

CITY OF MEDFORD

ROGUE X 2025 ANNUAL REPORT



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ROGUE
CREDIT UNION
COMMUNITY COMPLEX X



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MEDFORD

PARKS, RECREATION AND FACILITIES





Rogue Credit Union Community Complex 2025 Highlights

Rogue X Impact and Vitality Surges in Year 2

If it wasn't already obvious, the second year of the Rogue Credit Union Community Complex ("Rogue X") was proof-in-concept of its versatility and community impact. The multi-purpose recreation center generated over \$9.79 million in estimated economic impact from sporting events, trade shows, and other community activities.

Managed and maintained by the City of Medford, the \$75.8 million facility hosted 65 events in 2025, producing over \$5.2 million in actual spending and a grand total of \$9,788,253 in estimated induced economic stimulus. Event rental fees and income from 105,397 recreational aquatics visits helped the facility produce nearly \$1.3 million in revenue to the City.

The largest impact comes from sporting events. Fueled by the City's partnership with Manny Basketball Association, a total of 474 youth teams competed in 11 basketball tournaments, accounting for 34 percent of the economic stimulus. The 108-team Southern Oregon Open basketball tournament coordinated by Kids Unlimited Academy produced nearly \$1 million in spending. Meanwhile, volleyball tournaments attracted 176 teams and produced nearly \$2 million in economic impact. Besides basketball, the Rogue X also hosted competitive futsal (indoor soccer), wrestling, boxing, swimming, and cornhole activities.

The facility's presence made it possible for Travel Medford and the Southern Oregon Sports Commission to land two American Cornhole Organization major tournaments along with the right to host the ACO World Championships in 2027.

The largest trade show in the 75,000-square-foot Event Center was the two-day Barnstormer's Holiday Bazaar craft fair in November that featured over 4,800 attendees and 190 vendors – an estimated \$229,000 economic impact. The second-largest trade show was the Rogue Makers Holiday Fair over Thanksgiving weekend, which attracted 3,250 paid attendees. And approximately 4,500 people paid to over 100 classic cars and trucks at the 48th-Annual Rod & Custom Show in April.

The Event Center attracted 20,961 drop-in visits for basketball, volleyball and pickleball play, a 15% increase compared to 2024.

The 13-lane Naversen Competition Pool is having a positive transformational impact on the southern Oregon swim community. The City partners with the Rogue Rapids, a local non-profit organization, to provide low-cost, high-quality competitive youth swimming instruction and competition. Meanwhile, Medford's high school swim teams hosted 10 swim meets, including two District meets.

The shining star of the Rogue X and Medford's happy place is the Sjothun Recreation Pool, which held 1,326 swim lessons and hosted 455 birthday parties in the specialized, 33-person-capacity party rooms.

Economic impact is calculated using parks and recreation industry-standard methodology set forth by Texas A&M University researcher Dr. John L. Crompton. The estimated impact does not include the City's nearly \$2 million cost to staff and maintain the building.

This Year:

- Generated \$9.79 million in estimated economic impact in 355 days of operation.
- Economic impact was an equivalent of 12.9 percent of the building's construction cost.
- Received 105,397 aquatics visitors.
- Hosted 65 events and 455 party rentals.
- Attracted a record number of drop-in sports visitors (20,961).

Annual Stats

Open Swim Visits (includes Lap Swim Visits)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2024	8,999	8,229	11,279	7,642	8,123	12,193	16,183	13,213	4,229	4,825	5,624	5,903	106,442
2025	7,980	6,351	10,389	6,779	7,928	12,694	16,284	14,062	5,408	4,977	6,953	5,592	105,397

Lap Swim Visits

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2024									623	835	1,113	880	3,451
2025	761	666	997	1,048	995	1,251	1,355	1,486	1,188	1,399	1,105	1,228	13,479

Event Center Drop-Ins

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2024	1,507	1,640	2,062	1,284	1,167	1,079	1,195	1,241	782	1,301	2,481	2,532	18,271
2025	3,222	2,135	2,227	1,157	1,034	1,503	1,161	1,688	1,330	1,208	1,455	2,841	20,961

