

CITY OF MEDFORD

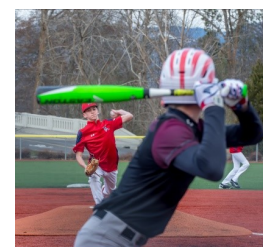
LITHIA & DRIVEWAY FIELDS 2023 ANNUAL REPORT



MEDFORDOREGON.GOV



Economic Impact Analysis | Annual Statistics | 2023 Highlights | 2024 Event Schedule



MEDFORD
OREGON



2023 Highlights

This Year:

- Generated over \$11.7 million in estimated economic impact – the fourth-best output in park history.
- Surpassed the 3 million mark for park visitors (2008-23).
- Attracted all-time records for youth baseball teams (361) and youth fastpitch teams (142) in City-coordinated tournaments.
- Surpassed \$160 million in estimated economic impact since 2008.
- Since 2008, visitor spending alone (\$67 million) has doubled the park construction cost (\$32.5 million).

Sports Park Welcomes 3-Millionth Visitor City Tournaments Fuel Fourth-Best Economic Impact Year

Sparked by record-setting youth baseball and fastpitch tournament participation, Lithia & Driveway Fields generated over \$11.7 million in estimated economic impact in what was the fourth-best year for economic stimulus in the sports park’s 15-year history.

Managed and maintained by the City of Medford, Lithia & Driveway Fields surpassed the 3 million mark for park attendance dating back to May 6, 2008 when the five-five softball/baseball complex

opened to the public. Since then, the park has generated over \$160 million in estimated economic impact, roughly five multiples of the \$32.5 million facility construction cost.

The park’s signature events – the youth baseball tournaments – remain white-hot in terms of demand and popularity. The 10 annual tourneys attracted an all-time-record 361 teams, with dozens more turned away due to capacity and a shortage of umpires.

After years of decline regionally and nationally, youth fastpitch soft-

ball tournament team counts surged past the 200-team mark (241) for the second straight year as a result of the City’s partnership with northern California tournament powerhouse Legacy Sports, which resulted in 142 teams coming to four annual tournaments,

including 48 in the February “Bring It On” event.

Participation in adult slowpitch softball tournaments was strong except in the senior division. A grand total of 394 teams played in men’s, women’s, co-ed, and senior tournaments.

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.

Overall team count was 1,716 with 54 percent of teams being from Medford or the Rogue Valley.



More baseball teams played in Medford than ever before (361 in the 10 annual City-run tournaments).

Tournament Team Counts

City-Run Tournament Team Counts

Baseball	Tournament	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
March	March Mayhem	40	38	38		40	39	39	39	34	23	22	19	29		10	
April	Spring Classic	40	38	40		38	39	36	40	33	30	11	17	20	14	16	
May	Diamond Dash	40	38	40		40	40	40	34	28	28				20		6
May	Memorial Day	46	41	44		49	47	50	50	51	43	43	52	52	49	37	
June	Father's Day/Bigfoot Bash	36	33	33		38	40	40	32	39	23	19		28		31	6
July	Mid-Summer Monster	30	17	30	35	8	9										
Aug.	Summer Sizzler	27	27	32	36	31	29	30	30	26	20		6	14	20	20	
Sept.	Bash to School/Patriot Day	31	34	26	22	34	34	31	27	17	6	15			19	6	10
Oct.	Fall Classic	35	29	31	36	33	36	32	28	17	11	8	10	10	8	10	12
Nov.	Turkey Slam	36	30	30	33	33	36	32	29	27	20	8	10	4	5	4	7
	Added/Other Tournaments		13	16	74			10	12	12							
	Totals	361	338	360	236	344	349	330	309	272	204	126	114	157	135	134	41
Fastpitch	Tournament	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
February	Bring It On	48															
March	Spring Fling	23	22	16		14	17	22	21	20	19	20	15	10			
March	Spring Break Classic								33	27							
April	Turf Wars	38	17	23		24	23	19	25	24	19						
May	Halloween in May	33	20	9		17	20	19	20								
	Totals	142	59	48		55	60	60	99	71	38	20	15	10			
Slowpitch	Tournament	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Jan.	The Yeti	27	28		5	8	18	22	23	14	8						
Feb.	HR For Hearts						0	6	0	6							
March	St. Batrick's/March Mayhem	24								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	22	25			27	28	28	28	24	29						
Nov.	Grand Gobbler	36	33		58	29	32	28	26	28	22	18					
Dec.	Toys 4 Kids	14	10			6	8	19	10	9							
	Totals	123	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%	2017	1,754	845	48.2%
2009	903	448	49.6%	2018	1,783	916	51.4%
2010	1,331	633	47.6%	2019	1,769	1,116	63.1%
2011	1,172	525	44.8%	2020	958	566	59.1%
2012	1,170	589	50.3%	2021	1,645	851	51.7%
2013	1,325	672	50.7%	2022	1,638	804	49.1%
2014	1,415	748	52.3%	2023	1,716	775	45.1%
2015	1,586	776	48.9%	Totals	22,390	11,321	50.6%
2016	1,837	890	48.4%				

