

# Biography

**Mark S. Rosentraub, Ph.D.**

**Bruce and Joan Bickner Endowed Professor of Sport Management**

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Dr. Rosentraub has been studying and writing about the economics of sports teams, events, and facilities and the linkage between sports, cultural centers, and urban revitalization and economic development for more than 30 years. He has written or co-authored five different books and more than 100 academic articles and book chapters on different aspects of sports, tourism, amenities, and economic development.

*Reversing Urban Decline: Why and How Sports, Entertainment, and Culture Turn Cities Into Major League Winners* (August 2014) expands on theories of development and their application to revitalization efforts. *Sports Finance and Management: Real Estate, Entertainment and the Remaking of the Business* (2011, co-authored with Jason Winfree) explores the dramatic changes in the sports business landscape and the implications and opportunities for cities, teams, and sports business professionals.

Dr. Rosentraub's *Major League Winners: Using Sports and Cultural Centers as Tools for Economic Development* published in 2010 explains the theory that guides the efforts of several communities to use amenities to attract and retain human capital for economic development. *Major League Losers: The Real Cost of Sports and Who's Paying For It* appeared in 1997 (revised edition, 1999) and *The Economics of Sports: An International Perspective* with two other colleagues was published in 2004. Dr. Rosentraub is a national expert on measuring the real economic benefit from sports facilities and related real estate development for local and regional economies.

Dr. Rosentraub's professional work has not been limited to academic studies and publications. Professor Rosentraub has helped numerous cities across North America frame redevelopment strategies involving sports and culture. He worked with the San Diego Padres and the City of San Diego in designing the Ballpark District that resulted in more than \$13 billion of new real estate development. Professor Rosentraub also worked with the City of Los Angeles that led to the building of Staples Center and LA LIVE. Staples Center and LA LIVE became the backbone for the resurgence of downtown Los Angeles. Dr. Rosentraub also assisted the Mayor's office when Los Angeles was evaluating the financial issues associated with an expansion NFL franchise (late 1990s).

Dr. Rosentraub has advised two different mayors of Indianapolis across more than a decade on downtown redevelopment strategies linked to sport facilities and teams. He has worked with the Baltimore Orioles, Detroit Pistons, Detroit Red Wings (a new arena for downtown Detroit and associated real estate development), Green Bay Packers (new real estate development surrounding Lambeau Field), the Indianapolis Colts (Lucas Oil Stadium), the New York Mets (Willels Point/Citi Field Real Estate Development), the San Francisco Giants, the Ottawa Senators (new arena and neighborhood), and the city of Edmonton (in their successful efforts to build a new arena with the Edmonton Oilers).

Professor Rosentraub has also worked with Mr. Dan Gilbert's Bedrock Management Company on plans for the redevelopment of downtown Detroit and Cleveland surrounding Quicken Loans Arena. Dr. Rosentraub is part of the team led by Forest City Ratner/Barclays Center and Blumenfeld Development Group to renovate the Nassau Coliseum and reposition the facility as a center for entertainment and sports.

In 2003 the Cuyahoga County Commissioners appointed Dr. Rosentraub to the board of the Gateway Economic Redevelopment Corporation. "Gateway" is the public agency responsible for Progressive Field, home to the Cleveland Indians baseball team, and Quicken Loans Arena, home to the Cleveland Cavaliers. Dr. Rosentraub helped rewrite the leases for both teams that avoided substantial financial problems for Cleveland and Cuyahoga County and saved taxpayers more than \$4 million each year. Dr. Rosentraub is currently working with a MLB team on a real estate development strategy for one of its minor league affiliates.

In 2009 Dr. Rosentraub became the University of Michigan's first holder of the Bruce and Joan Bickner Endowed Chair in Sport Management in the School of Kinesiology where he focuses his research on amenities, sports, economic development, and urban design.

Dr. Rosentraub has been a Lady Davis Fellow at the Hebrew University of Jerusalem and a visiting scholar at Humboldt University and the Free University in Berlin, Germany. He has given guest lectures at numerous universities across the United States, Canada, Germany, Jordan, and Israel. In August 2012 he was a distinguished visiting scholar at the School of Business of Griffith University in Gold Coast, Australia and at La Trobe University in Melbourne, Australia. He worked with colleagues to establish a joint doctoral program between Chung-Ang University (Korea) and Cleveland State University.

