

CITY OF MEDFORD

LITHIA & DRIVEWAY FIELDS 2022 ANNUAL REPORT



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**Economic Impact Analysis
Annual Statistics
2022 Highlights
2023 Event Schedule**



MEDFORD
PARKS, RECREATION AND FACILITIES





Lithia & Driveway Fields

2022 Highlights

This Year:

- Generated over \$12 million in estimated economic impact in what was the third-best output in park history.
- Surpassed the 20,000 tournament team mark (2008-22).
- Attracted an all-time-record 439 adult softball teams.
- Surpassed \$148 million in impact since 2008.
- Set a record for number of tournaments and events hosted (47).
- Featured new branding, signage and logos featuring the Lithia & Driveway park name.

Sports Park Has Third-Best Year Ever

Tournaments Produce \$12.19 Million in Local Spending

Fueled by record-setting adult softball tournament participation and a rebound year for youth fastpitch, Lithia & Driveway Fields generated nearly \$12.2 million in estimated economic impact. The impact of 47 tournaments and events resulted in the third-best year for economic

stimulus in the sports park's 14-year history.

Managed and maintained by the City of Medford, Lithia & Driveway Fields sur-

passed the 20,000 tournament team mark since the park's 2008 inception. In 2022, a record number of tournaments and events were held on the 14 artificial turf fields (47). For the year, 1,638 teams played 2,624 games at the facility, producing nearly \$5 million in direct visitor spending.

Participation in adult slowpitch softball tournaments was red-hot. A grand total of 439 teams played in men's, women's, co-ed, and senior tournaments - far exceeding the previous record of 367 established in 2021.

After several years of decline regionally and nationally, youth fastpitch softball tournament team

counts bounced back and surpassed the 200-team mark (222) for the first time since 2016, including the 48-team Legacy Sports "Bring It On" tournament in February, the 34-team North Medford Spring Break Classic, and the 32-team Valley South Invitational.



Youth fastpitch softball participation surged in 2022.

City-run youth baseball tournaments continued to account for high numbers of visiting teams to Medford and the Rogue Valley. A total

of 338 teams participated in 12 tournaments between March and November.

The largest tournament was the annual Rogue Memorial Challenge youth soccer tournament coordinated by the Rogue Valley Timbers over Memorial Day weekend, which, combined with the City's annual baseball tournament, produced a \$1.5 million weekend of economic impact, approximately 10% of the year's total.

The year marked the first under a five-year naming rights agreement with Lithia Motors that resulted in the park name and signage changing from "U.S. Cellular Community Park" to "Lithia & Driveway Fields" on Jan. 1, 2022.

About Lithia & Driveway Fields

Lithia & Driveway Fields (formerly U.S. Cellular Community Park, is a community park owned and operated by the City of Medford. The sports park is the largest municipal installation of FieldTurf in the United States with nearly 1.5 million square-feet of synthetic grass.

Park Size: 132 acres

Address: 300 Lowry Lane, Medford OR

Construction Cost: \$32.5 million

Sports Fields: 15

Diamond Sports Complex: 8 fields

Multi-Sport Complex: 6 fields

Harry & David Field (baseball)

Fields By Type:

Full-Size Baseball: 3

Softball/Baseball: 7

Soccer/Football: 5

- All fields feature:

- FieldTurf synthetic grass

- Musco lighting systems

- Daktronics scoreboards

- The 5-field softball/baseball complex opened on May 9, 2008 and has hosted over 64,000 youth and adult games.

- The multi-sport complex opened in May 2009 and is the home of the Rogue Valley Timbers, one of Oregon's largest youth soccer clubs.

- U.S. Cellular paid \$650,000 for park naming-rights in 2005. At the time it was the largest naming-rights agreement for a municipal recreational facility in Oregon history.

- In 2021, Medford-based Lithia Motors and its subsidiary, Driveway, obtained park naming rights for a period of five years in an agreement valued at \$725,000.