2023 Lithia & Driveway Fields

<i>Date</i>	<i>Description</i>	<i>Event Name</i>	<i>Teams</i>	<i>Games</i>	<i>Days</i>	<i># Local</i>	<i># Visiting</i>
Jan.7-8	Adult Softball	New Year's Bash	28	74	2	20	8
Jan.21-22	Adult Softball	The Yeti Tournament	27	49	2	18	9
Jan.	Soccer	Club Soccer Games	68	34		50	18
Feb.24-27	Fastpitch	Bring It On 2023	48	109	3	17	31
Feb.	Soccer	Club Soccer Games	28	12		16	12
Mar.4-5	Adult Softball	March Mayhem	24	62	2	15	9
Mar.11-12	Baseball	Rogue Regency March Mayhem	40	70	2	21	19
March 18-19	Senior Softball	Senior Ice Breaker	17	43	2	2	15
Mar. 25-26	Fastpitch	Legacy Sports Spring Fling	23	61	2	8	15
Mar. 27-28	Fastpitch	North Medford Spring Break Classic	41	82	2	10	31
Mar. 29-31	Baseball	Challenger Classic	8	11	2	1	7
Mar.	Baseball	High School Baseball Games	6	3		4	2
Mar.	Fastpitch	High School Fastpitch Games	12	6		7	5
Mar.	Soccer	Club Soccer Games	56	28		30	26
Apr.1-2	Baseball	Rogue Regency Spring Classic	40	66	2	20	20
Apr. 6-7	Senior Softball	Northwest Travel League 68+	6	15	2	1	5
Apr. 8-9	Adult Softball	Easter Bash	15	36	2	10	5
Apr.15-16	Fastpitch	Legacy Sports Turf Wars	38	98	3	14	24
Apr. 20-21	Senior Softball	Northwest Travel League 73+	7	18	2	2	5
Apr. 29-30	Baseball	Rogue Regency Diamond Dash	40	70	2	22	18
Apr.	Soccer	Club Soccer Games	90	45		65	25
Apr.	Baseball	High School Baseball Games	16	8		12	4
Apr.	Fastpitch	High School Fastpitch Games	16	8		12	4
May 6-7	Fastpitch	Legacy Sports Halloween in May	33	87	2	15	18
May 11-12	Senior Softball	Northwest Travel League 73+	7	18	2	2	5
May 19-22	Senior Softball	Northwest Travel League 68+	6	15	2	1	5
May 20-21	Senior Softball	Border Wars	25	67	2	3	22
May 26-29	Baseball	Auntie Anne's Memorial Day Tournament	46	105	4	22	24
May 26-29	Soccer	Rogue Memorial Challenge	70	120	3	22	48
May	Soccer	Club Soccer Games	72	36		54	18
May	Baseball	High School Baseball Games	22	11		15	7
May	Fastpitch	High School Fastpitch Games	4	2		3	1
Jun. 3-4	Adult Softball	Legacy - King of the Hill	12	34	2	9	3
Jun.10-11	Baseball	Bigfoot Bash	36	60	2	25	11
Jun.24-25	Adult Softball	8 Is Enough Tournament	18	73	2	13	5
Jul. 8-9	Baseball/Fastpitch	Oregon Little League District Games	6	5	2	0	6
Jul. 7-9	Fastpitch	USA Softball Oregon State 18A&B State Championsh	20	45	3	0	20
Jul. 15-16	Baseball	Mid-Summer Monster Tournament	30	47	2	21	9
Jul. 22-23	Adult Softball	Summer Worlds	48	121	2	28	20
Aug.12-13	Adult Softball	WSL All-Turf Summer Slam	13	33	2	11	2
Aug. 19-20	Baseball	Summer Sizzler Tournament	27	46	2	14	13
Aug. 24-27	Senior Softball	Northwest Travel League 60+, 68+	11	28	4	3	8
Aug.	Soccer	RCC Soccer Games	2	1		1	1
Sep.9-10	Baseball	Jamba Bash to School Tournament	31	52	2	17	14
Sep.17	Special Event	Alzheimer Foundation Walkathon			1		
Sep.23-24	Adult Softball	Legacy Sports Slowpitch Tournament	38	64	2	24	14
Sep. 30 - Oct. 1	Baseball	Fall Classic Tournament	35	62	2	16	19
Sep.	Soccer	Club Soccer Games	40	20		28	12
Sep.	Soccer	RCC Soccer Games	8	4		4	4
Sep.	Soccer	High School Soccer Games	30	15		18	12
Sep.	Football	High School Football Games	14	7		7	7
Oct.6-8	Fastpitch	Valley South College Exposure Invitational	32	96	3	3	29
Oct.21-22	Adult Softball	Halloween Horror	22	44	2	16	6
Oct.	Soccer	Club Soccer Games	88	44		62	26
Oct.	Soccer	RCC Soccer Games	10	5		5	5
Oct.	Soccer	High School Soccer Games	32	16		20	12
Oct.	Football	High School Football Games	14	7		9	5
Nov.5-6	Baseball	Turkey Slam Tournament	36	60	2	15	21
Nov.18-19	Adult Softball	Thanksgiving Bash	36	74	2	24	12
Nov.	Football	High School Football Games	4	2	1	2	2
Dec.9-10	Adult Softball	Ugly Sweater Tournament	30	70	2	21	9
Dec. 16-17	Adult Softball	Toys 4 Tots Tournament	14	32	2	11	3
TOTALS			1716	2636	87	941	775

