

Lecture 2: Sport and Social Space

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9

Lecture 2

1) Sport and Social Space

2) Sport, Space, and Baltimore as 'Neoliberal City'

3) Sport, Space, and Towson as 'Neoliberal University'

10

SPACE

- Spatial Entity
- Physical World
- Material Experience
- Site of Existence

PLACE

- Cultural Entity
- Social World
- Cultural Experience
- Source of Meaning

11

Through social interaction,
“places exist on top of spaces –
like a tablecloth over a table”.

Places are sites of meaning
and experience, and can be:

- 1) ‘organically’ developed
- 2) ‘rationally’ manufactured

Source: Brown, B. A. T. (N.D.). Geographies of technology: Some
comments on place, space and technology. Retrieved from
<http://www.fxpal.com/ConferencesWorkshops/ECSCW2001/brown.doc>

12

Lecture 2.1 In-Class Discussion:

Consider your own experience in the ‘places’ of
particular sport-related communities. Identify at
least one specific place that demonstrates the
relationship between space and social
interaction:

1. Who is involved in this ‘place’, and how do they
interact within it?
2. How are forms of community developed in terms of a
shared interest or issue?
3. What is the ‘social hierarchy’ of this place in terms of
different individual roles and responsibilities?

13

Space + Social Interaction = Place



14

Sport, Physical Activity and 'Community'

1. A group of people living in a particular location – nation, region, city, neighborhood
2. A group of people sharing common cultural practices, values, and identities

**'SPATIAL'
DIMENSION**

**'CULTURAL'
DIMENSION**

Often these are linked, but they do not have to be...

15

Community and Complexity

Discussions of community often overlook their complexity and diversity – we often mistakenly think of communities as 'uniform' or homogenous entities, **rather than recognizing how communities are formed and lived through experience:**

- Urban/Suburban/Rural 'community'
- Black/White/Latino/Asian 'community'
- Christian/Muslim/Jewish 'community'
- Working/Middle/Upper class 'community'

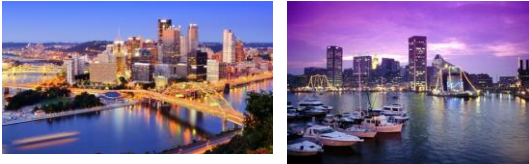
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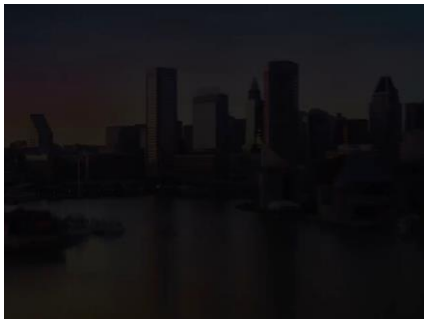
Post-Industrial Economy and Cities: “Urban Entrepreneurialism”

Within the post-industrial economy, cities in developed nations have become less involved in industrial manufacturing – instead, these cities have had to find new ways to ‘sell themselves’ as **tourist, residential and corporate locations**.



20

‘Urban Entrepreneurialism’: The Re-invented and Re-imagined City



21

Space, Place and Social Hierarchy

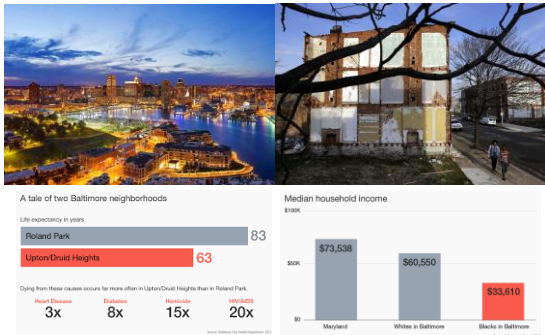
As part of the process of understanding how spaces are conceived and experienced as ‘places’, we can recognize that most often places have a particular social hierarchy – that is, certain bodies, positions and/or identities are privileged or prioritized ahead of others:

SPACE → PLACE



22

Baltimore as 'Neoliberal City'



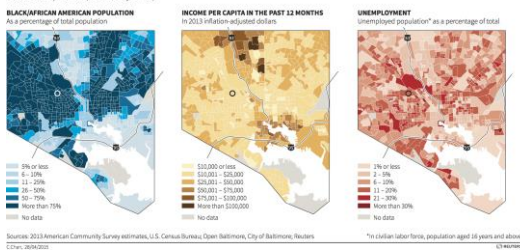
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Baltimore as 'Neoliberal City'

Socioeconomics in Baltimore

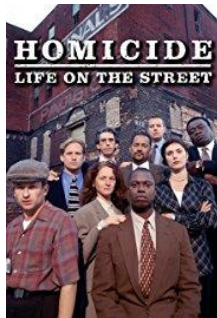
Following the funeral of Freddie Gray, a 25-year-old Black man who died after he was injured in police custody, disturbances broke out in a few blocks from the site of the service. Demonstrations turned violent and spread through parts of Baltimore on Monday.

