**Case Study: The History of Baseball-Economic Impact**

Student Name

Institutional

Professor

Course

Due date

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Baseball is not originally from the US but it has been a very popular sport since 1845.

The evolution of baseball was influenced by the locality, era, culture and politics. The rules for

playing baseball were first established in 1839 by Abner Doubleday outside a field in

Cooperstown, New York (Alexander, C. C., 1991). They have been modified since then. In the

US, baseball is traditionally regarded as a national pastime. And in 1871, the first professional

association of baseball was formed. It later became the National League (NL). Another

association, the American League, was founded in 1900. Some notable historical achievements

of baseball include the following.

**Racial and Social Integration**

The US population is comprised of folks from different ethnic and religious backgrounds.

They watch, play and talk about baseball matches among other sport genres (Rader, B. G., 2008).

One notable unifying power of baseball was during the major Depression in the 1930s. During

that period, the National Baseball Hall of Fame and Museum was established in Cooperstown.

Many Americans regard baseball as their national pastime. It has been a unifying factor

throughout the history of the US. Abner Doubleday is regarded in America as the

inventor of baseball.

In the early days of baseball history, African Americans were disallowed to play in

Major League Baseball (MLB) due to racial segregation. However, they created their own

smaller leagues commonly referred to as Negro Leagues (Goldstein, W. J., 2014). These leagues

became extremely popular. Local teams brought pride and unity to their communities. They

were a source of inspiration and joy during the dark days of segregation. Years later, the MLB

dropped color barriers and African Americans were allowed to play in MLB. However, the

integration of African Americans proceeded slowly.

**Economic Development**

Baseball has contributed immensely to the development of cities around the world. The

construction of baseball stadiums has boosted the economies of their host cities. For instance,

new hotels, malls, and other recreation facilities have been built to offer sports-related

entertainment. Some notable examples include facilities such as Wrigley Field in Chicago,

Dodger Stadium in Los Angels and Busch Stadium III in St, Louis. They have spurred growth in

adjacent neighborhoods (Tygiel, J., 2001). A typical example is St. Louis. The baseball

infrastructure has led to the development of a sports entertainment district. The

construction of the Busch Stadium III for the St. Louis Cardinals, inspired the creation of the

adjoining Ballpark Village.

**Employment**

Baseball has created employment opportunities for many people directly and indirectly.

For instance, 27% of all the players in the major leagues in the US are foreign-born. A

vast majority of those are from the Dominican Republic, which is a poor country. These players

support their families many of whom live below the poverty line (Rader, B. G., 2008). For

instance, a non-profit known as Food for the Hungry has partnered with many major league

players to help raise awareness for citizens of nations living below the poverty line. Baseball

players like Nick Ahmed of Arizona Diamondbacks, Jake Flaherty of St Louis Cardinals among

others, play for clean water, farmers, food donations for poor nations.

Baseball also creates opportunities for companies selling tickets, merchandise,

sponsorships and the media industry. Fans flock to baseball stadiums thus creating

employment opportunities for those working in nearby hotels, saloons, fuel stations and other

businesses (Helyar, J., 1995). During the construction or maintenance of baseball stadiums,

businesses and contractors in the cities generate revenue. This helps improve the economic

vitality of such regions. Baseball matches and stadiums attract local and international tourists

hence benefiting local tourism-related businesses.

Every sport activity has its own challenges. For instance, in baseball the MLB should

scrap the arcane blackout rules in order to increase viewership. They should allow audiences to

watch all matches in real time. Also, the MLB does not support space shifting popularly used by

traveling subscribers. Instead, they urge their fans to subscribe to their own broadcasts which

attracts an additional fee. This has outraged many baseball fans who think that MLB is forcing

them to pay twice for content they have already purchased. The MLB should also do away with

radio blackouts for the World Series. ESPN Radio currently owns exclusive rights.

**References**

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