Economic Impact Analysis

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$ 58,960	\$ 21,728	\$ 6,000	\$ 86,688	\$ 160,373	\$ 18,023	0.42
\$ 53,064	\$ 24,444	\$ 6,750	\$ 84,258	\$ 155,877	\$ 20,276	0.61
\$ 41,425	\$ 36,090	\$ 10,908	\$ 88,423	\$ 163,583	\$ 30,549	0.91
\$ 54,876	\$ 232,190	\$ 47,638	\$ 334,704	\$ 619,202	\$ 181,888	5.44
\$ 13,256	\$ 24,060	\$ 7,272	\$ 44,588	\$ 82,488	\$ 20,366	0.61
\$ 44,220	\$ 24,444	\$ 6,750	\$ 75,414	\$ 139,516	\$ 20,276	0.61
\$ 46,989	\$ 105,148	\$ 29,194	\$ 181,331	\$ 335,463	\$ 87,323	2.61
\$ 1,491	\$ 39,528	\$ 10,974	\$ 51,993	\$ 96,186	\$ 32,826	0.98
\$ 25,824	\$ 112,350	\$ 23,049	\$ 161,223	\$ 298,262	\$ 88,009	2.63
\$ 32,280	\$ 232,190	\$ 47,634	\$ 312,104	\$ 577,393	\$ 181,886	5.44
\$ 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
\$ 5,799	\$ 8,020	\$ -	\$ 13,819	\$ 25,564	\$ 5,213	0.16
\$ 24,855	\$ 52,130	\$ 15,756	\$ 92,741	\$ 171,571	\$ 44,126	1.32
\$ 44,751	\$ 110,682	\$ 30,730	\$ 186,163	\$ 344,402	\$ 91,918	2.75
\$ 746	\$ 13,176	\$ 3,658	\$ 17,579	\$ 32,522	\$ 10,942	0.33
\$ 29,480	\$ 13,580	\$ 3,750	\$ 46,810	\$ 86,599	\$ 11,265	0.34
\$ 45,192	\$ 179,760	\$ 36,881	\$ 261,833	\$ 484,391	\$ 140,817	4.21
\$ 1,491	\$ 13,176	\$ 3,658	\$ 18,325	\$ 33,901	\$ 10,942	0.33
\$ 49,226	\$ 99,614	\$ 27,658	\$ 176,497	\$ 326,520	\$ 82,727	2.48
\$ 53,853	\$ 50,125	\$ 15,150	\$ 119,128	\$ 220,386	\$ 42,429	1.27
\$ 9,942	\$ 8,020	\$ -	\$ 17,962	\$ 33,230	\$ 5,213	0.16
\$ 9,940	\$ 6,416	\$ -	\$ 16,356	\$ 30,259	\$ 4,170	0.12
\$ 48,420	\$ 134,820	\$ 27,662	\$ 210,902	\$ 390,169	\$ 105,614	3.16
\$ 5,896	\$ 13,580	\$ 3,750	\$ 23,226	\$ 42,968	\$ 11,265	0.34
\$ 746	\$ 13,176	\$ 3,658	\$ 17,579	\$ 32,522	\$ 10,942	0.33
\$ 2,237	\$ 57,974	\$ 16,095	\$ 76,306	\$ 141,165	\$ 48,145	1.44
\$ 51,594	\$ 153,253	\$ 71,792	\$ 276,640	\$ 511,784	\$ 146,280	4.38
\$ 67,881	\$ 337,873	\$ 143,585	\$ 549,340	\$ 1,016,279	\$ 312,948	11.36
\$ 44,739	\$ 36,090	\$ 10,908	\$ 91,737	\$ 169,713	\$ 30,549	0.91
\$ 12,428	\$ 14,035	\$ -	\$ 26,463	\$ 48,956	\$ 9,123	0.27
