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Does Having a Major and Lucrative Sports Arena Improve a Neighborhood's Economy & Quality of Life?

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Does having a major and lucrative sports arena improve a neighborhood's economy & quality of life?

BY

Natalie Hernandez

SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE
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Abstract

Does the typical major sports stadium or arena really affect their immediate areas? Does it matter if they are in a residential neighborhood or a commercialized area? Residents and businesses clearly will have difference of opinions on this area of conversation because they are affected differently. But can they agree on certain aspects and justify if there are positives and negatives to having a stadium in a residential neighborhood?

The focus of this research is on the “New Yankee Stadium” of the Bronx, New York, in the following areas: economy, quality of life, amenities, the increase or decrease of jobs and crime and safety. The “New Yankee Stadium” has been in the south Bronx now for five years and these issues are all connected in the way the addition of the new stadium can affects the neighborhood. New stadiums and arenas have become a common occurrence for all of the major sports across the United States; these questions apply equally to those cities, as well.

So much focus is placed on how to make the next best stadium that fans will come to and spend their money more focus needs to be placed on how a stadium being constructed in a residential neighborhood can be not just the next best stadium, but also not a nuisance or something that hinders the economic development of the local businesses while still improving the community in a multitude of areas for the residents.

The methods of approach that were used to gather data were surveys and interviews of the local residents and local businesses near the “New Yankee Stadium.” The research found that residents by and large considered the stadium to be beneficial to the neighborhood. Businesses found that although they did see an increase in customers for about 82 days a year and at times an increase of sales, for the majority it was very difficult to maintain because of competition with the New Yankee Stadium and losing money by decreasing prices at times to try and lure customers.

This research provided a lot of different information for recommendations for future research or recommendation for future shareholders that are directly involved in the decision making in constructing a new stadium/arena in a residential neighborhood. This research seemed to be more important for the actual businesses VS the residents. The effects that a project of this magnitude can have on a business are definitely a lot more serious than on a resident. For residents, at least based on this research, most of their complaints are more of nuisance rather than detrimental to their livelihood.

Introduction

Major cities all over the entire United States with major sports teams take advantage in many ways of the “bigger picture” of having a team that rack up the dollars into their city. These are teams that either by legacy, tradition or ownership brings in a lot of money to their respective cities regardless of how well or badly they are playing at any particular time. One way that many cities around the nation take advantage of bringing in extra money--and a different form of economic stimulus--is by allowing the building or renovation of stadiums and arenas. But do arenas and stadiums or lucrative sports teams really improve a neighborhood or a city? What are the negative or positive impacts or both on the neighborhoods where these sports franchises reside?

Often a city spends millions of dollars for a franchise to either stay or move to their city. The promises that some city politicians and/or sports owners try to show is that building a new arena or stadium will bring in millions of dollars into their city, increase employment, increase quality of life and increase tourism. Residents and naysayers argue that this is not totally true because they have to make back the money that they often times have put into building a new arena or stadium. “The Browns, a football team whose glory days ended before many of today's players were born, have been in Cleveland since 1946, and the city is trying hard to hang on to them. But the Browns owner has already agreed to move the team to Baltimore. Why? Baltimore is not only offering to construct a \$200 million stadium, it will allow the team to keep all the revenue from it, including ticket sales, concessions, parking, luxury suite rentals, billboard advertising, and anything else that marketers can concoct” (Spiers, J. 1996, January, 15).

The state of Maryland reported that the move would add \$123 million a year to the economy but Baltimore’s total output of goods and services for this move is \$73 billion,

according to Regional Financial Associates, an economic consulting firm. So even if that state report was correct, the team would account for less than 0.2% of economic activity. According to James Bennett, governments contributed \$10.34 billion to major league stadium and arena projects between 1995 and 2009 alone. On the other side of the argument, building sports arenas or stadiums may make the city in question a “first rate” city, increase the local revenue, help the local economy and increase tourism which usually will boost the economy as well.

Most of the time, the building of an arena or a stadium is among the largest and most expensive public works a community might undertake but does that necessarily make it a bad investment? There is a demand by metro cities for sports facilities which always leads to a constant competition with other metro areas to improve the facilities and keep and maintain the facilities. Doing this almost always requires metro cities to use large public expenditures to the construction of these facilities. “Sports stadiums and arenas are expensive. For the 17 football and baseball stadiums built since 1994, the average public contribution has been \$188 million, or 66 percent of the total cost. For the 19 basketball and hockey arenas built during the same period, the average public share has been \$84 million, or 45 percent of the total” (Rappaport, J., Wilkerson C. *Economic Review*, 2001).

These facilities are often part of larger, expensive development projects that can mask the true public cost involved. Over the past two decades, public officials in most major communities have developed financing packages to build sports facilities that are subject to a public vote, normally a referendum (Paul, D. P., Brown, C. 2001). Research backs up both sides of the idea that these ventures can and cannot help a city. With enough support on both sides, one can argue it helps the unemployment rate and creates jobs, while others can argue the increase in employment is usually temporary and not real increases.

There is also research that argues the fact that a lot of the finances given to build these stadiums and arenas come from public finances which should probably be used for other important things. Cities have spent “\$10 billion since the mid-1980s in subsidies to professional baseball and football stadiums in dozens of mostly urban communities (Keating, 1999; Zaretsky, 2001). The scope of these projects, and their degree of public financing, is unprecedented in the history of professional sports. Ironically, this public financing boom has coincided with an increase in popular resistance to using tax dollars for new stadiums” (Delaney, K., Eckstein, R. 2007). But in situations where a city did not have a team or stadium, one can argue this definitely would be a positive economic impact. But many still argue that even with the increase in positive economic impact, it still does not justify using public finances when there are more important issues in the same communities such as poverty, broken windows and housing.

Many argue that one positive outlook on building arenas or stadiums is that they could improve the quality of life in a particular area and provide civic pride that might make people want to stay in the area and actually spend money there rather than going elsewhere. An example where this will more than likely be clearly felt is when the Islanders move to the Barclay’s Center in Brooklyn after being a resident of Nassau Coliseum. When the Islanders leave in 2015, it will hurt the venue so much that the building and team owners might have to shut it down because of not being able to handle the cost of having the arena. The Islanders for over 30 years have been the only major league franchise in an area with a population of 2.85 million. When an arena does not have a permanent resident that continuously brings in money, it is hard to maintain it and sometimes it can be forced to close its doors, which could lead to Long Island losing other events, such as concerts that have been taking place there for the past 40 years. There will be a significant decrease in the quality of life for the people who live there. There

would be no indoor arena on Long Island with a capacity of 16,000 seats, a size needed for certain major events (Stolzenberg & Singh, 2013).

The purpose of this study is to examine the negative and positive impact stadiums/arenas have on certain residential neighborhoods where they are built. With the research, there will be an emphasis on whether it matters or makes a difference if the team associated with the stadium/arena is a successful team and if that plays a role in whether it is a negative or positive impact. In the last five years, there have been several new stadium/arenas or major renovations in New York City and focus will be placed on all, but the main focus will be placed on Yankee Stadium. The study will address the following questions:

- What are the negative and positive impacts of building a new arena or stadium in a residential neighborhood?
- Does having a stadium or arena associate with a successful team play a factor in improving the economy in your neighborhood?
- Do residents welcome the building of a new arena or stadium?
- Does the stadium play a role in improving a neighborhood?

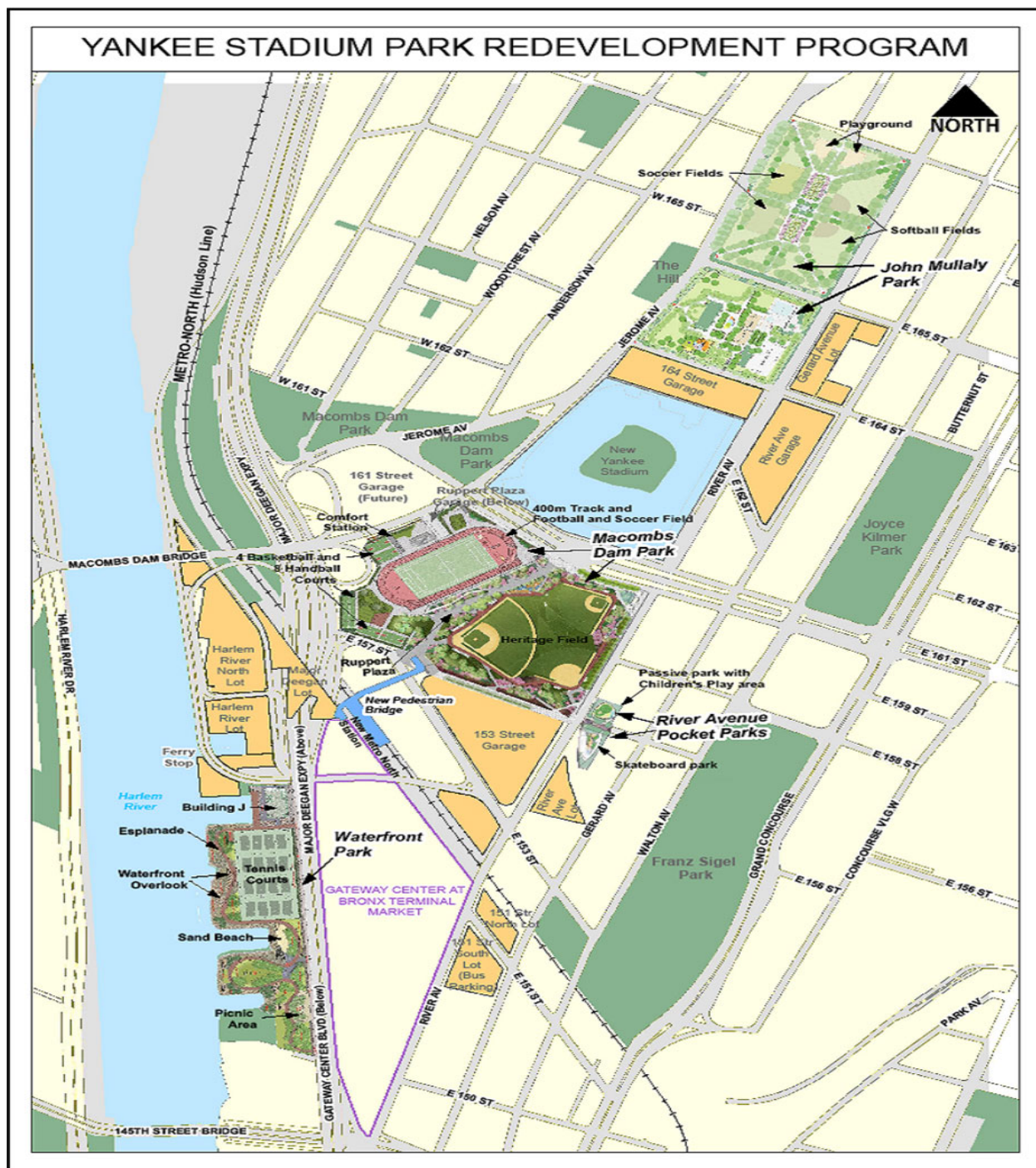
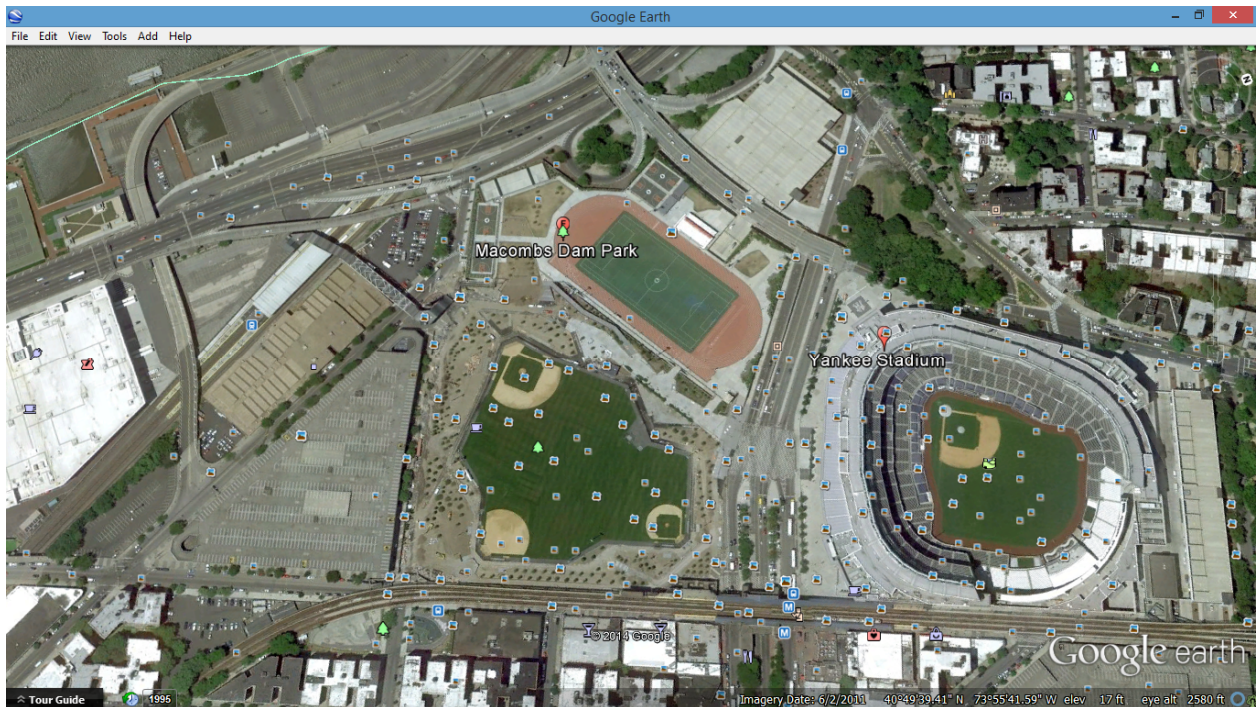


Figure 1- Yankee Stadium Redevelopment Program Map

Literature Review



Building stadiums and arenas in residential areas is a major issue especially in urban areas such as New York. Everyone living and working in these areas where they are located has to consider a lot of things when they move in to an area like this. Are taxes going to go up? Are property values going to go down? Will crime go up, will it go down? Will it bring businesses? And so on. When the builders and owners think about doing this, there are a lot of things they have to consider. What are the complaints and negative issues involving this for the community and how can we fix them for a future stadium or arena?

