

OKC BOOMTOWN BALLYARDS

USSSA Baseball 2001-2026 Executive Research Summary

Hidden Valley Integrity of the Game
Oklahoma Youth Sports Economic Activity Research

Research classification: Historical facility case study | USSSA tournament activity reconstruction | Participation analysis | Tournament-director attribution | Modeled event-finance analysis | Local economic-impact analysis

Scope note. The 2001-2026 designation is the master statewide research window. It does not imply continuous Boomtown Ballyards activity throughout the entire period. The available annual visualization concentrates the identified facility activity primarily in approximately 2006-2008.

Executive Overview

The OKC Boomtown Ballyards case study examines the historical role of a former Oklahoma City baseball and softball complex within the broader *Hidden Valley Integrity of the Game* research initiative. The study combines historical facility information with event-level data maintained within the Hidden Valley/AppSheet research system to examine participation, tournament administration, entry-fee activity, gate and concession estimates, officiating costs, event economics, and estimated local economic impact associated with documented USSSA activity.

The quantitative component identifies approximately **1,000 recorded team-event entries** associated with the facility and approximately **\$195,000-\$200,000 in modeled team-entry fees**. When the model expands to gate activity, concessions, umpire expenses, event income, event net, and local economic impact, the facility becomes a useful micro-level example of the financial ecosystem surrounding tournament youth sports.

These figures are research estimates and should not be interpreted as audited financial statements of Boomtown Ballyards, USSSA, tournament directors, the City of Oklahoma City, or any other organization.

1. Research Purpose

The purpose of this study is to reconstruct and evaluate the economic footprint associated with documented USSSA tournament activity connected to Boomtown Ballyards and place that activity within the larger Oklahoma youth-sports tournament system. The analysis asks how much documented participation passed through the facility, what level of entry-fee activity is associated with those records, what additional economic activity can reasonably be modeled, which tournament directors appear most prominently, how concentrated the activity was by year, and what the facility demonstrates about relationships among facilities, sanctioning organizations, tournament directors, teams, families, and local economies.

2. Historical Facility Context

The supporting historical research describes the property as a multi-field sports complex used for youth baseball, fastpitch softball, and adult recreational sports. The facility reportedly occupied approximately **35 acres**, incorporated **eight playing fields**, and included **three concession stands, five restrooms, covered picnic areas, and approximately 200 parking spaces**. The historical material identifies the property at approximately **3820 East I-240 Service Road, Oklahoma City, Oklahoma**.

The research also describes an evolutionary history beginning with Cimarron Park around 1986, followed by later ownership and improvements, operation as Boomer Sports Center, and tournament use. Because facility names and operating entities can change over time, historical references to Cimarron Park, Boomer Sports Center, Boomer Sports Complex, and Boomtown Ballyards should not automatically be treated as proof of one unchanged legal or operating entity.

3. Participation and Team Entry Fees

The AppSheet-derived analysis indicates approximately **1,000 cumulative team-event entries**. This is a measure of tournament utilization, not approximately 1,000 unique teams: a team appearing in multiple tournaments may contribute multiple observations.

The facility-level visualization indicates approximately **\$195,000-\$200,000 in modeled team-entry fees**. The sport visualization associates the researched Boomtown Ballyards activity with baseball. Team-entry fees are analytically important because they provide a direct bridge between participation and tournament economics: team entry can lead to officiating expenses, spectator admissions, concessions, travel, fuel, meals, lodging, and other local spending.

4. Gate, Concession, and Officiating Activity

The facility-level gate analysis indicates approximately **\$320,000 in estimated gate activity**. Gate activity expands the financial scale of tournament sports beyond the team itself because players may be accompanied by parents, siblings, grandparents, coaches, and other spectators.

The concession visualization indicates approximately **\$160,000 in estimated concession activity**. The historical description of three concession stands is consistent with a tournament facility designed to accommodate sustained spectator traffic.

Estimated umpire fees are approximately **\$175,000**. Officiating is an important cost category because gross tournament receipts should not be treated as profit. The Hidden Valley methodology separates income-related categories from defined operational expenses where possible.

5. Event Income, Event Net, and Economic Impact

The model indicates approximately **\$680,000 in event income** and approximately **\$480,000 in modeled event net**. Event net is an analytical estimate after defined modeled costs; it is not synonymous with taxable profit, accounting net income, distributable income, or personal compensation.

The economic-impact visualization indicates approximately **\$690,000 in modeled local economic impact**. Economic impact addresses a different question from event income. Participating families may generate spending on fuel, meals, lodging, groceries, sporting goods, and other services. Accordingly, event revenue and economic impact should remain separate analytical categories.

