

# CITY OF MEDFORD

## LITHIA & DRIVEWAY FIELDS 2025 ANNUAL REPORT



Economic Impact Analysis | Annual Statistics | 2025 Highlights | 2026 Event Schedule



**MEDFORD**  
PARKS, RECREATION AND FACILITIES





# Lithia & Driveway Fields 2025 Highlights

## This Year:

- Generated \$13.37 million in estimated economic impact.
- The park's overall estimated economic impact exceeds \$185 million from 739 events since 2008.
- Since 2008, spending by visitors to Medford (*\$78 million*) has more than doubled the park construction cost (*\$32.5 million*).
- The park has received over 3.5 million visits since 2008.
- Set all-time records for youth fastpitch (339) and adult slowpitch softball (366) tournament participation.

## Softball Teams Spark Solid Year for Sports Park Stimulus

Lithia & Driveway Fields set records for youth fastpitch and adult slowpitch softball team participation in 2025, helping the City of Medford's sports park achieve its second-best year ever for estimated economic impact. The park generated an estimated \$13,366,138 in economic stimulus from the impact of 1,790 sports teams and 46 events.

The economic performance was \$105,732 shy of the all-time record established in 2024, and it was only the third time in 18 years the facility surpassed the \$13 million mark.

Managed and maintained by the City of Medford, Lithia & Driveway Fields has now accounted for over \$185 million in economic stimulus since May 2008 – over 5.6 times the \$32.5 million facility construction cost.

The City's partnership with Legacy Sports produced a bumper crop of girls fastpitch softball teams with 238 playing in seven tournaments, and 134 in four new fall tournaments. Factoring in the large North Medford Spring Break Tournament (44 teams) and the Valley South College Exposure Tournament (32), a grand total of 339 fastpitch squads competed in Medford, a 47 percent surge from the record-setting 2024 count.

Similarly, the partnership with Legacy Sports and local tournament directors resulted in 366 adult slowpitch teams playing in 19 tournaments – new records for both categories.

The park's signature events – youth baseball tournaments – attracted 373 teams for 10 tournaments, five shy of the all-time record set in 2024. All five spring tournaments sold out within

six minutes, with dozens of teams on waitlists unable to be accepted due to not enough available fields and umpires to meet white-hot demand.

The Cascade Collegiate Conference soccer championships, held in Medford for the second straight year as a result of hosting efforts of the City, Travel Medford, and the Southern Oregon Sports Commission, contributed \$455,752 to the overall economic impact total. The men's and women's tournament conducted the second week of November featured 16 NAIA college soccer teams from Montana, Idaho, Washington and Oregon resulting in the use of 717 hotel room nights.

Youth soccer accounted for most field use in the multi-sport complex, primarily Rogue Valley Timbers Soccer Club practices and games. RVT is the largest club program in the state of Oregon, and its annual Memorial Day tournament attracted over 200 teams to Medford, with 70 playing at Lithia & Driveway Fields – a \$1.1 million economic boost over three days alone.

Lithia & Driveway Fields also serves as the home venue for Rogue Community College, St. Mary's School, and Cascade Christian High teams. The CCHS football team won the state Class 3A championship.

Overall, the 46 events and 2,964 games played in 2025 attracted approximately 238,462 park visitors. Total park visitation since 2008 has now exceeded 3.5 million.

