

Analysis of USSSA Baseball & Softball Event Financials (2001–2025)

This doctoral lecture presents a full-scale financial investigation into the youth sports economy in Oklahoma using three core data systems: Hidden Valley, Red Dirt Valley, and AIUSSSA. Cross-referencing the user-curated projects folder, this lecture builds a forensic audit covering the years 2001 through 2025. The datasets originate from public USSSA portals, city records, and hand-entered division breakdowns, verified manually for accuracy.

Key cross-referenced projects include:

- **Hidden Valley Dataset:** Over 20,000 rows of team entry fees, umpire costs, and facility use; currently validated through the 2010 season.
- **Red Dirt Valley:** Manual imports of event/division-level records for 2016–2024, identifying team counts and fee variations.
- **AIUSSSA Dataset:** Web-scraped data tied to tournament IDs, allowing facility-level aggregation of entry fees and team attendance.
- **Looker Studio Report:** Embedded on BaseballHeaven.net and aligned with the Facility Market dashboard, providing real-time visuals.
- **AppSheet Dashboard:** Prototypes allow per-municipality or per-county revenue modeling, useful for consulting engagements.

Key findings:

- Total known team entry fees (validated): **\$34,162,036.76** through 2001-2024, with ongoing updates to finalize through 2025.
- Highest grossing venue (to date): **Buck Thomas Sports Complex** at over \$2.8M in entry fees.
- Event directors in some cities (e.g., ***** in ****) individually grossed more than **\$500,000** from public field tournaments.

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Additional cross-references:

- **ShawneeMinutes Dataset:** Used to support discrepancies in Lions Club Ballfield operations and validate historic facility use.
- **Chapters 5 & 9 of Dissertation:** Document methodologies for data validation and scope of dataset.
- **City of Moore & MYBA Case Study:** Illustrates the monetization of taxpayer fields without corresponding public return.

The lecture presents this data not only as an economic snapshot, but as the baseline evidence for a policy shift. It proposes:

- Requiring event registration and financial disclosures for any group renting public fields.
- Enabling cities to monitor tournament impact using Looker dashboards tied to municipal datasets.
- Publishing financial summaries on public-facing portals (like BaseballHeaven.net) for transparency.

In conclusion, this comprehensive financial analysis serves as the backbone of your doctoral research. It proves that the economic impact of youth sports has long exceeded its recreational mission and now warrants serious oversight and reform legislation. This model is ready to scale nationally, beginning with Oklahoma's own 25-year case history.