\$ 2,485	\$ 1,604	\$ -	\$ 4,089	\$ 7,565	\$ 1,043	0.03
\$ 26,532	\$ 8,148	\$ 2,250	\$ 36,930	\$ 68,321	\$ 6,759	0.20
\$ 55,938	\$ 60,875	\$ 16,902	\$ 133,715	\$ 247,373	\$ 50,555	1.51
\$ 38,324	\$ 13,580	\$ 3,750	\$ 55,654	\$ 102,960	\$ 11,265	0.34
\$ -	\$ 33,205	\$ 9,219	\$ 42,424	\$ 78,484	\$ 27,576	0.83
\$ -	\$ 221,367	\$ 62,220	\$ 283,587	\$ 524,635	\$ 184,331	5.52
\$ 46,991	\$ 99,615	\$ 27,999	\$ 174,605	\$ 323,019	\$ 82,949	2.48
\$ 82,544	\$ 54,320	\$ 15,000	\$ 151,864	\$ 280,948	\$ 45,058	1.35
\$ 32,428	\$ 5,432	\$ 1,500	\$ 39,360	\$ 72,816	\$ 4,506	0.13
\$ 31,326	\$ 71,943	\$ 20,222	\$ 123,491	\$ 228,458	\$ 59,907	1.79
\$ 8,844	\$ 21,728	\$ 6,000	\$ 36,572	\$ 67,658	\$ 18,023	0.54
\$ 583	\$ 1,600	\$ -	\$ 2,183	\$ 4,038	\$ 1,040	0.03
\$ 38,038	\$ 77,478	\$ 21,778	\$ 137,294	\$ 253,995	\$ 64,517	1.93
\$ 85,000						
\$ 70,752	\$ 38,024	\$ 10,500	\$ 119,276	\$ 220,661	\$ 31,541	0.94
\$ 35,801	\$ 105,149	\$ 29,556	\$ 170,506	\$ 315,435	\$ 87,558	2.62
\$ 23,195	\$ 24,060	\$ 7,272	\$ 54,527	\$ 100,875	\$ 20,366	0.61
\$ 2,330	\$ 6,400	\$ -	\$ 8,730	\$ 16,151	\$ 4,160	0.12
\$ 10,485	\$ 19,200	\$ -	\$ 29,685	\$ 54,918	\$ 12,480	0.37
\$ 21,875	\$ 21,000	\$ -	\$ 42,875	\$ 79,319	\$ 13,650	0.41
\$ 9,075	\$ 145,000	\$ 71,021	\$ 225,096	\$ 416,428	\$ 140,414	4.20
\$ 47,168	\$ 16,296	\$ 4,500	\$ 67,964	\$ 125,733	\$ 13,517	0.40
\$ 51,360	\$ 52,130	\$ 15,756	\$ 119,246	\$ 220,606	\$ 44,126	1.32
\$ 2,913	\$ 8,000	\$ -	\$ 10,913	\$ 20,188	\$ 5,200	0.16
\$ 11,650	\$ 19,200	\$ -	\$ 30,850	\$ 57,073	\$ 12,480	0.37
\$ 28,125	\$ 15,000	\$ -	\$ 43,125	\$ 79,781	\$ 9,750	0.29
\$ 33,564	\$ 116,215	\$ 32,667	\$ 182,446	\$ 337,526	\$ 96,774	2.90
\$ 70,752	\$ 32,592	\$ 9,000	\$ 112,344	\$ 207,836	\$ 27,035	0.81
\$ 6,250	\$ 6,000	\$ -	\$ 12,250	\$ 22,663	\$ 3,900	0.12
\$ 61,908	\$ 24,444	\$ 6,750	\$ 93,102	\$ 172,239	\$ 20,276	0.61
\$ 32,428	\$ 8,148	\$ 2,250	\$ 42,826	\$ 79,228	\$ 6,759	0.20
\$ 1,855,815	\$ 3,508,298	\$ 989,478	\$ 6,353,591	\$ 11,754,144	\$ 2,872,730	89.91
		\$ 4,497,777			\$32.54	

