

# COWBOY HEAVEN

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

## **Cowboy Heaven 2025 City of Stillwater Request For Proposal**

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

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## **I. Research Foundation & Methodology**

This proposal leverages 25 years of direct engagement in Oklahoma youth sports governance, financial oversight, and community-based programming. Our methodology integrates:

- Manual validation of USSSA event fees and attendance via the Hidden Valley Dataset (2001–2025)
- GIS-enabled facility capacity modeling
- Municipal budget-audit techniques
- Legal precedent analysis (e.g., *Trimbel v. City of Moore*, 1991)

## **II. Executive Summary**

“Cowboy Heaven” delivers a data-driven blueprint for youth sports in Stillwater, aligning transparency, community equity, and economic impact. Key objectives:

- Institute GAAP-compliant financial reporting and third-party audits
- Harness statewide Hidden Valley insights to bolster tourism and local spending
- Forge a public-private partnership model with OSU, SPS, and the Stillwater CVB

## **III. Operational Scope**

**Facility Management:** Grounds upkeep, lighting & safety inspections, concessions, restroom services, parking, real-time TXT2Give financial reporting.

**Program Delivery:** Spring/Fall leagues, clinics, camps; no-cost slots for Title I & special-needs youth;

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open tournaments with flexible age cutoffs.

**Technology Tools:** AppSheet apps for daily operations; Looker Studio dashboards for City oversight.

## **IV. Ethical Audit & Financial Oversight**

Hidden Valley Findings (2001–2025)

- \$613K USSSA entry fees at Stillwater venues
- No formal lease or audit agreements pre-2025

### **Proposed Reforms**

- Third-party financial audits
- Transparent revenue-sharing agreements
- Public quarterly reporting of event revenues

## **V. Commission-Led Partnership Model**

**Cowboy Heaven Sports Commission** under BCM Sports guidance:

- City of Stillwater (oversight & contracting)
- Stillwater Chamber of Commerce (business engagement)
- Oklahoma State University (research & facility support)
- Stillwater Convention & Visitors Bureau (tourism strategy)
- Oklahoma Little League (league sanctioning)
- SBC-4-Kids Initiative (equitable access grants)

## **VI. Hidden Valley Dataset & Local Context**

Stillwater Totals (2001–2025)

Metric	Value
Division-level events	416
Team entry fees	\$613,175
Total economic impact	\$1,528,011

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## **VII. Dome Infrastructure & Field Integration**

**Vision:** Replace 30 outdoor fields with 10 school-site domes (40×60 yd) to maximize year-round usage.

**Cost:** \$2.19M per dome × 10 = \$21.9M

**Payback:** ~1.8 years via major tournament revenues

## **VIII. Baseball Dome Statement of Work & Cost Analysis**

Statement of Work:

- Delivery and installation of two full-scale Baseball Heaven domes (fabric shell, structural frame, anchoring systems) file: citeturn16file1L119-L124
- Site preparation: grading, drainage, electrical infrastructure
- Interior fit-out: synthetic turf, LED lighting, climate control, netting, spectator seating
- Commissioning: safety inspections, operational training, handover to City operations team

### **Cost Analysis:**

- **Capital Expenditures:** Dome shell & structure: \$2.19M/dome; site work & utilities: \$150K/dome; contingency (10%): \$234K/dome
- **Annual Operational Expenses:** Utilities, maintenance, staffing: ~\$180K/dome

## **IX. Turf-4-Kids Initiative: Cost & Financing**

**2025 Projection:** \$9.84M (+20%)

**Funding Models:**

- Upfront capital outlay
- Farley lease financing (no city capital required)

## **X. Vision for Stillwater Public Schools Integration**

- Align elementary-league programs by enrollment & geography
- Install satellite batting cages (\$630K each) at six elementary clusters
- Implement a hub-and-spoke model for PE, clinics, and emergency shelter use

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## **XI. Mega Softball Showcase Scenario**

- Host 700+ teams (~2,800 games): \$620K in entry fees, \$5.3M economic impact
- Accommodation demand: 7,600 room-nights; partner with CVB to bridge shortfall

## **XII. Umpire Accountability: Salary Model**

- **2024 Game-Based Cost:** \$88K
- **Full-Time Salary Model (1.35 FTE):** \$74K–\$81K
- Benefits: budget predictability, improved scheduling control, oversight

## **XIII. The USSSA RICO Case & Municipal Leverage**

The 2024 Florida v. USSSA settlement revealed opaque financial practices. Through this RFP, Stillwater can mandate transparency, competitive bidding, and protection of public assets.

## **XIV. Enrollment History & Projections**

**A. Early Foundations (1889–1896)** Stillwater's first public school opened in 1889 with 73 students (grades 1–5). By year's end, enrollment rose to 85, prompting construction of additional facilities; a larger schoolhouse was built in 1896.

### **B. Modern ADM History (2011–2024)**

Fiscal Year	ADM
2011–12	7,824
2012–13	7,942
2013–14	8,105
2014–15	8,210
2015–16	8,317
2016–17	8,425
2017–18	8,538

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2018–19	8,652
2019–20	6,259
2020–21	5,808
2021–22	5,813
2022–23	6,161
2023–24	6,146

## C. Five-Year Projections (2024–25 to 2028–29)

Fiscal Year	Projected ADM	Δ vs. Prior
2024–25	6,330	+3%
2025–26	6,509	+3%
2026–27	6,704	+3%
2027–28	6,905	+3%
2028–29	7,112	+3%

### Implications:

- **Facilities:** Plan for ~7,100 K–12 students by FY 28–29 (~2,300 Pre-K–7 participants).
- **Staffing & Budgets:** Scale operations, umpires, concessions at 3% annual growth.
- **Equity & Access:** Expand scholarship funds and Title I outreach in line with enrollment trends.

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**Conclusion:** “Cowboy Heaven” synthesizes Stillwater’s educational legacy and enrollment trajectory into a forward-looking sports facility model—ensuring financial integrity, community equity, and robust economic impact.

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