

# Peeling the Layers: Quantifying the True Economic Impact of Youth Sports

*Integrity of the Game vs Economic Impact (Politics); The Oklahoma Business Plan*

## Introduction

This lecture outlines the end-to-end methodology for constructing a robust, transparent dataset that reveals the hidden economic value of youth sports events in Oklahoma. Through a dual-layered approach—raw USSSA data and the enriched “Hidden Valley” dataset—we demonstrate a replicable pipeline from data acquisition to economic-impact modeling.

## Methodological Framework

### 1. Data Acquisition & Archiving

- Season-of-Play PDFs (2001–2025) extracted via Camelot to capture event names and team counts.
- Event-level web scrapes (fees & divisions) with BeautifulSoup to populate both datasets.
- Row alignment ensured parity (16 636 events) by appending the single missing row (ID 16636).

### 2. Imputation & Provenance

- Non-league “?” counts imputed with 6 (Baseball) or 8 (Softball) defaults.
- League events classified (Preseason, League Play, Postseason) and filled with host-specific median team counts.
- Every value flagged for origin: “USSSA Report,” “Season PDF,” or “Median Imputed.”

### 3. Temporal Structuring

- Start dates parsed; end dates automated according to event type (Memorial, Fri–Sun, Mon–Thu→Sunday, World Series, etc.).
- Event Days =  $\text{End Date} - \text{Start Date} + 1$  for precise duration measurement.

### 4. Financial Calculations

- **Participation:** Total Players = Teams × Players/Team.
- **Gate Revenue** = Players × 2 parents × \$5.
- **Team Fee Revenue** = Entry Fee × Teams.
- **Umpire Pay** validated against contract-labor logs.

### 5. Economic-Impact Modeling

- **Day Impact** = Total Players × \$85/day (Gameplan, 2007–09).
- **Overnight Impact** = Total Players × (Event Days – 1) × \$289/night.
- **Total Impact** = Day + Overnight.
- Sensitivity analyses with **Dean Runyan** (\$115/person & \$321/party) and **OmniTrak** (\$434/party).

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### Key Findings

- **Transparency Gap:** Hidden Valley projections reveal 30–60 % more participation than face-value USSSA listings.
- **Economic Scale:** Even conservative rates yield tens of millions in local spending annually.
- **Contract-Labor Insights:** High median umpire-pay underscores systemic cash flows highlighted in the USSSA RICO suit.

### Key Notes for Defense

- **Reproducibility:** All code (Camelot, BeautifulSoup) and data sources (PDFs, URLs, pay logs) are documented in an appendix.
- **Traceability:** Each imputation is tagged—no black-box averages.
- **Authority of Benchmarks:** Dean Runyan’s state-commissioned report and OmniTrak’s 150 000+ survey base provide rigorous, peer-recognized economic rates.
- **Sensitivity Range:** Present low, medium, and high scenarios to illustrate robustness.
- **Policy Relevance:** Data can inform municipal budgeting, grant applications, and transparency mandates.