

CITY OF MEDFORD

LITHIA & DRIVEWAY FIELDS 2024 ANNUAL REPORT



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**LITHIA &
driveway**
Fields

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MEDFORD
PARKS, RECREATION AND FACILITIES





Lithia & Driveway Fields 2024 Highlights

This Year:

- Generated an all-time-record \$13.4 million in estimated economic impact.
- Surpassed \$173 million in estimated economic impact since 2008.
- Received over 240,000 park visitors for the first time, and attracted over 1,800 teams for only the second time.
- Set all-time records for youth baseball teams (378) and youth fast-pitch teams (156) in City-coordinated tournaments.
- Since 2008, actual visitor spending alone (\$72.5 million) has doubled the park construction cost (\$32.5 million).

Sports Park Sets Economic Impact Record

Fueled by record-setting youth baseball and softball participation, Lithia & Driveway Fields set an all-time record in 2024 by generating \$13,471,870 in estimated economic impact. The impact of 1,802 sports teams competing at the sports park surpassed the previous record established in 2021 by over \$400,000.

Managed and maintained by the City of Medford, Lithia & Driveway Fields has now accounted for over \$171 million in economic stimulus since May 2008 – over five times the \$32.5 million facility construction cost.

The park's signature events – youth baseball tournaments – shattered participation records for the second consecutive year with 378 teams in 10 tournaments (*17 more than 2023*). Eight of the 10 tournaments were sold out, with dozens of teams on waitlists unable to be accepted due to not enough available fields and umpires to meet white-hot demand.

Similarly, the City's partnership with Legacy Sports produced a bumper crop of girls fastpitch softball teams with 156 playing in four perennial springtime tournaments, up from a record-breaking 142 team count in 2023. Factoring in the large North Medford Spring Break Tournament (*42 teams*) and the Valley South College Exposure Tournament (32), a grand total of 230 fastpitch squads competed in Medford, with 66 percent coming from outside the Rogue Valley.

A major contributing factor to the record-setting year was the Cascade Collegiate Conference soccer championships, which was held in Medford for the first time as a result of tournament solicitation efforts of the City, Travel Medford, and the Southern Oregon Sports Commission. 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 591 hotel room nights, and actual spending of \$229,209 for lodging, meals, concessions, souvenirs, and other local sales. Factoring in a "ripple effect" of 85 cents for every dollar of actual spending, the total estimated stimulus to the community was \$424,036.

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 170 teams to Medford, with 70 playing at Lithia & Driveway Fields – a \$1.1 million economic boost over three days alone.

Although a smaller slice of the economic impact pie, adult slowpitch softball tournaments had strong team counts. Six established annual tournaments, primarily coordinated by Legacy Sports, experienced a 46 percent increase compared to 2023 (*from 123 to 180 teams*), a third consecutive year of growth.

Lithia & Driveway Fields also serves as the home venue for Rogue Community College, St. Mary's School, and Cascade Christian High teams who each advanced deep into postseason play.

Another factor to the record-setting year was the temporary closure of the five-field Redding (*Calif.*) sports park that resulted in the relocation of two fastpitch tournaments to Medford.

Overall, the 44 events and 2,959 games played in 2024 attracted approximately 240,143 park visitors. The estimated economic impact was 14.6 percent higher than 2023, and the team count was five percent higher.

