



Sport, Tourism and Economic Development

Public/private Partnerships for Regional Growth

June 27, 2008 / Belgrade

Location

Hotel Palace Belgrade
Topličin Venac 23

Registration Information

The program fee is 300 eur + VAT. The fee includes tuition, instructional materials, literature, lunches and reception. Applications must be received by June 25th, 2008

Contact Information

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Seminar Overview

Across North America, Europe and in parts of Asia, cities have expanded their infrastructure in efforts to use the popularity of sports to increase tourism and advance economic development.

This seminar first briefly explores the economic theory and logic that sustains the view that sports can:

1. increase tourism levels and
2. advance a region's economic development.

Then, using case studies from several cities, the partnerships that produced tangible results and returns for both the public and private sectors are discussed and analyzed. Strategies are presented that focus on real estate development to advance economic returns as well as the creation of jobs in the tourism industry.

Special attention is directed towards urban design issues to illustrate how sport facilities can fit into a city's image and the creation of communities that attract residents. The role of sport amenities in advancing a city's economy and attract new businesses and entrepreneurs is also discussed. Different frameworks for public/private partnerships are presented to illustrate how local governments can improve their tax base while also creating opportunities for greater profitability for sport team owners.



In addition, participants will understand how to use sport to enhance a city's image and contribute to the attraction and retention of the human capital that sustains an economy.

Participants will be able to develop public/private partnerships and understand how to leverage and facilitate real estate development to enhance economic development.

Benefits to Participants

The program is designed to allow participants to understand what economic gains are possible from sports and how public/private partnerships can be structured to insure economic returns and gains for the public sector and private entrepreneurs. The important role of real estate development and its linkage to sport facilities is demonstrated.

Upon completion of the seminar...

The formation of public/private partnerships will also be discussed as well as the ways to package developments and the partnerships to attract tourists and the human capital needed to advance economic development. In turn, participants ought to subsequently be able to: lead the formation of public/private partnerships to build sport infrastructure and use those investments to change a city's image, advance regional development, and generate new opportunities for real estate development.

Who Ought to Attend

- Public officials,
- Community leaders,
- Sport entrepreneurs.

Seminar Format

- Lecture;
- Case Studies;
- Extensive Discussion.





Seminar Leader

Mark S. Rosentraub, Ph.D.

Dr. Rosentraub's professional work has not been limited to academic studies and books. He worked with the San Diego Padres and the City of San Diego in designing the Ballpark District plan that has brought more than \$2 billion in real estate development to downtown San Diego. He has also advised two different mayors of Indianapolis across more than a decade on their sports strategy that has successfully led to the redevelopment of that city's downtown area and overhauled its image.

Dr. Rosentraub has also helped other sports organizations such as the Indianapolis Motor Speedway and the arts and cultural organizations consider how their assets and activities can advance urban redevelopment and a city's image. In the 1990s he helped the Mayor's office of Los Angeles with some of its downtown redevelopment work involving the Staples Center and has helped other communities from Dallas to Brooklyn and to Green Bay. Most recently Professor Rosentraub has worked with the city of Edmonton (Canada) to discuss redevelopment possibilities involving a new arena for a professional hockey team and the redesign of the downtown area around the proposed facility.

Dr. Rosentraub has testified before congressional and state legislative committees focused on urban redevelopment and he has worked with cities across North America to develop plans for rebuilding cities.

In 2003 the Cuyahoga County Commissioners appointed Dr. Rosentraub to the board of Gateway. "Gateway" is the public agency responsible for Prudential Field, home to the Cleveland Indians baseball team, and Quicken Arena, home to the Cleveland Cavaliers basketball team. This is one of the largest public/private partnerships for sports in the state of Ohio. He helped rewrite the lease for both teams that avoided financial problems for Cleveland and Cuyahoga County and created far more economic benefits for citizens.



Dr. Rosentraub has been studying and writing about the economics of professional sports and the link between sports and urban development for more than 30 years.

He has written or co-authored three different books and more than 30 academic articles and book chapters on different aspects of sports economics and urban development. He is currently writing a fourth book dealing with cities that have successfully used sports facilities as anchor developments for changing urban centers and city images and extensive real estate development.