Significance of the Economic Impact Report

In most communities, parks and recreation agencies are the engines of tourism and economic development. Recreational facilities like Lithia & Driveway Fields attract tourists, businesses and retirees, and enhance real estate values. A common mistake is to merely provide decision-makers with financial reports on the revenue and expenses of these facilities instead of illustrating economic impact and the broader value of the community's investment. Economic impact reports are estimates and are easily inflated.

Methodology and Data Collection

This study closely follows the economic impact data-collection and calculation methods set forth by Texas A&M researcher Dr. John L. Crompton in his landmark 1999 book, Measuring the Economic Impact.

Crompton contends only spending by visitors to Medford is meaningful in economic impact reports. Expenditures by tournament participants who reside in or near Medford are not included in Personal Income and Jobs calculations because of the likelihood their money would have been spent in the community on other forms of entertainment. The economic impact report also does not calculate the impact of participants in City-sponsored sports leagues that utilize the sports park.

The questionnaire used for this study generated spending data from tournament directors regarding approximate amounts each team spent on entry fees, food and beverages, entertainment, retail shopping, transportation expenses and lodging.

Conclusions

Total Spending: The park hosted 47 tournaments, events or contests that attracted 1,638 teams. These teams spent an estimated \$6,591,184 in hard dollars.

Visitor Spending: The 804 visiting teams spent over \$4.8 million. Softball team size is estimated at 14; baseball, fastpitch teams and soccer is estimated at 18.

Sales: Total Spending by all tournament participants (local and visiting teams) multiplied by a "ripple effect" of 85 cents for every dollar spent, for a grand total of \$12,193,691. The 1.85 multiplier is based on Crompton studies of tournaments in a city of similar size.

Personal Income: This measure reports the direct, indirect and induced spending of visiting teams only. For every dollar spent by tournament visitors, 65 cents of personal income accrued within the community in the form of employee wages, salaries and proprietary income. Simply stated, the sports park theoretically generated \$40.45 for each Medford resident.

Jobs: If one job is created for every \$56,450 — Medford's median income — tournaments helped sustain 97 jobs in the community based on the direct spending of visiting teams. The figure refers to both full- and part-time jobs, and it assumes the local economy is operating at full capacity and that there is no slack to absorb demand created by events.

Totals do not reflect Harry & David Field, which was managed and maintained by the Medford Rogues Baseball Club until Sept. 30, 2022.

