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Community Impact of Sport Facilities: Sun Devil Stadium

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My overall research agenda will attempt to:

- Move beyond the economic impact to better understand the total community impact of sport facilities
- Utilize Sun Devil Stadium to enhance ASU as an institution and benefit the surrounding community in other ways than purely financial
- Develop a new model and measurement tool

Industry need:

- Utilize professional and academic background
- Lack of practitioner and academic research collaboration
- Cross-disciplinary opportunities
- Access to data
- University-wide support

Right place, right time:

- Arizona State University
- The New American University
- **Solving real-world problems**



The purpose of this specific portion of my research is to better understand how Sun Devil Stadium can be programmed/utilized for the community and why that is valuable

College football stadiums are typically only utilized for:

- Seven home football games each year
- Graduation
- A few other university or revenue generating events

New approach: 24-7, 365

- Economic impact is the primary measure for sport facility funding and its accuracy has garnered **scrutiny** (Richardson, 2015; Smith, 2014; Davies, Coleman & Ramchandani, 2013)
- The future of collegiate sport facilities is to design, construct, operate and utilize venues based on what the community values so it becomes a benefit to the university and the entire community

Existing social and community measures are **economic**:

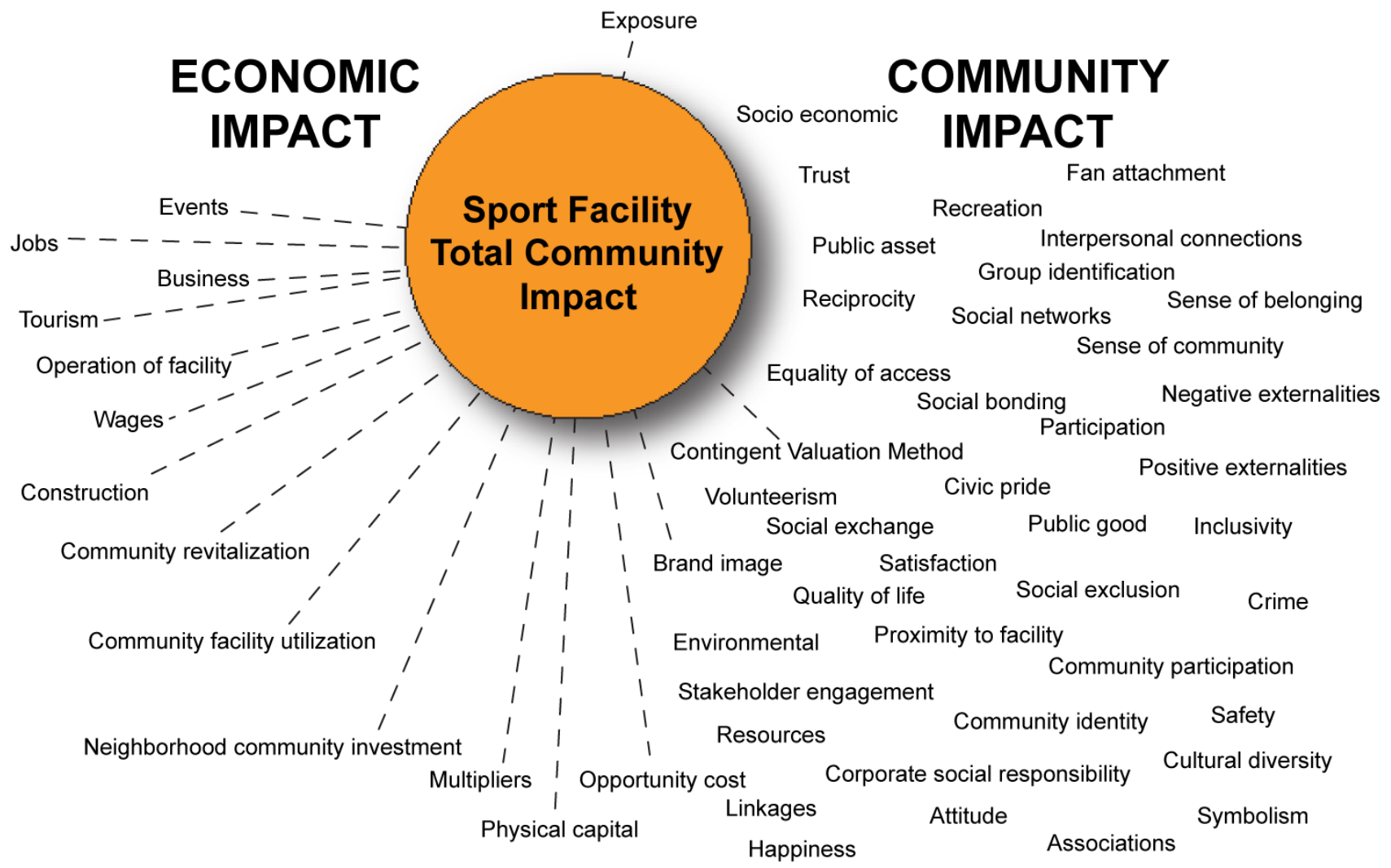
- **Contingent Valuation Method (CVM)**
(Walker & Mondello, 2007; Noll & Zimbalist, 1997)
- **Triple Bottom Line Approach**
(Kim, Jun, Walker and Drane, 2015; Sherwood, 2007)
- **Opportunity cost**
(Mills & Rosentraub, 2013; Owen, 2005; Crompton, 1995)