6. Key Quantitative Indicators

Research Indicator	Approximate Result
Team-event entries	≈ 1,000
Team entry fees	≈ \$195K-\$200K
Gate activity	≈ \$320K
Concession activity	≈ \$160K
Umpire fees	≈ \$175K
Event income	≈ \$680K
Event net	≈ \$480K
Economic impact	≈ \$690K

Interpretive warning: These categories should not simply be added together to produce a larger headline total. Several categories represent different dimensions of the same underlying tournament activity and may overlap conceptually.

7. Tournament Director Concentration

The tournament-director visualization shows a substantial concentration of recorded entry-fee activity among a limited number of directors. **Rick Glasser** appears as the dominant tournament director by associated entry-fee volume, followed by **Ted Cox**, with smaller recorded amounts associated with **Marie Gassaway** and **Terri Jungels**. Approximate visual values should not replace an exact database query when precise totals are required.

Tournament-director attribution establishes an association between tournament records, director attribution, and modeled entry-fee activity. It does not, by itself, establish that the named individual personally received, controlled, reported, or retained the corresponding amount.

8. Facility Infrastructure and Tournament Economics

The physical characteristics of a tournament complex help determine its economic capacity. Eight fields permit multiple simultaneous games; concession locations facilitate spectator spending; parking accommodates attendance; and supporting amenities allow families to remain at the complex for extended periods. In the Hidden Valley framework, physical capacity is therefore part of the economic infrastructure through which tournament participation is processed.

9. Significance to Hidden Valley Integrity of the Game

Boomtown Ballyards demonstrates how facility-level analysis can reconstruct the structure of tournament sports from individual event records. At the micro level, teams enter tournaments. At the organizational level, those entries connect to tournament directors, facilities, sanctioning systems, and event expenses. At the macro level, similar transactions across many facilities and municipalities form a statewide youth-sports economy.

The case study therefore functions as one node in a larger network: **families - teams - events - tournament directors - facilities - sanctioning organizations - local commerce - municipal and regional economic effects.**

10. Integrity, Transparency, and Accountability Questions

The Boomtown Ballyards case study does not, standing alone, establish wrongdoing. It demonstrates why transparency becomes important when substantial private financial activity occurs through organized amateur sports.

Appropriate research questions include: Who collected tournament entry fees? Who established and collected gate charges? Who operated concessions? How were tournament directors compensated? What financial relationship existed between sanctioning organizations, directors, and facilities? Was the facility privately owned, publicly owned, leased, or operated through another arrangement? What reporting requirements applied? How were officiating costs calculated and paid? Where public resources were involved, what documentation was available to taxpayers?

These are accountability questions, not findings of misconduct.

11. Evidentiary Limitations

The Hidden Valley database is a reconstructed research dataset whose completeness depends upon the historical records available for collection and analysis. Modeled financial figures are estimates rather than audited receipts.

Tournament-director attribution establishes database association, not beneficial ownership or personal receipt of funds.

Facility naming can change over time, and additional documentary research would be required to establish precise ownership and operating relationships for every period.

The statewide 2001-2026 research window does not establish continuous facility activity throughout that entire period. Likewise, absence of an event or transaction from the database should not automatically be interpreted as evidence that it did not occur.

12. Executive Finding

The Boomtown Ballyards research demonstrates that a facility whose documented USSSA activity occupies a relatively limited portion of the statewide research window can nevertheless generate a measurable tournament-sports economic footprint. Approximately 1,000 team-event entries are associated with the researched records, corresponding to roughly \$195,000-\$200,000 in modeled team-entry fees, \$320,000 in gate activity, \$160,000 in concession activity, \$175,000 in officiating costs, \$680,000 in modeled event income, \$480,000 in modeled event net, and \$690,000 in estimated economic

impact.

The principal finding is not any single dollar figure. It is the economic architecture revealed when the categories are examined together. A youth baseball tournament can simultaneously function as an athletic competition, facility-use event, admission event, concession event, officiating operation, tournament-director activity, and generator of surrounding economic spending.

Conclusion

OKC Boomtown Ballyards provides an important historical facility case study within the Hidden Valley Integrity of the Game initiative. Its value lies in showing how historical facility information, tournament records, participation counts, tournament-director attribution, and economic modeling can be integrated into a structured analytical framework.

Responsible interpretation requires clear boundaries. The analysis does not establish continuous activity from 2001 through 2026, does not establish that modeled revenue was actually received in precisely the estimated amounts, and does not establish that tournament directors personally retained the financial amounts attributed to events under their names.

The case study instead reconstructs the observable and estimated economic footprint of documented USSSA activity at a historically significant Oklahoma City tournament facility and places that footprint within the larger institutional and economic structure of amateur sports. Documenting what can be established, modeling what can reasonably be estimated, identifying what remains unknown, and preserving those distinctions are central principles of the Hidden Valley research methodology.

Research-use disclaimer. This executive research summary is an analytical research product. Estimated financial and economic values are modeled from the project's underlying records and methodology and should not be represented as audited financial statements, tax findings, legal conclusions, or proof of misconduct.