2022 Lithia & Driveway Fields

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan.1-2	Adult Softball	New Year's Bash	26	63	2	20	6
Jan.22-23	Adult Softball	The Yeti Tournament	28	51	2	18	10
Jan.	Soccer	Club Soccer Games	60	30		36	24
Feb.25-27	Fastpitch	Bring It On 2022	48	109	3	9	39
Feb.	Soccer	Club Soccer Games	14	7		8	6
Mar.4-6	Adult Softball	Best of the West Slowpitch	33	71	2	20	13
Mar.12-13	Baseball	Rogue Regency March Mayhem	38	66	2	15	23
Mar.19-20	Fastpitch	City of Medford & Legacy Sports - Spring Fling	22	69	2	5	17
Mar.21-22	Fastpitch	North Medford Spring Break Classic	34	75	2	6	28
Mar.24-27	Senior Softball	Northwest Travel League	25	54	4	3	22
Mar.30-31	Baseball	Challenger Classic	8	11	2	1	7
Mar.	Baseball	High School Baseball Games	6	3		4	2
Mar.	Fastpitch	High School Fastpitch Games	2	2		1	1
Mar.	Soccer	High School Soccer Games	32	16		24	8
Mar.	Soccer	Club Soccer Games	56	28		30	26
Apr. 2-3	Adult Softball	Easter Bash	19	44	2	12	7
Apr.9-10	Baseball	Wild River Spring Classic Tournament	38	66	2	25	13
Apr.15-16	Fastpitch	City of Medford & Legacy Sports - Turf Wars	17	50	2	10	7
Apr. 21-22	Senior Softball	Northwest Travel League	6	15	2	4	2
Apr. 23-24	Adult Softball	Express Athletics Classic Tournament	28	66	2	22	6
Apr.	Soccer	Club Soccer Games	60	32		36	24
Apr.	Baseball	High School Baseball Games	8	5		6	2
Apr.	Fastpitch	High School Fastpitch Games	8	8		5	3
Apr.	Soccer	High School Soccer Games	10	5		6	4
Apr.30-May 1	Baseball	Rogue Regency Tournament Series - Diamond Dash	38	66	2	18	20
May 4-5	Senior Softball	Northwest Travel League	6	15	2	2	4
May 7-8	Fastpitch	City of Medford & Legacy Sports - Mother's Day	20	37	2	8	12
May 14-15	Senior Softball	Border Wars	20	51	2	2	18
May 14-18	Fastpitch	NAIA National Tournament Opening Round	4	7	5	1	3
May 19-22	Senior Softball	Northwest Travel League	11	28	4	4	7
May 21-22	Baseball	13U Southern Oregon Invitational	5	9	2	3	2
May 27-30	Baseball	Jamba Memorial Day Tournament	41	93	4	22	19
May 27-30	Soccer	Rogue Memorial Challenge	75	107	3	20	55
May	Soccer	Club Soccer Games	32	42		18	14
May	Baseball	High School Baseball Games	10	8		6	4
May	Fastpitch	High School Fastpitch Games	2	2		1	1
Jun.11-12	Baseball	Bigfoot Bash Tournament	33	57	2	20	13
Jun. 18-19	Adult Softball	Overnighter	19	38	2	14	5
Jun. 25-26	Baseball	13U-14U Rogue Valley Showdown	4	7	2	3	1
Jul. 8-11	Fastpitch	Oregon Little League Fastpitch State Tourney	8	15	3	0	8
Jul. 8-11	Baseball/Fastpitch	Oregon Little League District Games	18	14	3	9	9
Jul.8-10	Fastpitch	USA Softball Oregon State 16A/B State Championship	24	54	3	2	22
Jul. 16-17	Baseball	Mid-Summer Monster Tournament	17	30	2	13	4
Jul.23-24	Adult Softball	Summer Worlds	46	116	2	30	16
Jul.25-31	Fastpitch	USA Softball Western Nationals 16A	13	65	6	2	11
Aug.13-14	Adult Softball	WSL All-Turf Summer Slam	15	38	2	11	4
Aug.20-21	Soccer	Phoenix High School Jamboree	24	36	1	6	18
Aug.20-21	Baseball	Summer Sizzler Tournament	27	46	2	14	13
Aug. 25-28	Senior Softball	Northwest Travel League	12	30	4	4	8
Aug.	Soccer	Club Soccer Games	10	5		5	5
Aug.	Soccer	RCC Soccer Games	2	2	2	1	1
Sep.11-12	Baseball	Jamba Patriot Day Tournament	34	44	2	18	16
Sep.18	Special Event	Alzheimer Foundation Walkathon			1		
Sep.24-25	Adult Softball	Legacy Sports Slowpitch Tournament	38	64	2	24	14
Sep.	Soccer	Club Soccer games	60	41		35	25
Sep.	Soccer	RCC Soccer Games	6	3		3	3
Sep.	Soccer	High School Soccer Games	24	12		14	10
Sep.	Football	High School Football Games	8	4		4	4
Oct.1-2	Baseball	Fall Classic Tournament	29	51	2	16	13
Oct.7-9	Fastpitch	Valley South College Exposure Invitational	32	96	3	2	30
Oct. 15	Adult Softball	ROC Recovery Festival	4	6	1	4	0
Oct.22-23	Adult Softball	Halloween Horror	25	52	2	17	8
Oct.	Soccer	Club Soccer Games	66	57		38	28
Oct.	Soccer	RCC Soccer Games	6	3		3	3
Oct.	Soccer	High School Soccer Games	28	14		18	10
Oct.	Football	High School Football Games	8	4		5	3
Nov.5-6	Baseball	Turkey Slam Tournament	30	52	2	12	18
Nov.19-20	Adult Softball	Winter Bash	33	64	2	22	11
Nov.	Soccer	Club Soccer Games	2	1		1	1
Nov.	Football	High School Football Games	4	2	1	3	1
Dec.10-11	Adult Softball	Ugly Sweater Tournament	29	65	2	21	8
Dec.17-18	Adult Softball	Toys 4 Tots Tournament	10	25	2	9	1
TOTALS			1638	2624	111	834	804

