

VENDOR PROGRAM

Cardinal Plaza: A Marketplace at the Center of Campus Life

Located within the University Center and Student Life Pavilion, the Cardinal Plaza Vendor Program is a curated campus activation initiative designed to connect brands, food concepts, retail and experiential vendors directly with the University of San Diego community.

The UCSLP functions as the primary hub of student life at USD — serving undergraduate students, graduate students, law students, faculty, staff, alumni, and campus visitors through dining, programming, student engagement, hospitality, and campus events.

Cardinal Plaza sits directly within one of the university's highest pedestrian traffic corridors, creating a highly visible and repeat-access environment for vendor engagement.

The program is managed by University Centers in coordination with campus partners to ensure operational consistency, institutional alignment, safety compliance, and elevated guest experience standards.



THE PLAZA

Centralized. Visible. High-Traffic.



Cardinal Plaza functions as a recurring activation zone positioned at the crossroads of daily campus movement. The surrounding environment includes:

- Student dining operations
- Residential student circulation
- Campus programming and events
- Student organization activity
- Academic foot traffic
- Visitor and family engagement

Because of its centralized location, vendors benefit from sustained exposure throughout the academic week — particularly during midday and late afternoon peak pedestrian periods.

Strategic Location Advantages

- Located adjacent to the UCSLP
- Surrounded by major student pathways
- Integrated into campus programming infrastructure
- Accessible to undergraduate, graduate, and law populations
- Positioned within a highly residential campus environment

Key Traffic Windows

Monday and Wednesday — Peak Academic Traffic

High-volume pedestrian flow driven by dense class scheduling and back-to-back academic movement throughout central campus corridors.

Primary Class Transition Windows:

- 8:00 AM – 9:30 AM
- 9:30 AM – 11:00 AM
- 11:00 AM – 12:30 PM
- 12:30 PM – 2:00 PM
- 2:00 PM – 3:30 PM

These days generate the strongest recurring student traffic due to extended course schedules and increased campus residency throughout the day.

Tuesday and Thursday — Midday Engagement Period

Tuesdays and Thursdays feature no midday course scheduling, creating longer open periods where students utilize campus common spaces.

Highest Engagement Window:

- 10:00 AM – 2:00 PM

During this period, students commonly:

- Visit Cardinal Plaza and dining areas
 - Meet with advisors and counselors
 - Attend student organization activities
 - Socialize between classes
 - Participate in campus programming and activations
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THE VENDOR PROGRAM

Structured Campus Activation with Recurring Engagement

The Cardinal Plaza Vendor Program provides vendors with structured access to a controlled university marketplace environment supported by recurring student engagement and institutional programming.

The program is intentionally designed to support:

- Food and beverage vendors
- Retail brands
- Student-focused products
- Lifestyle and experiential activations
- Emerging local businesses
- Regional and national brand partnerships

All vendor participation is scheduled and approved through University Centers.

Standard Vendor Activation Includes:

- One (1) designated 10' x 10' activation space
- One (1) university-provided 6' table
- Placement within approved activation layout

Vendor Responsibilities:

Vendors are responsible for:

- Pop-up tents/canopies
- Extension cords and power accessories
- Additional displays or furnishings
- Staffing and operations
- Insurance and compliance documentation
- Any specialty equipment required for service



Operational Standards:

- Vendor placement assigned by University Centers
 - Pre-scheduled load-in/load-out windows
 - Safety and fire compliance required
 - Limited electrical access coordinated in advance
 - Layouts subject to operational adjustments
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THE STUDENTS

A Highly Residential, Highly Engaged Consumer Base



The University of San Diego maintains a strong residential campus culture with consistent weekday pedestrian activity concentrated around dining, student life, and central campus spaces. This creates a highly repeatable customer environment for vendors operating in Cardinal Plaza.

Student Reach Snapshot

Audience Category	Estimated Reach
Total Student Population	10,027
Undergraduate Students	6,049
Graduate & Law Students	3,978
Students Living On Campus	3,000+
Incoming First-Year Students	~1,300 annually
Residential First-Year Population	90–95%
Residential Sophomore Population	60–70%

Why This Matters for Vendors

- Repeat weekly customer exposure
- Consistent daytime campus density
- Strong residential purchasing behavior
- High engagement during events and themed programming
- Strong visibility among first- and second-year students

PRICING MODEL

The Cardinal Plaza Vendor Program operates under a revenue-share structure designed to maintain accessibility for participating vendors while supporting campus programming operations. Revenue reporting procedures and payment structures are coordinated prior to activation approval.

Revenue Allocation	Percentage
Vendor Retained Revenue	80%
University Centers Revenue Share	20%

PREMIUM PROGRAMMING PERIODS

High-Traffic Campus Activation Windows

Premium Vendor Rates

Space Type	Rate
10' x 10' Activation Space	\$1,500 Per Day
20' x 10' Double Space	\$2,000 Per Day
Full Cardinal Plaza	\$4,000 Per Day

Ole Weekend (Labor Day Weekend)

One of the largest campus engagement weekends of the year, featuring:

- Family engagement programming
- Alumni return traffic
- Early-semester student activity
- Large-scale campus events

Parent & Grandparent Weekend

A premium engagement period with elevated visitor density and increased consumer activity.

Key drivers include:

- Campus tours and programming
- Family dining activity
- Extended daytime presence
- Elevated retail purchasing behavior

Graduation Weekend

Sustained campus activity and significant visitor presence across multiple days of celebrations.

Key drivers include:

- Multi-day commencement ceremonies and celebratory events
 - Large influx of visiting families, guests, and alumni
 - Increased dining, retail, and hospitality spending activity
 - Sustained all-day pedestrian traffic across central campus areas
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UNIVERSITY OF SAN DIEGO

Institutional Profile & Student Demographics



University Snapshot

Category	Statistic
Total Enrollment	10,027 Students
Undergraduate Enrollment	6,049
Graduate & Law Enrollment	3,978
Faculty Members	1,035
Students of Color	49%
International Students	5%
Living Alumni	87,000+

Gender Distribution

Population	Female	Male
Undergraduate Students	57%	43%
Graduate & Law Students	56%	44%
Overall University Estimate	56.6%	43.4%

Residential Student Distribution

Class Level	Living On Campus	Off Campus / Commuter
First-Year Students	90–95%	5–10%
Sophomore Students	60–70%	30–40%
Junior Students	30–40%	60–70%
Senior Students	15–25%	75–85%

National Recognition

Recognition	Ranking
Most Beautiful Campus	Top 5 — Princeton Review
Best Catholic Colleges	#8 — Niche
Best College Food	Top 10 — Niche
Study Abroad Participation	Top 7 Nationally
Mental Health Services	Top 16 — Princeton Review



Student Engagement & Campus Life

USD maintains one of the strongest student-engagement environments among private universities in California through:

- Residential campus culture
- NCAA Division I athletics
- Student organizations and programming
- Nationally recognized study abroad participation
- Career readiness and internship programming
- Changemaker and social innovation initiatives

Student Life Highlights

- 75%+ undergraduate study abroad participation
- 500+ club sports participants annually
- 86.1% employment rate within three months of graduation
- 94.8% career-goal alignment among employed graduates



PROGRAM SUMMARY

The Cardinal Plaza Vendor Program provides brands and businesses with direct access to one of the most engaged and residential student populations in Southern California.

By combining:

- Consistent pedestrian traffic
- Structured operational oversight
- Premium campus location
- Recurring student engagement
- Institutional programming support

...the program creates a sustainable and scalable platform for long-term campus vendor partnerships at the University of San Diego.

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