○ New Spanish Baptist Church (location of Gray's funeral)



24

Baltimore as 'Neoliberal City'



25

Post-Industrial Economy and Cities



26

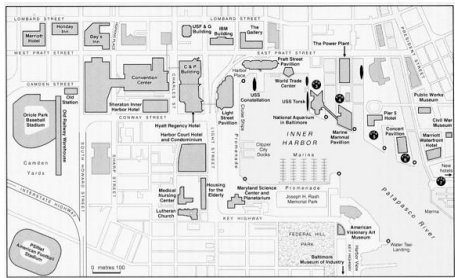
Neoliberalism and Economic Development



Neoliberal economics supports tax breaks and other incentives to corporations and the wealthy. The theory is their wealth will eventually lead to economic growth for all ('trickle-down' economics)

27

'Urban Entrepreneurialism':
The Re-invented and Re-imagined City



70 buildings constructed
Over \$2 billion in investment

28

'Urban Entrepreneurialism':

The Re-invented and Re-imagined City

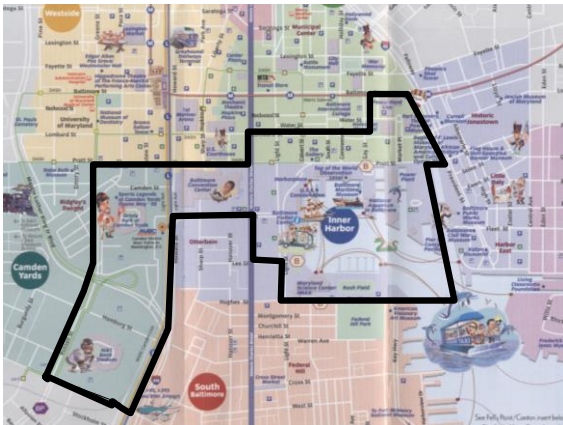
Through corporate subsidies and commercially-focused initiatives, city governments look to create spectacular "TOURIST BUBBLES" (Judd, 1999, p. 53), designed to attract the discretionary leisure income of:

Out of Town
Tourists \$\$

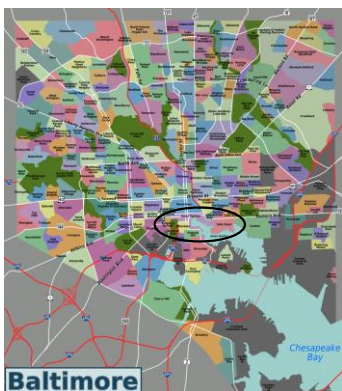
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Suburban
Tourists \$\$

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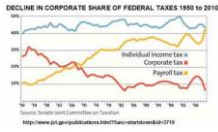


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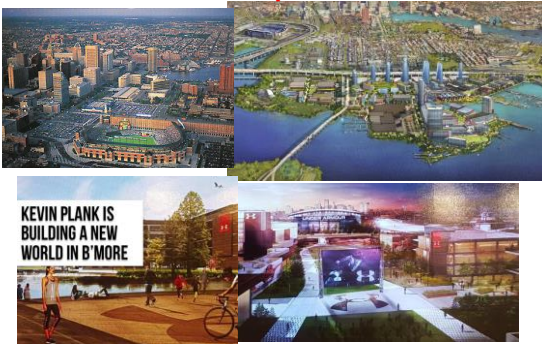
Neoliberalism: Sport and the City



Neoliberal economics supports tax breaks and other incentives to corporations and the wealthy that will, in theory, eventually lead to economic growth for all ('trickle-down' economics)

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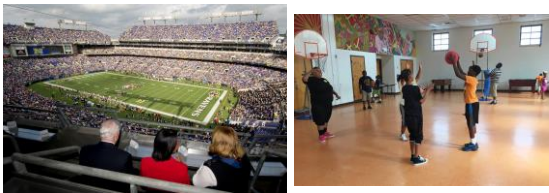
Neoliberalism and Economic Development



33

Neoliberalism: Community vs. Corporate Sport

From Newman (2014): "In other words, over a three-decade period, the sports industry grew by a remarkable 1000%. During a period when public funding for community centers, school-based physical education programs, and parks and recreation departments has diminished, the private sports industry has become one of the fastest growing sectors of the U.S. economy (Green & Oakley, 2001; Pitter & Andrews, 1997)."



34

‘Urban Entrepreneurialism’:
Under Armour & Kevin Plank



35

‘Urban Entrepreneurialism’:
Under Armour & Kevin Plank



36

‘Urban Entrepreneurialism’:
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37

'Urban Entrepreneurialism': Under Armour & Kevin Plank



38

'Urban Entrepreneurialism': Under Armour & Kevin Plank



39

Space, Place and Social Hierarchy

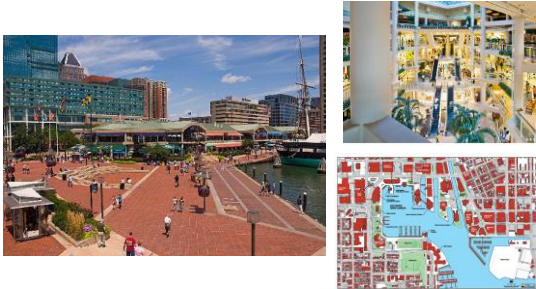
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40

Space, Place and Social Hierarchy:
Baltimore's 'Tourist Bubble'



41

Neoliberalism & The 'Entrepreneurial' City:
Sport Stadiums

"As power has shifted from cities to teams, franchises have embarked upon more elaborate, expensive, and profitable facilities. They offer amenities such as luxury suites, themed entertainment, lounges, and restaurants, making sporting events attractive to broader range of attendants.

