

Long

Developing NFL Stadiums

Professional Football and the Economics of Stadium Design, Financing, and Delivery

NFL teams need cutting-edge, well-designed stadiums.

As NFL revenues soar, the profitability each team increasingly depends on the quality and state of its stadium. Delivering new NFL stadiums is complicated. Each venue is a high-stakes, high-profile, and large-scale project requiring knowledge of the sport of football, the business of the NFL, the stadium as a specialized building typology, and the real estate development process.

In this book, **Judith Grant Long** unpacks the process for developing NFL stadiums, providing a 10-step framework that combines the latest research and industry practices with detailed stadium data. Chapters provide a playbook guiding projects from the initial idea to opening day.

The book begins with an overview of the sport and business of pro football. Next, it reviews each step in the development process, including the stadium concept, feasibility, planning, finance, design, construction, operations, and disposition. Written for sport researchers, industry professionals, and students, also offers insights for civic leaders, policy makers, the media, and community groups seeking to understand the growing influence of venues in the global sports industry.

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