

Journal of International Council for Health, Physical
Education, Recreation, Sport and Dance

ICHPER.SD



Journal

AFRICA REGION

VOL. 2 NO 2, 2007



ICHPER.SD
AFRICA REGION

**Journal of International
Council for Health, Physical
Education, Recreation, Sport
and Dance (ICHPER.SD)
Africa Region**

Vol. 2, No. 2

Published by

© International Council for Health, Physical Education,
Recreation, Sport and Dance "ICHPER.SD Africa Region".

Printed by:

BayoSoye Printing Services

Coca-Cola Ibadan

0803 567 3884

Published 2007

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ISSN 1117-1936

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Financial Options as Determinants of Sports Facility Development in Lagos State, Nigeria

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Abstract

This research was carried out to look into Financial Options policy as determinants of sport development in Lagos State, Nigeria. It was in realization that huge financial investments are now needed to manage sports or to build new state of the art sporting arenas costing anywhere between ₦30 billion Naira. There are many options in financing sport and recreational facilities that involve both public and private arrangements and investments. This study looked into various finance ventures, as well as benefits and pitfalls of those options. In the study funding is separated into two distinct groups, public funding and private funding. A descriptive survey research method was adopted for the study while purposive sampling techniques was used to select 530 respondents from the population. Inferential statistics of multiple regressions was used to test the hypothesis at 0.05 level of significance, conclusion and recommendations were also drawn at the end of the study.

Introduction

With new state of the art sporting arenas costing anywhere between \$30million to \$300 million to build, huge financial investments must be made. There are many options in financing sport and recreation facilities that involve both public and private arrangements and investments (the Sport journal 2001)

According to Igbanugo (1992) sport is an expensive enterprise. The cost of sport equipment, construction of facilities and their maintenance, as well as training of athletes and recruitment of staff is increasing annually. Nigerian sport (2004) estimated that newly commissioned National Stadium Abuja must have cost the country's tax payers about thirty (30) billion Naira to build. This huge capital commitment required for building and maintaining state of the art sport infrastructures has been the bane of sport development in countries with an emerging economy like Nigeria. The current economic predicament in Nigeria calls for serious redirection of all efforts towards venue yielding projects and sports should not be neglected. At present, government is the major financier of sports in Nigeria. Apart from the fact that funding is grossly inadequate, there is little attention to some sports because government alone cannot fund all sports (Akiga, 2002). Akiga further stated that government alone cannot continue to fund sports. In another statement credited to Mohammed (2003) government cannot remain the sole

sponsor of sports programmes in Nigeria government should therefore commence a progressive, self-divestment from sports sponsorship and organization.

Perhaps, the present focus of government on achieving its millennium development goals, part of which according to the chief economic adviser to the president (CEAP, 2000) is to revive and grow Nigeria's comatose economy, put Nigerians back to gainful work. This can be achieved through creating new employment opportunities through a private sector driven economy and justify the reason why both the government and others stake holders crave for lasting financial options for sport development. The sport journal (2001) posited that there are many options in financing sport and recreation facilities. These options may be separated into two distinct groups, public funding and private funding. Public funding may include but is not limited to taxes, municipal bonds, certificates of participation and special authority bonds. Private funding may include but not limited to cash donations, contributions, naming rights, concessionaire and/or restaurant rights, sponsorships, lease agreements, luxury and preferred seating parking fees, advertising and gifts shops revenues. Cities countries and states such as Tampa and Miami Florida TN and Irving TX have picked up the entire cost for new arenas through private financial options (the sport journal 2001). The €750 million redevelopment of Wembley, according to sport journal (2003) was also achieved in this manner. Easier as it has been for the developed countries to manipulate this variable to manage, build and maintain their sports facilities, the reverse has been the case in Nigeria.

Kuba (2000) opined that at this stage of our development as a nation and considering global trends in sports management, there is need for creative and aggressive economic reform in Nigeria, many government owned companies and equities in some establishment like Nitel, Nafcon, Nicon hotel, Afrikbank, Osogbo Steel Rolling Mills and machine tools, Nigeria National Shipping Line etc have been transferred to private ownership through the privatization and commercialization of sport, nothing has been done about this; hence sports and its infrastructures development continue to suffer (Akiga, 2003, Bamidele, 2003; and Mohamed 2003).

