

The Daily Tar Heel

Weekend

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DTH/Zane A. Saunders

... a total gross of \$300,000 in concession sales, one third of which will be profit, is anticipated this year

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Football concessions generate large revenue

By CLINTON WEAVER

Most UNC students have been to a school football game here, and spent their afternoons drinking Cokes and munching on hot dogs and peanuts. The concession stands which provide these drinks and snacks generate large-scale revenue for the UNC Athletic Association.

The association should make a profit of \$100,000 this year from football concessions, said William Peacock, Kenan concessions coordinator.

Peacock said he anticipated a total gross in concessions sales of \$300,000 this year, one-third of which will be profit. The money goes to the athletic association, and is sometimes used for concession stand renovations.

The association expects to gross about \$50,000 per game this year. The biggest gross sales this year were at the Vanderbilt game, when \$70,000 to \$75,000 was

taken in, Peacock said. Hot dogs net around \$10,000 each game and peanuts net around \$2,000 to \$3,000.

Peacock said the new UNC plastic cups have boosted revenue considerably. The 22-ounce drink sells for \$1, and 102,000 of them were sold at the Vanderbilt game, he said. Hardee's donates the cups to the association.

Peacock said the strength of the Kenan concessions program is the quality of the people who operate the stands. Workers from local churches and community organizations operate the stands. They are paid 15 percent of the gross sales. The New Hope Presbyterian Church has assisted in concession sales for 30 years.

The concession program was begun in 1952.

Clinton Weaver is a staff writer for The Daily Tar Heel.



DTH/Jeoff Nevelle

Vendor sells peanuts at a football game ... hotdogs and drinks are sold as well