

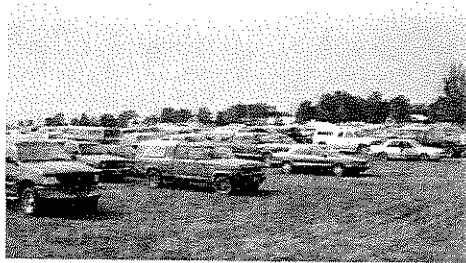
## Big Lawn Pays Off

Minneapolis, MN – Some fans of the University of Minnesota Golden Gophers may have arrived at Saturday's game a little bit late. It seems that there was not enough parking for the thousands of fans that attended the first home game at the new stadium.

"We attribute this to a very aggressive marketing plan," says Gerald Jahrbuch, director of Athletic Promotions for the University of Minnesota. "We really wanted to get people out to the games this year. But we weren't expecting that many. We certainly weren't expecting the parking issues."

Parking spaces filled up quickly, leaving many cars full of fans, stuck in traffic, and wondering where to go. "In order to avoid and not contribute to traffic congestion around the stadium for Minnesota football games, it is suggested that if you don't have a season parking pass, to please avoid the main campus area adjacent to the stadium, as those lots are completely sold-out," says Paul German, the director of Parking Facilities Management.

Meanwhile, while many student fans were walking to the game from their homes, Jerry Scala had an idea. Scala, who rents a house with four other friends, thought it might be a good idea to rent out parking space on their lawn. Scala called his landlord to get the approval and then put out a sign advertising parking spaces for \$5.



In no time at all, Scala had at least 40 cars, vans, trucks and SUVs parked on his lawn. "I can't believe how fast it filled up," says Scala. "We could have sold even more space if we'd had room on the lawn. We probably could have charged more money, too"

While Scala's plan was a good one, he had to do a bit of planning on the spot. "I hadn't thought about parking the cars in a way that would give enough space for them to leave at the end of the game," he said. For the next game, he plans to have an outline of where cars should go in order to maximize the space he has. "My roommates and I are also thinking about charging different prices for different kinds of vehicles, since cars take up less room than a van."

Paul German of the Parking Facilities Management has a word of warning, however, to anyone considering parking on Scala's or anyone else's private lawn. "You park anywhere at your own risk," he says. "People who rent their lawn space will not be liable for any damages, so choose carefully."