The defining quality of typical communities is the central focal point that unites individuals within that group. In North American society, professional sports are a prime example of centralized interests that unite and provide services to local, regional, and national communities. The purpose of this study is to investigate the relationships among perceived psychological benefits, behavioral attributes, and socio-demographic variables. To determine how a professional sports team psychologically benefits its local community, data will be collected from community residents at various places, such as professional sporting events and public areas. In order to measure the psychic income of a professional sports team on the community, a modified psychic income scale (Kim & Walker, 2012) was adopted. Findings will provide critical information to practitioners for developing public relations and community engagement strategies based on understanding perceived psychological impacts of the professional sports organization.