Economic Impact Analysis

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$ 58,960	\$ 16,296	\$ 4,500	\$ 79,756	\$ 147,549	\$ 13,517	0.40
\$ 53,064	\$ 27,160	\$ 7,500	\$ 87,724	\$ 162,289	\$ 22,529	0.67
\$ 29,826	\$ 48,120	\$ 14,544	\$ 92,490	\$ 171,107	\$ 40,732	1.22
\$ 29,052	\$ 292,110	\$ 59,931	\$ 381,093	\$ 705,023	\$ 228,827	6.85
\$ 6,628	\$ 12,030	\$ 3,636	\$ 22,294	\$ 41,244	\$ 10,183	0.30
\$ 58,960	\$ 35,308	\$ 9,750	\$ 104,018	\$ 192,433	\$ 29,288	0.88
\$ 33,564	\$ 127,285	\$ 35,340	\$ 196,189	\$ 362,949	\$ 105,706	3.16
\$ 16,140	\$ 127,330	\$ 26,122	\$ 169,592	\$ 313,745	\$ 99,744	2.98
\$ 19,368	\$ 209,720	\$ 43,024	\$ 272,112	\$ 503,408	\$ 164,284	4.92
\$ 2,237	\$ 57,974	\$ 16,095	\$ 76,306	\$ 141,165	\$ 48,145	1.44
\$ 2,238	\$ 38,739	\$ 10,756	\$ 51,732	\$ 95,704	\$ 32,171	0.96
\$ 3,314	\$ 4,010	\$ -	\$ 7,324	\$ 13,549	\$ 2,607	0.08
\$ 828	\$ 1,604	\$ -	\$ 2,432	\$ 4,500	\$ 1,043	0.03
\$ 13,980	\$ 12,800	\$ -	\$ 26,780	\$ 49,543	\$ 8,320	0.25
\$ 24,855	\$ 52,130	\$ 15,756	\$ 92,741	\$ 171,571	\$ 44,126	1.32
\$ 35,376	\$ 19,012	\$ 5,250	\$ 59,638	\$ 110,330	\$ 15,770	0.47
\$ 55,939	\$ 71,943	\$ 19,975	\$ 147,857	\$ 273,535	\$ 59,747	1.79
\$ 32,280	\$ 52,430	\$ 10,757	\$ 95,467	\$ 176,614	\$ 41,071	1.23
\$ 2,982	\$ 5,270	\$ 1,463	\$ 9,716	\$ 17,974	\$ 4,377	0.13
\$ 64,856	\$ 16,296	\$ 4,500	\$ 85,652	\$ 158,456	\$ 13,517	0.40
\$ 29,826	\$ 48,120	\$ 14,544	\$ 92,490	\$ 171,107	\$ 40,732	1.22
\$ 4,971	\$ 4,010	\$ -	\$ 8,981	\$ 16,615	\$ 2,607	0.08
\$ 4,142	\$ 4,812	\$ -	\$ 8,954	\$ 16,565	\$ 3,128	0.09
\$ 3,495	\$ 6,400	\$ -	\$ 9,895	\$ 18,306	\$ 4,160	0.12
\$ 40,276	\$ 110,682	\$ 30,731	\$ 181,688	\$ 336,124	\$ 91,918	2.75
\$ 5,896	\$ 10,864	\$ 3,000	\$ 19,760	\$ 36,556	\$ 9,012	0.27
\$ 25,824	\$ 89,880	\$ 18,442	\$ 134,146	\$ 248,169	\$ 70,409	2.11
\$ 1,491	\$ 47,433	\$ 13,168	\$ 62,093	\$ 114,872	\$ 39,391	1.18
\$ 1,500	\$ 25,500	\$ 13,026	\$ 40,026	\$ 74,049	\$ 25,042	0.75
\$ 2,982	\$ 18,446	\$ 5,121	\$ 26,550	\$ 49,117	\$ 15,319	0.46
\$ 7,036	\$ 12,771	\$ 5,983	\$ 25,789	\$ 47,710	\$ 12,190	0.36
\$ 51,594	\$ 121,326	\$ 56,836	\$ 229,755	\$ 425,048	\$ 115,805	3.47
\$ 61,710	\$ 387,146	\$ 164,525	\$ 613,381	\$ 1,134,756	\$ 358,586	13.02
\$ 14,913	\$ 28,070	\$ 8,484	\$ 51,467	\$ 95,214	\$ 23,760	0.71
\$ 4,971	\$ 8,020	\$ -	\$ 12,991	\$ 24,033	\$ 5,213	0.16
\$ 828	\$ 1,604	\$ -	\$ 2,432	\$ 4,500	\$ 1,043	0.03