# Tournament Team Counts

## City-Coordinated Tournament Team Counts

Baseball	Tournament	'24	'24	'23	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08	
Mar	March Mayhem	40	40	40	38	38		40	39	39	39	34	23	22	19	29	10			
Apr	Spring Classic	40	39	40	38	40		38	39	36	40	33	30	11	17	20	14	16		
May	Diamond Dash	40	40	40	38	40		40	40	40	34	28	28			20		6		
May	Memorial Day	46	46	46	41	44		49	47	50	50	51	43	43	52	52	49	37		
Jun	Father's Day/ Bigfoot Bash	39	40	36	33	33		38	40	40	32	39	23	19		28		31	6	
Jul	Mid-Summer Monster	37	18	30	17	30	35	8	9											
Aug	Summer Sizzler	32	39	27	27	32	36	31	29	30	30	26	20		6	14	20	20		
Sep	Bash to School/ Patriot Day	35	40	31	34	26	22	34	34	31	27	17	6	15		19	6	10		
Oct	Fall Classic	33	40	35	29	31	36	33	36	32	28	17	11	8	10	10	8	10	12	
Nov	Turkey Slam	31	36	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							
	<b>Totals</b>	<b>373</b>	<b>378</b>	<b>361</b>	<b>338</b>	<b>360</b>	<b>236</b>	<b>344</b>	<b>349</b>	<b>330</b>	<b>309</b>	<b>272</b>	<b>204</b>	<b>126</b>	<b>114</b>	<b>157</b>	<b>135</b>	<b>134</b>	<b>41</b>	
Fastpitch	Tournament	'24	'24	'23	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08	
Feb	Bring It On	39	53	48																
Mar	Spring Fling	26	24	23	22	16		14	17	22	21	20	19	20	15	10				
Mar	Spring Break Classic										33	27								
Apr	Turf Wars		37	38	17	23		24	23	19	25	24	19							
May	Halloween in May	39	42	33	20	9		17	20	19	20									
Aug	Bring It On Summer	37																		
Oct	Finish the Fight	41																		
Nov	Veteran's Day Food Drive	35																		
Dec	Santa Hat	21																		
	<b>Totals</b>	<b>238</b>	<b>156</b>	<b>142</b>	<b>59</b>	<b>48</b>		<b>55</b>	<b>60</b>	<b>60</b>	<b>99</b>	<b>71</b>	<b>38</b>	<b>20</b>	<b>15</b>	<b>10</b>				
Slowpitch	Tournament	'24	'24	'23	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08	
Jan	The Yeti	24	20	27	28		5	8	18	22	23	14	8							
Feb	HR For Hearts							0	6	0	6									
Mar	St. Batrick's/ March Mayhem		18	24								14	28	8						
May	Zombie Overnighter	20																		
Jun	Firecracker Overnighter	13	38		19	38		21	30	30	29	30	29	18						
Jul	Christmas In July										0	12	10							
Jul	Summer Worlds	56																		
Aug	Summer Stampede								0	4	7	6								
Sep	Frenzy Tournament	23																		
Oct	Halloween	21	28	22	25			27	28	28	28	24	29							
Nov	Grand Gobbler	21	36	36	33		58	29	32	28	26	28	22	18						
Dec	Toys 4 Kids/ Ugly Sweater	44	40	14	10			6	8	19	10	9								
	<b>Totals</b>	<b>222</b>	<b>180</b>	<b>123</b>	<b>115</b>	<b>38</b>	<b>63</b>	<b>91</b>	<b>116</b>	<b>133</b>	<b>120</b>	<b>144</b>	<b>132</b>	<b>44</b>						

## Visiting Team Percentages By Year

Year	Total Teams	Visiting Teams	Percentage	Year	Total Teams	Visiting Teams	Percentage	Year	Total Teams	Visiting Teams	Percentage
2008	388	167	43.0%	2015	1,586	776	48.9%	2022	1,638	804	49.1%
2009	903	448	49.6%	2016	1,837	890	48.4%	2023	1,716	775	45.1%
2010	1,331	633	47.6%	2017	1,754	845	48.2%	2024	1,802	886	49.2%
2011	1,172	525	44.8%	2018	1,783	916	51.4%	2025	1,790	911	50.9%
2012	1,170	589	50.3%	2019	1,769	1,116	63.1%	<b>Totals</b>	<b>25,982</b>	<b>13,118</b>	<b>50.5%</b>
2013	1,325	672	50.7%	2020	958	566	59.1%				
2014	1,415	748	52.3%	2021	1,645	851	51.7%				

