

CITY OF MEDFORD

ROGUE X 2024 ANNUAL REPORT



PLAYMEDFORD.COM



 **ROGUE**
CREDIT UNION
COMMUNITY COMPLEX X

[Economic Impact Analysis](#) | [Annual Statistics](#) | [2024 Highlights](#) | [2025 Event Schedule](#)



MEDFORD
PARKS, RECREATION AND FACILITIES





Rogue Credit Union Community Complex 2024 Highlights

Year 1 of the Rogue X: Busy and Impactful

The scope and scale of Medford's indoor recreation capabilities skyrocketed with the grand opening of the Rogue Credit Union Community Complex ("Rogue X") on January 6, 2024. Highlighted by its versatility, the multi-purpose recreation center generated over \$6.7 million in estimated economic impact from sporting events, trade shows, and other community activities during its first calendar year of operation.

Managed and maintained by the City of Medford, the \$75.8 million facility hosted 43 major events in 2024, producing over \$3.6 million in actual spending and a grand total of \$6,749,269 in estimated induced economic stimulus. Event rental fees and income from a whopping 106,442 aquatics visits helped the facility produce nearly \$1.4 million in revenue to the City.

Sporting activities accounted for two-thirds of the economic impact, with the 108-team Southern Oregon Open basketball tournament coordinated by Kids Unlimited Academy producing nearly \$1 million in spending. The City's partnership with Manny Basketball Association featured 13 basketball tournaments and a well-attended summer camp series. Besides basketball, the Rogue X also hosted volleyball, fustal (*indoor soccer*), boxing, water polo, pickleball, swimming, and cornhole activities.

The facility's presence had a particularly profound impact for the growing number of cornhole enthusiasts in the Rogue Valley and regionally, making it possible for Travel Medford and the Southern Oregon Sports Commission to land two American Cornhole Organization major tournaments for Medford in 2024 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 4,400 attendees and 170 vendors – an estimated \$209,000 economic impact. The second-largest trade show was the longtime annual Rod and Custom Show in April, which attracted 4,000 paid attendees to see over 100 classic cars and trucks. Both events are scheduled to return in 2025.



The 13-lane Naversen Competition Pool is having a positive transformational impact on the southern Oregon swim community. The City partnership with the Rogue Rapids, a local non-profit organization, to form a low-cost, high-quality competitive youth swim club. By the end

of the year, the Rogue Rapids had approximately 130 members and produced multiple state champions. Meanwhile, Medford's high school swim teams were able to host more and larger dual meets than ever before, with future plans to host 2025 District meets for the first time.

For many Medford residents, the shining star of the Rogue X show were the water features in the Sjothun Recreation Pool, which hosted a stunning number of birthday parties in 2024 – 920 to be exact. Most weekends had 12 parties scheduled 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 \$6.7 million in estimated economic impact in 355 days of operation.
- Economic impact was an equivalent of 8.8 percent of the building's construction cost.
- Received 106,442 aquatics visitors.
- Hosted 920 party rentals.
- Attracted 18,271 drop-in sports visitors.

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

Lap Swim Visits

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2024									623	835	1,113	880	3,451

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

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

Travel Medford Alcove Visits

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2024	4,022	2,522	2,302	1,770	1,512	1,771	1,935	1,661	850	838	1,066	872	21,121