\$ 44,751	\$ 71,944	\$ 19,975	\$ 136,669	\$ 252,838	\$ 59,747	1.79
\$ 41,272	\$ 13,580	\$ 3,750	\$ 58,602	\$ 108,414	\$ 11,265	0.34
\$ 6,713	\$ 5,534	\$ 1,556	\$ 13,802	\$ 25,534	\$ 4,608	0.14
\$ -	\$ 88,547	\$ 24,888	\$ 113,435	\$ 209,854	\$ 73,733	2.21
\$ 20,138	\$ 49,807	\$ 13,829	\$ 83,774	\$ 154,981	\$ 41,363	1.24
\$ 4,475	\$ 243,503	\$ 68,442	\$ 316,421	\$ 585,378	\$ 202,764	6.07
\$ 29,090	\$ 44,273	\$ 12,444	\$ 85,807	\$ 158,743	\$ 36,866	1.10
\$ 88,440	\$ 43,456	\$ 12,000	\$ 143,896	\$ 266,208	\$ 36,046	1.08
\$ 3,000	\$ 93,500	\$ 47,763	\$ 144,263	\$ 266,887	\$ 91,821	2.75
\$ 32,428	\$ 10,864	\$ 3,000	\$ 46,292	\$ 85,640	\$ 9,012	0.27
\$ 18,513	\$ 126,702	\$ 53,844	\$ 199,060	\$ 368,261	\$ 117,356	4.26
\$ 31,326	\$ 71,943	\$ 20,222	\$ 123,491	\$ 228,458	\$ 59,907	1.79
\$ 11,792	\$ 21,728	\$ 6,000	\$ 39,520	\$ 73,112	\$ 18,023	0.54
\$ 4,143	\$ 10,025	\$ 3,030	\$ 17,198	\$ 31,815	\$ 8,486	0.25
\$ 583	\$ 1,600	\$ -	\$ 2,183	\$ 4,038	\$ 1,040	0.03
\$ 40,276	\$ 88,546	\$ 24,890	\$ 153,711	\$ 284,366	\$ 73,733	2.21
\$ 85,000						
\$ 70,752	\$ 38,024	\$ 10,500	\$ 119,276	\$ 220,661	\$ 31,541	0.94
\$ 28,994	\$ 50,125	\$ 15,150	\$ 94,269	\$ 174,397	\$ 42,429	1.27
\$ 1,748	\$ 4,800	\$ -	\$ 6,548	\$ 12,113	\$ 3,120	0.09
\$ 8,155	\$ 16,000	\$ -	\$ 24,155	\$ 44,687	\$ 10,400	0.31
\$ 12,500	\$ 12,000	\$ -	\$ 24,500	\$ 45,325	\$ 7,800	0.23
\$ 35,801	\$ 71,944	\$ 20,223	\$ 127,967	\$ 236,739	\$ 59,908	1.79
\$ 6,050	\$ 150,000	\$ 73,470	\$ 229,520	\$ 424,612	\$ 145,256	4.35
\$ 11,792	\$ -	\$ -	\$ 11,792	\$ 21,815	\$ -	0.00
\$ 50,116	\$ 21,728	\$ 6,000	\$ 77,844	\$ 144,011	\$ 18,023	0.54
\$ 31,479	\$ 56,140	\$ 16,968	\$ 104,587	\$ 193,486	\$ 47,520	1.42
\$ 1,748	\$ 4,800	\$ -	\$ 6,548	\$ 12,113	\$ 3,120	0.09
\$ 10,485	\$ 16,000	\$ -	\$ 26,485	\$ 48,998	\$ 10,400	0.31
\$ 15,625	\$ 9,000	\$ -	\$ 24,625	\$ 45,556	\$ 5,850	0.18
\$ 26,851	\$ 99,613	\$ 28,001	\$ 154,465	\$ 285,760	\$ 82,949	2.48
\$ 64,856	\$ 29,876	\$ 8,250	\$ 102,982	\$ 190,517	\$ 24,782	0.74
\$ 829	\$ 2,005	\$ 606	\$ 3,440	\$ 6,363	\$ 1,697	0.05
\$ 9,375	\$ 3,000	\$ -	\$ 12,375	\$ 22,894	\$ 1,950	0.06
\$ 61,908	\$ 21,728	\$ 6,000	\$ 89,636	\$ 165,827	\$ 18,023	0.54
\$ 26,532	\$ 2,716	\$ 750	\$ 29,998	\$ 55,496	\$ 2,253	0.07
\$ 1,743,434	\$ 3,728,692	\$ 1,119,058	\$ 6,591,184	\$ 12,193,691	\$ 3,087,777	97.74
		\$ 4,847,750			\$ 40.45	