“In the poorest Congressional district in the country (the Bronx), the nation’s wealthiest baseball franchise took away kids’ baseball fields for six years with National Park Service approval. And it was all legal. In 1979, money from the fund helped to pay for the fields, a running track, walkways and new park lighting. By law, parks that receive this funding are supposed to remain open to the public forever or be replaced by land of comparable use and

value. But there's a catch. The law and the rules that flow from it have no limits on how long it can take to replace a destroyed park once the new acreage is purchased. There's no hard deadline. And so the kids of the South Bronx waited six years" (McClure, R. 2012).

There is evidence to support both sides of the argument for and against the building of arenas and stadiums and there is also evidence to support that it doesn't seem to have any impact whether the team is successful or not. Many argue that having a successful team with a new stadium eventually improves the quality of life because people enjoy their teams doing well and in return come to the games more and spend money, in addition to the measurable statistics on why building a stadium is necessary: increased business activity, greater employment and tax revenues. But a journalist by the name of [Marine layer] for newballpark.org wanted to do the math to see whether a team was successful played a factor in the building of a new stadium. He took a look at all of the ballparks (not multipurpose stadia) built in the modern era, starting with US Cellular Field (New Comeriskey) in 1991. Then he added up their respective home teams' records and attendance going back seven years. Why seven? A ballpark usually takes three years to build, an additional two to plan and approve, plus another 1-2 years depending on political and economic climate, legal hurdles, or other obstacles. Out of 22 new ballparks built and 138 seasons – 129 full seasons when accounting for strike-shortened 1994 – played prior to opening those parks, teams have combined to accrue a grand total of ***1 World Series championship, 7 league pennants, and 29 postseason appearances*** (division crowns or wild card spots)(Mayer, L. 2014) .

| Ballpark | Opened | Public Vote? | Prior 7-yr attendance | Prior 7-yr team record | World Series | Pennants | Postseason apps? |
|--------------------------|--------|--------------|-----------------------|---------------------------|--------------|----------|------------------|
| Marlins Park | 2012 | No | 1,461,699 | 555-578 (.490) | 0 | 0 | 0 |
| Target Field | 2010 | No | 2,170,259 | 615-521 (.541) | 0 | 0 | 5 |
| Citi Field | 2009 | No | 3,052,836 | 569-563 (.503) | 0 | 0 | 1 |
| Yankee Stadium | 2009 | No | 3,945,029 | 680-453 (.600) | 0 | 2 | 6 |
| Nationals Park | 2008 | No | 2,276,287 (3y) | 225-262 (.463) | 0 | 0 | 0 |
| Busch Stadium | 2006 | No | 3,168,709 | 650-483 (.574) | 0 | 1 | 5 |
| Citizens Bank Park | 2004 | No | 1,757,848 | 537-596 (.474) | 0 | 0 | 0 |
| Petco Park | 2004 | Yes | 2,307,157 | 533-601 (.470) | 0 | 1 | 1 |
| Great American Ball Park | 2003 | No | 1,973,572 | 559-576 (.493) | 0 | 0 | 0 |
| Miller Park | 2001 | No | 1,459,164 | 497-570 (.466) | 0 | 0 | 0 |
| PNC Park | 2001 | No | 1,437,870 | 479-588 (.449) | 0 | 0 | 0 |
| AT&T Park | 2000 | Yes | 1,808,717 | 558-512 (.512) | 0 | 0 | 1 |
| Comerica Park | 2000 | No | 1,472,397 | 464-604 (.434) | 0 | 0 | 0 |
| Minute Maid Park | 2000 | No | 2,028,099 | 592-477 (.554) | 0 | 0 | 3 |
| Safeco Field | 1999 | No | 2,145,573 | 525-540 (.493) | 0 | 0 | 2 |
| Chase Field | 1998 | No | N/A | N/A | 0 | 0 | 0 |
| Turner Field | 1997 | No | 2,583,540 | 615-453 (.576) | 1 | 3 | 5 |
| Coors Field | 1995 | No | 3,882,431 (2y) | 120-159 (.430) | 0 | 0 | 0 |
| Progressive Field | 1994 | Yes | 1,350,594 | 498-636 (.439) | 0 | 0 | 0 |
| Rangers Ballpark | 1994 | No | 2,026,775 | 559-574 (.493) | 0 | 0 | 0 |
| Oriole Park @ Camden Yds | 1992 | No | 2,157,878 | 507-624 (.448) | 0 | 0 | 0 |
| US Cellular Field | 1991 | No | 1,514,715 | 542-590 (.479) | 0 | 0 | 0 |
| TOTALS | | | | 10879-10960 (.498) | 1 | 7 | 29 |

A list of 22 new ballparks built in the modern era. Legacy ballparks that have undergone renovations are not included.

Table 2: Ball Parks built in Modern Era that have undergone Renovations (Newballpark.org 2014)

Although most of the criticism of the new stadium in the south Bronx seems to be more negative than positive, with time and some pretty awesome park space, some of those negative criticisms have slowly turned into positives by the local residents. Many used to complain about the loss of the trees and park space that had been one of the major points of pride in this area of the south Bronx. Many felt that they would not be brought back and if they were brought back, that they would not be what were promised. And for some time it did look as if it the city pulled a fast one on the local residents of this area that had long craved the parks and trees. Heritage Field finally opened in 2010 after a year's delay on the project. "We felt an obligation to deliver superb parks to this community, in particular because of the disruption they had to endure," said Adrian Benepe, the city's parks commissioner (Hu, W. The New York Times 2010). Many of the

residents that had negative feelings towards the new stadium have had a change of heart after the unveiling of Heritage Field.¹

Through these various sources, it is very difficult to find anything positive about building a stadium or arena in a residential neighborhood. One model found in the research of a successful stadium that was NOT built in a residential neighborhood was Camden Yards in Baltimore, Maryland. This is partly because the city focused building the stadium downtown because they believed in the strategy that a stadium built in a downtown area is centered on the idea that large facilities that generate money and people within a district that will enhance redevelopment by drawing people (visitors and suburban residents) downtown for events such as sporting events, rock concerts and other entertainment shows. This increase of people can also provide the necessary population to support and drive business, such as restaurants and retail locations in the same district (Chapin T. 2004). In fact Camden Yards along with a similar stadium built on the same idea Cleveland's Gateway have done so well and the surrounding areas that this has become the "model" for stadiums and arenas being built. In today's world more and more developers are looking to stay clear of building them in residential or urban areas and more in downtown areas.

One projected positive factor is that the local businesses, such as the bars, restaurants and retail stores, probably make increased dollars when these stadiums and arenas are filled or do they? Not so much as the owner of the Yankee Tavern, Joe Bastone stated. The Yankee Tavern, which opened in 1923, has served the likes of Babe Ruth and Joe DiMaggio. "It killed business here; the first day the stadium opened my food business was down 75 percent. Once inside the stadium, visitors can choose from 444 souvenir shops, eateries and concession stands, nearly 50

¹ Read more of the positive feedback [here](#)

percent more options than in the old stadium. From hot dogs to Cuban sandwiches and sushi, and from pennants to pinstriped jerseys, Yankees fans can find it all without setting foot outside the stadium” (DeMause, N. 2012).

Methodology

This research will focus on the impact of Yankee Stadium on the South Bronx section of the Bronx. Surveys will be used to gather information from not just the local residents but also the local businesses to try and see the impact Yankee Stadium has economically and on the quality of life of its nearby residential neighborhood. In addition the research will seek information that will justify their opinions.

The research will try to answer the following questions with the constituents of the South Bronx near Yankee Stadium:

- a) What benefits do residents receive from living near Yankee Stadium?
 - i. Did these residents move to the area prior to the new Yankee Stadium being built?
 - ii. If not, what makes them stay?
 - iii. Do the residents feel they have a better quality of life?
- b) What negative or positive impact does Yankee Stadium have on the local businesses near Yankee Stadium?
 - i. What negative or positive impact does Yankee Stadium have on the residents living in the area?
- c) Does the South Bronx have a lower unemployment rate since the New Yankee Stadium was built?

This research will be conducted for the purpose of seeing if the assumptions about stadiums are true, namely, do stadiums really improve the areas they are in economically and the quality of life of nearby residents?

Purpose of Research

The purpose of this research and by conducting it, is in the hopes that valuable insight will be given not just to the builders of stadiums or arenas on what things they should consider when building them in residential areas, but also it will give a outline to future residents and businesses as to what to expect before they consider living or starting a business in an area with a major stadium or arena. It will also give the current businesses in the area a bigger picture as to what they are competing with; often times smaller businesses especially those with no reputation and loyal customers have a hard time competing with a stadium like Yankee Stadium when everything a consumer might want or need is located within the stadium.

Community members, residents and businesses, need to know the pros and cons of living and working in an area that has a major stadium or arena where they reside to see what holds weight more in their favor when deciding to be in that area. Investors, builders and owners also need to know if they benefit from building their stadiums in residential urban areas versus more commercial areas. This research will serve as a foundation for investors and builders to see what can they do to not only have a successful stadium but also what can they do so that the people of the community not only want it but need it and don't mind having it in their own backyard.

Collection of Data

The research will be conducted by surveying and interviewing volunteers who live and work in the areas surrounding Yankee Stadium. These individuals will be asked a series of questions for data analysis. There will also be surveys and interviews conducted of the local businesses in the area to see if they were affected negatively, positively or not at all. Face-to-face interviews will be conducted in the neighborhood parks, bus stops, train stations, community centers and wherever community members congregate. These face-to-face interviews will be audio recorded as well. The participants will be asked these questions and be recorded just in case a follow-up question is needed that is not originally in the list of prepared questions. These questionnaires will be prepared prior to the face-to-face interviews. Questionnaires with multiple choice questions will also be given to participants to be picked up at a later time or on the same day, time permitting. These questionnaires will be given to the volunteers to complete at their own pace. They will be given to volunteers by visiting local community centers, businesses, parks and other local establishments.

The volunteer participants will be asked questions related to their:

- Income.
- Area of living/working in proximity to the stadium.
- Length of time living/working in the area.
- Impacts on quality of life/or business due to the stadium.
- For residents have they considered moving? Or did they move to this area because of the stadium?
- For Businesses have their businesses suffered or gained business? Have their property taxes gone up?

A part will ask if the participants' opinions are based on the following:

- Are they Yankee fans and/or baseball fans?
- Does that play a role in their opinion?

This is to see if being a Yankee fan or a baseball fan plays a part in their reasoning or feelings and/or impact of the above. There is an assumption that if you are a baseball fan, and in this case, a Yankee Fan that you can put up with the nuisance of being, living and working in an area like this. These methods will be anonymous and the only identification participants will be required to give is their gender and their age. Participants will be provided a brief explanation as to why the study is being conducted and consent forms will be used explaining the participation in their entirety. This will be conducted and limited to participants that live or work within a two mile radius of Yankee Stadium and will be conducted in two parts. The questionnaires for the face-to-face interviews as well as the surveys are on the following pages and they will be used to gather data. On the page following the questionnaires you will see the consent waiver form that will be required before conducting the research with each participant.

Survey of local businesses near the New Yankee Stadium

Name of Business:

Gender:

Age:

- 1) How long have you had your business in this area? Or how long have you managed this business here?
- 2) How do you feel about the “New Yankee Stadium” being located in this area in reference to your business?
- 3) Do you feel the “New Yankee Stadium” has helped the neighborhood businesses and shops in this area?
- 4) In your opinion has your business gained or lost money since the “New Yankee Stadium” opened?
- 5) Have you had to change prices to lure or keep customers coming to your business? Have you been in jeopardy of losing your business?
- 6) Has your property tax increased since the “New Yankee Stadium”?
- 7) Are there any benefits to having a business near the “New Yankee Stadium”?
- 8) Did you have to hire more people with the building of the “New Yankee Stadium”?
- 9) Do you like or dislike having your business by the “New Yankee Stadium”?
- 10) Do you prefer how business was prior to the “New Yankee Stadium” or now?
- 11) Would you move your business to another area as to a direct result of the “New Yankee Stadium,” why or why not?
- 12) Since the opening of the “New Yankee Stadium have you had to hire more staff, or lay off previous staff?