Monthly Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Avg/ Month
2024	\$157,168	\$117,076	\$138,902	\$116,880	\$107,408	\$128,366	\$158,307	\$120,624	\$88,151	\$100,003	\$87,323	\$77,068	\$1,397,276	\$116,440
2025	\$113,993	\$75,037	\$116,083	\$92,425	\$75,779	\$139,541	\$174,512	\$124,248	\$116,679	\$89,394	\$70,426	\$97,868	\$1,285,985	\$107,165

Scheduled Events (All Events)

2024	54
2025	65

Aquatics Events

2024	10
2025	13

Party Room Rentals

2024	780
2025	455

Swim Lesson Registrations

2024	1,297
2025	1,326

Event Attendance

2024	58,533
2025	80,060

CityDataAI Geospatial Building Visits

2024	217,500
2025	478,200

Estimated Local and Visitor Total Spending

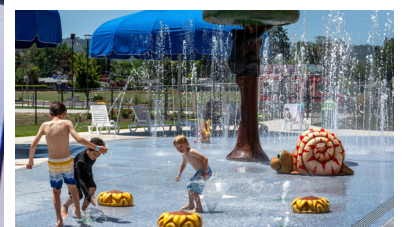
2024	\$3,648,253
2025	\$5,290,947

Estimated Economic Impact

2024	\$6,749,249
2025	\$9,788,253

Jobs Created or Sustained

2024	21.2
2025	34.1



Community Thrives Here

2025 Rogue X

Date	Description	Sporting Events	Teams	Spectators/Participants	Days	# Local	# Visiting
Jan 4	Basketball/Volleyball	AAU Basketball/ Volleyball Jamboree	45	1350	1	45	0
Jan 12	Cheerleading	Rogue Renegade Rumble	24	1000	1	20	4
Jan 18-19	Basketball	MLK Dream Classic	34	2040	2	33	1
Jan 25-26	Volleyball	Icebreaker Tournament	12	720	2	2	10
Feb 1-2	Indoor Soccer	Southern Oregon Futsal Tournament	12	200	2	12	0
Feb 15-16	Volleyball	Neti Volleyball Tournament	26	1560	2	13	13
Feb 23	Volleyball	CEVA Power League	32	960	1	2	30
Mar 1-2	Basketball	March Madness Hoopfest	64	3840	2	56	8
Mar 9	Volleyball	Spartan Boxing Volleyball Fundraiser	12	100	1	12	0
Mar 15	Basketball	Special Olympics Oregon Tournament	23	1380	1	12	11
Mar 29-30	Volleyball	CEVA Volleyball Tournament	35	2100	2	7	28
Apr 5	Volleyball	Going Rogue Volleyball Tournament	17	480	1	6	11
Apr 13	Basketball	Rogue X Slam	74	2200	1	43	31
May 10-11	Basketball	Southern Oregon Open	108	5400	2	65	43
Jul 12	Volleyball	Spartan Boxing Volleyball Fundraiser	12	100	1	12	0
Aug 30	Volleyball	Cascade Christian Challenger Invitational	16	480	1	3	13
Oct 25-26	Basketball	Halloween Hoopfest	28	1680	2	20	8
Nov 22-23	Basketball	Turkey Shootout	28	1680	2	15	13
Dec 6-7	Basketball	MBA Hoops Kick-off	36	2160	2	31	5
Dec 13-14	Basketball	MBA Pre-Season Kick Off	18	1080	2	16	2
Dec 18	Basketball	CCHS Christmas Classic	30	900	1	21	9