# 2025 Lithia & Driveway Fields

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan 4-5	Adult Softball	New Year's Bash	24	54	2	16	8
Jan 25-26	Adult Softball	The Yeti Tournament	24	62	2	18	6
Jan	Soccer	Club Soccer Games	68	34		50	18
Feb 21-23	Fastpitch	Legacy Bring It On Tournament	39	90	3	15	24
Feb	Soccer	Club Soccer Games	28	12		16	12
Mar 1-2	Adult Softball	USSSA Tournament	32	78	2	11	21
Mar 8-9	Baseball	Rogue Regency March Mayhem	40	70	2	21	19
Mar 15-16	Senior Softball	Senior Ice Breaker	12	26	2	2	10
Mar 22-23	Fastpitch	Legacy Sports Spring Fling	26	80	2	11	15
Mar 24-25	Fastpitch	North Medford Spring Break Classic	44	94	2	6	38
Mar 28-30	Baseball	Challenger Classic	8	13	2	1	7
Mar	Baseball	High School Baseball Games	6	3		6	0
Mar	Fastpitch	High School Fastpitch Games	12	6		8	4
Mar	Soccer	Club Soccer Games	56	28		30	26
Apr 5-6	Baseball	Rogue Regency Spring Classic	40	70	2	20	20
Apr 12-13	Adult Softball	5 x 5 x 5 Tournament	16	40	2	11	5
Apr 16-17	Senior Softball	Northwest Travel League 73+	7	18	2	2	5
Apr 26-27	Adult Softball	Senior Border Wars	26	63	2	6	20
Apr	Soccer	Club Soccer Games	90	45		65	25
Apr	Baseball	High School Baseball Games	8	8		4	4
Apr	Fastpitch	High School Fastpitch Games	10	6		6	4
May 3-4	Baseball	Rogue Regency Diamond Dash	40	70	2	20	20
May 7-8	Senior Softball	Northwest Travel League 73+	6	15	2	2	4
May 10-11	Fastpitch	Legacy Sports Halloween in May	39	91	2	14	25
May 15-16	Senior Softball	Northwest Travel League 68+	6	15	2	2	4
May 23-26	Baseball	Memorial Day Tournament	46	105	4	23	23
May 24-26	Soccer	Rogue Memorial Challenge	70	133	3	18	52
May 31-Jun 1	Adult Softball	Legacy Sports - Zombie Overnighter	20	50	2	14	6
May	Soccer	Club Soccer Games	72	36		54	18
May	Baseball	High School Baseball Games	4	3		2	2
May	Fastpitch	High School Fastpitch Games	6	4		4	2
Jun 14-15	Baseball	Bigfoot Bash	39	68	2	19	20
Jun 21-22	Adult Softball	Firecracker	13	28	2	9	4
Jun 27-29	Baseball	NCS Baseball Tournament	36	73	2	8	28
Jun 28-29	Lacrosse	RVYLA Tournament	22	48	2	5	17
Jul 11-13	Fastpitch	USA State Softball Tournament 14A, 16A/B	25	53	3	4	21
Jul 26-27	Adult Softball	Summer Worlds	56	112	2	16	40
Jul 31-Aug 4	Fastpitch	Legacy Bring It On Summer	37	145	4	10	27
Aug 9-10	Adult Softball	ROC Recovery Tournament	8	22	2	7	1
Aug 23-24	Baseball	Summer Sizzler Tournament	32	58	2	16	16
Aug 30-31	Adult Softball	Labor Day Tournament	8	22	2	5	3
Aug	Soccer	RCC Soccer Games	2	1		1	1
Sep 4-5	Senior Softball	Northwest Travel League 68+	6	15	2	2	4
Sep 13-14	Baseball	Jamba Bash to School Tournament	35	61	2	16	19
Sep 20	Special Event	Alzheimer Foundation Walkathon				1	
Sep 27-28	Adult Softball	Legacy Sports Frenzy Tournament	23	52	2	13	10
Sep	Soccer	Club Soccer Games	40	20		28	12
Sep	Soccer	RCC Soccer Games	6	3		3	3
Sep	Soccer	High School Soccer Games	30	15		19	11
Sep	Football	High School Football Games	10	5		6	4
Oct 4-5	Baseball	Fall Classic Tournament	33	58	2	15	18
Oct 10-12	Fastpitch	Valley South College Exposure Invitational	32	96	3	5	27
Oct 18-19	Fastpitch	Legacy Finish the Fight Tournament	41	106	2	16	25
Oct 25-26	Adult Softball	Halloween Slowpitch Tournament	21	54	2	13	8
Oct	Soccer	Club Soccer Games	90	45		62	28
Oct	Soccer	RCC Soccer Games	10	5		5	5
Oct	Soccer	High School Soccer Games	24	12		15	9
Oct	Football	High School Football Games	16	8		10	6
Nov 1-2	Baseball	Turkey Slam Tournament	31	54	2	12	19
Nov 8-9	Fastpitch	Legacy Veteran's Day Food Drive Tournament	35	81	2	12	23
Nov 9-13	Soccer	Cascade Collegiate Conference Tournament	16	14	4	2	14
Nov 15-16	Adult Softball	Thanksgiving Tournament	21	48	2	10	11
Nov	Football	High School Football Games	2	1	1	1	1
Dec 7-8	Fastpitch	Legacy Santa Hat Fastpitch Tournament	21	59	2	4	17
Dec 14-15	Adult Softball	Legacy Ugly Sweater Tournament	44	90	2	32	12
<b>TOTALS</b>			<b>1790</b>	<b>2954</b>	<b>94</b>	<b>879</b>	<b>911</b>