This study therefore was conducted to look into how financial options as outlined by the sport journal (2001) could be applied in improving the sport facilities in Lagos State, Nigeria. The variables (financial options) are bonds naming rights concessionaire, lease agreements, luxury/preferred seating and parking fees and funding options.

Bonds are a new sport facility or the renovation of another sport facility or arena. A bond is defined as "an interest bearing certificate used by a government or corporation promising to pay interest and to repay a sum of money (the principal) at a specified date in the future (Samuelson and Nordhaus, 1985, Sawyer 1999). Bonds sold by a government are referred to as municipal bonds. The two most common types of municipal bonds are general obligation bonds and non-guaranteed bonds. Bonds were sold to build many sports facilities in the United States of America such as Los Angeles Redevelopment Project in Arizona, Meadowlands sport complex in New Jersey and the new baseball stadium, Raleyfield in West Sacramento. Clubs are dying for failure to have strict corporate existence. Some clubs that still exist are finding it difficult to secure standard playing grounds for their campaign. Today, both Julius Berger FC, the only Lagos State team in the premier league, exclusively owned by Julius Berger PLC (a major construction firm in Nigeria) and Ebedie football club of Lagos, a pro-league IB division team have relocated to Ogun State due to the problem of facilities. For over twenty years, Teslim Balogun stadium exclusively owned by the state still remains under construction. Onikan and Agege township stadia are still not considered good enough for some national and international competitions. Therefore study sought to look into financial options, practiced in Lagos State, Nigeria.

According to Tribune (2003) the Nigeria female national team, the Super Falcons, the Nigerian female team in the 2003 edition of female world championship played their first and second matches at the Lincoln Financial Field in Philadelphia, Pennsylvania. The Lincoln financial group paid nearly US \$140, million for the naming right of the stadium designed to accommodate 30,000 spectators.

The sale of licenses and naming rights are key sources of income for sports development (Craigoosh, 2000). Securities for the multi million-dollar arenas are being backed not only from luxury suit/preferred seating, but also by parking fees and food concession sales. According to Prior (1999) the Pepsi Center in Colorado is an example of how asset companies who won the contract to manage the facility might offer extra revenues to a new arena. In 1998, two big management companies were competition with each other for the management rights over the smaller version of the Super Dome in New Orleans.

The Philadelphia based company according to Caywood; Spectator Management Group (SMG) who already won the contract for the construction of the Super Dome offered 5.6 million dollars. Another

management company, Houston based Leisure Management Inc. (LMI), offered \$6 million for both contracts. All this and many other financial options could be employed in uplifting sports development in Nigeria and Lagos State in particular.

The choice of Lagos State for this study was out of its general acceptability as the commercial capital of Nigeria. Lagos State is situated in the South West Zone of Nigeria, which consists of other states like Ogun, Oyo, Osun, Ondo and Ekiti. The state has a population of about 10 million people and population density of 1,712 per square kilometer as at 1991 census (Orobuloje and Ajakaiye, 2002). At present the state has only five major sport complexes stadium and Unilag Sports Centre. Of all the sport facilities situated in the state, only the National stadium is capable of hosting international meets.

Statement of the Problem

A sport facilities in Lagos state revealed that almost all the sport facilities in the state are in deplorable condition. Another problem emanating from inadequate funding of sports in Lagos state is that apart from the fact that sport clubs are dying for failure to have strict corporate existence, clubs that are still existing are finding it difficult to secure standard playing grounds for their campaigns. Today, both Julius Berger FC, and the only Lagos state team in the premier league, exclusively owned by Julius Berger PLC (the major construction firm in Nigeria) and Ebedie football club Lagos, a pro-league IB division team relocated to Ogun State due to problem of facilities.

For over twenty years, Teslim Balogun stadium exclusively own by the state has remained under construction. On the other hand Onika and Agege township stadium are still not considered good enough for national and international competitions. Therefore, this study sought to look into some financial options, a it is practiced in developed countries for adaptation in uplifting the standard of sport facility in Lagos State, Nigeria.

Hypothesis

The following hypothesis guided the study and they were tested accordingly.

HO1: Sales of bonds by Lagos state government will not be a significant financial option for sport facility development in the state.

HO2: Sale of licenses and naming rights will not be significant financial options for sport facility development the state.

