

Brian Crawford Memorial Tournaments

Executive In-Depth Event Case Study Summary | Hidden Valley Dataset | 2006-2022

Purpose. This report consolidates the supplied Brian Crawford Memorial event records into a single case-study narrative. It documents scale, geographic movement, operating footprint, and modeled financial/economic measures while separating source-record facts from research-model estimates.

17	21	1,161	2,900	5,279
Seasons	Event rows	Teams	Min. games	Min. official assignments
\$223,057	\$351,500	\$525,962	\$845,750	24
Team entry fees	Modeled gate	Modeled event net	Modeled economic impact	Facilities

Executive Summary

The consolidated event report identifies **1,161 teams**, at least **2,900 games**, and **5,279 minimum umpire assignments** associated with Brian Crawford Memorial records across 2006-2022. It also identifies **24 facilities**, **21 municipalities**, **8 counties**, and **3 tournament directors**. Recorded USSSA team entry fees total **\$223,057**, including \$219,936 baseball and \$3,121 softball.

The strongest expansion appears in 2017-2020. The 2017 report shows 130 teams; 2018 reaches the series high of **170 teams**, **497 minimum games**, **901 minimum umpire assignments**, and **\$33,659** in team entry fees. Participation remained substantial in 2019 (107 teams) and 2020 (95 teams). The dataset then records one team in 2021 and 17 teams in 2022. Those figures establish the recorded pattern, not its causes.

Across the full series, the research model reports **\$351,500 in event gate**, **\$175,750 in concessions**, **\$211,160 in umpire fees**, **\$525,962 in event net**, and **\$845,750 in economic impact**. These modeled values are useful for comparison but are not presented as audited receipts, bank deposits, tax records, or verified historical financial statements.

1. Evidence Standard and Methodology

Documented/source-record fields. Event dates, event names, team counts, team entry fees, minimum games, facility/municipality listings, and related USSSA portal-derived fields are treated as dataset observations.

Modeled/research fields. Gate, concessions, umpire fees, event net, and economic impact are retained exactly as reported by the Hidden Valley research output. They should not be represented as independently verified historical cash flows unless supporting primary records are later located.

Data cautions. The 2009 event shows 34 teams and 81 minimum games but \$0 in team entry fees; this should be treated as a zero/missing source value, not proof that no fee was charged. Likewise, unusually low 2012 and 2021 counts are dataset observations rather than causal conclusions.

2. Longitudinal Development

2006-2009 - foundation. The supplied records begin at Shawnee's Lions Club Ballfields in 2006 with 57 teams. In 2007, records span Shawnee and Oklahoma City and include baseball and softball. The 2008 event returned to Shawnee; the 2009 record shifts to Norman's Reaves Park.

2010-2015 - Chickasha era. The event moved to Chickasha Sports Complex and reached 102 teams in 2010 and 108 in 2011. The 2012 record is an outlier at two teams. The 2013 record contains two event rows under the 8th Annual name and totals 67 teams, followed by 59 teams in 2014 and 34 in 2015.

2016-2020 - regional expansion. The 2016 records shift to Choctaw. In 2017 the footprint expands across multiple facilities and municipalities. The 2018 season is the dataset peak, involving nine facility combinations and nine municipalities. The 2019 and 2020 events continue as multi-site operations.

2021-2022 - late-period transition. The 2021 record is associated with Owasso Park South and one team. The 2022 record is the 17th Annual Stay-to-Play event at the Brian Crawford Memorial Sports Complex in Seminole with 17 teams. The dataset does not establish why the scale changed.

3. Year-by-Year Event Profile

Year	Teams	Min games	Min officials	Entry fees	Modeled net	Modeled impact
2006	57	136	236	\$7,899	\$23,464	\$54,264
2007	40	72	133	\$4,465	\$10,595	\$35,190
2008	47	111	179	\$6,600	\$27,095	\$44,744
2009	34	81	121	\$0	\$15,145	\$32,368
2010	102	246	408	\$17,747	\$46,232	\$97,104
2011	108	262	471	\$21,874	\$50,479	\$71,604
2012	2	4	6	\$395	\$960	\$1,904
2013	67	127	245	\$13,683	\$33,213	\$44,421
2014	59	109	207	\$12,613	\$30,218	\$39,117
2015	34	64	128	\$7,354	\$17,119	\$22,542
2016	91	184	317	\$17,302	\$44,512	\$60,333
2017	130	380	696	\$26,320	\$55,605	\$86,190
2018	170	497	901	\$33,659	\$70,919	\$110,109
2019	107	311	599	\$25,481	\$48,526	\$70,941
2020	95	274	548	\$22,905	\$42,710	\$62,985
2021	1	2	4	\$289	\$494	\$663
2022	17	40	80	\$4,471	\$8,676	\$11,271
TOTAL	1,161	2,900	5,279	\$223,057	\$525,962	\$845,750

