

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

Kevin Locke, Associate Vice President for Planning, Design and Construction



UPDATE: KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT

KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT

FCR 21

Office of the President
June 13, 2025

Members, Board of Trustees:

CONSTRUCT KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT

Recommendation: that the Board of Trustees support and approve the pursuit of legislative authority from the Commonwealth of Kentucky for the Construct Kroger Field Fan Experience District capital project and authorize the President, or his designee, to negotiate and execute all documents necessary to create a viable Public-Private Partnership (P3).

Background: Pursuant to Administrative Regulation 8:2, any capital project with an estimated cost of \$1,000,000 or more must be approved by the Board prior to initiation.

The University plans to seek market guidance as a preliminary step in developing a fan experience district near Kroger Field, which would serve the University community and the Commonwealth year-round. This project will create a mixed-use entertainment district on the campus, akin to similar projects in other college athletics venues as well as professional sports. Examples of mixed uses may include hotel(s), dining options, event and conference space, and additional retail. The District will enhance the overall UK fan experience, maximize the commercial potential of UK Athletics facilities, and support the University community and the Commonwealth throughout the year. The project is part of the multi-year plan designed to enable the athletics enterprise to produce the necessary revenue to ensure a strong financial trajectory.

The P3 strategy is appropriate for this project given the University's desire to enhance the fan experience and support the University and the Commonwealth, including speed to market and providing first-class venue space.

The University will seek legislative authorization for this capital project from the 2026 Session of the Kentucky General Assembly. Upon receipt of Board approval and the necessary legislative authorizations, an agreement that is in the best interests of the University and the Commonwealth between the University and its selected P3 partner is expected to be negotiated and executed. In accordance with the Internal Loan Program Policy, the Debt Management Committee has reviewed and approved this recommendation.

Action taken: Approved Disapproved Other _____

Project Purpose

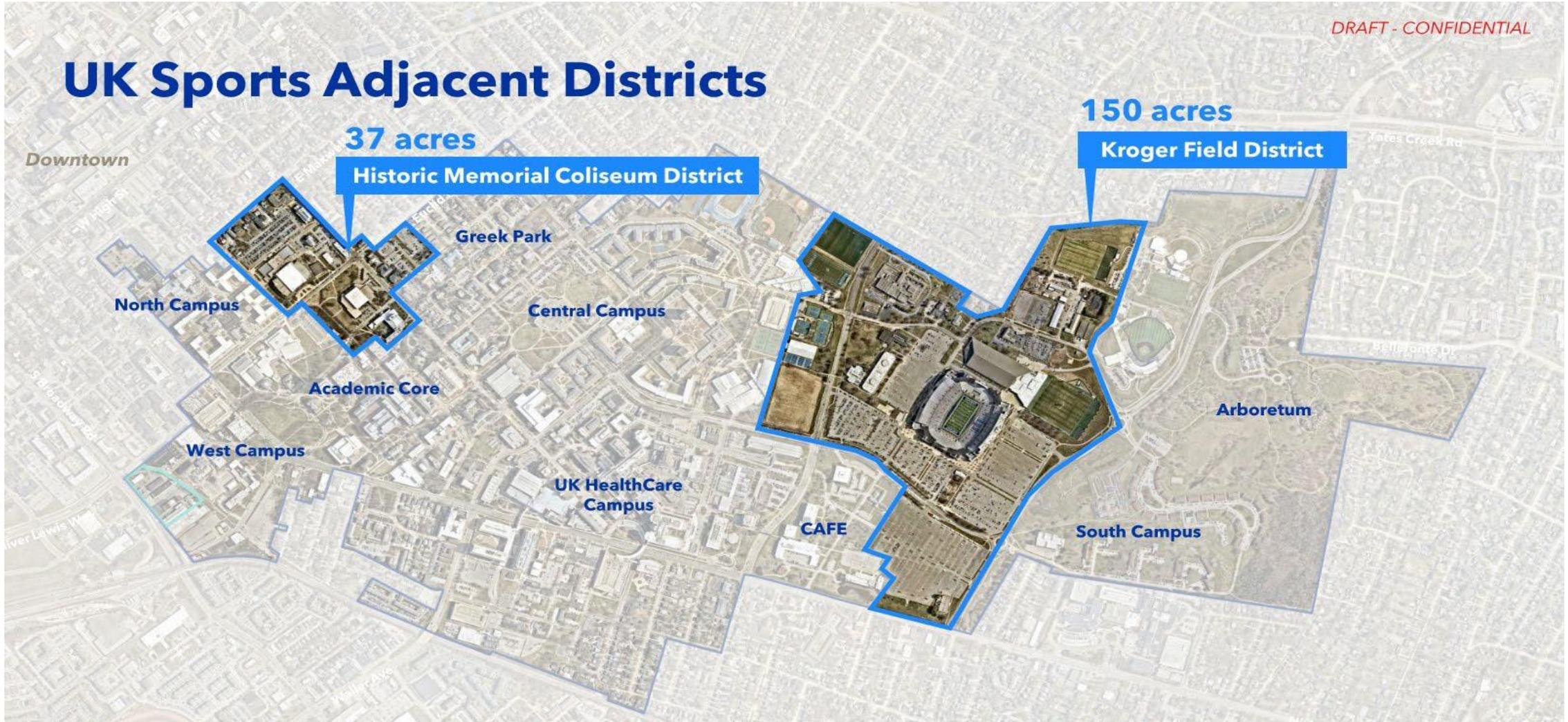
Develop a **cohesive, year-round vision** for UK's key athletic districts, around **Kroger Field** and **Memorial Coliseum**, linking **game-day energy** with everyday campus life.

