Community Impact of Sport Facilities: Sun Devil Stadium

Rocky Harris
Arizona State University

Feb. 12, 2016
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
MOTIVATION

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

COMMUNITY IMPACT OF SPORT FACILITIES
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
WHY DOES IT MATTER?

• 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
COMMUNITY IMPACT OF SPORT FACILITIES

LENSES: CONCEPTS AND THEORIES

Sport Facility Total Community Impact

Fan Attachment

Social Exchange

Social Capital

Stakeholder

Corporate Social Responsibility

Contingent Valuation Method

Economic Impact

Place Attachment

What else?

Triple Bottom Line
APPROACH TO RESEARCH

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

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.

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?

COMMUNITY IMPACT OF SPORTS FACILITIES
NEXT STEPS: INTERVIEWS

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

COMMUNITY IMPACT OF SPORT FACILITIES
• 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

World Travel and Tourism Council, 2015
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?

Rocky Harris
rocky.harris@asu.edu


Thank You!

Great Western Chapter

Travel & Tourism Research Association Conference

Scottsdale, AZ • Feb. 12, 2016