Community Thrives Here

2024 Rogue X

Date	Description	Sporting Events	Teams	Spectators/Participants	Days	# Local	# Visiting
Jan 6-7	Basketball/Volleyball	AAU Basketball/ Volleyball Jamboree	48	1400	2	48	0
Jan 13-14	Basketball	MLK Dream Classic	40	2400	2	38	2
Jan 20-21	Volleyball	Icebreaker Tournament	12	800	2	10	2
Feb 10-11	Volleyball	Neti Volleyball Tournament	30	2000	2	22	8
Feb 24-25	Basketball	MBA Hoops Kick-off	51	3060	2	47	4
Mar 2-3	Indoor Soccer	Southern Oregon Futsal Tournament	18	460	2	18	0
Mar 9-10	Basketball	Special Olympics Oregon Tournament	24	1440	1	9	15
Mar 9-10	Volleyball	RVVC Volleyball Tournament	24	1410	1	23	1
Mar 16-17	Basketball	March Madness Hoopfest	27	1610	2	19	8
Mar 23-24	Volleyball	CEVA Volleyball Tournament	11	660	2	3	8
Apr 20-21	Basketball	Southern Oregon Slam	30	1800	2	26	4
May 11-12	Basketball	Southern Oregon Open	108	5400	2	65	43
May 18-19	Basketball	MBA Hoop Classic	50	3000	2	36	14
Jun 29-30	Volleyball	Spartan Boxing Volleyball Fundraiser	11	150	1	11	0
Jul 13-14	Basketball	Summer Kickoff	19	1140	2	16	3
Jul 20-21	Basketball	Summer Hoops Tournament	17	884	2	22	4
Sep 14-15	Volleyball	Spartan Boxing Volleyball Fundraiser	14	240	1	14	0
Oct 5-6	Basketball	Hardwood Classic	20	1200	2	18	2
Oct 19-20	Basketball	Fall Classic	23	1380	2	21	2
Oct 26-27	Basketball	Halloween Hoopfest	32	1565	2	24	8
Nov 23-24	Basketball	Turkey Shootout	29	1450	2	18	11
Dec 7-8	Basketball	MBA Hoops Kick-off	40	1680	2	34	6
Dec 14-15	Basketball	MBA Pre-Season Kick Off	25	1050	2	23	2

Date	Description	Trade Shows/Special Events	Attendance	Visitor Attendance	Trade Show Attendance	Vendors
Jan 5-6	Gala	Parks & Recreation Foundation Gala	350	75		
Feb 17-18	Banquet	RCU Awards Celebration	650	42		
Apr 27-28	Car Show	47th Annual Rod and Custom Show		400	4000	160
May 4-5	Prom	North Medford HS Prom	400			
May 7-8	Trade Show	RNDC LLC Wine Tasting		10	100	15
May 25-26	Prom	Crater HS Prom	540			
Jun 22-23	Banquet	Delta Waterfowl Banquet	120	10		
Jul 27-28	Trade Show	Meadowlark Comic Con		250	2500	105
Aug 24-25	Trade Show	SORIN Innovation EXPO		25	250	15
Sep 12-13	Banquet	Chamber of Commerce EIB Awards	500			
Sep 21-22	Trade Show	Ani-Medford		300	3000	180
Oct 18-19	Banquet	Sjothun Retirement Banquet	200	10		
Oct 25-26	Community Event	MPRFD Howl-O-Ween Event			600	
Nov 2-3	Trade Show	Barnstormer's		440	4400	170
Nov 16-17	Trade Show	Rogue Makers Holiday Fair		185	1850	150

Date	Description	Specialty Sporting Events/Clinics	Visiting Participants	Total Participants
Feb 3-4	Cornhole	ACO Medford Major	109	163
Apr 6-7	Volleyball	International Volleyball Clinic	0	115
Apr 13-14	Cornhole	Pear Blossom Cornhole Tournament	5	60
Sep 7-8	Boxing	Spartan Boxing	50	500
Oct 10-12	Cornhole	ACO Medford Major Oct	72	109

Date	Description	Aquatics Events	Teams	Local Teams	Visiting Teams	Spectators
2024	Swim	High School Swim Meets	20	19	1	600

