A Legacy of Opportunity

THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS

International Acclaim. Individual Attention.
Guaranteeing Our Future Legacy

The Florida State University College of Business, one of the 10 largest business schools in the nation, is at a crossroads. Today’s business world demands graduates who can think critically and creatively, collaborate to solve problems, and produce results that benefit both the firm and society at large. Our history records remarkable success in these areas through a combination of top students, cutting-edge faculty, and engaged alumni and business partners. Our future, however, is less clear. While we continue to enjoy the strengths of students, faculty, and alumni, our ability to integrate them into a seamless business education community is at risk.

The simple truth is we have outgrown our current space in the Rovetta Building. Dating from the 1950s and 1980s, the Rovetta Building cannot be further upgraded to support our vision for 21st century business education. The current structure inhibits our ability to create business graduates with the skills demanded by today’s corporations. In short, the FSU College of Business is a great business school in need of a great building.

The addition of a new COB building, tentatively called Legacy Hall, will provide a 67 percent increase in instructional space, along with the technology and collaborative spaces needed to provide tomorrow's business education. Legacy Hall will be positioned on the highly visible corner of Dewey and Tennessee Streets featuring dual main entrances facing both Tennessee Street and the interior campus. This prime location allows the College of Business to anchor a new gateway to the heart of campus. The total estimated construction cost for Legacy Hall is $65 million. Highlights of the planned building include:

**Ground Floor**
- Exterior courtyard and south entrance
- Large lobby with three-story atrium
- Bob & Pam Sasser Ballroom (divisible multipurpose room for events of all sizes)
- Student commons area with coffee/food service
- Financial trading room
- 300-seat, 150-seat, and 100-seat auditoriums
- Undergraduate classrooms

**Second Floor**
- Exterior courtyard and north entrance
- Gary Rogers Dean’s suite
- Executive board room
- FSU Sales Institute
- Stephen C. Leonard Sales Laboratory
- Undergraduate classrooms

**Third Floor**
- Department offices
- The Jim Moran Center for Global Entrepreneurship
- William T. Hold/The National Alliance Program in Risk Management and Insurance
- Gene Taylor/Bank of America Center
- Institute/Center offices
- Undergraduate advising office
- Technology area

**Fourth Floor**
- Graduate classrooms and seminar rooms
- Graduate student commons area
- Graduate administrative office
- Doctoral student offices
- Marvin A. “Mitch” Mitchell Behavioral Laboratory
- Roof gardens

**Fifth Floor**
- Faculty offices and conference rooms
Our Vision; Our Legacy

Legacy Hall is transformative for our students, our faculty, our alumni, and our business partners. It is designed to provide space for students to develop their ideas for a new business venture, to learn investment strategies from Wall Street insiders, to practice sales calls in a state-of-the-art lab, or to conduct research on current and emerging business issues. It will open avenues for collaborative research among our faculty. Legacy Hall will allow the College of Business to meet the training and continuing education needs of our alumni and business partners. And, it will allow Florida State University to increase its impact on the art and science of business in Florida, our nation, and our world.

Our vision is based on the successes of our past and paired with the future of business practice and business education. A new building ensures that we are able to meet this challenge. We are not just building Legacy Hall; we are building our legacy for tomorrow.

“Architecture defines who we are and who we want to be. We are a great business school housed in a modest facility. With Legacy Hall, we will become a nationally preeminent business school prospering in a world-class facility. A magnificent, new building will define our future not only to our students, faculty, and alumni, but also to our friends and the business community at large.”

- Caryn L. Beck-Dudley, Dean
As alumni and friends, you know the value of business education at Florida State University. To ensure value for current and future students, we need your help. Legacy Hall will allow the College of Business to take the next step in its great history. By actively participating to revolutionize business education, you will make a significant difference for our students and our faculty. In short, your legacy will inspire others to create their own legacies here at FSU. Our students and faculty have the drive to excel and make a difference. By supporting Legacy Hall, you will become a part of our future.
Legacy Hall Naming Opportunities

Leadership Naming Opportunities

Name the Building ................................................................................................................... $15 million

Name the East Wing ................................................................................................................ $5 million
(houses two 150-seat auditoriums, undergraduate commons, the financial trading room, the Leonard Sales Lab, the Dean’s Suite, undergraduate advising, department offices, graduate studies, the Mitchell Behavioral Lab, and faculty offices)

Name the West Wing ............................................................................................................... $5 million
(houses a 300-seat auditorium, undergraduate classrooms, institutes and centers, the student business incubator, entrepreneurship center, graduate studies, and faculty offices)