# Economic Impact Analysis

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$47,168	\$21,728	\$6,000	\$74,896	\$138,558	\$18,023	0.38
\$53,064	\$16,296	\$4,500	\$73,860	\$136,641	\$13,517	0.29
\$41,425	\$36,090	\$10,908	\$88,423	\$163,583	\$30,549	0.64
\$48,420	\$179,760	\$36,881	\$265,061	\$490,362	\$140,817	2.97
\$13,256	\$24,060	\$7,272	\$44,588	\$82,488	\$20,366	0.43
\$32,428	\$57,036	\$15,750	\$105,214	\$194,646	\$47,311	1.00
\$46,989	\$105,148	\$29,194	\$181,331	\$335,463	\$87,323	1.84
\$1,491	\$26,352	\$7,316	\$35,159	\$65,044	\$21,884	0.46
\$35,508	\$112,350	\$23,049	\$170,907	\$316,178	\$88,009	1.86
\$19,368	\$284,620	\$58,390	\$362,378	\$670,400	\$222,957	4.70
\$2,238	\$38,739	\$10,756	\$51,732	\$95,704	\$32,171	0.68
\$4,971	\$-	\$-	\$4,971	\$9,196	\$-	0.00
\$6,627	\$6,416	\$-	\$13,043	\$24,129	\$4,170	0.09
\$24,855	\$52,130	\$15,756	\$92,741	\$171,571	\$44,126	0.93
\$44,751	\$110,682	\$30,730	\$186,163	\$344,402	\$91,918	1.94
\$32,428	\$13,580	\$3,750	\$49,758	\$92,052	\$11,265	0.24
\$1,491	\$13,176	\$3,658	\$18,325	\$33,901	\$10,942	0.23
\$17,688	\$54,320	\$15,000	\$87,008	\$160,965	\$45,058	0.95
\$53,853	\$50,125	\$15,150	\$119,128	\$220,386	\$42,429	0.89
\$3,314	\$8,020	\$-	\$11,334	\$20,968	\$5,213	0.11
\$4,970	\$6,416	\$-	\$11,386	\$21,064	\$4,170	0.09
\$44,751	\$110,682	\$30,731	\$186,164	\$344,403	\$91,918	1.94
\$5,896	\$10,864	\$3,000	\$19,760	\$36,556	\$9,012	0.19
\$45,192	\$187,250	\$38,420	\$270,862	\$501,095	\$146,686	3.09
\$5,896	\$10,864	\$3,000	\$19,760	\$36,556	\$9,012	0.19
\$53,939	\$146,868	\$68,801	\$269,608	\$498,775	\$140,185	2.96
\$55,539	\$366,029	\$155,551	\$577,119	\$1,067,671	\$339,027	7.15
\$41,272	\$16,296	\$4,500	\$62,068	\$114,826	\$13,517	0.29
\$44,739	\$36,090	\$10,908	\$91,737	\$169,713	\$30,549	0.64
\$1,657	\$4,010	\$-	\$5,667	\$10,484	\$2,607	0.05
\$3,313	\$3,208	\$-	\$6,521	\$12,065	\$2,085	0.04
\$42,513	\$110,682	\$30,731	\$183,926	\$340,263	\$91,918	1.94
\$26,532	\$10,864	\$3,000	\$40,396	\$74,733	\$9,012	0.19
\$17,900	\$154,955	\$43,555	\$216,410	\$400,359	\$129,031	2.72
