

Fostering Community Development through Sporting Event Strategies: An Examination of Urban Regime Perceptions

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Sporting events have emerged as a key neoliberal entrepreneurial endeavour for cities seeking to attract and retain mobile capital. This paper examines how cities' sporting event strategies are tied to a general community development and community networking agenda. The purpose was to examine the perceptions of members of urban regimes in Edmonton, Manchester, and Melbourne regarding the use of sporting events for broad based community outcomes, in particular the symbolic attempts to foster benefits for groups outside the urban regime. Results demonstrate that regime members in each of the cities viewed the connections to community interests in different ways. In Edmonton, members of the *progressive symbolic regime* perceived the events strategy separately from issues of community development, while *urban revitalization regime* members in Manchester and Melbourne viewed these strategies as uniquely connected.