Identify **social and community impact variables** through **theory and concept testing**

Develop a **new measurement tool** for sport facilities that combines all impact variables



What else?



Preliminary data collection:

1. Controlled observation to gain community input
2. Conduct interviews to find out which stadium events would be most beneficial to the community and why

Approach:

- Understand what and how stakeholders can utilize Sun Devil Stadium (that creates value for them)
- Need to identify all community impact variables through inductive research
- Group and code responses into relevant categories
- Analyze data for future research to develop an instrument that will measure the total community impact of sport facilities

CONTROLLED OBSERVATION

Community input (24-7, 365): House of Achievement, Dance, Exercise, Festivals, Food, Games, Learning, Meals, Music, Surprises, Wheels (Open house managed by ASU)

House of Learning

Terawatt thought generator,
 Yardlined brainstorm incubator,
 classroom, theater, laboratory
 Name your learning category.



We would like SDS to host

Statewide Science Shows
 Public Astronomy nights
 Ph.D. Study
 Industry Trade Shows/Conferences
 Vintage Flea Market
 TED TALKS
 Kids Soccer Jam
 Fix The Dante: Improvisation
 "Abandon all hope... music classes
 All night study for STEAM projects
 all night music jam

House of Festivals

Kites and bikes and pets to pamper;
 Gear for any hiker, camper;
 Fitness, play or crafts and fashion.
 What festivals would feed your passion?



We would like SDS to host

Pow Wow
 Antique Road Shows
 Dance Marathon
 Food truck
 Competitions on the field
 Local Farmer's Market
 Balloon Festival
 Spike 'n' Spike Fun Runs
 Carnival
 RNC and DNC rallies
 Fire Shaking Rock

Varsity Sports
 Stadium Seating (on field)
 COACHELLA
 CARSHOWS
 Arts Fair
 Pizza Festival
 Taco Festival
 Ball State Appreciation
 VINTAGE/OPEN MARKET
 Outdoor Concert Venue for E. Valley
 First 4 / Meet & Greet for Wilson
 ASU RUBEN'S MATCHES



Interviews with community constituents to:

- Expand on event concepts and responses from the observation method
- Focus on specific variables related to other theories and concepts
- Gain input about how the stadium can positively impact the community

Sample population:

- **University:** Faculty/staff and students
- **Fans:** Those who attend events at the stadium
- **Community:** Those who live and work near the stadium but do not attend events

Expect results of this specific study to:

- Guide the usage of facilities to benefit the community
- Provide feedback that will be useful in identifying community impact variables

- Use all concepts and theories as a lens
- Mixed methods to identify and measure all variables through multivariate analysis
- The outcome will provide a model that will **allow the community to dictate** which variables are most important and those are the ones that are measured for the total impact



Tourism Economic Impact Model



World Travel and Tourism Council, 2015

Sport Facility Total Community Impact Model



Transform the funding, construction, and societal impact of sport facilities by identifying the priorities of the surrounding communities

APPLICATION OF RESEARCH



COMMUNITY IMPACT OF SPORT FACILITIES

- Sport facility total community impact model in early development phase
- Requesting input from experts (academics and practitioners)
- *Questions?*

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Thank You!

Great Western Chapter

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