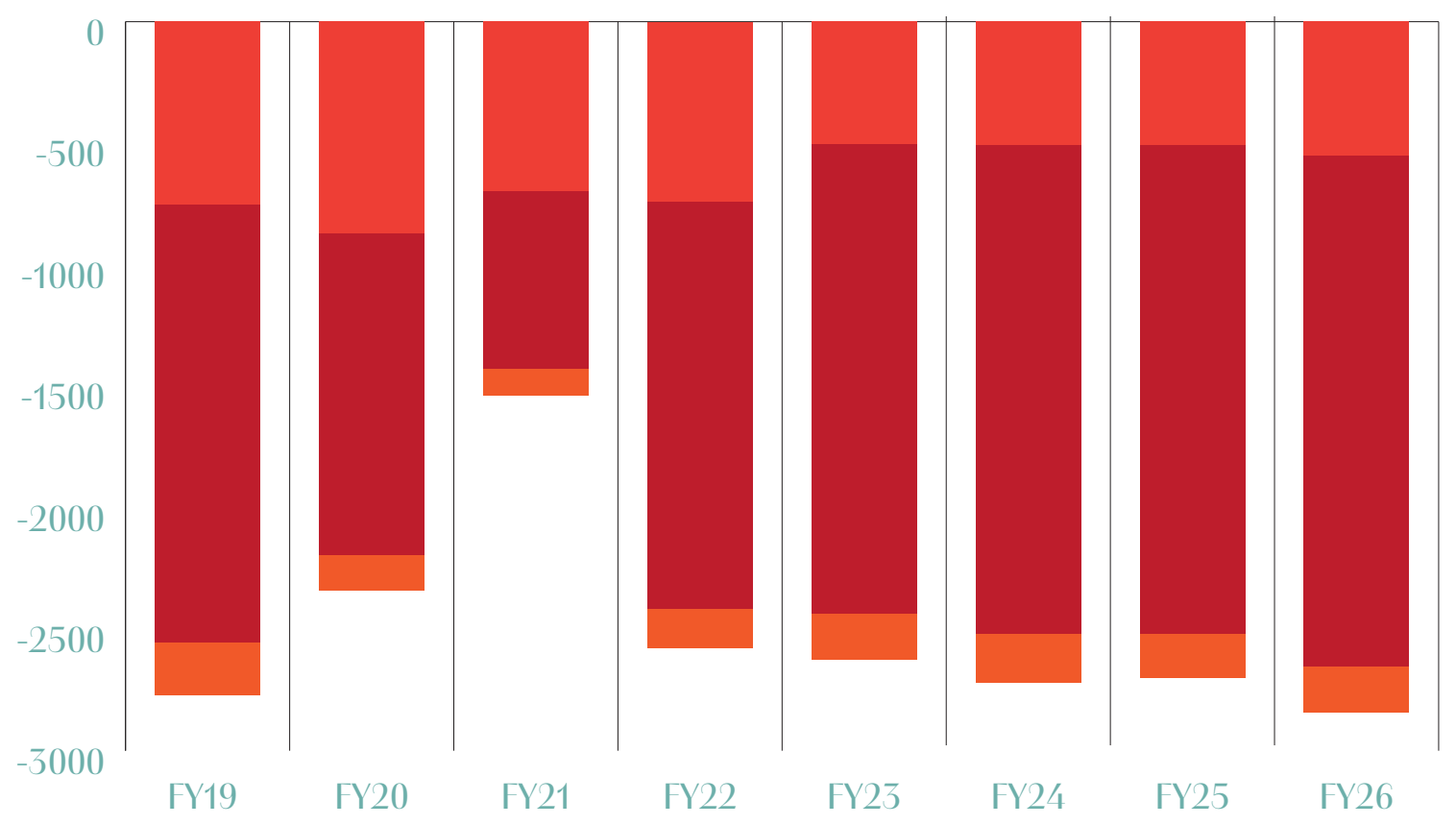
Sales Income



Other Revenue



Expenses



- Lunch Sales
- Catering / Special Events
- Event Liquor
- Conference room rentals
- Service Fees
- Bar Sales
- Bar Food
- Gopher Express
- Takeout & Delivery
- Membership Dues
- Member Brunches/dinners
- Misc. Income
- Govn. Loans, Grants, & Funds
- Second Harvest Heartland
- Support From UofM
- One time, non recurring support from U
- Post-lease Support from the UofM
- Interest income
- Administrative Expenses
- All Operating Expenses
- Rent, Debt Service and Utility Costs