

PER 670 | Facility & Event Management

Comprehensive Exam Study Guide

Part 1: Introduction to Sport Facility Management

- A. History and Future of Sport and Public Assembly Facilities
 - 1) Evolution of professional facilities from ancient times to today, and the future?
 - 2) What does the future look like for sport facilities?
 - 3) Trends that affect the future of sport facilities?
- B. Facility Management
 - 1) What does facility management look like and **who and what** is involved?
- C. Management Theory and Human Resources
 - 1) Management Theories & Strategies involved in facility management
 - 2) Outsourcing rules, protocols, and pros & cons.

Part 2: Facility Development

- A. Facility Planning
 - 1) Describe the difference and similarities of facility planning, regarding existing and new/future facilities.
 - 2) Discuss the aspects involved in facility site and design; location, costs, selection process, and design attributes.
 - 3) list and detail the facility construction aspects: construction planning, preconstruction phase, construction elements, project costs, and completion and analysis methods.

Part 3: Facility Systems & Operations

- A. Discuss and list numerous facility systems used for interior and exterior.
 - 1) HVAC, air quality, energy systems, plumbing, interior systems, and exterior systems.
- B. Green Facility Management
 - 1) Identify the need for green strategies and examples.
 - 2) Discuss elements involved in green building designs.

Part 4: Facility Administration

- A. Marketing and Sales
 - 1) Explain different marketing concepts and the marketing process.
 - 2) Discuss the difference between marketing and sales

Part 5: Facility Preparation & Event Management

- A. Discuss elements involved in event management, planning, preparation, post-event analysis, marketing, and cost/benefit analysis.

Example Question: What concerns arise with government entities and proposed facility sites regarding a new, major league construction in a city. List, detail, explain, and provide all aspects involved.

Example Response: The biggest issue is deciding the best **use** for the site. Some citizens might be more interested in using public land to build a school, library, firehouse, or police station than in using it for a sport facility. Thus, the question becomes what use provides the **greatest benefits** to the citizenry. Another major concern is deciding what activities warrant taking land through **eminent domain**. Some sport facility projects might seem to be a great benefit to the public, but they might really be a benefit only to the owner of a team. If the government takes land for such a project and the public is not happy, there could be significant litigation and negative perceptions of elected officials.

With very strict state and federal laws affecting land use, some facility sites may not be appropriate because of **environmental concerns**. Planners should be able to perform tests to identify a site with minimal cleanup needs. Sites also can be chosen based on the expenses for elements associated with making the site usable, such as access to water, roads, and utilities, which can be expensive additions to any proposed site. After these variables are considered, each site needs to be evaluated based on the anticipated cost for completing the project on that particular site. After this analysis has been completed, a site is chosen and a facility is designed, perhaps with public input through focus groups, town hall assemblies, and/or residential surveys. For example, the New York Stadium, albeit was not new to the area, being that it was built across the street from the old stadium, did have public complaints arise due to high winds associated with the new, larger construction and how it affected a lower level jet-stream in right field. Other public complaints regarded the size, aesthetics, and dimensions.