HO3: Concessionaire arrangements will not be significant financial options for sport facility development in Lagos state Nigeria.

HO4: Luxury/preferred seating and parking fees will not be significant financial option for sport facility development in Lagos State, Nigeria.

HO5: Lease agreement and private management deals with not be significant financial options for sport facility development in Lagos State, Nigeria.

Methodology

The descriptive survey research design was used in this study. The usability of the design was hinged on its suitability for gathering data from a relatively large number of cases at a particular time.

The population of the study comprised all the staff and athletes of Lagos State Ministry of Sports, member of Lagos State Chapter of sports writers association of Nigeria, staff and athletes of Julius Berger, Ebedie, Union Bank and First Bank Sport Clubs, schools' sport officers, sport marketers and companies sponsoring sport based

in Lagos State, Nigeria. The sample for this study was made up 530 participants drawn from the population above through purposive and quota sampling techniques.

The research instrument was a self-designed Likert type questionnaire with four points rating of strongly agreed, agreed, disagreed and strongly disagreed. The instrument had a reliability index of 0.67 and was administered with the aid of 6 research assistants.

The analysis of the data utilized inferential statistics of multiple regressions at 0.05 alpha level.

Result

Table 1: Summary of Regression Analysis on Sales of Bonds

Multiple R	R ²	Adjusted R	SS	MS	F	Sig P	Df	Remark
.182	0.33	.031	82.112	82.112	18.168	.000	1	Sig

Data in table 1 above showed the regression analysis on the hypothesis, which states that sale of bonds, would not be a significant financial option for sport facility

development in Lagos State Nigeria. The hypothesis was significant at $R = .182, P < 0.05$. In view of this result the null hypothesis was rejected.

Table 2: Summary of Regression Analysis on Sales of Licenses and Naming Rights

Multiple R	R ²	Adjusted R	SS	MS	F	Sig P	Df	Remark
.182	0.33	.031	81.770	81.770	18.089	.000	1	Sig

Data in table 2, above indicated that the hypothesis which states that sales of licenses and naming rights will not be significant financial options for sport facility

development in Lagos State Nigeria was rejected. The hypothesis was found to be significant at $R = .182, F = 18.089, P < 0.05$.

Table 3: Summary of Regression Analysis on Concessionaire

Multiple R	R ²	Adjusted R	SS	MS	F	Sig P	Df	Remark
.146	0.21	.020	52.770	52.770	11.5	.001	1	Sig

Also data from table 3 revealed that the null hypothesis, which states that concessionaire arrangements will not be significant financial options for

sport facility development in Lagos State, Nigeria, was rejected. The variable is significant based on the result of the findings, which revealed $R = .146, F = 11.534, P < 0.05$.

Table 4: Summary of Regression Analysis on Luxury/Preferred Seating and Parking Fees

Multiple R	R ²	Adjusted R	SS	MS	F	Sig P	Df	Remark
.145	0.21	.019	51.910	51.910	11.342	.001	1	Sig

Data in table 4 indicates the significant level of hypothesis four, which stated that luxury/preferred seating and parking fees will not be a significant financial option of sport facility development in Lagos State,

Nigeria. Based on the findings of this result the variable is significant at $R = .145, F = 11.342, P < 0.05$. This means that the null hypothesis was rejected.

Table 5: Summary of Regression Analysis on Lease Agreement and Private Management Deals

Multiple R	R ²	Adjusted R	SS	MS	F	Sig P	Df	Remark
.146	0.21	.019	52.486	52.486	11.466	.001	1	Sig

Data in table 5 revealed that the hypothesis on Lease agreement and management deals as financial options for sport development in Lagos state, Nigeria was

significant. This was because $R = .146$ while $F = 11.466, P < 0.05$. Therefore, the null hypothesis was rejected.

Discussion

Based on the analyses of results above, the hypothesis, which stated that sale of bond by Lagos state government will not be a significant financial option for sport facility development in the state, was rejected. This implies that sales of bonds in the opinion of the respondents may be a good financial option for the state to adopt in improving her sports facility to international standard as is being practiced in the development world. This finding further corroborates the sport journal (2001) position that sale of bonds are a way for a city government to generate money needed for the construction of a new or the renovation of a sports facility or arena. One example of creative financing, according to Crawford (2000), to lower taxpayers risks is the city of West Sacramento, which teamed up with two other governments, the county of Yolo and neighbouring Sacramento country to sell bonds to build the new baseball stadium in Raleyfield. The bonds are to be repaid entirely from team and stadium proceeds over the next 30 years.