Working closely with UK and its partners, this effort will guide the university through a moment of transformation, potentially integrating **athletics, academics, living, and community life** into vibrant, connected districts.

Schedule: UK Sports Adjacent Districts



KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT



Proposed Principles & Goals



Land, Brand, & Demand

Leverage UK's existing assets and growing athletics market to generate long-term value and create mixed-use developments that benefit the University with mission-aligned programs.

Goals:

- Build **mixed-use developments** that serve UK's needs and create new revenue opportunities.
- Align the UK Athletics environment as a series of **unique experiences**.
- Strategically use land to **support growth and activation** on campus.



Activation & Experience

Create a 365-day experience that aligns with the professional sports market, elevates the fan experience, and encourages new event opportunities.

Goals:

- Enhance the **tailgating experience** by creating new, diverse engagement opportunities without disrupting traditions.
- Encourage new **event programming for the public realm** at both sites beyond athletics.
- Provide **open spaces or fitness-focused amenities** that support daily use and year-round activity.



Connectivity & Mobility

Transform both districts into safe, pedestrian-oriented environments supported by consolidated parking, multi-modal options, and thoughtful circulation.

Goals:

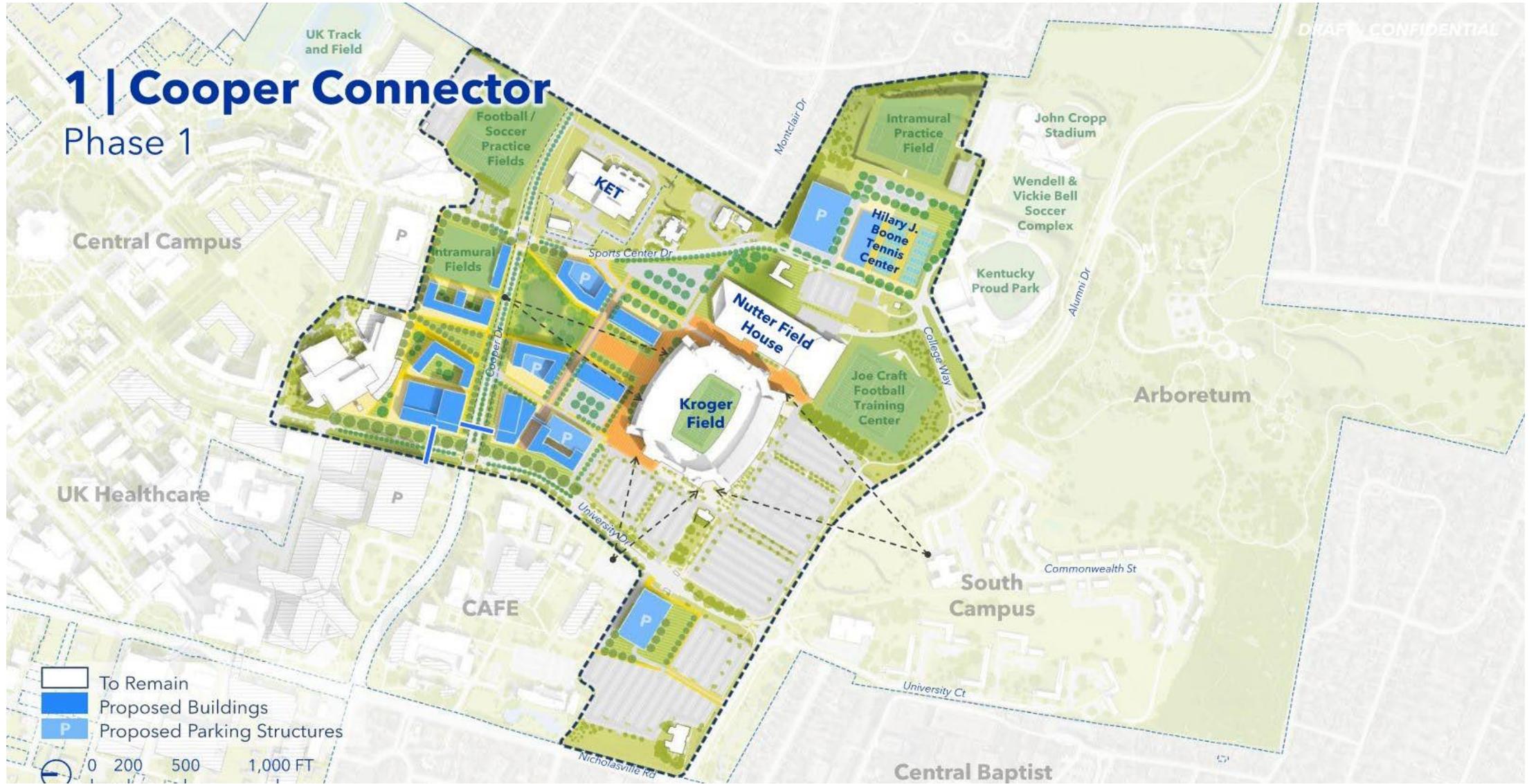
- **Consolidate parking on the periphery of campus** to improve circulation and safety across the sites while meeting parking needs
- Improve the **pedestrian experience and crossings** in key areas.
- Integrate **multimodal options** like shuttles, bikes, and scooters to reduce car dependency.

