

# Game will boost business

By TOM PARKS  
Business Editor

Football Saturdays are always good business days in Chapel Hill, and this year's Homecoming should be no exception.

"In terms of downtown business Homecoming is a great weekend. Any football game is great," said Debbie Dibbert, co-director of the Chapel Hill Downtown Commission Corporation.

Gametime directly affects the amount of time fans spend downtown, and this year's late afternoon kickoff gives fans time to browse and lunch downtown, and then return for dinner after the evening parade, which should be good for businesses within walking distance of Kenan Stadium, Dibbert said.

If attendance Saturday is high and fans spend more than the usual amount of time in town because of the late kickoff, the local economy could easily receive a boost of close to \$1 million.

Last year, UNC's six home football games brought more than \$3 million to the area, according to a survey by the Chapel Hill-Carrboro Chamber of Commerce and the University.

But the figure is very conservative, said Sherry Powell of the cham-

ber of commerce. The survey did not include expenditures by students or local fans — only season ticket holders who traveled more than 25 miles to come to the games.

Alicia Hardin, manager of Johnny T-Shirt, said Homecoming, and most football game days, are among the store's busiest days of the year.

On football days a lot of browsers come in, but the store still does business comparable to its busiest days — the day after bid day and the last few days before Christmas — Hardin said.

The amount of business done on a game day depends more on the opponent than anything else, Hardin said.

Bob Loomis, manager of Spanky's, agreed. "If (the opponent) is a big name school with a big following, it's heavy."

Loomis said homecoming was traditionally one of the restaurant's busiest days, but he, too, said how much business he received depended on the draw of the opponent and the game's kickoff time.

He said that more alumni than usual came to the restaurant for Homecoming, and that they provided a pleasant change of pace.

"We enjoy homecoming because we get an older late night crowd. It's

not a wild crowd," Loomis said.

On the other hand, Larry Trollinger, manager of Ken's Quickee Mart in University Square, gets a wilder crowd on game days.

Trollinger said a good portion of his business came from people attending the aftergame party in Little Frat Court, and if attendance at the party were down he could tell the difference.

"If they don't have a band, you have a slack day."

Trollinger said the Homecoming game did not bring his store more business than other football games. "I can't tell any difference."

John Nelson, front desk manager the Holiday Inn on U.S. 15-501 Bypass, said the game would generate a good amount of business, but not as much as it did in years past.

The game brings in about the same number of people now as it always has, but over the past five years hotel space in Chapel Hill and the Triangle has increased noticeably. "The stadium still holds the same number of people," Nelson said.

Homecoming does not bring as many people to the Holiday Inn as either the Clemson game or Parents' Weekend, he said.

Earlier this week, there were still rooms available at the hotel for Saturday night, but the weekend of Parent's Weekend was booked up a month and a half ago.

"Parents really don't show up for Homecoming," Nelson said.

# Much of campus has caught Fever

By MARCIE BAILEY  
Staff Writer

Carolina Fever, UNC's quickly expanding spirit organization, has been the driving force behind many of Homecoming Week's activities and events.

Carolina Fever regularly organizes and decorates for pep rallies, places 10,000 pompons in the stadium and schedules bands and other events for each game.

In addition to helping with the regular pre-game activities, members of Carolina Fever blew up balloons every day this week at 6:30 a.m., helped with Pit activities, and will set up and clean up the Band Party on Ehringhaus Field tonight. The biggest event the group will tackle will be the Franklin Street Extravaganza, which Fever members will set up and run from 7 p.m. to 9:30 p.m. tonight.

Scott Beckley, president of Carolina Fever, said 200 members would be needed to operate the Extravaganza, which is a carnival of rides, games and bands for students and area residents.

The "Fever's" purpose is to generate as much spirit as possible for all games, Beckley said.

The spirit organization, a subgroup of the Carolina Athletic Association (CAA), was formed three

years ago when the Smith Center was built, he said. The athletic department was concerned about a lack of crowd noise in the large building.

The athletic department as well as two other individuals approached Carol Geer, then CAA president, to request the formation of a spirit group, Beckley said. The first meeting of Carolina Fever was held in the spring of 1987 and by the first organizational meeting that fall, membership had risen from 50 to 300 members.

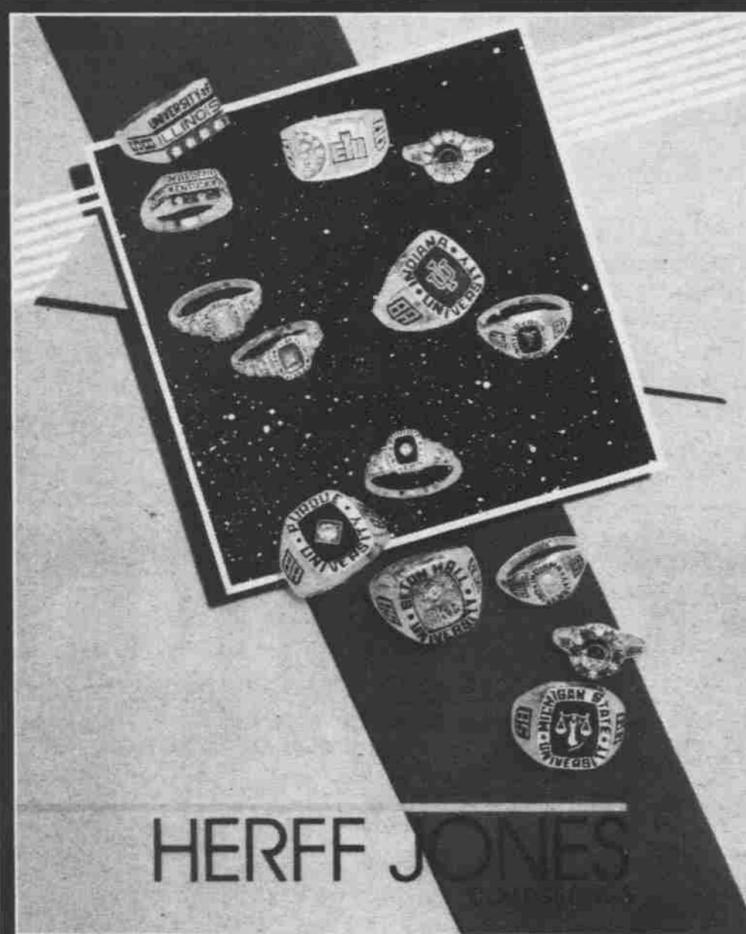
"The number of people now expressing an interest in Fever is about 750," Beckley said.

Drew Davidson, vice president of Carolina Fever, said the organization was trying to start a tradition of "student participation, enthusiasm and school spirit at all games, not only football and basketball, but non-revenue as well."

Fever members can sign up in the CAA office to participate in any sponsored activity, and a point system is used to keep track of who is doing what, Beckley said.

"People think they're given basketball seats so they join, but the people who do the most work get the tickets," he said.

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