Tournament Team Counts

City-Run Tournament Team Counts

Baseball	Tournament	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
March	March Mayhem	38	38		40	39	39	39	34	23	22	19	29		10	
April	Spring Classic	38	40		38	39	36	40	33	30	11	17	20	14	16	
May	Diamond Dash	38	40		40	40	40	34	28	28				20		6
May	Memorial Day	41	44		49	47	50	50	51	43	43	52	52	49	37	
June	Father's Day/Bigfoot Bash	33	33		38	40	40	32	39	23	19		28		31	6
July	Mid-Summer Monster	17	30	35	8	9										
July	Crusader Classic						10	12	12							
Aug.	Summer Sizzler	27	32	36	31	29	30	30	26	20		6	14	20	20	
Sept.	Bash to School/Patriot Day	34	26	22	34	34	31	27	17	6	15			19	6	10
Oct.	Fall Classic	29	31	36	33	36	32	28	17	11	8	10	10	8	10	12
Nov.	Turkey Slam	30	30	33	33	36	32	29	27	20	8	10	4	5	4	7
	Added Tournaments	13	16	74												
	Totals	338	360	236	344	349	340	321	284	204	126	114	157	135	134	41
Fastpitch	Tournament	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
March	Spring Fling	22	16		14	17	22	21	20	19	20	15	10			
March	Spring Break Classic							33	27							
April	Turf Wars	17	23		24	23	19	25	24	19						
May	Halloween in May	20	9		17	20	19	20								
	Totals	59	48		55	60	60	99	71	38	20	15	10			
Slowpitch	Tournament	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Jan.	The Yeti	28		5	8	18	22	23	14	8						
Feb.	HR For Hearts					0	6	0	6							
March	St. Patrick's								14	28	8					
June	Firecracker Overnighter	19	38		21	30	30	29	30	29	18					
July	Christmas In July							0	12	10						
Aug.	Summer Stampede						0	4	7	6						
Oct.	Halloween Havoc	25			27	28	28	28	24	29						
Nov.	Grand Gobbler	33		58	29	32	28	26	28	22	18					
Dec.	Toys 4 Kids	10			6	8	19	10	9							
	Totals	115	38	63	91	116	133	120	144	132	44					