The consolidated report contains 21 event rows across 17 seasons, so a season can contain more than one event record. The 2018 season, for example, includes a September 2017 record plus the April 2018 13th Annual event.

4. Scale, Labor, and Event Operations

The tournament series required a substantial officiating footprint. The research output reports 5,279 minimum umpire assignments for 2,900 minimum games, approximately **1.82 assignments per minimum game**. This is an assignment count, not a count of unique officials; one official may work multiple games. The modeled umpire-fee total is \$211,160.

Facility use changed materially over time. Early records are concentrated at one park; later records show multi-facility configurations involving Choctaw, Del City, Oklahoma City, Norman, Midwest City, Dale, McLoud, Harrah, Jones and other locations. The consolidated dashboard counts 24 facility entries and 21 municipality entries, linking tournament scale to field access, scheduling capacity, travel, and officiating demand.

5. Financial and Economic Interpretation

Recorded team entry fees total \$223,057. The dataset separately reports **\$13,185 in USSSA sanction fees** (\$11,610 Oklahoma team fees plus \$1,575 national fees). The modeled gate total of \$351,500 exceeds recorded team entry fees, illustrating why gate policy can be economically significant in tournament operations. The modeled concession total is \$175,750.

The reported \$525,962 'Total Event Net' and \$845,750 'Total Economic Impact' measure different concepts and should not be conflated. Event net is an operating-model result; economic impact is intended to represent broader activity associated with participation. Neither should be described as municipal revenue, nonprofit income, taxable income, or verified profit without primary financial documentation and a defined methodology supporting that conclusion.

6. Principal Case Study Findings

Finding 1 - Regionalization. The Memorial progressed from a single-site tournament into a multi-site regional event, especially from 2017 through 2020.

Finding 2 - Facility access. The largest seasons coincide with the broadest facility footprints. This is a descriptive association, not proof that facility access alone caused growth.

Finding 3 - Workforce demand. Thousands of minimum umpire assignments make officiating capacity, scheduling, and compensation material components of the event model.

Finding 4 - Financial transparency. Recorded entry fees should be distinguished from modeled gate, concession, umpire, net, and economic-impact values. That distinction strengthens rather than weakens the case study by making the evidentiary boundary explicit.

Finding 5 - A useful longitudinal benchmark. Because the Memorial spans 17 recorded seasons and multiple operating environments, it can serve as an internal case study for comparing tournament growth, facility dependence, labor demand, and the difference between event economics and community economic impact.

7. Recommended Landing-Page Framing

The landing page should present the Brian Crawford Memorial first as a memorial event with a documented operational history, then as a research case study. A strong structure is: legacy and purpose; evidence scorecard; year-by-year timeline; facility migration; peak-growth period; workforce footprint; financial/economic model; methodology and limitations; downloadable source reports. The page should visually label values as either **Documented** or **Modeled** so readers cannot mistake assumptions for verified historical receipts.

Conclusion

The Hidden Valley records document a tournament series that changed substantially in scale and geography from 2006 through 2022. At its peak, the Brian Crawford Memorial reached 170 teams and a nine-municipality footprint; across the full dataset it accounts for 1,161 teams, 2,900 minimum games, and 5,279 minimum umpire assignments. The case study is strongest when it preserves two stories at once: the Memorial's human and historical purpose, and the measurable operating system required to stage youth-sports events across public and private facilities. Future primary records - invoices, bank records, gate sheets, contracts, schedules, and contemporaneous tournament files - can be used to validate or refine the modeled financial measures without changing the documented event-history baseline.

Source Note

Prepared from the user-supplied Hidden Valley Brian Crawford Memorial annual event reports (2006-2022) and the consolidated Brian Crawford Memorial Event Report 2001-2026. No outside sources were used. Monetary fields described as modeled are preserved from the research reports and are not independently audited in this summary.