Survey of Local residents near the New Yankee Stadium

Gender:

Age:

1. How long have you lived in this area?
2. How do you feel about the “New Yankee Stadium” being located in this area?
3. Do you feel the “New Yankee Stadium” has helped the neighborhood in these areas?
4. In your opinion has Safety/Crime increased or decreased since the new stadium?
5. In your opinion is there a difference in the beautification and cleanliness of the neighborhood since the new stadium?
6. In your opinion has the Quality of life improved since the new stadium--for example: the park space in the area, increase in people in the area, parking, stadium events etc?
7. Has the “New Yankee Stadium” affected the shops where you shop in the area and increased their prices due to the stadium?
8. Do you like or dislike living by the “New Yankee Stadium”?
9. Are there any benefits to living near the “New Yankee Stadium”?
10. Did you or anyone you know gain employment due to the New Yankee Stadium being built? If so are they still employed?
11. Did you prefer the neighborhood prior to the “New Yankee Stadium” or now?
12. Would you move as a direct result of living by the “New Yankee Stadium”, why or why not?
13. Are you a Yankee fan or a baseball fan? If so, does that play a role in your opinion of the “New Yankee Stadium”?

Questionnaire of local businesses near the New Yankee Stadium

Name of Business:

Gender:

Age:

1) How long have you had your business or managed this business in this area?

- A) Less than a year B) Five years or Less C) More than Five years D) More than Ten years

Answer if you are the owner: If Less than 5 years, was your business opened due to the “New Yankee Stadium”?

- A) Yes, I opened my business because of the “New Yankee Stadium”.
B) No, my business has been running for more than 5 years prior to the “New Yankee Stadium”.
C) Not applicable, I’m not the owner.

2) How do you feel about the “New Yankee Stadium” being located in this area in reference to the business?

- A) The “New Yankee Stadium” has impacted the business negatively.
B) The “New Yankee Stadium” has impacted the business positively.
C) The “New Yankee Stadium” has not impacted the business neither positively or negatively.
D) The “New Yankee Stadium” has impacted the business Both positively and negatively.

3) Do you feel the “New Yankee Stadium” has helped the neighborhood businesses and shops in this area?

- A) The “New Yankee Stadium” has helped the business; there is an increase in sales and customers.
B) The “New Yankee Stadium” has hurt the business; there is a decrease in sales and customers.
C) The “New Yankee Stadium” has neither helped nor hurt the business, there has been no change.

4) Have prices changed to lure or keep customers coming?

- A) The business has reduced prices to compete with the “New Yankee Stadium”.
B) The prices have stayed the same, but customers have reduced.
C) The prices have stayed the same; there has been no change in amount of customers.
D) The business has seen an increase in customers because our prices are lower than the “New Yankee Stadium”

5) Has the business been in jeopardy of losing or closing the business due to the “New Yankee Stadium”?

- A) Yes B) No C) I don’t know

6) Has the property taxes of the business increased since the “New Yankee Stadium”?

A) Yes

B) No

C) I don’t know

7) Are there any benefits to having a business near the “New Yankee Stadium”?

A) Yes, during baseball season more customers and more profit.

B) No, during baseball season less customers and less profit.

C) Indifferent, it’s same during baseball season and in the off season.

8) Are more people hired due to the “New Yankee Stadium”?

A) Yes, but they are laid off as soon as baseball season is over.

B) Yes, and they are kept but with shorter hours in the off season.

C) No there is no need for additional employees.

D) I don’t know.

9) Do you prefer how business was prior to the “New Yankee Stadium” or now?

A) Yes, I prefer it now; there is more business and profit.

B) No I don’t prefer it now; I had more business and profit with the old stadium.

10) Would you move your business to another area as to a direct result of the “New Yankee Stadium,” why or why not?

A) Yes, the New Stadium has affected my business negatively; I’m considering moving to a different location.

B) No, the New Stadium has affected my business positively; I’m staying in this location.

Questionnaire of local residents near the New Yankee Stadium

Gender:

Age:

1. Have you lived near the “New Yankee Stadium” for:

- A) Less than a year B) Five years or Less C) More than five years

2. Your Initial reaction to the “New Yankee Stadium” was:

- A) Positive & Welcoming B) Negative and Annoyed C) Indifferent

3. In your opinion, has the “New Yankee Stadium”:

- A) Helped the appearance of the neighborhood and the quality of life.
B) Improved the economy and added jobs to the area.
C) Neither A or B
D) Both A and B

4. In your opinion, has Safety/Crime increased or decreased since the new stadium?

- A) Crime has Increased, but Safety has increased.
B) Crime has decreased and Safety has increased.
C) No change, Crime and Safety has stayed the same.
D) I don’t know.

5. In your opinion, is there a difference in the beautification and cleanliness of the neighborhood since the new stadium?

- A) The neighborhood is taken care of better, it’s cleaner and nicer from prior to the New Stadium.
B) No change since prior to the new stadium.
C) I don’t know.

6. In your opinion, how did the “New Yankee Stadium” Effect the following: Answer the following with: *Made it better than prior to the New Stadium, Made it worse prior to the New Stadium, Stayed the same/Saw No difference*

Park space in the area:

Increase in people in the area (Crowdedness):

Parking:

Stadium events:

7. Has the “New Yankee Stadium” affected the shops/restaurants where you shop in the area?

- A) Since the New Stadium prices in the shops/restaurants have become more expensive.
B) Since the New Stadium prices in the shops/restaurants have become less expensive.
C) Since the New Stadium No change, prices in the shops/restaurants have stayed the same.
D) I don’t know.

8. Overall feeling of having the “New Yankee Stadium” in your community:

- A) It was a great addition to the community, better than the old stadium.
- B) It was a bad addition to the community; the old stadium was less of a nuisance.
- C) Doesn't make much of a personal difference to me.

9. Are there any benefits to living near the “New Yankee Stadium”?

- A) Yes
- B) No

10. Did you or anyone you know gain employment directly due to the New Yankee Stadium being built? If so are they still employed?

- A) Yes I did, and they/I'm still employed.
- B) Yes I did, and No they're/I'm not still employed.
- C) No I did not know anyone, neither did I get employed due to the “New Yankee Stadium”

11. Did you prefer the neighborhood prior to the “New Yankee Stadium” or now with the new neighborhood additions, such as places of business, Metro North line, and new/more park space?

- A) Prefer the neighborhood now, I love the new amenities and stadium.
- B) Prefer the neighborhood prior to the new stadium, there is too much going on now.
- C) Doesn't really matter to me, I do not take advantage of the new neighborhood amenities.

12. Because of the “New Yankee Stadium”:

- A) I am or will be considering moving out of the area, I do not like living here because of the stadium.
- B) I moved into the area, I like living in the area.
- C) I am or will be considering moving out of the area, because of reasons unrelated to the New Stadium.
- D) I moved into the area because of reasons unrelated to the New Stadium.

13. Are you a Yankee fan or a baseball fan? If so, does that play a role in your opinion of the “New Yankee Stadium”?

- A) I'm a Yankee/Baseball fan that's why I'm not bothered.
- B) I'm not a Yankee/Baseball fan which is why the new Stadium bothers me.
- C) I'm a Yankee/Baseball fan but it has little effect on my opinion of the New Stadium.
- D) I'm not a Yankee/Baseball fan but it has little effect on my opinion of the New Stadium.

Informed Consent- Participant Waiver Form

With your approval you are being invited to participate in a research project of a graduate student at Pace University to complete her Master of Public Administration degree. Research studies are designed to gain scientific knowledge that may help other people in the future. The data that will be collected in this research is of the residents and business in the South Bronx who live and/or work near the “New Yankee Stadium.” The purpose of this research is to determine if there was more of a negative or positive impact of Yankee Stadium being rebuilt across the street from the old Yankee Stadium.

This research will be used for the Graduate Center, Public Administration Department of Pace University White Plains Campus, and all information gathered will only be used for Educational Research purposes for the students of the Public Administration Graduate Program. Questions related to you the individual will be asked of you for example: Age and Gender, for the purpose of analyzing the data collected for the intended research paper.

This will consist of a series of questions (approximately 10) and will only take a few minutes of your time. This survey will be confidential; your name will not be recorded. Your participation is voluntary. Please take your time to make your decision, and ask your researcher to explain any words or information that you do not understand.

For questions about the study, contact Pace University Public Administration Department at (914) 422-4285.

If you give consent to participate in this research please sign and date your name in the appropriate area below.

You will be given a signed and dated copy of this consent form.

You agree to take part in this study and confirm that you are 18 years of age or older. You have had a chance to ask questions about being in this study and have had those questions answered. By signing this consent form you are not giving up any legal rights to which you are entitled.

Print, Sign & Date

Limitations

Due to the fact that most of the surveying and information gathering will be done on a volunteer basis, getting a high response rate will be difficult, especially because of the fact that the researcher will for the most part be doing this by conducting interviews and going up to strangers in the street and local businesses. It will be subsequently very inexpensive but difficult to lure participants to get the data this research is trying to accomplish. Businesses that are “chain businesses” like a McDonalds or Burger King might also have some limitations as Managers of these businesses might not have all the answers a researcher might need or be hesitant to answer questions because of corporate limitations and fear.

One other limitation that the researcher might come across is that the interviewee might consent to the interview, but might not want to get recorded. This could end up being a problem for the interviewer when it comes time to remember everything that was said in each different interview. The researcher will need to be focused more on taking really good notes. In return this can lead to a delay in the whole process and make the interviewee impatient or even bored making them lose interest due to the fact that the researcher will have to pause in between to write down her findings. It’s still important for the interviewer to jot down notes even if there will be a tape recorder because not everything will be understood when played back also because the recorder could malfunction.

Another limitation to this type of data collection is trying to make the person being interviewed if stopped in the street in their community is making them feel comfortable. Some might show some discomfort or concern just being out in the street being asked questions and opinions. To avoid this, the researcher will explore trying to conduct these interviews in the surrounding park areas and “hang out” areas where the interviewee will probably have a level of comfort to begin with to conduct an interview with the researcher. On the subject of time,

another limitation is the fact that people might not have plenty of time and they will probably be less likely to give in depth and truthful responses which will lead to improper data collection and statistics.

Findings

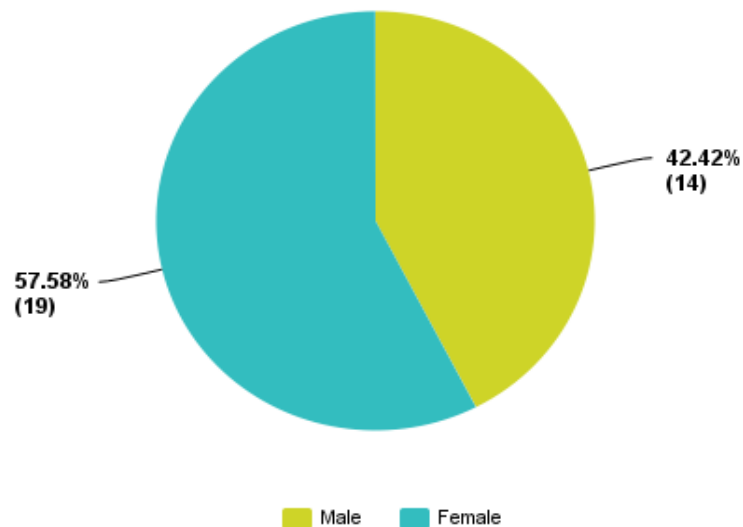
To collect the data for the local residents that live near Yankee Stadium, residents in the neighborhood were surveyed using an iPad so that the collection of the surveys was quick and efficient to connect to the data analysis of the Survey Monkey questionnaire. The questions asked were made to directly connect and answer the questions raised earlier. The residents were asked questions that would help gather information on their opinions that would support either the stadium helping or hurting the community in variety of areas.

The participants were made aware as to why the research was being conducted and how they might play a role in further research in the future. Forty people were asked to participate in the survey but only 33 agreed to the survey. Males and females between over the age of 18 were asked to participate in the survey. Surveying the residents actually proved to be very easy and successful since only 7 participants refused to participate. All the participants were very enthusiastic to participate and all welcomed the idea of using the iPad, most stating that it made it easier and quicker for them to agree to help with the research. Many of the participants also agreed to help by also participating in a portion of interview questions as well. In the next few pages the responses are shown on graphs. The collection gathered in the following chapter will be analyzed.

Figure 2 Results of each question one and two answered in the survey for residences that live near Yankee Stadium.

