



## Economic Impact of Sports

Developing an interdisciplinary collaboration to support and develop the sports industry in Indianapolis is an academic and practical challenge—and the primary purpose of IUPUI's Sports Innovation Institute.

Dean Gladden spearheads the new think tank, which has been three years in the making. "One of the first things I realized we needed was a baseline," he said. "We had to start with a study to get a feel for the industry, so we partnered with the Public Policy Institute here on campus to quantify the impact of the sports industry in Indianapolis—that is, how much money is circulating because of the sports industry. They used defensible and conservative methods to arrive at a figure of \$3.38 billion." View the full economic impact study at [petm.iupui.edu](http://petm.iupui.edu).

Of that \$3.38 billion, the lion's share of \$2.1 billion does not come from the global franchise and national events, but it is actually generated from largely unrecognized segments such as organized regional sports, individual sports, and related cottage industries (e.g. silkscreening or hospitality). And that, Gladden says, is where the really interesting opportunities lurk. The logical question then becomes: How does one capitalize on that?

Gladden sees great opportunity to engage IUPUI capabilities to support further growth of the Indianapolis sports sector, collaborate with the sports industry, and identify 'shared values'—with talent being among those. How is Indianapolis growing talent and future leaders of the community?

To that end, Gladden is promoting pockets of activity within the institute like Big Data and Sports, Coaching and Leadership, and Sports and Product Development. "These are places where students and faculty across campus come together," he says. "Opportunities will present themselves to partner with industries in different sectors, and we'll increasingly attract ambitious, talented students from all over the Midwest." —Lynnell Nixon