

---

# **Is It Worthwhile For The City of Fremont to Pursue the Oakland A's?**

Sean O'Shea

PA 706

December 20, 2007

# Introduction

- Is It Worthwhile For The City of Fremont to Pursue the Oakland A's?
  - Case Study: Oakland A's Move to Fremont
  - Bay Area – public sentiment/approval is important factor



# Hypothesis

---

- Both City officials and Residents will believe Fremont should pursue the A's
- Public officials will believe that by obtaining the A's, they will put their city on the map.
  - May view the A's as potential economic benefit to the city as well, and drive retail and housing development in the area of the proposed stadium
- Citizens will view as an opportunity for civic pride
  - The new hometown team would give Fremont "major league status."

# Methodology

---

## RESEARCH DESIGN:

- Case Study using both interviews (City officials) & surveys (Fremont Residents)
  
- *Interviews: Qualitative Data*
  - Operational Measures: Open ended questions to help gather qualitative data that is not readily available or even pre-existing.
  
- *Surveys: Qualitative Data*
  - Operational Measures: Telephone surveys – random sample

# Interview

---

- Qualitative, Open Ended Interviews with Fremont City Officials Involved in the Process
  - City Manager
  - Community Development Director
  - Planning Director
  - City Engineer
  - Transportation and Operations Director
  - Economic Development Director
  - Redevelopment Manager
  - Finance Director

# Interview Questions

## TOPICS: Content Analysis

<b>City's Main Goal in Attracting the A's</b>
Increase/develop civic pride/put on the map
Economic Development
<b>Economics</b>
Will have positive impact
Optimistic
Don't know
<b>Top Concerns</b>
Traffic Issues
Potential Costs to City Cooffers
<b>Good Move Overall for the City</b>
Yes

# Survey

---

- Phone Interview
- Citizens of the city of Fremont
- Sampling Frame: Participants selected randomly from the phone book
  - Pre-selected intervals determined which numbers were called

