



Longstanding Relationship Helps St. Norbert College Take Athletics to a New Level

Executive Summary

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Performa Inc., SNC's architectural council, continues to bring value to the institution's business and objectives

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SNC and Performa have a longstanding relationship dating back nearly 25 years, with the college now referring to Performa as their architectural council. "We put institution and their needs at the forefront of every project," commented Doug Page, Performa's Principal and Chief Operating Officer. Performa assists the college in providing facilities that are always on budget and on time. "Performa is a good steward of our donor finances. They have an impeccable record of delivering facilities that are on or under budget and work for our needs, that the facility is still in use years later," said Don Maslinski, SNC Director of Athletic Fundraising Advancement. "It makes it easy to get funds when the facilities are outstanding." SNC leveraged this relationship to boost its athletics.

Being a student tuition driven institution, the former stadium handicapped SNC in attracting student athletes. The Dr. John R. Minahan sports complex, built in 1937, was beyond repair. It was far from the campus, no longer able to host game-day audiences properly, not ADA (Americans with Disabilities Act) compliant, and unable to host track meets because it was no longer regulation size and cinder-based. The stadium became such a deterrent that it was not even shown to prospective student athletes. For these reasons, St. Norbert College

leaders made the decision to both build a new complex and relocate it closer to the campus. The preliminary, schematic design produced by another architectural firm, which SNC leaders used to kick off fund raising efforts, surpassed what donor funds could afford. Cutting cost was the first order of business SNC tasked to Performa. Performa dove deep to understand today's needs and future aspects of this first design. As part of the effort, Performa discovered that today's seating capacity needs are far less than what was built into the preliminary design. The Performa design cut nearly 500 seats out of the complex. "We reduced the seating capacity from what the preliminary design included to give the college a fabulous facility they could use and also afford," said Page. In addition to reducing initial seating capacity, Performa helped SNC leaders realize several other areas that could be scaled back and still get a highly-recognized complex.

Performa created a master plan for the complex, which includes plans for the addition of several items that were scaled back during the initial build. This plan details how nearly 1,000 visitor seats can be added opposite the grandstand, parking and restroom facility expansions when the need and funds are present. It also includes a locker room and training facility, which is scheduled to be completed in the near future.



"This was the first outdoor sports complex Performa had ever worked on. Our strong suit is in developing facilities that enhance operations. In order to give St. Norbert College a world-class looking complex,

as well as a functional design, we partnered with Kahler Slater of Milwaukee, Wis. to develop the initial schematic look," commented Page. Kahler Slater's portfolio includes design for area sports complexes such as: The Bradley Center in Milwaukee and The University of Wisconsin-Madison Kohl Center.

Performa took the time to understand what the users needed to make game days successful. During this phase, the Performa team met with representatives of all game-day operations: food service, ticket sales, media, coaches, trainers,

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players and audience members. Every voice was heard, and their needs were built into the complex design.

The 26 acres of land the college secured for the project was in the middle of a residential neighborhood, which posed zoning issues with The City of De Pere Council. Performa worked with the city to correct issues with the design and get the proper approvals. "Overcoming this challenge was critical to the success of the project," said Tim Bald, SNC Athletic Director. "The city would have never approved the project if the neighbors had a problem with it. Besides games, which can be hectic for the area, the stadium fits the neighborhood and takes on a park-like look."

Not only do neighbors accept it, but donors who provided the funds for this project agree the complex is classy and fits the location well.

As a result of the new stadium, a sense of pride among the student body has been created. According to Maslinski, the attendance of student fans has been higher than any other year in his 13 years of service to SNC sports. In addition to this, the SNC track teams nearly doubled with 50 new freshmen coming on board in the fall of 2010. Maslinski said that he can't be sure the facility did bring more students, but it sure didn't chase them away.

Donald J. Schneider Athletic Stadium was completed in August 2010 and now serves as a home to St. Norbert football, track and soccer teams. It has 2,454 seats and standing room for fans. The press box has 34 spaces for reporters, coaches and game staff. The current parking lot has capacity for 500 cars.

A recent project, as a result of the relationship between the two organizations, includes the [Mulva Library](#), featuring seating and study capacity for nearly 700 users, accommodations for 320,000 volumes and a center for Norbertine Studies.