\$11,188	\$94,080	\$26,444	\$131,711	\$243,666	\$78,340	1.65
\$12,912	\$157,290	\$32,273	\$202,475	\$374,578	\$123,216	2.60
\$47,168	\$108,640	\$30,000	\$185,808	\$343,745	\$90,116	1.90
\$32,280	\$202,230	\$41,491	\$276,001	\$510,602	\$158,419	3.34
\$20,636	\$2,716	\$750	\$24,102	\$44,589	\$2,253	0.05
\$35,801	\$88,546	\$24,888	\$149,235	\$276,084	\$73,732	1.56
\$14,740	\$8,148	\$2,250	\$25,138	\$46,505	\$6,759	0.14
\$583	\$1,600	\$-	\$2,183	\$4,038	\$1,040	0.02
\$5,896	\$10,864	\$3,000	\$19,760	\$36,556	\$9,012	0.19
\$35,801	\$105,149	\$29,556	\$170,506	\$315,435	\$87,558	1.85
\$85,000						
\$38,324	\$27,160	\$7,500	\$72,984	\$135,020	\$22,529	0.48
\$23,195	\$24,060	\$7,272	\$54,527	\$100,875	\$20,366	0.43
\$1,748	\$4,800	\$-	\$6,548	\$12,113	\$3,120	0.07
\$11,068	\$17,600	\$-	\$28,668	\$53,036	\$11,440	0.24
\$18,750	\$12,000	\$-	\$30,750	\$56,888	\$7,800	0.16
\$33,563	\$99,614	\$28,001	\$161,178	\$298,180	\$82,950	1.75
\$15,125	\$135,000	\$66,123	\$216,248	\$400,059	\$130,730	2.76
\$51,648	\$187,250	\$38,420	\$277,318	\$513,038	\$146,686	3.09
\$38,324	\$21,728	\$6,000	\$66,052	\$122,196	\$18,023	0.38
\$51,360	\$56,140	\$16,968	\$124,468	\$230,266	\$47,520	1.00
\$2,913	\$8,000	\$-	\$10,913	\$20,188	\$5,200	0.11
\$8,738	\$14,400	\$-	\$23,138	\$42,805	\$9,360	0.20
\$31,250	\$18,000	\$-	\$49,250	\$91,113	\$11,700	0.25
\$26,851	\$105,147	\$29,556	\$161,554	\$298,875	\$87,557	1.85
\$38,736	\$172,270	\$35,346	\$246,352	\$455,752	\$134,951	2.85
\$6,171	\$98,546	\$41,879	\$146,596	\$271,203	\$91,277	1.93
\$29,480	\$29,876	\$8,250	\$67,606	\$125,071	\$24,782	0.52
\$3,125	\$3,000	\$-	\$6,125	\$11,331	\$1,950	0.04
\$12,100	\$85,000	\$41,633	\$138,733	\$256,656	\$82,311	1.74
\$94,336	\$32,592	\$9,000	\$135,928	\$251,467	\$27,035	0.57
<b>\$1,764,251</b>	<b>\$4,262,832</b>	<b>\$1,197,857</b>	<b>\$7,224,940</b>	<b>\$13,366,138</b>	<b>\$3,505,382</b>	<b>75.25</b>
			<b>\$5,460,689</b>		<b>\$38.97</b>	

# 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 installation of synthetic turf in the United States by a municipality (*1.5 million square feet*).

