

Developing Public Support

current issues in sport management



Presented by:
Dr. Mark Orlando

Resources vs. Expenditures

Reducing a Risky Business:

- Launching Grassroots Campaigns
 - *Sharing Means Caring*
 - *Doing Well By Doing Good*
 - *Identify Marketing*
- Government-Focused Positions
- Straight Talk on Lobbying

Developing Public Support

Most organizations at all levels have used public funds to help offset the costs of operating a sports organization.

Economic Environment: Concern with production and consumption of resources

The assessment of costs and expenditures is a dynamic process, where the estimated expenditures are used to determine the needed resources, while the availability of resources constraints the expenditures.

Resource – *supply, support, or aid*

- Charitable funds (individuals, foundations, and corporations)
- Partnerships (sponsors, production of new tangible assets)
- Contracts (rate of pay)
- Buildings and other capital goods (rented or in-kind donations)
- Fee-for-service (research centers, clinics, facility rentals, events, etc.)
- Intellectual capital (cost reductions and revenue asset production)

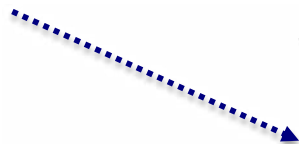
Expenditure – *action of spending funds*

- Human resource (salaries, benefits, and support services)
- Operational costs (functionality)
- MUR (buildings that need to be maintained, upgraded, and repaired)
- Investments (hiring consultants, player acquisition, temporary staff, etc.)

Reducing a Risky Business

Building public awareness, sharing the upside of sports investments, and creating winning campaigns are opportunities to demonstrate return on public investment.

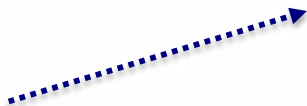
**Launching
Grassroots
Campaigns**



**Government
Focused
Positions**



**Straight
Talk
Lobbying**



Miami Marlins

est. \$630 million

High interest equals
\$2.6 billion by 2049

Miami-Dade county
officials sold \$500 million
worth of public bonds

A set of bonds worth \$91
million will be \$1 billion to
payback

Poor economic conditions

2026 beings payback
collections

Developing Public Support

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The Reality??



Median FBS program

-\$12.3 million

Median FCS program

-\$10.2 million

Median Div. I (no football program)

-\$9.8 million

41 of the 50 highest paid state employees in the U.S.:

- 27 football coaches
- 13 basketball coaches
- One hockey coach



\$12.7 million

in public financing

9% used on Kauffman Stadium improvements

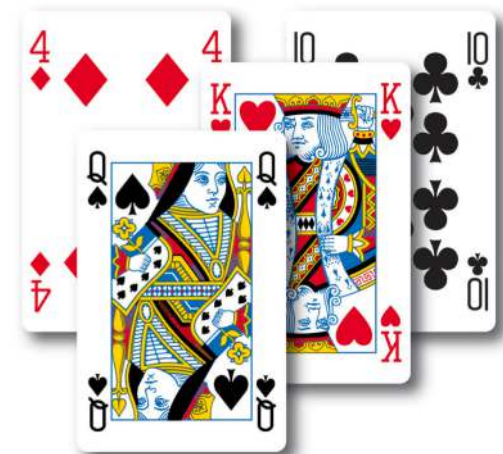


\$6 million a year

in public financing

Edward Jones Dome

- Hotel Tax
- Taxes on Game Day Revenue



Developing Public Support

University of California, Santa Barbara spent \$6,050,479 on men's teams and \$4,716,366 on women's teams.

Evaluation:

- Men's Soccer 45 of 189
- Men's Baseball – 129 of 272
- Men's Basketball – 226 of 325
- Men's Golf
- Men's Swimming & Diving
- Men's Tennis
- Men's Track & Field – Outdoor
- Men's Track & Field – X-Country
- Men's Volleyball
- Men's Water Polo
- Women's Soccer 83 of 307
- Women's Softball – 86 of 274
- Women's Basketball – 110 of 325
- Women's Swimming & Diving
- Women's Tennis
- Women's Track & Field – Indoor
- Women's Track & Field – Outdoor
- Women's Track & Field – X-Country
- Women's Volleyball
- Women's Water Polo