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 69,000 youth and adult games.

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

- 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 41 tournaments, events or contests that attracted 1,716 teams. These teams spent an estimated \$6,353,591 in hard dollars.

Visitor Spending: The 775 visiting teams spent almost \$4.5 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 \$11,754,144. 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 \$32.54 for each Medford resident.

Jobs: If one job is created for every \$65,647 — Medford's median income — tournaments helped sustain nearly 90 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 impact of Harry & David Field.

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
2023	41	1,716	\$4,497,777	\$6,353,591	\$11,754,144	89.91
Totals	649	22,390	\$67,197,471	\$85,578,647	\$160,253,908	1,529.96

Estimated Park Visits

Year	Total Park Attendance	Event Attendance	Year	Total Park Attendance	Event Attendance
2008	86,940	82,140	2017	220,401	156,950
2009	152,942	119,492	2018	228,556	162,757
2010	193,780	137,680	2019	226,728	161,454
2011	176,340	125,289	2020	132,600	94,450
2012	178,103	126,542	2021	211,537	150,637
2013	181,665	129,073	2022	210,627	149,989
2014	193,837	137,721	2023	220,315	156,888
2015	217,097	154,248	Totals	3,063,761	2,210,355
2016	232,293	165,045			

Total Games Played

Year	Games	Year	Games	Year	Games	Year	Games	Total	69,500
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	2023	5,000		

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
2022	13,454	4,910,710	2022	42,531	15,523,815