Date	Description	Trade Shows/Special Events	Event Attendance	Trade Show Attendance	Vendors
Feb 22	Banquet	RCU Awards Celebration	700		
Mar 7-8	Special Event	Father Daughter Dinner Dance	650		
Apr 18	Banquet	MFD Awards Banquet	160		
Apr 19	Special Event	Mother Son Dance	300		
Apr 26-27	Car Show	48th Annual Rod and Custom Show		4500	200
May 3	Prom	North Medford HS Prom	400		
May 17	Prom	South Medford HS Prom	540		
Jun 28	Special Event	Medford Pride	3500		
Jul 26-27	Trade Show	Meadowlark Comic Con		2500	140
Sep 11	Banquet	Chamber of Commerce EIB Awards	500		
Sep 13	Banquet	Back Tornado Club Auction Fundraiser	150		
Sep 20-21	Trade Show	Ani-Medford		3000	180
Oct 3	Special Event	A Night of Heroes: Family Dance	75		
Oct 18-19	Trade Show	Fall Fest Market		1000	167
Oct 23	Banquet	La Clinica Employee Banquet	550		
Oct 25-26	Comm. Event	MPRFD Howl-O-Ween Event	800		
Nov 1-2	Trade Show	Barnstormer's		4800	190
Nov 8-9	Trade Show	Misltoe Market & Holiday Fair		1250	85
Nov 15-16	Trade Show	Rogue Makers Holiday Fair		3250	180
Nov 29-30	Trade Show	Merry Market & Christmas Faire		2000	190
Dec 13	Banquet	Star Body Works Banquet	120		
Dec 13	Comm. Event	Breakfast with Santa	350		1

Date	Description	Specialty Sporting Events/Clinics	Visiting Participants	Total Participants
Jan 30-Feb 1	Cornhole	ACO Medford Major	129	169
Feb 8-9	Wrestling	RMN Wrestling's Most Wanted	300	1100
Apr 5	Boxing	Spartan Boxing	50	500
Apr 12	Cornhole	Pear Blossom Cornhole Tournament	5	60
Jun 14	Boxing	Spartan Boxing	60	600
Oct 4	Boxing	Spartan Boxing	45	450
Oct 10-12	Cornhole	ACO Medford Major Oct.	70	97
Jun-Aug	Basketball	MBA Hoops Summer Basketball Academy	0	378

Date	Description	Aquatics Events	Teams	Local Teams	Visiting Teams	Spectators
2025	Swim	Competitive Club Swim Meets	33	27	6	990
2025	Swim	High School Swim Meets	62	50	12	1860

TOTALS ►

Economic Impact Analysis

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$88,335	\$540	\$-	\$88,875	\$164,419	\$351	0.01
\$40,700	\$26,096	\$8,160	\$74,956	\$138,669	\$22,266	0.47
\$68,559	\$7,240	\$2,040	\$77,839	\$144,002	\$6,032	0.13
\$6,302	\$64,528	\$20,400	\$91,230	\$168,776	\$55,203	1.16
\$22,980	\$80	\$-	\$23,060	\$42,661	\$52	0.00
\$29,731	\$84,136	\$26,520	\$140,387	\$259,716	\$71,926	1.52
\$7,166	\$193,104	\$61,200	\$261,470	\$483,720	\$165,298	3.49
\$117,704	\$52,928	\$16,320	\$186,952	\$345,861	\$45,011	0.95
\$22,620	\$40	\$-	\$22,660	\$41,921	\$26	0.00
\$27,228	\$71,216	\$-	\$98,444	\$182,121	\$46,290	0.98
\$20,545	\$180,712	\$57,120	\$258,377	\$477,997	\$154,591	3.26
\$12,858	\$70,856	\$22,440	\$106,154	\$196,385	\$60,642	1.28
\$87,685	\$200,024	\$63,240	\$350,949	\$649,256	\$171,122	3.61
\$140,015	\$278,392	\$87,720	\$506,127	\$936,335	\$237,973	5.02
\$22,620	\$40	\$-	\$22,660	\$41,921	\$26	0.00
\$7,293	\$83,704	\$26,520	\$117,517	\$217,406	\$71,646	1.51
\$43,148	\$52,064	\$16,320	\$111,532	\$206,334	\$44,450	0.94
\$33,873	\$84,184	\$26,520	\$144,577	\$267,467	\$71,958	1.52
\$65,281	\$32,984	\$10,200	\$108,465	\$200,660	\$28,070	0.59
\$33,568	\$13,280	\$4,080	\$50,928	\$94,217	\$11,284	0.24
\$42,195	\$58,176	\$18,360	\$118,731	\$219,652	\$49,748	1.05

