

By: Gabrielle Smith

Will you attend a game this season...?

The plunging economy has affected every industry in many ways. According to Aldridge, the economic crisis has directly affected National Basketball Association (NBA) because owners have lost millions of dollars due to the crisis. The NBA trade deadline is shortly approaching and owners are thinking twice before making a big trade. Last year, the big trades were Jason Kidd going to Dallas Mavericks and Paul Gasol going to Los Angeles Lakers owners were eager to make that big trade but the economy has stopped that eagerness this year there are only speculation of Amar'e Stoudemire in Phoenix, and Tyson Chandler in New Orleans will be traded. Owners are looking more to lower costs as much as possible. That's crazy cutting cost in multiply million dollars industry. Accord to Beck Howard, overall NBA attendance is flat. It's about a half-percent higher than last season on a per-game basis. Arenas are at about 89 percent of capacity, which is on the same pace as last season.

As for the economic impact on baseball, the Houston Astros offered Randy Wolf a three-year, \$27 million contract. Then, the Astros realized they couldn't afford to pay him. That really sucks for Randy! This is with the Major League Baseball (MLB) coming off a record \$6.5 billion dollars in revenue last year. The economic crisis has made it challenging for the highest paying sport to pay it players. America favorite sport is break! The plunging economy has caused free agents such as Manny Ramirez, Ken Griffey Jr., Adam Dunn, Bobby Abreu, Garret Anderson, Orlando Hudson and Orlando Cabrera to remain on the market. Even commissioner Bud Selig acknowledged the effect of the economy on his sport, "We're living in very tough economic times, obviously -- the toughest economic environment I think since the Great Depression."

Another example of the difficulties the MLB is facing, patrons are thinking twice if they should spend a hundred dollars to attend a game. The expenses associated with attending a sporting event are purchasing a ticket, food and beverages, beer, parking/transportation and other miscellaneous expenses. That reluctance comes from fans having limited disposable income. That limited disposable income is hurting the major-leagued because they have to come up with better marketing strategies to get patrons to come out and spend a hundred dollars per game. Marketer's work that's surprising! It's not easy anymore to get patrons into those 10,000-20,000 seat stadiums with the current economy. Here we see that MLB is suffering more from economic crisis than other leagues.

The economy will continue to affect major league sports because the less disposable income patrons have the fewer games they will attend. The major leagues are driven by amount of disposable income patrons have and the more the better. Everyone is looking forward to the economy stabilizing itself; the faster, the better for the sport industry especially MLB. The MLB is getting the biggest hit from the economic crisis.