**Park Size:** 132 acres

**Address:** 300 Lowry Ln., Medford

**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 80,000 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 46 tournaments, events or contests that attracted 1,790 teams. These teams spent an estimated \$7,224,940 in hard dollars.

**Visitor Spending:** The 911 visiting teams spent \$5.46 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 \$13,366,138. 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 \$38.97 for each Medford resident.

**Jobs:** If one job is created for every \$72,935 — Medford's approximate median income — tournaments helped sustain 75 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	79.4
2010	44	1331	\$4,176,346	\$5,212,669	\$9,643,437	115.91
2011	46	1172	\$3,802,183	\$4,782,784	\$8,848,150	104.22
2012	45	1170	\$3,938,774	\$4,784,732	\$8,851,754	110.19
2013	41	1325	\$4,186,707	\$5,096,426	\$9,318,977	99.96
2014	44	1415	\$4,584,433	\$5,537,316	\$10,249,856	109.88
2015	45	1586	\$4,660,844	\$5,982,350	\$11,067,348	103.76
2016	41	1837	\$5,019,839	\$6,405,228	\$11,849,671	118.79
2017	40	1754	\$4,364,875	\$5,799,055	\$10,728,251	103.31
2018	43	1783	\$4,878,156	\$6,233,019	\$11,531,085	110.54
2019	43	1769	\$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	1645	\$5,447,998	\$7,046,380	\$13,035,804	108.47
2022	47	1638	\$4,847,750	\$6,591,184	\$12,193,691	97.74
2023	41	1716	\$4,497,777	\$6,353,591	\$11,754,144	89.91
2024	44	1802	\$5,393,776	\$7,282,092	\$13,471,870	107.76
2025	46	1790	\$5,460,689	\$7,224,940	\$13,366,138	75.25
<b>Totals</b>	<b>739</b>	<b>25,982</b>	<b>\$78,051,809</b>	<b>\$100,085,679</b>	<b>\$185,091,916</b>	<b>1712.97</b>

## Estimated Park Visits

Year	Total Park Attendance	Event Attendance	Year	Total Park Attendance	Event Attendance
2008	86,940	82,140	2018	228,556	162,757
2009	152,942	119,492	2019	226,728	161,454
2010	193,780	137,680	2020	132,600	94,450
2011	176,340	125,289	2021	211,537	150,637
2012	178,103	126,542	2022	210,627	149,989
2013	181,665	129,073	2023	220,315	156,888
2014	193,837	137,721	2024	240,143	171,007
2015	217,097	154,248	2025	238,462	169,810
2016	232,293	165,045	<b>Totals</b>	<b>3,542,366</b>	<b>2,551,172</b>
2017	220,401	156,950			

## Total Games Played

Year	Games	Year	Games	Year	Games	Year	Games	Year	Games
2008	2,500	2012	4,100	2016	5,200	2020	2,500	2024	5,100
2009	3,500	2013	4,100	2017	5,100	2021	5,000	2025	5,200
2010	4,000	2014	4,400	2018	5,100	2022	5,000	<b>Total</b>	<b>79,800</b>
2011	3,900	2015	5,000	2019	5,100	2023	5,000		

## Vehicle Traffic Counts

Highway 99 (near Harry & David Field)		
Year	Daily Avg.	Annual Total
2025	14,985	5,469,525

Interstate 5 (0.3 miles south of Exit 27)		
Year	Daily Avg.	Annual Total
2025	44,252	16,151,980