Visiting Team Percentages By Year

Year	Total Teams	Visiting Teams	Percentage	Year	Total Teams	Visiting Teams	Percentage
2008	388	167	43.0%	2016	1,837	890	48.4%
2009	903	448	49.6%	2017	1,754	845	48.2%
2010	1,331	633	47.6%	2018	1,783	916	51.4%
2011	1,172	525	44.8%	2019	1,769	1,116	63.1%
2012	1,170	589	50.3%	2020	958	566	59.1%
2013	1,325	672	50.7%	2021	1,645	851	51.7%
2014	1,415	748	52.3%	2022	1,638	804	49.1%
2015	1,586	776	48.9%	Totals	20,674	10,546	51.0%

Annual Park Statistics

Estimated Economic Impact

Year	Events	Teams	Visitor Spending	Total Spending	Overall Sales	Jobs
2008	26	388	\$1,389,706	\$1,674,419	\$3,097,675	17.76
2009	37	903	\$2,896,322	\$3,590,541	\$6,642,501	79.40
2010	44	1,331	\$4,176,346	\$5,212,669	\$9,643,437	115.91
2011	46	1,172	\$3,802,183	\$4,782,784	\$8,848,150	104.22
2012	45	1,170	\$3,938,774	\$4,784,732	\$8,851,754	110.19
2013	41	1,325	\$4,186,707	\$5,096,426	\$9,318,977	99.96
2014	44	1,415	\$4,584,433	\$5,537,316	\$10,249,856	109.88
2015	45	1,586	\$4,660,844	\$5,982,350	\$11,067,348	103.76
2016	41	1,837	\$5,019,839	\$6,405,228	\$11,849,671	118.79
2017	40	1,754	\$4,364,875	\$5,799,055	\$10,728,251	103.31
2018	43	1,783	\$4,878,156	\$6,233,019	\$11,531,085	110.54
2019	43	1,769	\$5,439,626	\$6,626,235	\$12,258,535	105.81
2020	21	958	\$3,066,008	\$3,862,718	\$7,183,029	54.31
2021	45	1,645	\$5,447,998	\$7,046,380	\$13,035,804	108.47
2022	47	1,638	\$4,847,750	\$6,591,184	\$12,193,691	97.74
Totals	608	20,674	\$62,699,694	\$79,225,056	\$148,499,764	1,440.05

Estimated Park Visits

Year	Total Park Attendance	Event Attendance	Year	Total Park Attendance	Event Attendance
2008	86,940	82,140	2016	232,293	165,045
2009	152,942	119,492	2017	220,401	156,950
2010	193,780	137,680	2018	228,556	162,757
2011	176,340	125,289	2019	226,728	161,454
2012	178,103	126,542	2020	132,600	94,450
2013	181,665	129,073	2021	211,537	150,637
2014	193,837	137,721	2022	210,627	149,989
2015	217,097	154,248	Totals	2,843,446	2,053,467

Total Games Played

Year	Games	Year	Games	Year	Games	Year	Games
2008	2,500	2012	4,100	2016	5,200	2020	2,500
2009	3,500	2013	4,100	2017	5,100	2021	5,000
2010	4,000	2014	4,400	2018	5,100	2022	5,000
2011	3,900	2015	5,000	2019	5,100	Total	64,500

Vehicle Traffic Counts

Highway 99 (near Harry & David Field)			Interstate 5 (0.3 miles south of Exit 27)		
Year	Daily Avg.	Annual Total	Year	Daily Avg.	Annual Total
2018	14,600	5,329,000	2018	43,400	15,841,000
2019	14,700	5,365,500	2019	44,000	16,060,000
2020	14,060	5,131,900	2020	39,593	14,451,445
2021	15,199	5,547,635	2021	44,016	16,065,840