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Phase 1 Comparison

KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT



KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT

1 | Cooper Connector

High Street
Ohio State University



Mill Avenue
Arizona State University



Titletown
Green Bay Packers



The Battery
Atlanta, GA



KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT



2 | Linear Corridor

The Grounds
Wake Forest University



Gateway District
University of Kansas



CyTown
Iowa State



KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT



3 | University Crossroads



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KROGER FIELD FAN EXPERIENCE DISTRICT CAPITAL PROJECT

4 | Central Green

Tennessee Titans
Nashville, TN



Campus Green
Auburn University



Campus Green
Auburn University



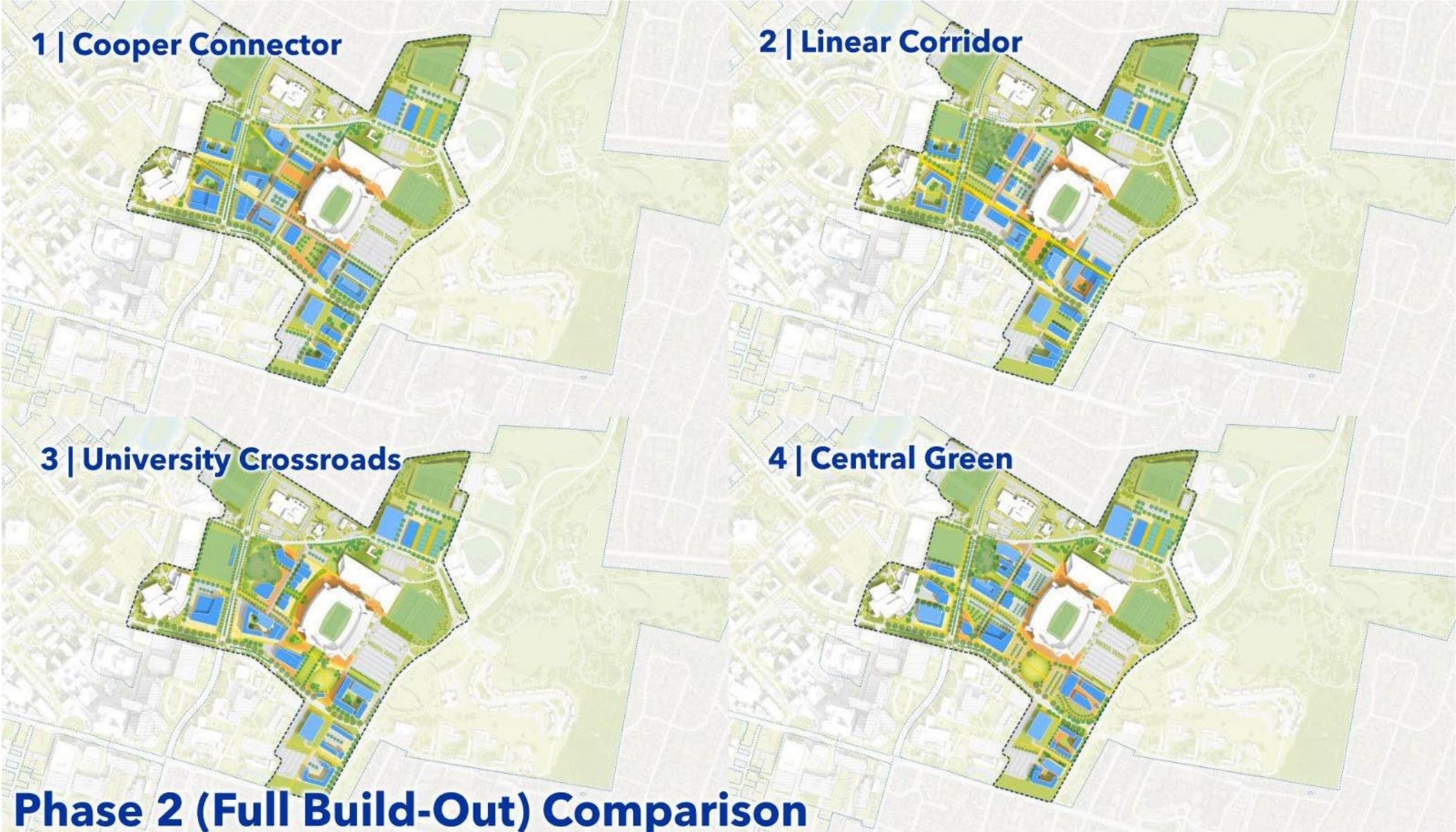
Practice Facility
San Antonio Spurs



Seaport Sq Park
Boston, MA



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QUESTIONS