Cities are now expected to pay for an increasing portion of stadium costs. If they aren't willing to contribute this share, franchises threaten to relocate to the many communities that are prepared to make these contributions."



42

Before 'neoliberalism':
The 'New Deal' and the "social welfare state"



43

1936 – Works Progress Administration constructs athletic field at Baltimore City College



44

1936 – WPA expands Forest Park Golf Course from 9 holes to 18 holes



45

Neoliberalism and Public vs. Private Physical Activity

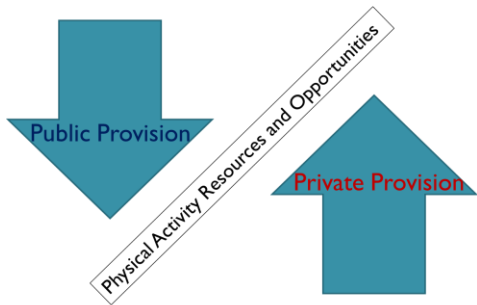
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Neoliberalism and Public vs. Private Physical Activity



47

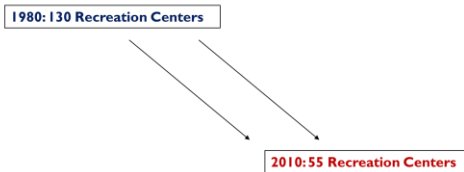
Neoliberalism and Public vs. Private Physical Activity



48

Neoliberalism and Public vs. Private Physical Activity

While commercial gyms and other private forms of sport and physical activity have continued to increase, public services – including Baltimore's Recreation and Parks department (BCRP) – have seen reduced funding and support:



49

Neoliberalism and Public vs. Private Physical Activity

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50

Neoliberalism & The 'Entrepreneurial' City: Sport Stadiums



"the entire urban core is presently looked upon as a recreational environment and as a tourism resource"

Source: Jansen Verbeke, M. (1992). Inner cities and urban tourism in the Netherlands: New challenges for local authorities. In P. Bramwell, J. Terry, A. Bramwell, and R. T. Hall (Eds.), Leisure and urban processes: Critical studies of leisure policy in western European cities (p. 105). London: Routledge.

51

Neoliberalism & The 'Entrepreneurial' City: Baltimore Grand Prix



Costs to City:
\$7 million (approx)
(roadwork, police, clean-up etc.)

(Anticipated) Returns:
\$70-\$100 million
(tax revenue, extra jobs, related spending)

52

"Baltimore sank at least \$7 million into the event, and that doesn't count the cost of city services used to support the race. City officials estimate that the Grand Prix generated \$130 million in economic impact over three years, bringing in thousands of out-of-town visitors. Meanwhile, many city residents and businesspeople who have had to live and work around the race, including days of road closures and weeks of hulking concrete and metal barriers around downtown streets, said they were happy to see it go.

<http://www.balTIMOREsun.com/news/maryland/balTIMORE-city/bs-md-no-grand-prix-20130913-story.html#page=1>

Neoliberalism & The 'Entrepreneurial' City:
Arena-Convention Center-Hotel



56

Neoliberalism & The 'Entrepreneurial' City:
Arena-Convention Center-Hotel

Arena-Convention Center-Hotel Project

- \$900 million total with \$400 million public
- 18,500 seat arena
- 300,000 sq. ft. convention center expansion
- 500 room headquarters hotel
- "This will put us in a position to be competitive for the next 25 years" GBC CEO Donald Fry



57

Neoliberalism & The 'Entrepreneurial' City



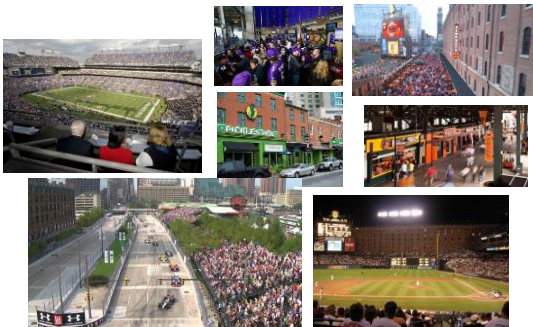
58

Neoliberalism & The 'Entrepreneurial' City: "Feeding the Downtown Monster"



59

Space, Place and Social Hierarchy: Baltimore's Stadiums & Events



60

Space, Place and Social Hierarchy

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61