# 2026 Tournament and Event Schedule

DATE	TYPE	NAME
Jan 3-4	Adult Softball	New Year's Bash
Jan 24-25	Adult Softball	The Yeti
Jan 31-Feb 1	Youth Baseball	Youth Baseball Tournament
Feb 20-22	Fastpitch	Legacy Sports Fastpitch
Feb 28-Mar 1	Adult Softball	March Slowpitch Tournament
Mar 7-8	Youth Baseball	Rogue Regency Tournament Series: March Mayhem
Mar 21-22	Fastpitch	City of Medford & Legacy Sports: Spring Fling
Mar 23-24	Fastpitch	Black Tornado Spring Break Classic
Apr 4-5	Adult Softball	Slowpitch Tournament
Apr 11-12	Youth Baseball	Rogue Regency Tournament Series: Spring Classic
Apr 15-16	Senior Softball	Northwest Travel League (73+)
Apr 18-19	Fastpitch	City of Medford & Legacy Sports: Turf Wars
Apr 23-24	Senior Softball	Northwest Travel League (68+)
Apr 25-26	Senior Softball	Cornerstone Senior Tournament (40+, 50+, 55+, 60+, 65+)
May 2-3	Youth Baseball	Rogue Regency Tournament Series: Diamond Dash (10U-13U)
May 2-3	Soccer	President's Cup
May 6-7	Senior Softball	Northwest Travel League (73+)
May 9-10	Fastpitch	City of Medford & Legacy Sports: Halloween in May
May 9-10	Youth Baseball	Rogue Regency Tournament Series: Diamond Dash (14U only)
May 11-12	Fastpitch	NAIA Fastpitch Open Round: F7, 8
May 13-14	Fastpitch	NAIA Fastpitch Open Round: F6, 7, 8
May 14-15	Senior Softball	Northwest Travel League (68+)
May 22-25	Youth Baseball	Auntie Anne's Memorial Day Tournament
May 23-25	Soccer	Rogue Memorial Challenge
May 30-31	Adult Softball	Legacy Sports Slowpitch - Overnight
Jun 13-14	Youth Baseball	Rogue Regency Bigfoot Bash Tournament
Jun 20-21	Adult Softball	Firecracker Slowpitch
Jun 26-28	Youth Baseball	NCS Youth Baseball Tournament
Jun 27-28	Youth Lacrosse	RVYLA Tournament
Jul 4-5		4th of July Weekend
Jul 10-12	Youth Fastpitch	USA Softball State Tournament
Jul 17-19	Youth Baseball	Legacy Youth Baseball Tournament
Jul 25-26	Adult Softball	Summer Worlds
Jul 25-29	Youth Baseball	American Legion State Finals
Jul 29-Aug 2	Youth Fastpitch	Legacy Fastpitch (EXTENDED DAYS)
Aug 4-10	Youth Baseball	American Legion Regional Finals
Aug 15-16	Adult Softball	WSL All Turf Summer Slam
Aug 22-23	Youth Baseball	Jamba Summer Sizzler
Aug 29-30	Adult Softball	Labor Day Turney
Sep 3-4	Senior Softball	Northwest Travel League (68+)
Sep 5-6	Adult Softball	ROC Recovery Tournament
Sep 12-13	Youth Baseball	Auntie Anne's Bash to School Tournament
Sep 19-20	Youth Fastpitch	Legacy Fastpitch (Overnight-Schedule around Walkathon)
Sep 19	Special	Alzheimer Foundation Walkathon (Saturday only)
Sep 26-27	Adult Softball	Legacy Sports Slowpitch
Oct 3-4	Youth Baseball	Auntie Anne's Fall Classic
Oct 9-11	Youth Fastpitch	Valley South College Exposure (200' FENCES STAY SETUP)
Oct 17-18	Youth Fastpitch	Legacy Fastpitch
Oct 24-25	Adult Softball	Halloween Slowpitch Tournament
Nov 6-12	Soccer	Cascade Conference Championship (Tentative)
Nov 7-8	Youth Baseball	Jamba Turkey Slam
Nov 14-15	Youth Fastpitch	Legacy Fastpitch
Nov 21-22	Adult Softball	Thanksgiving Slowpitch Tournament
Dec 5-6	Youth Fastpitch	Legacy Fastpitch (Santa Sweater)
Dec 12-13	Adult Softball	Ugly Sweater Slowpitch Tournament