2024 Tournament and Event Schedule

1/6	to	1/7	Adult Softball	New Year's Bash
1/20	to	1/21	Adult Softball	The Yeti
2/10	to	2/11	Adult Softball	Valentine Slowpitch Tournament
2/24	to	2/25	Fastpitch	Legacy Sports Fastpitch
3/2	to	3/3	Adult Softball	March Slowpitch Tournament
3/9	to	3/10	Youth Baseball	Rogue Regency Tournament Series: March Mayhem
3/14	to	3/15	Senior Softball	Northwest Travel League (73+)
3/16	to	3/17	Senior Softball	Senior Ice Breaker (40+, 50+, 55+, 60+, 65+)
3/23	to	3/24	Fastpitch	City of Medford & Legacy Sports: Spring Fling
3/25	to	3/26	Fastpitch	Black Tornado Spring Break Classic
4/11	to	4/12	Senior Softball	Northwest Travel League (68+)
4/6	to	4/7	Youth Baseball	Rogue Regency Tournament Series: Spring Classic
4/13	to	4/14	Adult Softball	Slowpitch Tournament
4/20	to	4/21	Fastpitch	City of Medford & Legacy Sports: Turf Wars
4/25	to	4/26	Senior Softball	Northwest Travel League (73+)
4/27	to	4/28	Adult Softball	Express Athletics Classic
5/4	to	5/5	Youth Baseball	Rogue Regency Tournament Series: Diamond Dash
5/11	to	5/12	Fastpitch	City of Medford & Legacy Sports: Mother's Day
5/12	to	5/13	Fastpitch	NAIA Fastpitch Open Round: F7, 8
5/14	to	5/15	Fastpitch	NAIA Fastpitch Open Round: F6, 7, 8
5/16	to	5/17	Senior Softball	Northwest Travel League (68+)
5/18	to	5/19	Senior Softball	Senior Border Wars (40+, 50+, 55+, 60+, 65+)
5/24	to	5/27	Youth Baseball	Auntie Anne's Memorial Day Tournament
5/25	to	5/27	Soccer	Rogue Memorial Challenge
6/1	to	6/2	Adult Softball	Legacy Sports Slowpitch - Overnight
6/8	to	6/9	Youth Baseball	American Legion Baseball
6/15	to	6/16	Youth Baseball	Rogue Regency Bigfoot Bash Tournament
6/20	to	6/21	Senior Softball	Northwest Travel League (73+)
6/22	to	6/23	Adult Softball	Firecracker Slowpitch
7/6	to	7/7	Youth Fastpitch	Oregon Little League State Championships
7/5	to	7/7	Youth Fastpitch	USA Softball Oregon State Championship 18 A&B
7/13	to	7/14	Youth Baseball	Jamba Mid-Summer Monster
7/20	to	7/21	Adult Softball	Summer Worlds
7/24	to	7/28	Youth Fastpitch	Legacy Fastpitch
8/10	to	8/11	Adult Softball	WSL All Turf Summer Slam
8/15	to	8/16	Senior Softball	Northwest Travel League (68+)
8/17	to	8/18	Senior Softball	Northwest Travel League (60+)
8/22	to	8/22	Soccer	Phoenix High Jamboree
8/22	to	8/22	Soccer	SMHS Jamboree
8/24	to	8/25	Youth Baseball	Jamba Summer Sizzler
9/5	to	9/6	Senior Softball	Northwest Travel League (68+)
9/7	to	9/8	Senior Softball	Northwest Travel League (60+)
9/14	to	9/15	Youth Baseball	Auntie Anne's Bash to School Tournament
9/21	to	9/22	Special	Alzheimer Foundation Walkathon
9/28	to	9/29	Adult Softball	Legacy Sports Slowpitch
10/5	to	10/6	Youth Baseball	Auntie Anne's Fall Classic
10/12	to	10/13	Youth Fastpitch	Valley South College Exposure Invitational
10/19	to	10/20	Youth Fastpitch	Legacy Fastpitch
10/26	to	10/27	Adult Softball	Halloween Slowpitch Tournament
11/2	to	11/3	Youth Baseball	Jamba Turkey Slam
11/16	to	11/17	Adult Softball	Thanksgiving Slowpitch Tournament
12/7	to	12/8	Adult Softball	Ugly Sweater Slowpitch Tournament 1
12/14	to	12/15	Adult Softball	Ugly Sweater Slowpitch Tournament 2