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$65,000	\$4,200	\$3,192	\$72,392	\$133,925	\$4,805	0.10
\$52,800	\$-	\$-	\$52,800	\$97,680	\$-	0.00
\$18,190	\$-	\$-	\$18,190	\$33,652	\$-	0.00
\$27,600	\$-	\$-	\$27,600	\$51,060	\$-	0.00
\$71,425	\$6,850	\$2,400	\$80,675	\$149,249	\$6,013	0.13
\$22,500	\$-	\$-	\$22,500	\$41,625	\$-	0.00
\$26,700	\$-	\$-	\$26,700	\$49,395	\$-	0.00
\$34,975	\$2,800	\$-	\$37,775	\$69,884	\$1,820	0.04
\$78,175	\$7,600	\$4,080	\$89,855	\$166,232	\$7,592	0.16
\$34,000	\$-	\$-	\$34,000	\$62,900	\$-	0.00
\$20,950	\$-	\$2,040	\$22,990	\$42,532	\$1,326	0.03
\$96,175	\$9,600	\$6,160	\$111,935	\$207,080	\$10,244	0.22
\$3,100	\$-	\$-	\$3,100	\$5,735	\$-	0.00
\$77,095	\$7,480	\$-	\$84,575	\$156,464	\$4,862	0.10
\$16,750	\$-	\$-	\$16,750	\$30,988	\$-	0.00
\$4,800	\$-	\$-	\$4,800	\$8,880	\$-	0.00
\$112,735	\$11,440	\$-	\$124,175	\$229,724	\$7,436	0.16
\$49,375	\$4,400	\$-	\$53,775	\$99,484	\$2,860	0.06
\$67,250	\$7,200	\$-	\$74,450	\$137,733	\$4,680	0.10
\$92,575	\$9,200	\$-	\$101,775	\$188,284	\$5,980	0.13
\$23,350	\$500	\$2,040	\$25,890	\$47,897	\$1,651	0.03
\$10,850	\$-	\$-	\$10,850	\$20,073	\$-	0.00

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$24,767	\$32,070	\$28,560	\$85,397	\$157,984	\$39,409	0.83
\$22,200	\$197,220	\$2,040	\$221,460	\$409,701	\$129,519	2.73
\$13,200	\$32,870	\$2,040	\$48,110	\$89,004	\$22,692	0.48
\$9,432	\$2,521	\$-	\$11,952	\$22,112	\$1,638	0.03
\$14,700	\$39,444	\$2,040	\$56,184	\$103,940	\$26,965	0.57
\$12,450	\$29,583	\$2,040	\$44,073	\$81,535	\$20,555	0.43
\$18,864	\$25,206	\$16,800	\$60,870	\$112,609	\$27,304	0.58
\$34,020	\$-	\$-	\$34,020	\$62,937	\$-	0.00

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$100,224	\$115,632	\$12,240	\$228,096	\$421,978	\$83,117	1.75
\$185,600	\$231,264	\$24,480	\$441,344	\$816,486	\$166,234	3.51

\$2,382,232	\$2,331,403	\$577,312	\$5,290,947	\$9,788,253	\$1,890,665	34.14
		\$2,908,715				

Rogue X Facts and Statistics

The Rogue Credit Union Community Complex is a community park owned and operated by the City of Medford. The facility is one of the largest municipal recreation centers in the country.

- **Construction Cost:** \$75.8 million
- **Groundbreaking:** September 10, 2021
- **Grand opening:** January 6, 2024
- **Architect:** Perkins + Will (*Denver, Colo.*)
- **Contractor:** Pence Construction (*Lake Oswego, Ore.*)
- **Building size:** 139,834 square feet
- **Available parking spots:** 522
- **Total facility footprint, including parking and landscaping:** 22.4 acres
- **Total pool water surface area:** 14,230 square feet
- **Total volume of indoor pools:** 549,366 gallons (*chlorinated*)

Naming Rights Agreement

In November 2020, the Medford City Council approved an exclusive 10-year, \$2.145 million facility naming-rights agreement with Medford-based Rogue Credit Union, changing the building name from “Medford Sports and Events Complex” to “Rogue Credit Union Community Complex” through 2033, with first right of refusal for an extension. “Rogue X” is the approved short name for the facility.