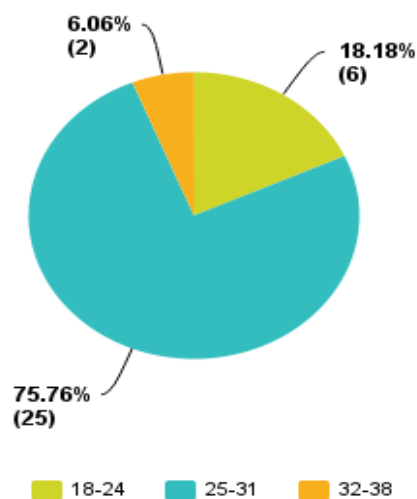
Q1 What is your Gender?

Answered: 33 Skipped: 0



Q2 What age group do you belong to?

Answered: 33 Skipped: 0



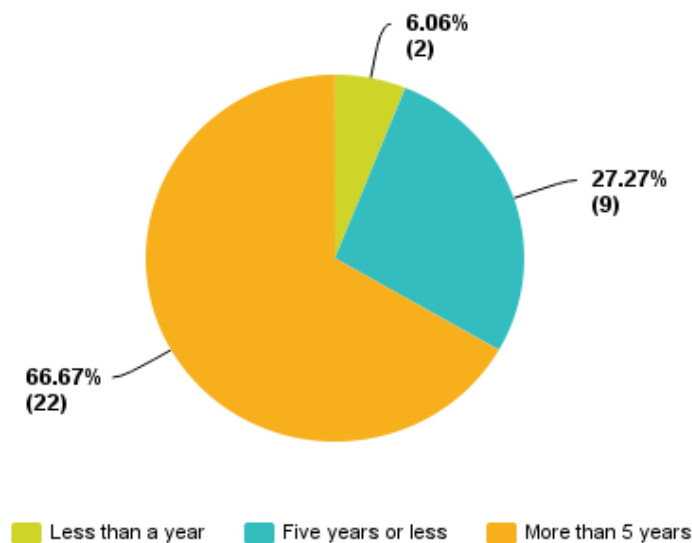
For starters in any research you have a target population and the first two questions are to show that target: male and female, ages 18 and over. Unfortunately of the participants asked it seems as if the older they were, the less eager they were to participate in the research, most of the

responses came from the 25-31 age group (75.76%) but none over the age of 38 and very few under the age of 25. This could be because many under the age of 25 probably still live with their parents and depend very much on them to even know or feel the ramifications of the stadium construction for it to affect them personally. The 25-31 age groups probably related more to the interviewer and showed a more willingness to help.

Figure 3 Results of question three answered in the survey for residents that live near Yankee Stadium.

Q3 Have you lived near the "New Yankee Stadium" for:

Answered: 33 Skipped: 0



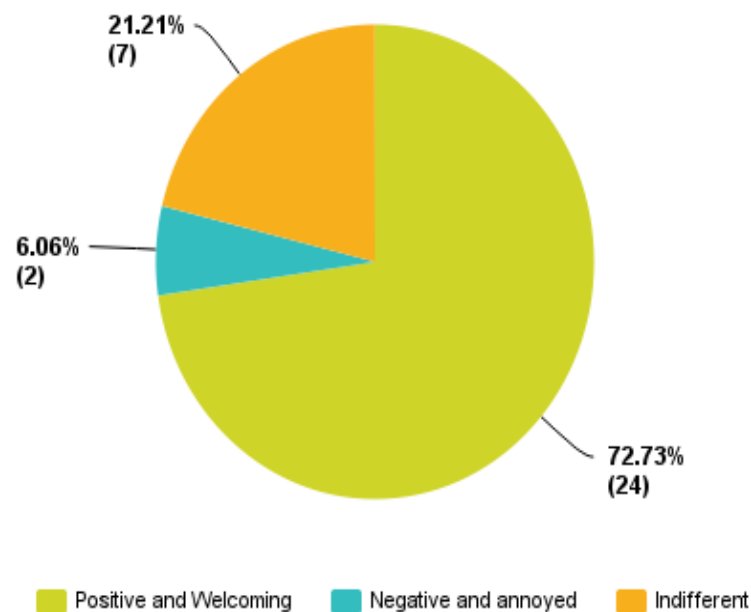
The research was focused on residents that lived within a three mile radius of the “New Yankee Stadium” since they are probably most affected because of the proximity to where they live and where they shop is often times near and around the stadium. It was also a good way to see if the participants had spent enough time living in the area to see if they had enough basis to

form their opinion since the New Stadium has only been in the area for five years. The majority of the participants lived in the area more than five years so they were able more so than the other participants to base their opinions more factually on how the neighborhood was prior to the new stadium.

Figure 4 Results of question four answered in the survey for residents that live near Yankee Stadium.

Q4 Your initial reaction to the "New Yankee Stadium" was:

Answered: 33 Skipped: 0



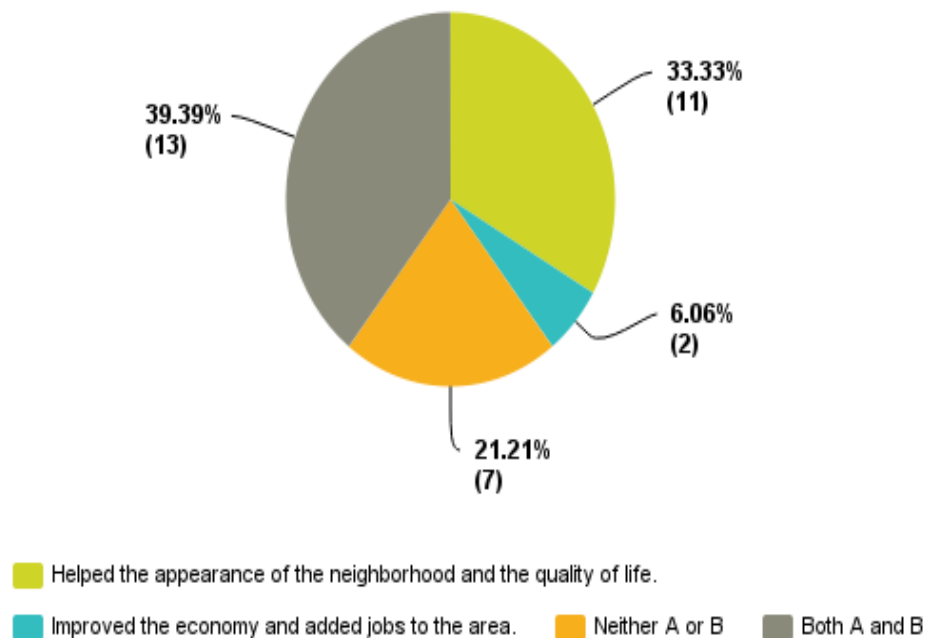
The aim of the research was to present the initial reactions in question four to the stadium because often times their initial reaction after it being built was probably different on the topic before the construction. Once it was built and open to the public most people change their

opinions, as the graph shows 72.73% of participants found the new stadium Positive and Welcoming.

Figure 5 Results of questions five through nine answered in the survey for residents that live near Yankee Stadium.

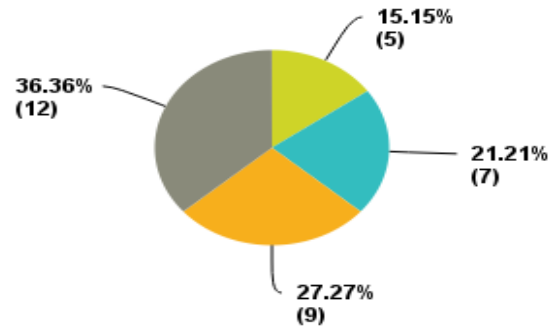
Q5 In your opinion, has the "New Yankee Stadium":

Answered: 33 Skipped: 0



Q6 In your opinion, has safety/crime increased or decreased since the new stadium?

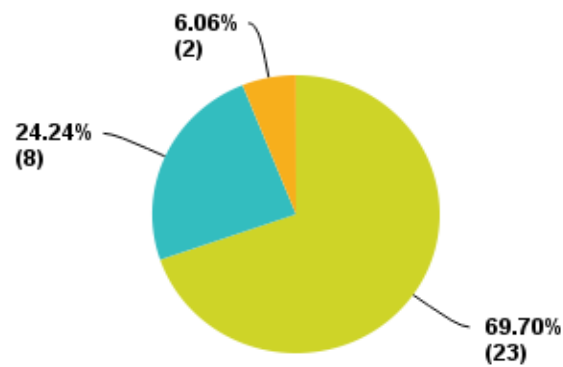
Answered: 33 Skipped: 0



■ Crime has increased, Safety has increased.
 ■ Crime has decreased and safety has increased.
 ■ No change, Crime and safety has stayed the same.
 ■ I don't know.

Q7 In your opinion, is there a difference in the beautification and cleanliness of the neighborhood since the new stadium?

Answered: 33 Skipped: 0



■ The neighborhood is taken care of better, it's cleaner and nicer from prior to the ne...
 ■ No change since prior to the new stadium.
 ■ I don't know.

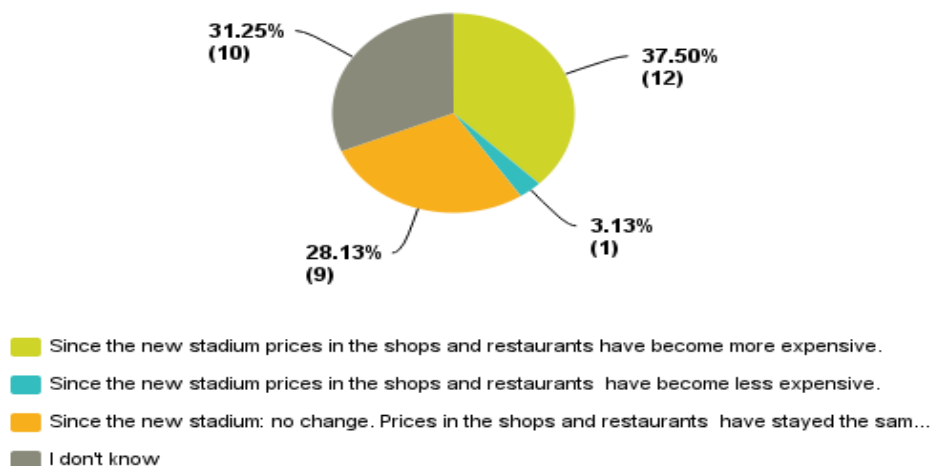
Q8 In your opinion, how did the "New Yankee Stadium" affect the following:

Answered: 33 Skipped: 0



Q9 Has the "New Yankee Stadium" affected the shops and restaurants where you shop in the area?

Answered: 32 Skipped: 1

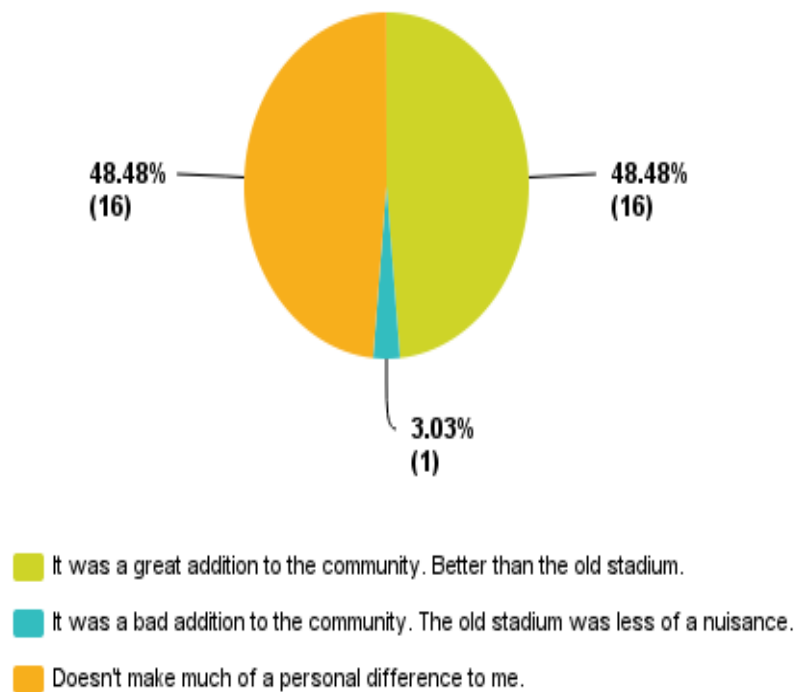


The research was focused on the opinions of the residents surveyed that lived within a three mile radius of the “New Yankee Stadium.” This does not necessarily mean this is hard facts but their opinions because they live in the community. It was important for the research to get the opinions of the residents on the topics of: appearance of the neighborhood, beautification, parking, shopping, economy, jobs, quality of life, crime and safety since the new stadium was opened in comparison to how it was prior, which was the focus of the above five questions.

Figure 6 Results of question ten answered in the survey for residents that live near Yankee Stadium.