2023 Tournament and Event Schedule

DATES	Type	Name
Jan. 7 to Jan. 8	Adult Softball	New Year's Bash
Jan. 21 to Jan. 22	Adult Softball	The Yeti
Feb. 25 to Feb. 26	Fastpitch	Legacy Sports Fastpitch
Mar. 4 to Mar. 5	Adult Softball	March Slowpitch Tournament
Mar. 11 to Mar. 12	Youth Baseball	Rogue Regency Tournament Series: March Mayhem
Mar. 18 to Mar. 19	Senior Softball	Senior Ice Breaker (50+, 55+, 60+, 63+)
Mar. 25 to Mar. 26	Fastpitch	City of Medford & Legacy Sports: Spring Fling
Mar. 27 to Mar. 28	Fastpitch	Black Tornado Spring Break Classic
Apr. 1 to Apr. 2	Youth Baseball	Wild River Spring Classic
Apr. 6 to Apr. 7	Senior Softball	Northwest Travel League (68+)
Apr. 8 to Apr. 9	Adult Softball	Easter Slowpitch Tournament
Apr. 15 to Apr. 16	Fastpitch	City of Medford & Legacy Sports: Turf Wars
Apr. 20 to Apr. 21	Senior Softball	Northwest Travel League (73+)
Apr. 22 to Apr. 23	Adult Softball	Express Athletics Classic
Apr. 29 to Apr. 30	Youth Baseball	Rogue Regency Tournament Series: Diamond Dash
May 6 to May 7	Fastpitch	City of Medford & Legacy Sports
May 11 to May 12	Senior Softball	Northwest Travel League (73+)
May 13 to May 14	Fastpitch	NAIA Fastpitch Open Round: F7, 8
May 15 to May 17	Fastpitch	NAIA Fastpitch Open Round: F6, 7, 8
May 18 to May 19	Senior Softball	Northwest Travel League (68+)
May 20 to May 21	Senior Softball	Senior Border Wars (50+, 55+, 60+, 63+)
May 26 to May 29	Youth Baseball	Jamba Juice Memorial Day Tournament
May 26 to May 29	Soccer	Rogue Memorial Challenge
Jun. 10 to Jun. 11	Youth Baseball	Bigfoot Bash Tournament
Jun. 24 to Jun. 25	Adult Softball	Firecracker Overnighter
Jun. 29 to Jul. 5	Youth Fastpitch	Oregon Little League State Championships
Jul. 7 to Jul. 9	Youth Fastpitch	USA Softball Oregon State Championship 16A/18AB
Jul. 15 to July 16	Youth Baseball	Mid-Summer Monster
Jul. 22 to Jul. 23	Adult Softball	Summer Worlds
Jul. 25 to Jul. 31	Youth Fastpitch	Week-Long Fastpitch Tournament
Aug. 3 to Aug. 4	Senior Softball	Northwest Travel League (68+)
Aug. 5 to Aug. 6	Senior Softball	Northwest Travel League (60+)
Aug. 5 to Aug. 7	Youth Baseball	Baseball Northwest: F6, 9, 11
Aug. 12 to Aug. 13	Adult Softball	WSL All Turf Summer Slam
Aug. 19	Soccer	Phoenix High Jamboree
Aug. 20	Soccer	SMHS Jamboree
Aug. 19 to Aug. 20	Youth Baseball	Summer Sizzler
Aug. 24 to Aug. 25	Senior Softball	Northwest Travel League (68+)
Aug. 26 to Aug. 27	Senior Softball	Northwest Travel League (60+)
Sept. 2 to Sept. 3		Labor Day Weekend
Sept. 9 to Sept. 10	Youth Baseball	Bash to School Tournament
Sept. 17 to Sept. 17	Special	Alzheimer Foundation Walkathon
Sept. 23 to Sept. 24	Adult Softball	Legacy Sports Slowpitch
Sept. 30 to Oct. 1	Youth Baseball	Fall Classic
Oct. 6 to Oct. 8	Youth Fastpitch	Valley South College Exposure Invitational
Oct. 13 to Oct. 15	Adult Softball	ROC Recovery Slowpitch Event
Oct. 21 to Oct. 22	Adult Softball	Halloween Slowpitch Tournament
Nov. 4 to Nov. 5	Youth Baseball	Turkey Slam
Nov. 18 to Nov. 19	Adult Softball	Thanksgiving Slowpitch Tournament
Dec. 9 to Dec. 10	Adult Softball	Ugly Sweater Slowpitch Tournament