Significance of the Economic Impact Report

In most communities, parks and recreation agencies are the engines of tourism and economic development. Recreational facilities like the Rogue X 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 Rogue X. 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 building hosted 65 major events that resulted in actual spending of \$5,290,947 in hard dollars.

Visitor Spending:

Visitors to Medford spent over \$2.9 million in hard dollars. Visitors are defined as people living outside of the Rogue Valley, excluding Klamath Falls and Yreka.

Sales: Total Spending by all building patrons (local and visitors) multiplied by a “ripple effect” of 85 cents for every dollar spent, for a grand total of \$9,788,253. The theoretical 1.85 multiplier is based on Crompton studies of recreational activities in a city of similar size.

Personal Income: This measure reports the direct, indirect and induced spending of visitors 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 Rogue X theoretically generated \$20.92 for each Medford resident.

Jobs: If one job is created for every \$72,935 — Medford's approximate median income — the Rogue X helped sustain 34 jobs in the community based on the direct spending of visitors. 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.

Rogue X 2026 Event Schedule

Date	Event	Type
Jan 3	Volleyball Jamboree	Volleyball
Jan 9-11	Southern Oregon AAU Tournament	Basketball
Jan 17-18	MBA Hoops Tournament	Basketball
Jan 24-25	Rogue X Icebreaker	Volleyball
Jan 29-31	ACO Medford Major	Cornhole
Jan 30-31	Rogue Rapids Invitational	Swimming
Feb 5-7	RMN Wrestling	Wrestling
Feb 14-15	The Neti	Volleyball
Feb 21	RCU Employee Awards Banquet	Banquet
Feb 28-Mar 1	SOYCL Tournament	Basketball
Mar 6-7	Father Daughter Dinner Dance	Special Event
Mar 14-15	Special Olympics Basketball/Cornhole	Event
Mar 28-29	CEVA Rogue Valley Classic	Volleyball
Apr 4-5	MBA Hoops Rogue X Slam	Basketball
Apr 11	Pear Blossom Cornhole Tournament	Cornhole
Apr 11	Spartan Boxing	Boxing
Apr 17	Medford Fire Awards Banquet	Banquet
Apr 18	Mother Son Dinner Dance	Special Event
Apr 23-26	49th Annual Rod & Custom Show	Event
May 2	North Medford Prom	Event
May 9-10	Southern Oregon Open	Basketball
May 16	South Medford Prom	Event
May 23-24	NorCal Supreme Tournament	Basketball
May 29-31	West Coast Unlimited Tournament	Basketball
Jun 6-7	MBA Hoops HS Invitational	Basketball
Jun 13-14	MBA Hoops Tournament	Basketball
Jun 18-21	West Coast Unlimited Tournament	Basketball
Jun 27	Medford Pride	Event
Jul 11-12	MBA Hoops Summer Kickoff	Basketball
Jul 17-19	West Coast Unlimited Tournament	Basketball
Jul 24-26	Meadowlark Comic Con	Trade Show
Aug 21-23	Show Me Reptiles Show	Event
Sep 10	Chamber Excellence in Business Awards	Event
Sep 18-20	Ani-Medford	Event
Sep 26-27	MBA Hoops Tournament	Basketball
Oct 3	Spartan Boxing	Boxing
Oct 8-10	ACO Medford Major	Cornhole
Oct 10-11	Show Me Reptiles Show	Event
Oct 23	Howl-O-Ween Party	Event
Oct 24-25	MBA Hoops Halloween Hoopfest	Basketball
Oct 29-Nov 1	Gather Production Co.	Event
Nov 6-7	Barnstormer's Holiday Bazaar	Event
Nov 14-15	Rogue Maker's Holiday Fair	Event
Nov 20-22	Rogue Rapids Sophia Marks Memorial	Swimming
Nov 21-22	MBA Hoops Turkey Shootout	Basketball
Nov 27-29	Gather Production Co.	Event
Dec 5-6	MBA Hoops Winter Kickoff	Basketball
Dec 12	Breakfast with Santa	Event
Dec 12-13	MBA Hoops Winter Classic	Basketball



City of Medford | Parks, Recreation & Facilities Management
Rogue Credit Union Community Complex | "Rogue X"
901 N. Rossanley Drive, Medford, OR 97501