Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement Projects

James W. Satterfield
Clemson University

Tony Franklin

Jennifer Horace

April Flint

Mike Godfrey

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010

Part of the Marketing Commons

Recommended Citation
Satterfield, James W.; Franklin, Tony; Horace, Jennifer; Flint, April; and Godfrey, Mike, "Municipalities and University Athletic Departments: The Collaborative Funding of Capital Improvement Projects" (2010). Association of Marketing Theory and Practice Proceedings 2010. 2.
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/2

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Abstract

This panel takes three papers and details how municipalities and universities can collaborate, develop, and market policies that subsidize collegiate athletic capital improvement projects and improve both groups. Each paper uses either resource dependency theory or interpretive policy analysis as theoretical frameworks to explore how local governments and universities can add value to their environments, while improving the lives of their constituents. While this kind of community project is not new the difficulties rest in getting people to agree to an additional tax levy. Each paper on this panel communicates the multiple advantages and disadvantages associated with approving and marketing athletic capital improvement projects in a community.

Keywords

Athletics, Capital Improvement