Q10 Your Overall feeling of having the "New Yankee Stadium" in your community:

Answered: 33 Skipped: 0

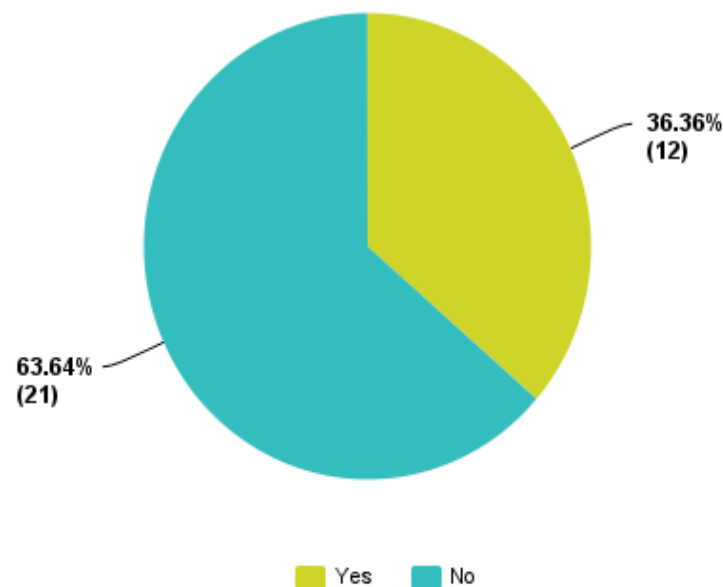


The aim of the research was to see what the overall feeling of the new stadium was in the community. There is a reason to argue that sometimes participants might like all but one or two aspects of having the new stadium but might be able to deal with them because overall they might feel good about the new stadium. But this question also shows that there are some people that are not even bothered or truly don't care and probably are not really personally directed to care enough as you can see by the chart.

Figure 7 Results of question eleven answered in the survey for residents that live near Yankee Stadium.

Q11 Are there any benefits to living near the "New Yankee Stadium"?

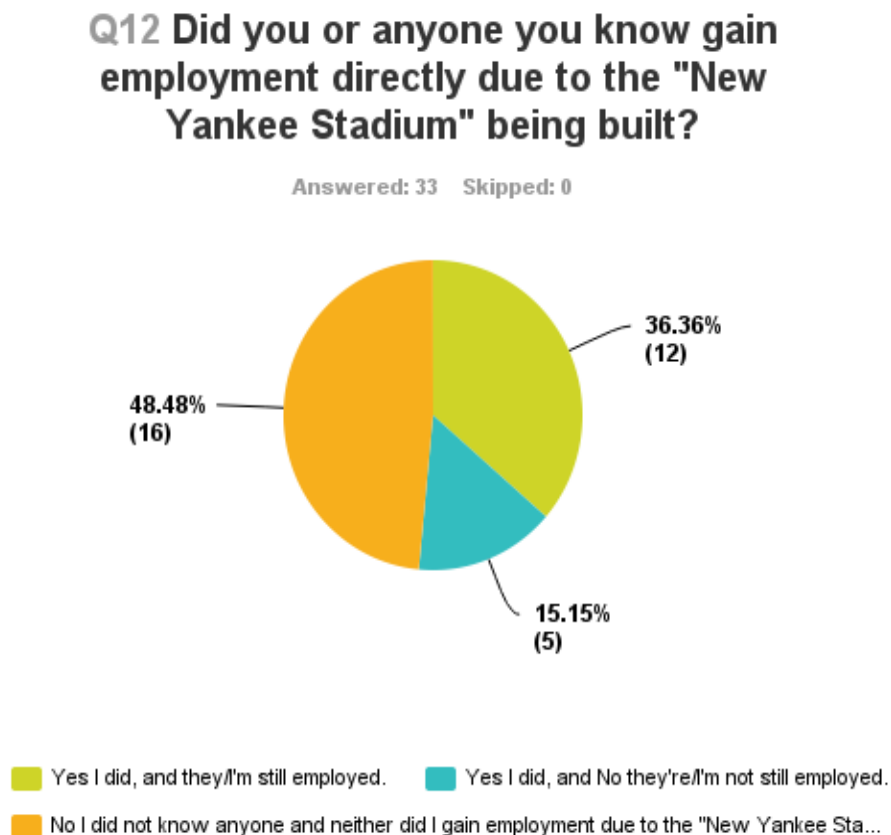
Answered: 33 Skipped: 0



Questioning participants to see if there are any benefits to living near the stadium was important because one can argue that this plays on quality of life to an extent. Even though, as

can be seen in a future question, residents did feel the quality of life ultimately got better but ironically enough 63.34% feel there is no benefit to living near the stadium at all.

Figure 8 Results of question twelve answered in the survey for residents that live near Yankee Stadium.



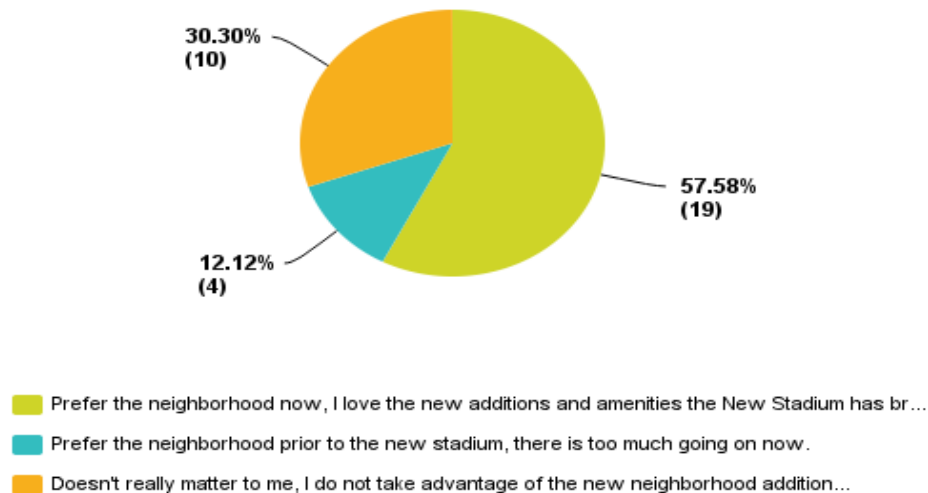
In this research it is important to gauge what the opinion is of the residents in relation to the increase or decrease in employment within the community since the doors opened for the "New Yankee Stadium." It is interesting to see what is gathered through the word of mouth of these participants as far as themselves or people they know gaining employment and keeping employment directly because of the "New Yankee Stadium." This is important because one of

the bases for convincing the construction of a new stadium is always that it will bring more jobs to the area and build/repair the economy.

Figure 9 Results of question 13 answered in the survey for residents that live near Yankee Stadium.

Q13 Did you prefer the neighborhood prior to the "New Yankee Stadium" or now with the new neighborhood additions, such as new places of businesses, the Metro North line and new/more park space?

Answered: 33 Skipped: 0

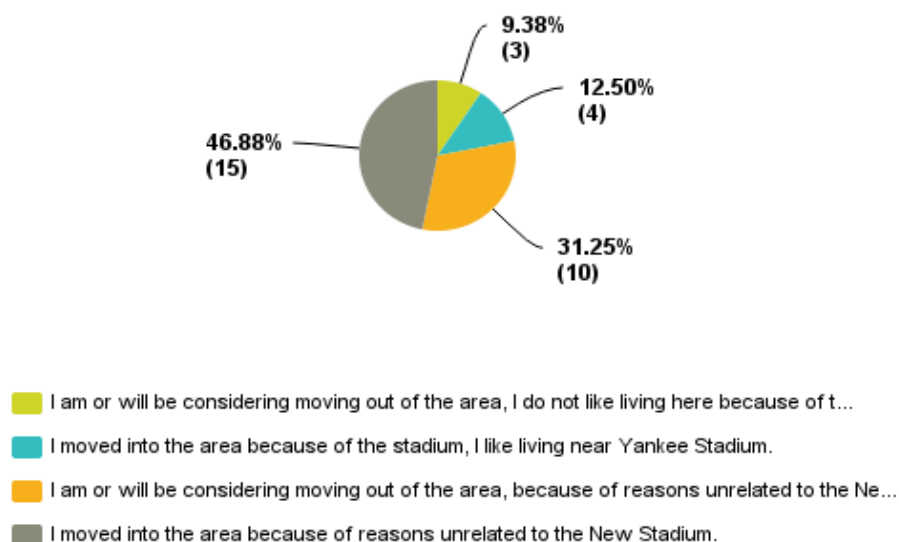


This is one question that is good to get the opinions of the surveyed population, especially those who witnessed the change in the community throughout the years from prior to the new stadium until after. This is not to say that people who have lived in the area less than five years can't formulate a good opinion on this question but that people who have lived there longer than five years have more of a concrete opinion and more of foundation to compare then and now.

Figure 10 Results of question 14 answered in the survey for residents that live near Yankee Stadium.

Q14 Because of the "New Yankee Stadium":

Answered: 32 Skipped: 1

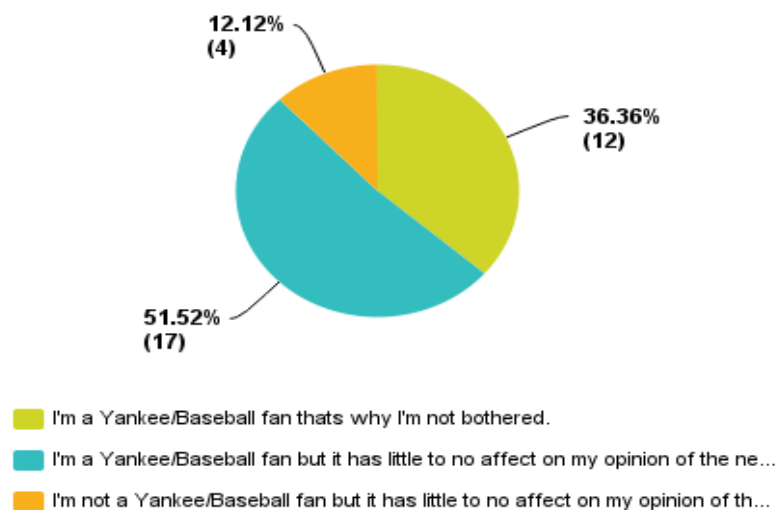


It is good to gather information regarding if people would move in or out of the neighborhood due to the “New Yankee Stadium.” To participants who are not welcoming of the new stadium, does it bother them enough to move? Or do they just deal? To participants who are welcoming to the stadium, do they stay because of the stadium? Or did they move into the area because of the fact they like and welcome the stadium?

Figure 11 Results of question 15 answered in the survey for residents that live near Yankee Stadium.

Q15 Are You a Yankee Fan or a Baseball fan? If so does that play a role in your opinion of the "New Yankee Stadium"?

Answered: 33 Skipped: 0



Just as it was mentioned previously in the chapter, one can argue that people can deal with something if they like or appreciate one aspect of a matter. The research wanted to see if being a Yankee/Baseball fan would play a role in residents dealing with some of the negative aspects that come with living near the “New Yankee Stadium.” This was a good way to see if it did or didn’t play a role in their opinions throughout the survey.

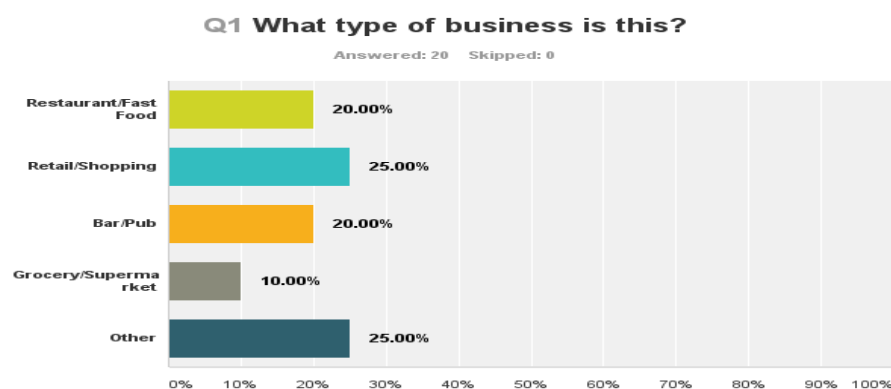
Collecting data from the local businesses proved to be a lot more difficult than collecting it from the residents. Businesses initially were very difficult to contact and reluctant to help. Many stated that there was no need to do the survey because they weren’t affected or they didn’t want to “waste their time”, or they were “busy” when they really weren’t. A couple of places stated they would complete the survey if a purchase was made in their place of business. Over 45

businesses were asked to participate in the survey and only 20 agreed, about 15 of those agreed only after much convincing.

The businesses that agree to participate did give the research a good amount of information that never even was considered in the conducting of the research but should be applied if research is conducted again. Many of the businesses seem to agree on one important fact: location of the stadium has an impact on the businesses depending on what side of the street they are on. The previous stadium was directly across the street on 161st and River Avenue, South Corner, the new stadium is on 161st and River Avenue on the North corner. The businesses that are on the south side, many of them surveyed feel that one block makes a difference, especially when people come out of the subway (Specifically the D train) and rather than cross the street to go where the old stadium was they walk straight never even seeing, passing and let alone buying anything from the businesses on the south side. This seems to make sense because the majority of the businesses that say they benefit from the stadium are on the North side.