# Survey Questions

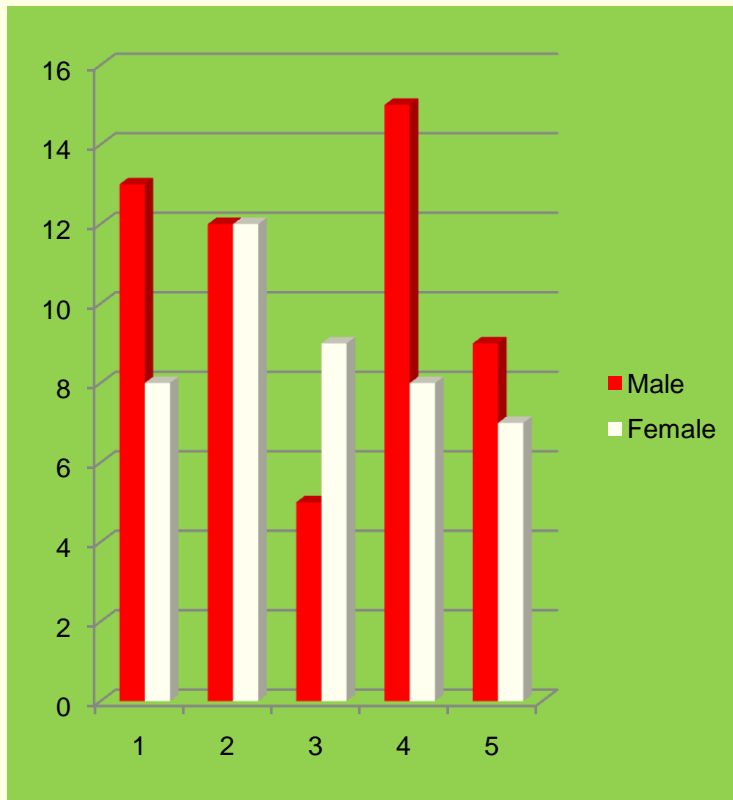
---

## TOPICS

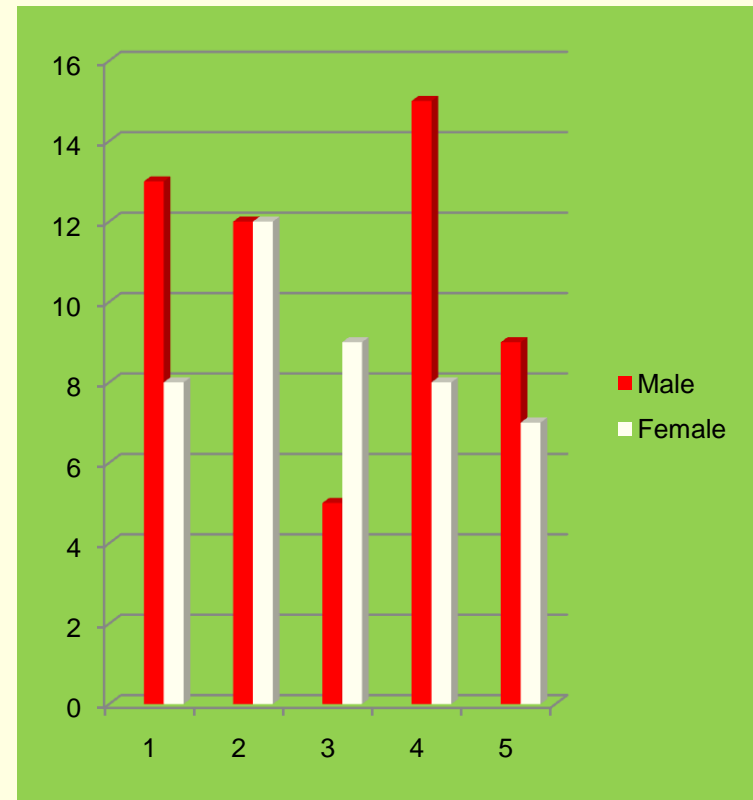
- Fremont Resident Interest in Baseball
  - How Often did they go to games?
- Opinion on City Priorities
- Use of public funding
- Concerns for their region: Stadium Impacts
- Demographic Data...

# Survey Results: Sample

## Sex/Want the A's

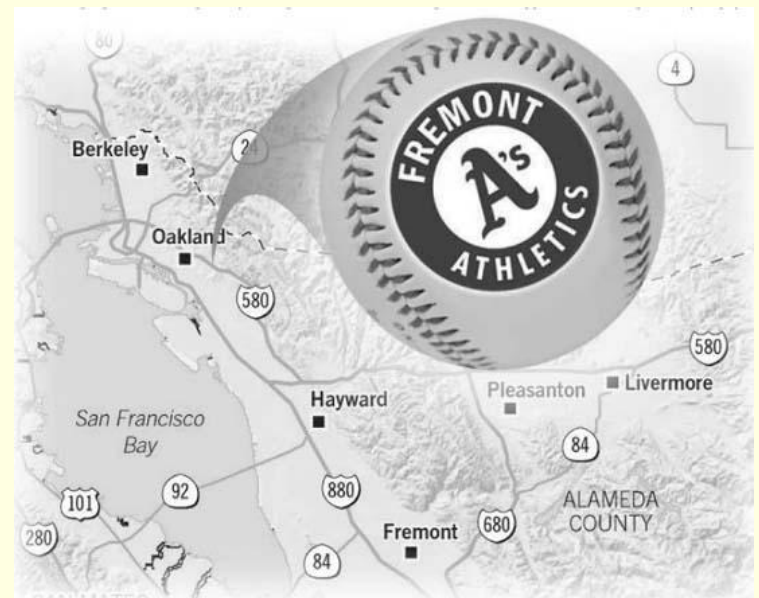


## Sex/Priorities



# Implications

- Public Officials believe the acquisition of the A's is a good move and are cautiously optimistic despite Traffic and Cost issues.
  - City will look for the A's to finance most the transportation improvements



ED RACHLES / The Chronicle

# Implications

- Residents are not that interested in Major League Baseball.
- The A's might not draw attendance well
  - Would hurt the A's economically on the attendance side
  - Would hurt the City in terms of adjacent retail



# Conclusions

---

- Hypothesis:
  - Generally Correct for the Public Officials
  - Citizens proved wrong – more apathetic than anticipated
- City/Team needs to better market the idea to residents

