NEXT

Hill-Murray High School

MAPLEWOOD, MINNESOTA

SUCCESS STORY



Photo courtesy of Peterson Companies, Inc.

A bigger stage for Pioneer pride

In 2023, Hill-Murray High School replaced a traditional scoreboard with a NEXT LED outdoor digital display at Mary, Queen of Victory Stadium in Maplewood, Minnesota. The goal: give athletes more visibility, engage fans and create new opportunities for local sponsors.

THE CHALLENGE

Overcoming the limits of legacy technology

Basic scores and time. The old static board had no platform for player recognition or live statistics.

Limited fan interaction. Few content options meant missed opportunities to involve spectators and build game-day energy.

Missed sponsor opportunities. Without digital advertising, the school had limited ways to promote local businesses and develop athletic funding.

THE SOLUTION

Full-color displays with cloud-based control

Vivid game-day content. A high-resolution display brings together detailed statistics, graphics and promotional videos.

Real-time updates. Cloud-based management lets staff update scores, timeouts and player substitutions as the game unfolds.

More ways to participate. Social media feeds, trivia and fan polls give spectators new ways to take part in the action.

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THE RESULTS

More energy. New revenue. Stronger connections.

The project benefits reach beyond the score: a more engaging stadium experience, new sponsorship support and a stronger connection between the school and its community.



Player recognition on the stadium display.

A more energized game day

Full-color graphics, videos, live statistics and sponsor advertising have improved the visual presentation at athletic events, creating a more vibrant atmosphere for fans.

Greater fan participation

Social media feeds, live polls and trivia invite spectators to respond and see their contributions on screen, making them part of the game-day experience.

Clearer event communication

Up-to-the-minute scores, game statistics and announcements give spectators immediate access to important information, reducing reliance on staff and printed materials.

New sponsorship revenue

Digital logos and advertisements give local businesses greater visibility. Additional sponsorship funding supports athletic programs, including scholarships, equipment and facility improvements.

Lower long-term upkeep

Built for Minnesota weather, the outdoor display requires less maintenance than the previous scoreboard, helping the school reduce ongoing upkeep costs.

Positive school-community feedback

Athletes value the recognition; students, parents and alumni have responded positively to the atmosphere at games, homecoming and other school events.

Stronger local connections

Sponsor recognition and community-event messages give local organizations a place in the stadium, reinforcing ties between Pioneer athletics and the community supporting it.

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