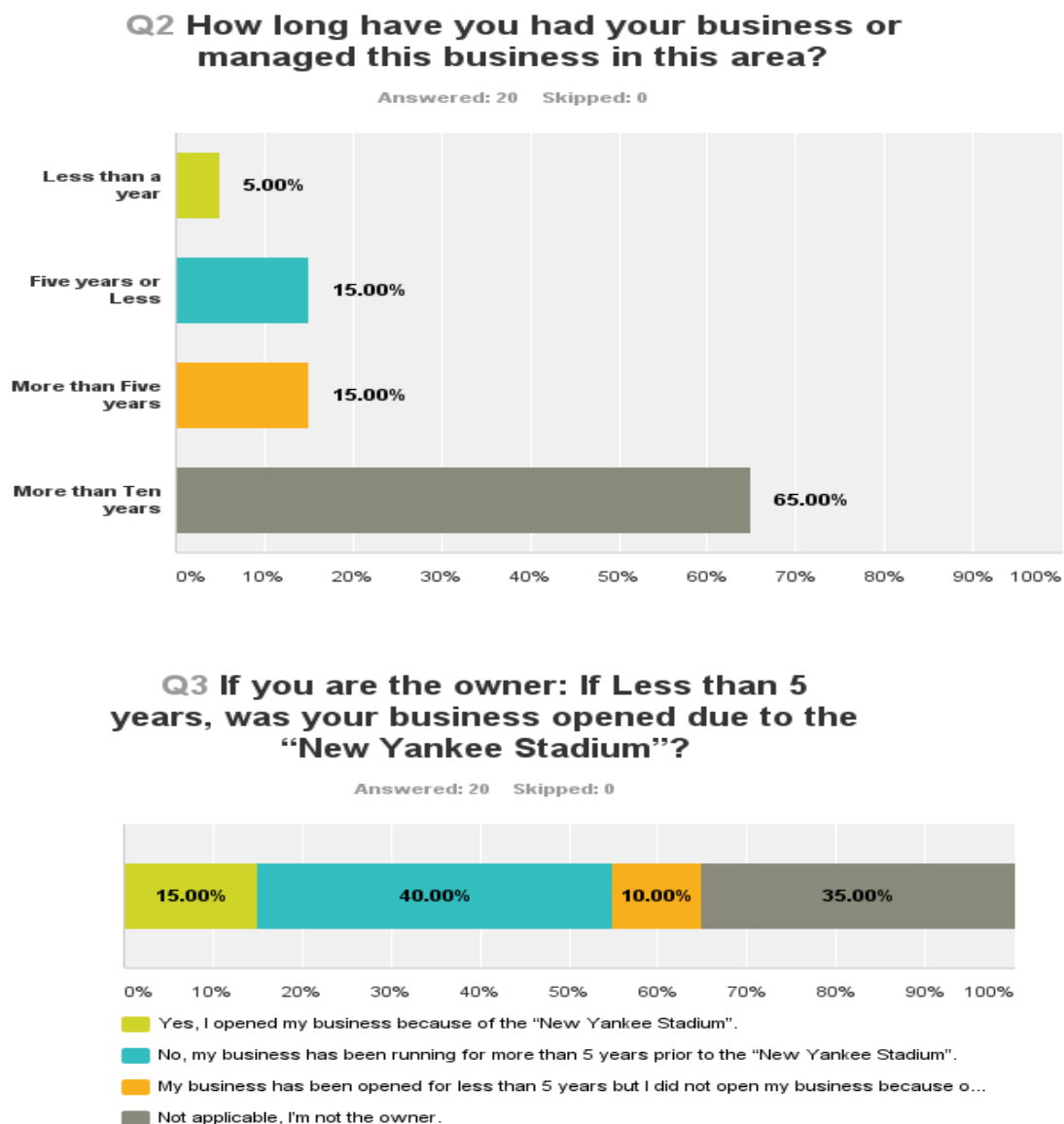
On the next few pages you will see the series of questions that were asked during the survey of the local businesses of the “New Yankee Stadium;” these questions were asked to show how the stadium has affected the local businesses positively or negatively.

Figure 12 Results of question one answered in the survey for local businesses near Yankee Stadium.



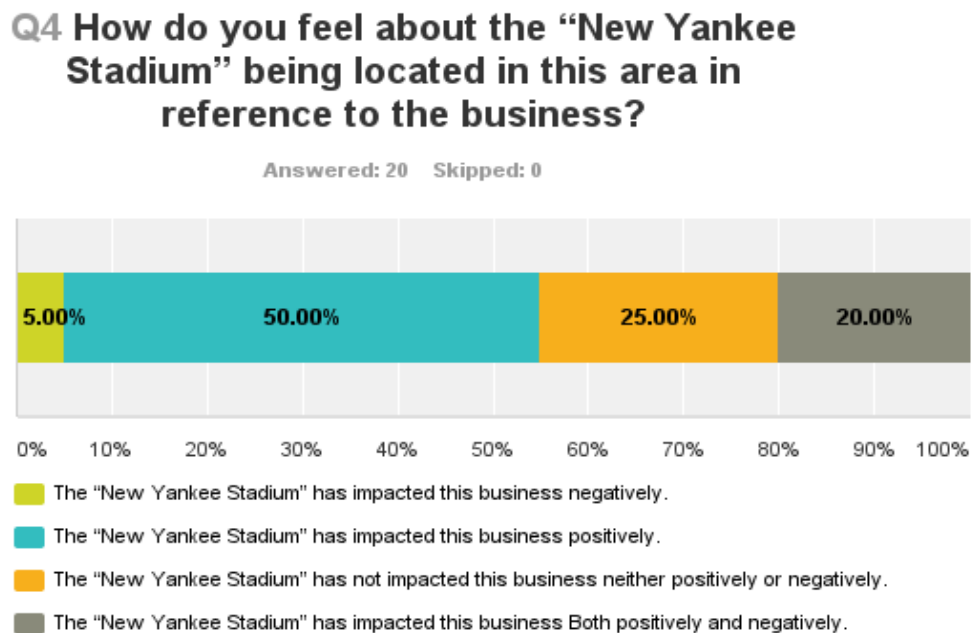
When conducting the research it is important to know the demographics of your participants in this case knowing the type of business it is being survey is important, because you can argue that the type of business it is can determine if that business is affected negatively or positively.

Figure 13 Results of questions two and three answered in the survey for local businesses near Yankee Stadium.



Question 2 and Question 3 were important to the research because it is good to see and establish if businesses have opened because of trying to capitalize on a new stadium or if older businesses have been rejuvenated or hurt by having the new stadium and why is it different when the old stadium was just across the street. The new stadium has been opened for business for now five years and counting so this question is interesting to see if there was an increase in business within the last five years because of the stadium.

Figure 14 Results of question four answered in the survey for local businesses near Yankee Stadium.

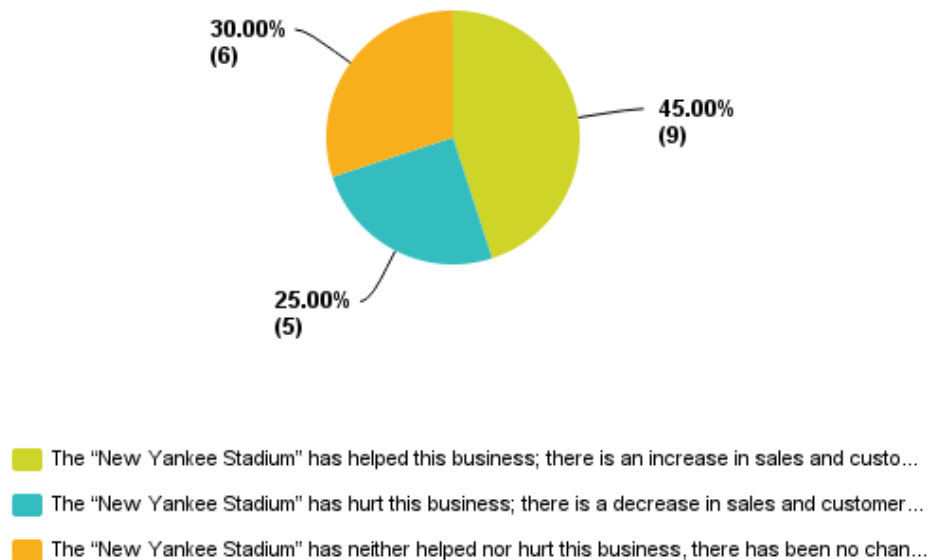


Survey question four was asked to make sure owners or staff of the business answered the questions based on their business and their personal opinions. You can argue that their personal opinions and their opinions based on their business in regards to the stadium can be different. So asking how they feel about the stadium being located in this area in such close proximity to their business is important for the research.

Figure 15 Results of question five answered in the survey for local businesses near Yankee Stadium.

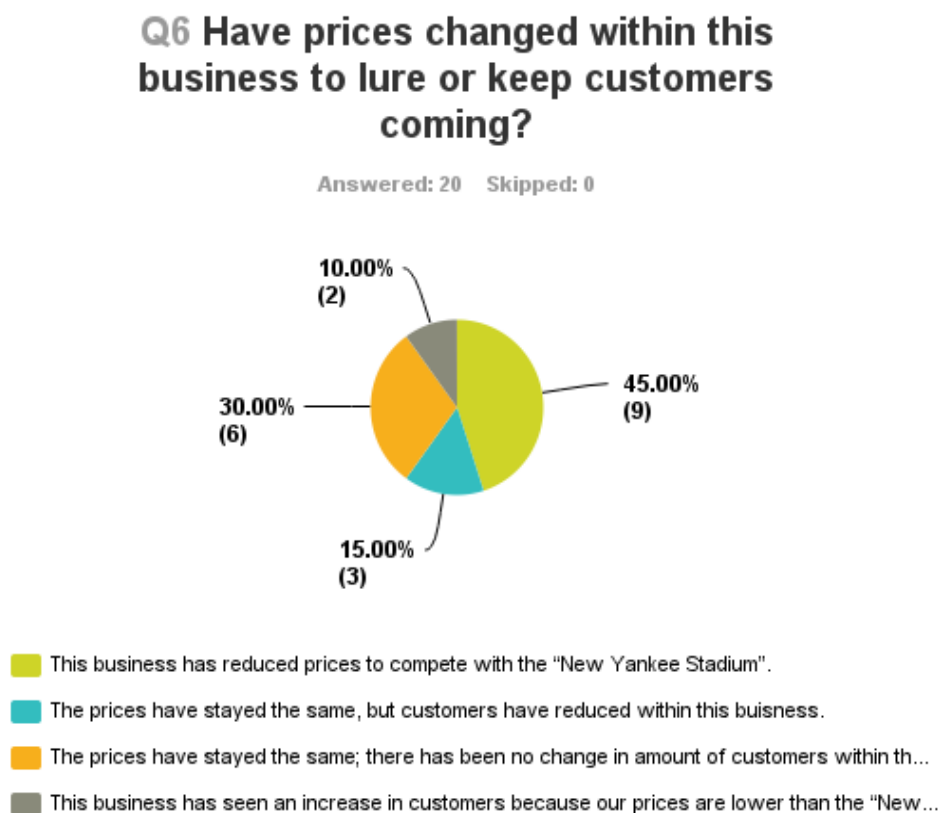
**Q5 Do you feel the “New Yankee Stadium”
has helped the neighborhood businesses
and shops in this area?**

Answered: 20 Skipped: 0



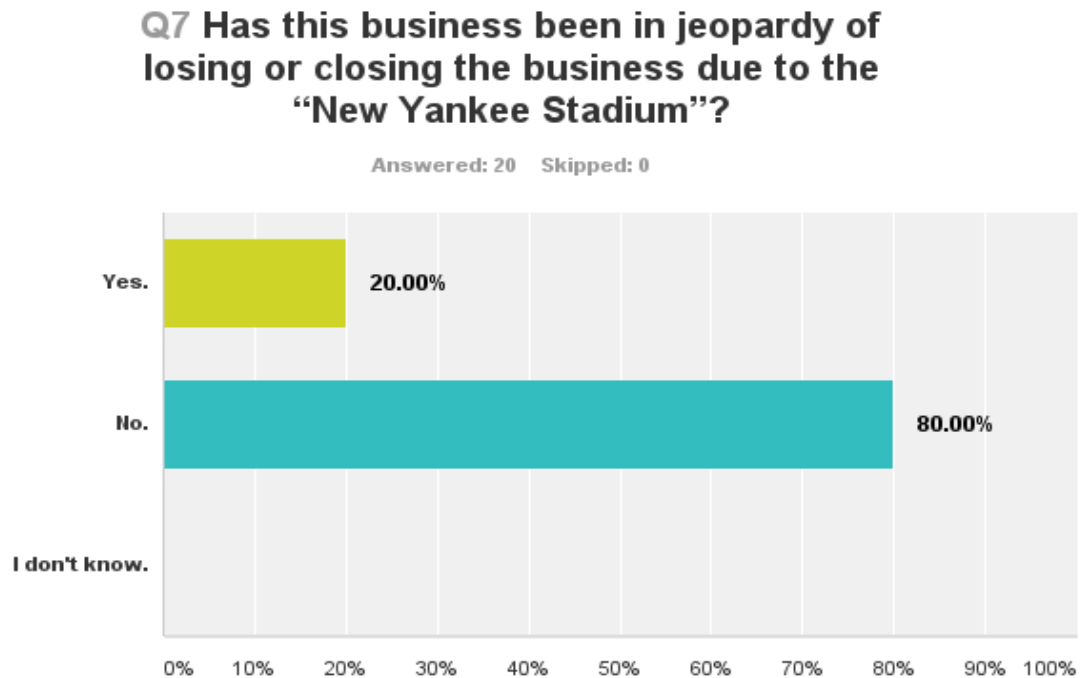
Question 5 was directed to the business in this research to see if the new stadium directly hurt or helped or none of the above their business. This question was obviously aimed at the owners so gathering information from the owners was important but if the owner was unavailable; any staff member with knowledge of the business was surveyed.