Analyses from table 2 revealed that the hypothesis which states that sale of licenses and naming rights will not be significant financial options for sport facility development. The Boston Globe (2000) stated that the sale of licenses and naming rights were key sources of income for sport facility development. In Denver, USA, a state of the art facility, the Pepsi Center is costing Pepsi Company \$2million dollars a year for 25 years on its naming right payment. Other facilities within the centre are also named after organizations that paid for it naming rights, for example the amphitheater is called Coors Meadow (Mitchell, 1999).

Finding in table 3 showed that the hypothesis, which stated that concessionaire arrangements would not be significant financial options for sport facility development in Lagos State, Nigeria, was rejected. This finding was also in agreement with the views of Prior (1999) which asserted that securities for the multi million dollars arenas are being backed not only by naming rights and sponsorship, but from revenues from luxury suites sales and food concessions. The Pepsi Center in Colorado is an example of how asset backed securities was used to build the arena. The borrowed funds are backed by sale of luxury suites, sponsorship and food concession sales.

Analysis of result from table 4 revealed that the hypothesis, which stated that preferred seating and parking fees will not be significant financial options for sport facility development in Lagos State, Nigeria was also rejected. This finding further corroborates Olukanmi (1997) submission that involvement in merchandising activities such as operation of hotels/luxury suites, superstores, lock-up stops, offices, sale of souvenirs and charging of parking fees will increase the financial resources of sport organizations.

Regression analysis on hypothesis 5 which stated that Lease agreement and private management deals will not be significant financial options for facility development in Lagos State, Nigeria was rejected. This finding was also in agreement with the submission of

Prior (1998) who stated that extra revenues may be offered to a new arena by management companies who want the contract to manage the facility. Examples were cited of the big management companies, which completed with each other for the management rights of the smaller version of the superdome in New Orleans. A total of \$5.6 million were offered respectively by the two management companies in other to win the management contract.

Findings

Based on the data collated and analyzed the study revealed that:

1. Sale of bonds by Lagos State government has helped in building renovating and completing the sport facilities within the state.
2. Sale of licenses and naming rights has assisted the state in developing her sport facilities to international standard.
3. Concessionaire arrangement have been significant financial options in developing Lagos state sport facilities.
4. Luxury/preferred seating and parking fees have been significant financial options in developing Lagos State sports facilities.
5. Lease agreements and private management deals have been significant financial options in developing Lagos State sport facilities.

Recommendations

The following recommendations are made based on the findings of this study. It is envisaged that the recommendations will assist the state in her quest for sport development.

1. Lagos State government should consider sale of bonds as a financial option that could significantly help the state in developing her sport facilities to international standard.
2. Sales of licenses and naming rights can also be carried out for blue chip and multinational conglomerates that could afford the payment. The proceeds from this option will help a lot in acquiring standard sport facilities.
3. Food concession arrangements should also be attempted as practiced in the developed world.
4. Luxury/preferred seating and parking fees charges should also be carried out in and around the state faculties. This will go along way in giving sport facilities asset backed securities.
5. Lease agreements should be entered into with organizations that might want to have their facilities or outlets within sport facilities premises upon payment of agreed term. Government all over the world, particularly in Africa, have been found to be bad managers. Based on this the state government should consider contracting out the management of sport facilities to reputable management organizations that have the required expertise in managing sport facilities. This is not an unusual practice in the state. It will be recalled that the state government contracted out the management of the

state owned multimillion-Naira abattoir complex to a privately owned management firm. This practice can also be applied in the area of sport facility development in the state.

Conclusion

As opined by Kuba (2000) at this stage of our development as a nation and considering global trends in sports management, there is need for creative and aggressive management strategies in order to enhance development. However for this to happen there must be an enabling platform. Government at all levels should commence gradual divestment from sport management through adoption of various alternative financial options, as practiced in the developed world.

Part of the country's millennium goal is to have a privately driven economy. Alternative financial options ensure active private sector participation (PSP) in sport. The government of Lagos State, Nigeria should consider this as a matter of priority.

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