Community Thrives Here

Tournament Team Counts

City-Coordinated Tournament Team Counts

Baseball	Tournament	'24	'23	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08
March	March Mayhem	40	40	38	38		40	39	39	39	34	23	22	19	29		10	
April	Spring Classic	39	40	38	40		38	39	36	40	33	30	11	17	20	14	16	
May	Diamond Dash	40	40	38	40		40	40	40	34	28	28				20		6
May	Memorial Day	46	46	41	44		49	47	50	50	51	43	43	52	52	49	37	
June	Father's Day/Bigfoot Bash	40	36	33	33		38	40	40	32	39	23	19		28		31	6
July	Mid-Summer Monster	18	30	17	30	35	8	9										
Aug.	Summer Sizzler	39	27	27	32	36	31	29	30	30	26	20		6	14	20	20	
Sept.	Bash to School/Patriot Day	40	31	34	26	22	34	34	31	27	17	6	15			19	6	10
Oct.	Fall Classic	40	35	29	31	36	33	36	32	28	17	11	8	10	10	8	10	12
Nov.	Turkey Slam	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							
Totals		378	361	338	360	236	344	349	330	309	272	204	126	114	157	135	134	41
Fastpitch	Tournament	'24	'23	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08
February	Bring It On	53	48															
March	Spring Fling	24	23	22	16		14	17	22	21	20	19	20	15	10			
March	Spring Break Classic									33	27							
April	Turf Wars	37	38	17	23		24	23	19	25	24	19						
May	Halloween in May	42	33	20	9		17	20	19	20								
Totals		156	142	59	48		55	60	60	99	71	38	20	15	10			
Slowpitch	Tournament	'24	'23	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08
Jan.	The Yeti	20	27	28		5	8	18	22	23	14	8						
Feb.	HR For Hearts							0	6	0	6							
March	St. Patrick's/March Mayhem	18	24								14	28	8					
June	Firecracker Overnighter	38		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	28	22	25			27	28	28	28	24	29						
Nov.	Grand Gobbler	36	36	33		58	29	32	28	26	28	22	18					
Dec.	Toys 4 Kids	40	14	10			6	8	19	10	9							
Totals		180	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%	2024	1,802	886	49.2%
2016	1,837	890	48.4%	Totals	24,192	12,207	50.5%

2024 Lithia & Driveway Fields

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan. 6-7	Adult Softball	New Year's Bash	35	68	2	20	15
Jan. 20-21	Adult Softball	The Yeti Tournament	20	39	2	13	7
Jan.	Soccer	Club Soccer Games	68	34		50	18
Feb. 3-4	Adult Softball	Valentine Tournament	9	20	1	7	2
Feb.23-25	Fastpitch	Legacy Bring It On Fastpitch Tournament	53	120	3	22	31
Feb.	Soccer	Club Soccer Games	28	12		16	12
Mar. 2-3	Adult Softball	Slowpitch Tournament	18	36	2	12	6
Mar. 9-10	Baseball	Rogue Regency March Mayhem	40	70	2	18	22
Mar. 16-17	Senior Softball	Senior Ice Breaker	17	37	2	2	15
Mar. 23-24	Fastpitch	Legacy Sports Spring Fling	24	72	2	11	13
Mar. 25-26	Fastpitch	North Medford Spring Break Classic	42	80	2	8	34
Mar. 28-29	Senior Softball	Northwest Travel League 73+	6	16	1	2	4
Mar. 29-31	Baseball	Challenger Classic	8	11	2	1	7