Figure 16 Results of question six answered in the survey for local businesses near Yankee Stadium.



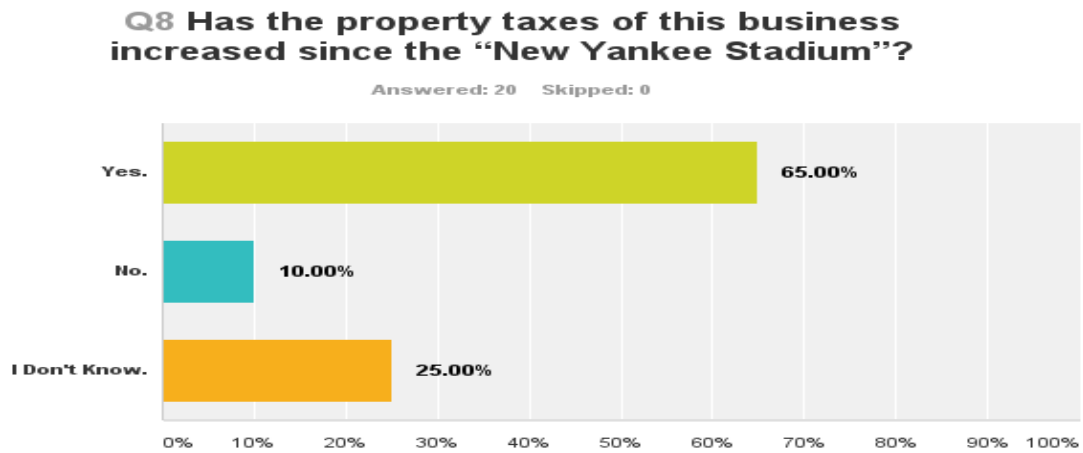
Often times just like in the world of big chain stores VS mom and pop shops, if they can afford it you see mom and pop shops lower prices to compete with the bigger chains. So the question was whether these businesses have done the same and if they have had to lower their prices to compete with the New Yankee Stadium. This question is important to see what owners have decided to do because of the new stadium to compete.

Figure 17 Results of question seven answered in the survey for local businesses near Yankee Stadium.



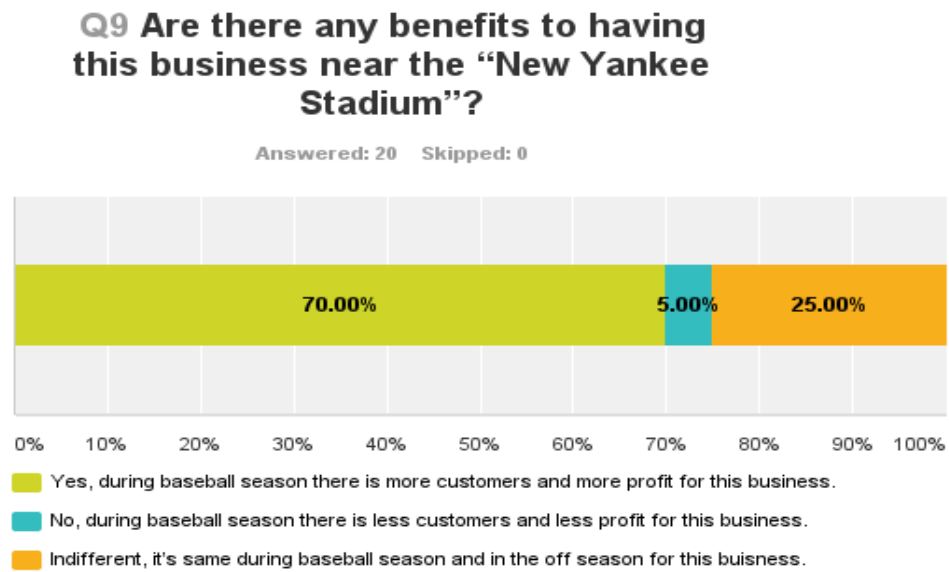
With question 7 the research wanted to see if with financial changes and competition with a new stadium if this ever put the business in question in jeopardy of losing or having to close their business. Dealing with financial roller coasters and uncertainties could be a challenging aspect to the life of a business owner.

Figure 18 Results of question eight answered in the survey for local businesses near Yankee Stadium.



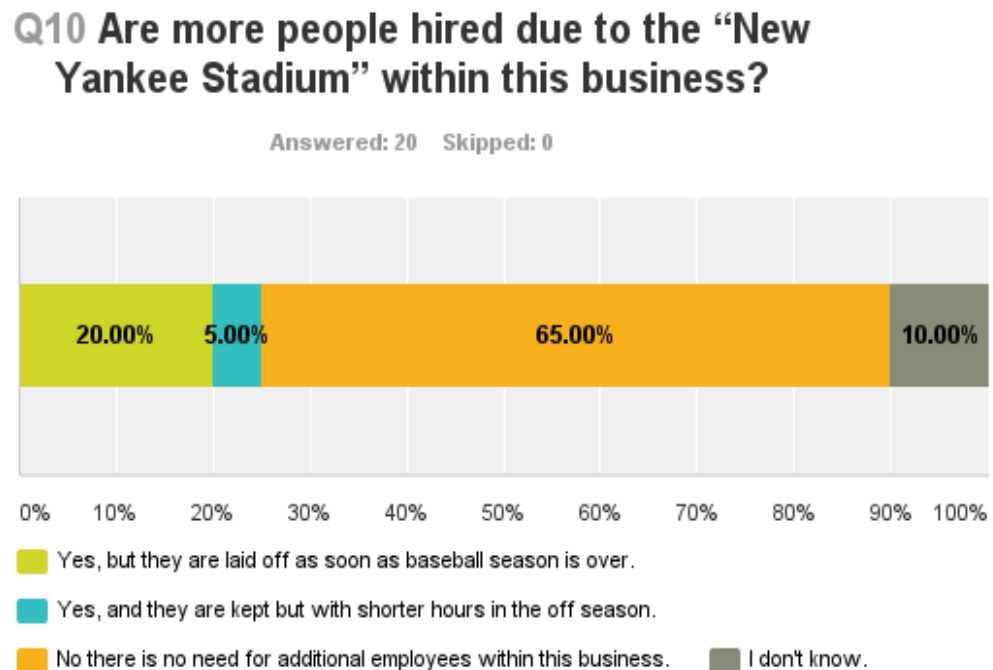
Usually when things are built such as a new stadium, it not only makes the neighborhood more expensive but it increases the real estate value and its property taxes. Survey question eight serves that purpose to ask these businesses if over the last five years since the opening of the New Yankee Stadium the property taxes have increased.

Figure 19 Results of question nine answered in the survey for local businesses near Yankee Stadium.



Question nine was presented to give focus on the actual baseball season business. This question was to see if during the season business benefited or hurt more VS during off season.

Figure 20 Results of question ten answered in the survey for local businesses near Yankee Stadium.

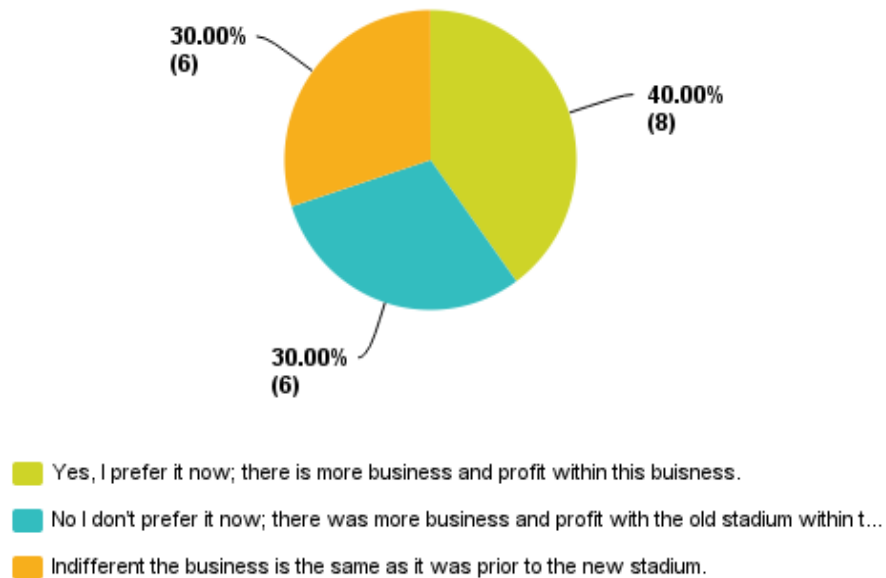


Question 10 was important to the research because regardless of what each business experiences individually, this community in itself sees an increase of people on game days and in some cases you can argue that to handle the influx of people more employees might be needed to run an efficient business. So this question asked just that, and it's good to see also if these additional hired employees are laid off at the end of the season or if they are kept. Yankee stadium itself has additional help during the season but the majority are laid off at the end of baseball season.

Figure 21 Results of question eleven answered in the survey for local businesses near Yankee Stadium.

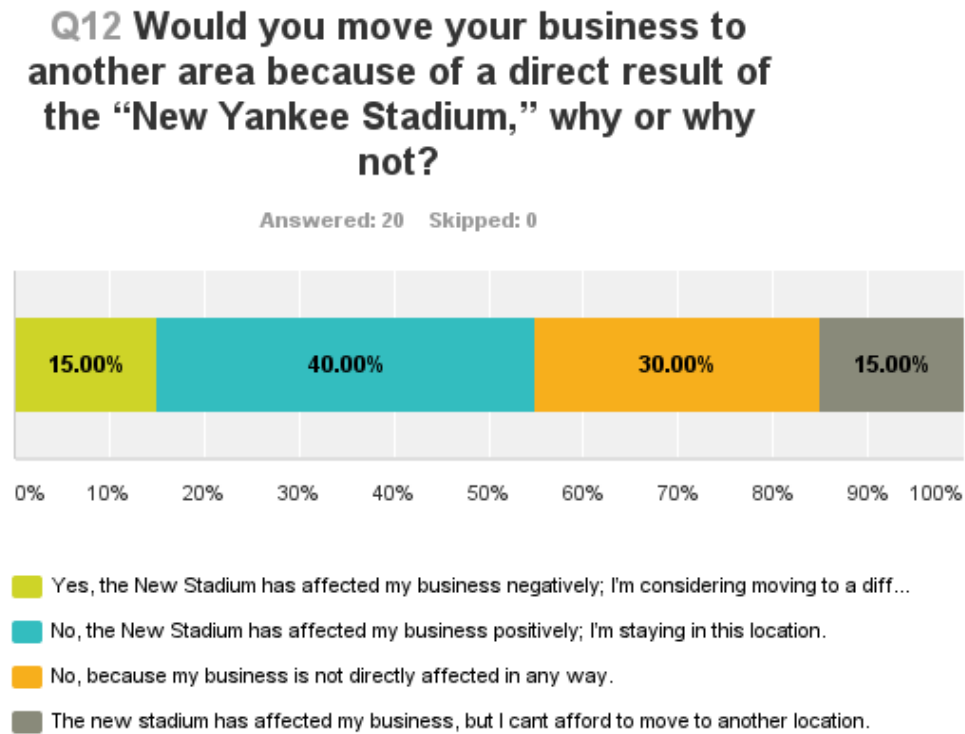
Q11 Did you prefer how this business was prior to the “New Yankee Stadium” or now?

Answered: 20 Skipped: 0



Question eleven is important to the research because the surveyed businesses have been in the community long enough to know how things were prior to the new stadium and some have even been in the community long enough that they were around for the ups and down of being a business near the old Yankee Stadium. So having the research focus in on that and see if they prefer it now or before is critical to the research.

Figure 22 Results of question twelve answered in the survey for local businesses near Yankee Stadium.



The final question of the survey aimed to establish whether a business that is being affected negatively would move to a different location if financially possible to avoid the competition of the stadium.

Analysis

At the beginning of this research, the question was asked: Does having a major and lucrative sports arena improve a neighborhood's economy and quality of life and has the stadium played a role in improving a neighborhood? According to the residents surveyed that live near the impact area of Yankee Stadium, it does. Participants were asked if in their opinion having the "New Yankee Stadium" in their community improved the appearance of the neighborhood and the quality of life in the area. One-third of participants felt that the overall appearance and quality of life of the neighborhood did improve the community from prior to the "New Yankee Stadium."