## **Selected Publications by Mark S. Rosentraub**

### **Cities, Sports, and Real Economic Development**

*Reversing Urban Decline: Why and How Sports, Entertainment, and Culture Turn Cities Into Major League Winners*, 2014, Florida: CRC Press/Taylor and Francis, pp. 414.

*Sports Finance and Management: Real Estate, Entertainment, and the Remaking of the Business*. 2011. Florida: CRC Press/Taylor and Francis, pp. 499, (with Jason A. Winfree).

*The Economics of Sports: An International Perspective*, New York and London: Palgrave Press/MacMillan, 2004 (with Robert Sandy and Peter Sloan), pp. 347.

*Major League Losers: The Real Costs of Professional Sports And Who's Paying For It, Revised Edition*, (included several new and revised chapters) New York: Basic Books, 1999, pp. 364.

"Towards A New Theory of Sports Anchored Development for Real Economic Change," in, Cunningham, G., editor, *The Handbook of Theory and Theory Development in Sport Management*, 2015, forthcoming (with Stephanie Gerretsen).

"The Financing and Design of Sports Venues, and the Use of Public Authorities," in Pressman, J. & Uberstine, G. editors, *Law of Professional and Amateur Sports*, Minnesota: Thomas Reuters (with Stephanie Gerretsen and Gidon Jakar), forthcoming.

"Fan Substitution Between North American Professional Sports Leagues," *Applied Economic Letters*, (with Brian Mills, Ekaterina Sorokina, and Jason Winfree), available on-line at <http://www.tandfonline.com/doi/abs/10.1080/13504851.2014.957437#.VFOfi4vF98w>.

"The NHL and Cross Border Fandom: Travel Costs and International Boundaries," *Journal of Sports Economics*, October 2014, 497-518 (with Brian Mills).

"Fiscal Outcomes and Tax Impacts from Stadium Financing Strategies in Arlington, Texas," *Public Money and Management*, 2014, 34 (2), 145-152 (with Brian Mills, Jason Winfree, and Michael B. Cantor)

"Hosting mega-events: Guide to the evaluation of development effects in integrated metropolitan areas," *Tourism Management*, 2013, 34, 238-246 (with Brian Mills).

"A Ballpark and Neighborhood Change: Economic Integration, A Recession, and the Altered Demography of San Diego's Ballpark District," *City, Culture and Society*, 2012, 3: 3, 219-226 (with Michael B. Cantor).

"Justifying Public Investments in Sports: Measuring the Intangibles," *Journal of Tourism*, 9(2) 2009 133-159 (with David Swindell and Sasha Tsvetkova).

"Tourism and Economic Development: Which Investments Produce Gains for Regions?" *Tourism Management*, 30 2009, 759-770 (with Mijin Joo)

"Sports Facilities As Social Capital," in *Sport and Social Capital*, Matthew Nicholson and Russell Hoye, editors, 2009, London: Elsevier 339-358 (with Akram Ijla).

"Doing Better: Sports, Economic Impact Analysis, and Schools of Public Policy and Administration," *Journal of Public Administration Education*, 15:2, 2009, 219-242 (with David Swindell).

"Of Devils and Details: Bargaining for Successful Public/Private Partnerships Between Cities and Sports Teams," *Public Administration Quarterly*, 33: 1 2009 [Spring] 117-147 (with David Swindell).

"Sports Facilities and Urban Redevelopment: Private and Public Benefits and A Prescription for A Healthier Future." *International Journal of Sport Finance*, 1: 4, November 2006, 212-226

Reprinted in: *The Business of Sport*, Brad R. Humphreys and Dennis R. Howard, editors. 2008. Volume 3, Westport, CN: Praeger Publishers, 57-80.

"The Local Context Of A Sports Strategy for Economic Development," *Economic Development Quarterly*, 20:3, August 2006, 278-291