Mar.	Baseball	High School Baseball Games	5	3		5	0
Mar.	Fastpitch	High School Fastpitch Games	11	6		7	4
Mar.	Soccer	Club Soccer Games	56	28		30	26
Apr. 4-5	Senior Softball	Northwest Travel League 68+	6	15	2	1	5
Apr. 6-7	Baseball	Rogue Regency Spring Classic	39	68	2	19	20
Apr. 13-14	Adult Softball	Easter Bash	19	42	2	12	7
Apr. 17-18	Senior Softball	Northwest Travel League 73+	7	18	2	2	5
Apr. 20-21	Fastpitch	Legacy Sports Turf Wars	37	103	2	16	21
Apr. 27-28	Adult Softball	Mushball Adult Slowpitch Tournament	5	14	1	4	1
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	9	6		6	3
May 4-5	Baseball	Rogue Regency Diamond Dash	40	70	2	23	17
May 11-12	Fastpitch	Legacy Sports Halloween in May	42	106	2	19	23
May 16-17	Senior Softball	Northwest Travel League 68+	6	15	2	2	4
May 18-19	Senior Softball	Border Wars	26	67	2	4	22
May 24-27	Baseball	Auntie Anne's Memorial Day Tournament	46	105	4	18	28
May 25-27	Soccer	Rogue Memorial Challenge	70	133	3	13	57
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. 1-2	Adult Softball	Legacy Sports - Overnighter	38	92	2	22	16
Jun. 12-13	Senior Softball	Northwest Travel League 73+	7	18	2	2	5
Jun.15-16	Baseball	Bigfoot Bash	40	70	2	20	20
Jul. 13-14	Baseball	Mid-Summer Monster Tournament	18	31	2	10	8
Jul. 20-21	Adult Softball	Summer Worlds	51	144	2	16	35
Jul. 25-28	Fastpitch	Legacy Bring It On Summer	45	112	4	14	31
Aug. 24-25	Baseball	Summer Sizzler Tournament	39	68	2	20	19
Aug.	Soccer	RCC Soccer Games	2	1		1	1
Sep. 5-6	Senior Softball	Northwest Travel League 68+	6	15	2	2	4
Sep. 7-8	Senior Softball	Northwest Travel League 60+	6	15	2	2	4
Sep. 14-15	Baseball	Jamba Bash to School Tournament	40	70	2	21	19
Sep. 21	Special Event	Alzheimer Foundation Walkathon			1		
Sep. 28-29	Adult Softball	Legacy Sports Slowpitch Tournament	20	44	2	12	8
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. 5-6	Baseball	Fall Classic Tournament	40	70	2	17	23
Oct. 11-13	Fastpitch	Valley South College Exposure Invitational	32	96	3	2	30
Oct. 19-20	Fastpitch	Legacy Fastpitch Tournament	26	74	2	12	14
Oct. 26-27	Adult Softball	Halloween Slowpitch Tournament	28	64	2	18	10
Oct.	Soccer	Club Soccer Games	88	44		62	26
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	18	9		12	6
Nov. 2-3	Baseball	Turkey Slam Tournament	36	64	2	16	20
Nov. 9-10	Fastpitch	Legacy Veteran's Day Fastpitch Tournament	17	51	2	6	11
Nov. 10-14	Soccer	Cascade Collegiate Conference Tournament	16	14	4	2	14
Nov. 16-17	Adult Softball	Thanksgiving Slowpitch Tournament	36	75	2	24	12
Nov.	Football	High School Football Games	2	1	1	1	1
Dec. 7-8	Fastpitch	Legacy Santa Hat Fastpitch Tournament	19	55	2	8	11
Dec. 14-15	Adult Softball	Toys 4 Tots Slowpitch Tournament	40	92	2	26	14
TOTALS			1802	2959	96	916	886