Name the Three-Story Central Atrium/Lobby ................................................................... $5 million
(the main entryway into Legacy Hall with access to the multi-purpose event rooms, classrooms, the financial trading room, undergraduate commons, exterior courtyards, and the catering kitchen)

Student & Academic Spaces

Financial Trading Room (1st floor) ....................................................................................... $2 million
300-Seat Auditorium (1st floor) ............................................................................................... $1.5 million
Bob & Pam Sasser Ballroom (1st floor) ................................................................ Funded!
150-Seat Auditorium (1st floor) ............................................................................................... $750,000
150-Seat Auditorium (2nd floor) .............................................................................................. $600,000
Undergraduate Commons (1st floor, includes coffee shop) ............................................... $500,000
Parrish Owens Auditorium (1st floor) ................................................................... Funded!
100-Seat Auditorium (two available on 2nd floor) ............................................................... $400,000 each
Undergraduate Programs Suite (3rd floor) ............................................................... $500,000
Graduate Programs Suite (4th floor) ............................................................................... $500,000
Student Business Incubator Suite (3rd floor) ........................................................................ $500,000
90-Seat Graduate Classroom (4th floor) ............................................................................... $400,000
65-Seat Undergraduate Classroom (three available on 2nd floor) ..................................... $325,000 each
50-Seat Graduate Classroom (two available on 4th floor) ................................................... $250,000 each
45-Seat Undergraduate Classroom (seven available on 2nd floor) .................................... $225,000 each
35-Seat Undergraduate Computer Lab (3rd floor) .............................................................. $250,000
Professional Development/Career Services Suite (3rd floor) ............................................... $250,000
Academic and Behavioral Research Suite (4th floor) ......................................................... $250,000
Masters Computer Lab (4th floor) ......................................................................................... $100,000
Doctoral Computer Lab (4th floor) ....................................................................................... $100,000
Graduate Commons (4th floor) ........................................................................................... $200,000
15-Seat Seminar Room (three available on 4th floor) .......................................................... $75,000 each
Conference Room (11 available on various floors) .............................................................. $50,000 each
Undergraduate Breakout Room (12 available on 3rd floor) ............................................... $25,000 each
Masters Breakout Room (six available on 4th floor) ........................................................... $25,000 each
Center & Institute Suites

The Jim Moran Institute for Global Entrepreneurship Suite (3rd floor) .......... Funded!
Entrepreneurial Resource Center Suite (3rd floor) ............................................................. $100,000
Gene Taylor/Bank of America Center Suite (3rd floor) ............................................................... $100,000
Florida Catastrophic Storm Risk Management Center Suite (3rd floor) ............................... Funded!
Florida Institute for Business and Economic Research Suite (3rd floor) ............................... $250,000
Center for Real Estate Education and Research Suite (3rd floor) ........................................ Funded!
Center for Insurance Research Suite (3rd floor) ................................................................... $250,000
Center for Veteran Outreach Suite (3rd floor) ...................................................................... $250,000
Sales Institute Suite (2nd floor) ........................................................................................... $250,000

Faculty & Administrative Spaces

Gary Rogers Dean’s Suite (2nd floor) .......................................................................................... Funded!
Department Office Suite (five available on 3rd floor) ................................................................. $250,000 each
Executive Board Room (2nd floor) ............................................................................................ $250,000
Executive Education Classroom (3rd floor) ........................................................................... $250,000
Dean’s Conference Room (2nd floor) ..................................................................................... $100,000
Faculty Lounge (5th floor) ....................................................................................................... $100,000
Catering Kitchen (1st floor) ...................................................................................................... $100,000
Visiting Faculty Suite (5th floor) ............................................................................................. $50,000
Faculty Office (125 available on 5th floor) ............................................................................... $25,000 each
Doctoral Student Office (30 available on 4th floor) ............................................................... $10,000 each

Other Spaces

Southern Roof Garden (4th floor, facing campus interior) ....................................................... $2 million
Northern Roof Garden (4th floor, facing Tennessee Street) .................................................. $2 million
Southern Courtyard Entry (1st floor facing campus interior) ................................................ $2 million
Northern Courtyard Entry (2nd floor facing Tennessee Street) .............................................. $2 million
Legacy Wall (donor plaques in 1st floor atrium) ..................................................................... $5,000 each
Photovoltaic Solar Panels ...................................................................................................... construction costs

All floor locations are tentative until full architectural renderings are available. For customized donor recognition, naming opportunities at other giving levels, questions, or additional information about the Legacy Hall project, please contact:

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