But there was a small minority of participants that disagreed: 21.21% of participants felt it did not. In the semi-structured interviews that were conducted with the residents, when asked how they feel about the new stadium, all agreed that although their feelings were all different during the construction phase and initially after it opened to the public, all felt that with time they have learned to appreciate the stadium. Many believed it takes time as with anything to realize the lasting effects.

In the research one of the goals was to find out if being a Yankee/Baseball fan played a role in this and although not by much, this actually does play a role in the thinking of many participants. Of those participants, 36.36% of those surveyed did admit that being a Yankee/Baseball fan played a role in why they are not bothered by some of the negative aspects that come from having a stadium in the neighborhood. It can be argued that they deal with it because of the fact that they are Yankee/Baseball fans. During some of the interviews, some participants stated that when you are a Yankee Fan and they are winning you can pretty much take everything in stride. One female participant age 30 stated: "I've been a Yankee Fan my

whole life, I've lived in the area my whole life as well and when the Yankees are winning I could care less about some of the negatives that come with living in the area of the stadium, I bleed blue."

In regard to the quality of life, there is reason to believe that neighborhoods that have Stadiums/Arenas have more additions and amenities because of the stadium, such as stadium events, and more to take advantage of such as additional and better park space. In addition, the neighborhood is better taken care of in the beautification which in return gives residents a better quality of life within their communities. Even though only 33.33% of participants felt the quality of life has improved in the area due to the new stadium, which was still the majority of the survey. Of those same participants surveyed, 69.70% of them do agree that the neighborhood is taken care of better and that it is cleaner and nicer from prior to the new stadium, only 24.24% of the surveyed participants felt it has stayed the same with no change. According to the surveyed populations even the Stadium Events got better, 66.67% of those surveyed feel the events got better, so it can be concluded that these are things (Beautification of the neighborhood & better stadium events) that improve the quality of life in the community.

Most of the residents that participated in the interviews felt that even though the locations of the park space were inconveniently placed, they were better than the ones that were closer before. One resident interviewed, male age 25 stated: "I hate that I have to walk a little farther to go the track to run, but hey that's the whole point of exercise anyways, right? Besides this track turned out to be better, plus there is a basketball court there that I play basketball on after most of my runs, it's cool."

Most residents seem to welcome the building of a new arena or stadium. In fact more than half of the participants surveyed overall had positive feelings toward the "New Yankee

Stadium” when it was first opened, 72.73% stated their initial reaction of the new stadium was positive and welcoming, while only 6.06% felt it was a negative and annoying addition to the community, the remainder felt indifferent. In addition more than half (57.58%) also felt they prefer the neighborhood in general now than from prior to the new stadium. Even 12.50% of the surveyed participants stated that they even moved into the area because of the stadium because they like the stadium and what the neighborhood has to offer.

But with these above-mentioned positives come some negatives to the placement of an arena/stadium in a residential neighborhood. Most residents feel that since the new stadium and the type of population that is targeted to attend the games, prices have become more expensive at their local businesses. The targeted audience that comes to the “New Yankee Stadium” are generally people with deeper pockets and higher incomes and many residents that were surveyed feel like this is a reason for the rising prices in the places of businesses within the community-- 37.50% of those surveyed feel that prices have become more expensive in the local businesses while only 3.13% feel that they have become less expensive.

One female resident age 30 in an interview did bring up a good point. This participant in reference to the rising prices stated: “The prices in the local businesses have risen but the economy is bad too, and has been bad for quite some time now, I don’t know if there is a way to really say if it’s because of the new stadium or a product of the bad economy”.

An argument that is always brought up in the process of negotiating the building of an arena/stadium in a residential neighborhood is that it will bring more jobs not just to the immediate area (in this case Bronx County) but to the entire city as a whole. This doesn’t seem to be the case with New Yankee Stadium, at least not for extended periods of times, although 36.36% of surveyed residents did gain or knew someone who gained employment due to the new

stadium and still have that same employment 5 years later, 48.48% of the residents surveyed stated that neither they themselves nor anyone they know gained employment directly as a result from the new stadium. In fact according to NYS Local Area Unemployment Statistics for NYC, there was actually an overall increase in unemployment. In 2008 the year before the Stadium opened in April 2009, the average unemployment rate for the city of New York was at 5.5%, and rising a few points every year thereafter. Below is a table that shows the New York City Annual Unemployment rate for each year since 2008, as well as the unemployment rate for each April (when baseball season starts) for each year after 2008.

| Year | April | Annual Average |
|------|-------|----------------|
| 2014 | 7.4% | |
| 2013 | 8.2% | 8.7% |
| 2012 | 8.8% | 9.3% |
| 2011 | 8.4% | 9.1% |
| 2010 | 9.6% | 9.6% |
| 2009 | 8.2% | 9.2% |
| 2008 | 4.4% | 5.5% |

Table 3- *Unemployment Rate in New York City for 2008-2014 for the month of April & for the year*

In conjunction with the local residents that lived near the “New Yankee Stadium,” the research gathered similar information from the local businesses of the “New Yankee Stadium,” as well. It was important that the research gather information from different types of businesses because every business might have a different perspective so the research tried to keep that as balanced as possible. Twenty percent of the businesses that participated in the research were restaurants/fast food locations, 25% were retail/shopping, 20% were bars/pubs, 10% were grocery stores/supermarkets and 25% were other (none of the above).

Just like the residents, how long a business has been in the area was very important. A business that has been in the area for a long time way before the new stadium, can give a better opinion as to how it has affected not just their business but the community because they have seen the entire transformation. It was a pleasant surprise to see the majority of the participants had businesses that were in the area for more than ten years (65%). Although many can argue that a new stadium will attract new business owners, it did not seem to be the case to a great extent in this community, at least not because of a direct reflection of the stadium. Fifteen percent of the businesses that participated in the survey opened their business directly because of new stadium while 40% opened their business within the last five years but not directly because of the new stadium. The research showed that businesses that have been there for 15 years plus suffered more from the addition of the new stadium than the newer businesses. Through interviews many stated that when they opened their businesses back in the 80s and early 90s, they were the only “ones of their kind” but many state that when the new stadium was opened to the public, others took advantage to open their own business to compete, which in turn has taken business from the older businesses.

When businesses were asked how they felt about the stadium being located in the area where they have their business, most responded that it was a positive effect (50%) and the businesses also felt as a majority (45%) that sales and customers have increased since the New Stadium. In addition, 70% of the businesses feel there is a benefit to having a business near a stadium VS not. If the research were conducted again, it would probably try to aim at specifics. During the research, businesses often stated that there are beneficial aspects to the stadium, BUT that many of those beneficial aspects are short lived or dependent on if the Yankees are playing well.

One business owner stated, in a semi-structured interview, which even though the baseball season is 6 months long, only three months are here in the Bronx, which wasn't even considered prior to the research. He stated, "People say it will be better for us because of the increase of people, and yes, on game days we see so many sometimes but that is only 82 times a year; on non-game days, it can be somewhat of ghost town. You've been here 20 minutes and I haven't had one customer come in." Many business owners said that on non-baseball game days they do other events such as concerts and football games at the new stadium that should help the businesses, but as one retail store owner stated: "the stadium pre-orders the items they are going to sell, sometimes from a distributor we don't even have access to, and they sell these things within the stadium for these particular events and do you think we capitalize? No, we can't get those items to sell in their stores because we are not allowed to. If I sold food and beer, I would benefit year long, but I sell clothing." There are the businesses that been in the area long enough that say even going back to the old stadium, if the Yankees are winning they are as well, during all the interviews all the owners said 2009 was financially one of the best; that just so happens to be when the Yankees had their last successful season and last won the World Series.

An advocate of building a stadium in a residential neighborhood will always argue that this would bring more business, sales and customers year round and increase in money. One gift shop owner says this is not true. He stated something similar to the previous gift shop owner. He stated "I've had this business in the same location on 161st street since 1985; people don't realize baseball season is only six months, but only three of those months are actually here at the stadium for only 82 days out of 365 days. It's not enough, you can't really survive and if you do it's barely, especially when they are playing bad and not successful like they have been as of late." The gift shop owner stated that the years the Yankees were successful, his business made

more money and since the new stadium opened, the Yankees only really had two successful years, 2009 when they won the Championship, and 2010 the year after the championship because as he stated “We all had the anticipation of it happening again, the anticipation and what ifs draws the fans.”

One restaurant owner stated, “any business who has been here since the old stadium will tell you, our success depends on their success if they are winning so are we because the demand is higher for everything.” Although this restaurant owner admits he has the type of business that suffers the least because as he states: “people have to eat, and you can eat out here for a lot less than you ever eat at the stadium.” The findings between the residents and the businesses seem to agree on the question that was asked early on the research: if having a major arena helps the community. It seems to for the most part, depending on which side of the spectrum you look at it. Through all the research, only 5% really felt the stadium as a whole has a negative impact on the businesses in the area.

During the research, businesses were asked if they had to change prices to lure or keep consumers coming to compete with the new stadium. Forty-five percent of the businesses surveyed stated that to compete with the stadium and keep the customers coming, they indeed had to lower their prices; the majority of that 45% were retail and restaurants. Businesses that did not change their prices suffered the consequences because they saw a decrease in customers (15%). During the research, many business admitted to lowering prices and their businesses suffering to survive in addition to still not being able to attract customers even though their prices are lower than the stadium. This might be because, just like many residents, they agree that the fans that are coming to the stadium are a targeted group that have deeper pockets and

higher incomes so paying a little more inside the stadium for the same things they can get outside of the stadium for cheaper is not much of a priority or necessity.

One could argue that having businesses dependent on a stadium and unpredictable finances in addition to the increasing property taxes from year to year, that more would have been in jeopardy of losing or selling their business, but only 20% of the surveyed businesses felt at one point or another that they were in jeopardy of losing their businesses. One retail owner stated “I seem to come close every year to selling in and calling quits, but I get by barely and I’m still here.” Sixty-five percent of the businesses surveyed reported that their property taxes have increased but some owners feel the taxes going up don’t necessarily mean it was directly because of the New Yankee Stadium but just the way the economy works.

In reference to the businesses staff, the research wanted to see if due to the influx of people if these businesses have hired more staff. If this research could be done again, the research would add another choice to the multiple choices. Many of the businesses (65%) chose the response “No there is no need for additional employees within this business” because it was the “best answer” but many stated even though they chose that answer, the real answer was that sometimes they would like to hire additional employees during baseball season in particular, but can’t really afford it. The businesses that can handle the additional employees usually either laid them off (20%) or shortened their hours (5%) at the end of baseball season. You can argue that because of lowering the prices and maybe the fewer customers these businesses see, financially it’s probably impossible to stay up and running if they try to hire more staff to deal with the influx of customers.

Even with all the negatives and the financial roller coaster that most of these businesses face, 40% still prefer it now than prior to the new stadium and 40% even if given the chance

would not relocate their business. One retail owner stated “I’ve been here since the 90s, you can’t predict how much money the business will make every year because of the type of businesses that are in the area, they really do depend on how they do across the street. But this is still a fairly new stadium, people will come from all over the world to see Yankee Stadium, so in retrospect even though it’s up and down, it’s still better than the old stadium.” Fifteen percent of the businesses surveyed feel that if they could financially afford it they would re-locate their business because Yankee Stadium has affected them more on the negative aspect, another 15% are heavily considering moving because of the negative effects of running their business near Yankee Stadium.

Conclusion

This research provided a lot of different information for recommendations for future research or recommendation for future shareholders that are directly involved in the decision making in constructing a new stadium/arena in a residential neighborhood. This research seemed to be more important for the actual businesses VS the residents. The effects that a project of this magnitude can have on a business are definitely a lot more serious than on a resident. For residents at least based on this research, most of their complaints are more of nuisance rather than detrimental to their livelihood.

Clearly living in an area like Yankee Stadium can improve the quality of your life, especially if you are a Yankee Fan. Most of the residents deal with the nuisances such as the constant crowds and parking issues. But having the stadium in their back yard AND being a Yankee Fan almost adds a slight happiness to their life according to this research, they just deal. Arguably if you have lived in the area long enough you can appreciate the added safety and decrease in crime that many residents feel has happened since the new stadium, and for any South Bronx resident this definitely is an upside that comes with having the stadium.

With residents it seems like as long as you can either replace what you are taking away during the construction and/or make it better, they can deal with and don't mind it in their communities. But for the businesses this type of research is very important. It's truly amazing that these businesses take a chance on surviving the financial roller coasters that go with owning and running a business near Yankee Stadium; future business owners might want to consider that and wonder if it's even worth it. Yankee Stadium kind of keeps a financial chokehold on the local businesses, they generally sell things more expensively, but they are generally also of better quality so the fans they attract that have better incomes do not mind spending the few extra dollars for the things inside the stadium, so even when businesses try to compete and lower

prices they are actually still hurting their business. Although there are some things that could have enhanced this research and made it a bit more conclusive, the research probably established enough information to show that having an stadium or arena in a residential community can improve the quality of life, but in reference to economy there isn't enough concrete evidence to support that a stadium does improve that aspect for the community.

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