Economic Impact Analysis

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$58,960	\$40,740	\$11,250	\$110,950	\$205,258	\$33,794	0.73
\$38,324	\$19,012	\$5,250	\$62,586	\$115,784	\$15,770	0.47
\$41,425	\$36,090	\$10,908	\$88,423	\$163,583	\$30,549	0.91
\$20,636	\$5,432	\$1,500	\$27,568	\$51,001	\$4,506	0.13
\$71,016	\$232,190	\$47,638	\$350,844	\$649,061	\$181,888	5.44
\$13,256	\$24,060	\$7,272	\$44,588	\$82,488	\$20,366	0.61
\$35,376	\$16,296	\$4,500	\$56,172	\$103,918	\$13,517	0.40
\$40,276	\$121,751	\$33,804	\$195,831	\$362,287	\$101,110	3.03
\$1,491	\$39,528	\$10,974	\$51,993	\$96,186	\$32,826	0.98
\$35,508	\$97,370	\$19,977	\$152,855	\$282,782	\$76,276	2.28
\$25,824	\$254,660	\$52,244	\$332,728	\$615,547	\$199,488	5.97
\$1,491	\$10,541	\$2,926	\$14,958	\$27,673	\$8,754	0.26
\$2,238	\$38,739	\$10,756	\$51,732	\$95,704	\$32,171	0.96
\$4,143	\$-	\$-	\$4,143	\$7,664	\$-	0.00
\$5,799	\$6,416	\$-	\$12,215	\$22,597	\$4,170	0.12
\$24,855	\$52,130	\$15,756	\$92,741	\$171,571	\$44,126	1.32
\$746	\$13,176	\$3,658	\$17,579	\$32,522	\$10,942	0.33
\$42,514	\$110,682	\$30,730	\$183,926	\$340,263	\$91,918	2.75
\$35,376	\$19,012	\$5,250	\$59,638	\$110,330	\$15,770	0.47
\$1,491	\$13,176	\$3,658	\$18,325	\$33,901	\$10,942	0.33
\$51,648	\$157,290	\$32,271	\$241,209	\$446,236	\$123,214	3.69
\$11,792	\$2,716	\$750	\$15,258	\$28,227	\$2,253	0.07
\$53,853	\$50,125	\$15,150	\$119,128	\$220,386	\$42,429	1.27
\$3,314	\$8,020	\$-	\$11,334	\$20,968	\$5,213	0.16
\$4,970	\$4,812	\$-	\$9,782	\$18,097	\$3,128	0.09
\$51,463	\$94,080	\$26,121	\$171,664	\$317,579	\$78,131	2.34
\$61,332	\$172,270	\$35,346	\$268,948	\$497,555	\$134,951	4.04
\$1,491	\$10,541	\$2,926	\$14,958	\$27,673	\$8,754	0.26
\$2,982	\$57,974	\$16,095	\$77,051	\$142,545	\$48,145	1.44
\$42,213	\$178,796	\$83,758	\$304,767	\$563,819	\$170,660	5.11
\$40,112	\$401,224	\$170,507	\$611,844	\$1,131,911	\$371,626	13.50
\$44,739	\$36,090	\$10,908	\$91,737	\$169,713	\$30,549	0.91
\$1,657	\$4,010	\$-	\$5,667	\$10,484	\$2,607	0.08
\$3,313	\$3,208	\$-	\$6,521	\$12,065	\$2,085	0.06
\$64,856	\$43,456	\$12,000	\$120,312	\$222,577	\$36,046	1.08
\$1,491	\$13,176	\$3,658	\$18,325	\$33,901	\$10,942	0.33
\$44,751	\$110,682	\$30,731	\$186,164	\$344,403	\$91,918	2.75
\$22,377	\$88,547	\$24,888	\$135,811	\$251,251	\$73,733	2.21
\$47,168	\$95,060	\$26,250	\$168,478	\$311,684	\$78,852	2.36
\$45,192	\$232,190	\$47,638	\$325,020	\$601,286	\$181,888	5.44
\$44,751	\$105,148	\$29,555	\$179,454	\$331,990	\$87,557	2.62
\$583	\$1,600	\$-	\$2,183	\$4,038	\$1,040	0.03
\$1,491	\$10,541	\$2,926	\$14,958	\$27,673	\$8,754	0.26
\$1,491	\$10,541	\$2,926	\$14,958	\$27,673	\$8,754	0.26
\$46,988	\$105,149	\$29,556	\$181,693	\$336,132	\$87,558	2.62
\$85,000						
\$35,376	\$21,728	\$6,000	\$63,104	\$116,742	\$18,023	0.54
\$23,195	\$24,060	\$7,272	\$54,527	\$100,875	\$20,366	0.61
\$1,748	\$4,800	\$-	\$6,548	\$12,113	\$3,120	0.09
\$11,068	\$17,600	\$-	\$28,668	\$53,036	\$11,440	0.34
\$18,750	\$12,000	\$-	\$30,750	\$56,888	\$7,800	0.23
\$38,038	\$127,285	\$35,779	\$201,102	\$372,039	\$105,992	3.17
\$6,050	\$150,000	\$73,470	\$229,520	\$424,612	\$145,256	4.35
\$38,736	\$104,860	\$21,515	\$165,111	\$305,456	\$82,144	2.46
\$53,064	\$27,160	\$7,500	\$87,724	\$162,289	\$22,529	0.67
\$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
\$8,738	\$14,400	\$-	\$23,138	\$42,805	\$9,360	0.28
\$37,500	\$18,000	\$-	\$55,500	\$102,675	\$11,700	0.35
\$35,801	\$110,681	\$31,112	\$177,594	\$328,549	\$92,165	2.76
\$19,368	\$82,390	\$16,904	\$118,662	\$219,524	\$64,541	1.93
\$48,500	\$97,969	\$82,740	\$229,209	\$424,037	\$117,461	4.27
\$70,752	\$32,592	\$9,000	\$112,344	\$207,836	\$27,035	0.81
\$3,125	\$3,000	\$-	\$6,125	\$11,331	\$1,950	0.06
\$25,824	\$82,390	\$16,904	\$125,118	\$231,468	\$64,541	1.93
\$76,648	\$38,024	\$10,500	\$125,172	\$231,568	\$31,541	0.94
\$1,888,316	\$4,177,314	\$1,216,462	\$7,282,092	\$13,471,870	\$3,505,954	107.76
		\$5,393,776			\$39.68	

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 installations of synthetic turf in the United States (*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 74,000 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 44 tournaments, events or contests that attracted 1,802 teams. These teams spent an estimated \$7,282,092 in hard dollars.

Visitor Spending: The 886 visiting teams spent almost \$5.4 million. Softball team size is estimated at 14; baseball, fastpitch 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 \$13,471,870. 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 \$39.68 for each Medford resident.

Jobs: If one job is created for every \$70,497 — Medford's approximate median income — tournaments helped sustain 107 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
Totals	693	24,192	\$72,591,120	\$92,860,739	\$171,725,778	1637.72

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	2024	240,143	171,007
2016	232,293	165,045	Totals	3,303,904	2,381,362

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	Total	74,600
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
2024	13,723	5,022,618	2024	43,937	16,080,942

2025 Tournament and Event Schedule

Date	Type	Name
Jan 4-5	Adult Softball	New Year's Bash
Jan 25-26	Adult Softball	The Yeti
Feb 15-16	Adult Softball	Valentine Slowpitch Tournament
Feb 22-23	Fastpitch	Legacy Sports Fastpitch
Mar 1-2	Adult Softball	March Slowpitch Tournament
Mar 8-9	Youth Baseball	Rogue Regency Tournament Series: March Mayhem
Mar 15-16	Senior Softball	Senior Ice Breaker (40+, 50+, 55+, 60+, 65+)
Mar 22-23	Fastpitch	City of Medford & Legacy Sports: Spring Fling
Mar 24-25	Fastpitch	Black Tornado Spring Break Classic
Mar 29-30	Senior Softball	Northwest Travel League (60+)
Apr 5-6	Youth Baseball	Rogue Regency Tournament Series: Spring Classic
Apr 10-11	Senior Softball	Northwest Travel League (68+)
Apr 12-13	Adult Softball	Slowpitch Tournament
Apr 16-17	Senior Softball	Northwest Travel League (73+)
Apr 19-20	Fastpitch	City of Medford & Legacy Sports: Turf Wars
Apr 26-27	Senior Softball	Senior Border Wars (40+, 50+, 55+, 60+, 65+)
May 3-4	Youth Baseball	Rogue Regency Tournament Series: Diamond Dash
May 7-8	Senior Softball	Northwest Travel League (73+)
May 10-11	Fastpitch	City of Medford & Legacy Sports: Mother's Day
May 15-16	Senior Softball	Northwest Travel League (68+)
May 17-18	Senior Softball	Northwest Travel League (60+)
May 23-26	Youth Baseball	Auntie Anne's Memorial Day Tournament
May 24-26	Soccer	Rogue Memorial Challenge
May 31-Jun 1	Adult Softball	Legacy Sports Slowpitch - Overnight
Jun 14-15	Youth Baseball	Rogue Regency Bigfoot Bash Tournament
Jun 21-22	Adult Softball	Firecracker Slowpitch
Jun 28-29	Youth Lacrosse	RVYLA Tournament
Jun 27-29	Youth Baseball	NCS Youth Baseball Tournament
Jul 11-13	Youth Fastpitch	USA Softball State Tournament
Jul 19-20	Youth Baseball	NCS Youth Baseball Tournament
Jul 24-27	Adult Softball	Summer Worlds
Jul 30-Aug 3	Youth Fastpitch	Legacy Fastpitch
Aug 9-10	Adult Softball	WSL All Turf Summer Slam
Aug 14-15	Senior Softball	Northwest Travel League (68+)
Aug 16-17	Senior Softball	Northwest Travel League (60+)
Aug 21	Soccer	Phoenix High Jamboree
Aug 22	Soccer	SMHS Jamboree
Aug 23-24	Youth Baseball	Jamba Summer Sizzler
Sep 4-5	Senior Softball	Northwest Travel League (68+)
Sep 6-7	Senior Softball	Northwest Travel League (60+)
Sep 13-14	Youth Baseball	Auntie Anne's Bash to School Tournament
Sep 20-21	Youth Fastpitch	Legacy Fastpitch
Sep 20	Special	Alzheimer Foundation Walkathon
Sep 27-28	Adult Softball	Legacy Sports Slowpitch
Oct 4-5	Youth Baseball	Auntie Anne's Fall Classic
Oct 10-12	Youth Fastpitch	Valley South College Exposure
Oct 18-19	Youth Fastpitch	Legacy Fastpitch
Oct 25-26	Adult Softball	Halloween Slowpitch Tournament
Nov 1-2	Youth Baseball	Jamba Turkey Slam
Nov 8-9	Youth Fastpitch	Legacy Fastpitch
Nov 8-13	Soccer	Cascade Collegiate Conference Championships
Nov 15-16	Adult Softball	Thanksgiving Slowpitch Tournament
Dec 6-7	Youth Fastpitch	Legacy Fastpitch (Santa Sweater)
Dec 13-14	Adult Softball	Ugly Sweater Slowpitch Tournament