TOTALS ►

Economic Impact Analysis

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$89,040	\$-	\$-	\$89,040	\$164,724	\$-	0.00
\$79,130	\$13,808	\$4,080	\$97,018	\$179,483	\$11,627	0.25
\$21,430	\$13,168	\$4,080	\$38,678	\$71,554	\$11,211	0.24
\$48,010	\$52,192	\$16,320	\$116,522	\$215,566	\$44,533	0.97
\$98,201	\$26,920	\$8,160	\$133,281	\$246,570	\$22,802	0.50
\$35,046	\$184	\$-	\$35,230	\$65,176	\$120	0.00
\$21,879	\$96,936	\$-	\$118,815	\$219,808	\$63,008	1.38
\$47,741	\$6,988	\$2,040	\$56,769	\$105,023	\$5,868	0.13
\$41,041	\$52,036	\$16,320	\$109,397	\$202,384	\$44,431	0.97
\$7,941	\$51,656	\$16,320	\$75,917	\$140,446	\$44,184	0.96
\$54,710	\$26,416	\$8,160	\$89,286	\$165,179	\$22,474	0.49
\$140,015	\$278,392	\$87,720	\$506,127	\$936,335	\$237,973	5.19
\$77,580	\$91,136	\$28,560	\$197,276	\$364,961	\$77,802	1.70
\$20,945	\$60	\$-	\$21,005	\$38,859	\$39	0.00
\$33,784	\$19,728	\$6,120	\$59,632	\$110,319	\$16,801	0.37
\$43,992	\$26,050	\$8,160	\$78,202	\$144,674	\$22,236	0.49
\$26,834	\$96	\$-	\$26,930	\$49,821	\$62	0.00
\$37,710	\$13,328	\$4,080	\$55,118	\$101,968	\$11,315	0.25
\$43,923	\$13,400	\$4,080	\$61,403	\$113,596	\$11,362	0.25
\$50,154	\$52,018	\$16,320	\$118,492	\$219,210	\$44,420	0.97
\$38,610	\$71,244	\$22,440	\$132,294	\$244,744	\$60,895	1.33
\$69,118	\$39,216	\$12,240	\$120,574	\$223,062	\$33,446	0.73
\$46,445	\$13,268	\$4,080	\$63,793	\$118,017	\$11,276	0.25

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$150,000	\$50,000	\$15,000	\$215,000	\$397,750	\$42,250	0.92
\$65,000	\$3,900	\$2,964	\$71,864	\$132,948	\$4,462	0.10
\$63,775	\$6,000	\$2,400	\$72,175	\$133,524	\$5,460	0.12
\$22,500	\$-	\$-	\$22,500	\$41,625	\$-	0.00
\$15,895	\$680	\$1,080	\$17,655	\$32,662	\$1,144	0.02
\$22,200	\$-	\$-				0.00
\$23,350	\$500	\$2,040	\$25,890	\$47,897	\$1,651	0.04
\$65,575	\$6,200	\$4,080	\$75,855	\$140,332	\$6,682	0.15
\$16,975	\$800	\$1,080	\$18,855	\$34,882	\$1,222	0.03
\$99,000	\$-	\$-	\$99,000	\$183,150	\$-	0.00
\$96,175	\$9,600	\$6,160				0.22
\$14,000	\$680	\$1,080	\$15,760	\$29,156	\$1,144	0.02
\$4,800	\$-	\$-	\$4,800	\$8,880	\$-	0.00
\$102,655	\$10,320	\$-	\$112,975	\$209,004	\$6,708	0.15
\$56,450	\$6,000	\$-	\$62,450	\$115,533	\$3,900	0.09

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$24,767	\$32,070	\$25,222	\$82,059	\$151,808	\$37,239	0.81
\$5,750	\$-	\$-	\$5,750	\$10,638	\$-	0.00
\$9,432	\$2,521	\$-	\$11,952	\$22,112	\$1,638	0.04
\$13,200	\$32,870	\$2,040	\$48,110	\$89,004	\$22,692	0.50
\$18,864	\$25,206	\$16,800	\$60,870	\$112,609	\$27,304	0.60

Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
\$70,528	\$19,272	\$-	\$89,800	\$166,130	\$12,527	0.27

\$2,134,170	\$1,164,858	\$349,226	\$3,648,253	\$6,749,269	\$973,910	21.20
		\$1,514,084				

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 44 major events that resulted in actual spending of \$3,648,253 in hard dollars.

Visitor Spending: Visitors to Medford spent almost \$1.5 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 \$6,749,269. 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 sports park theoretically generated \$11.02 for each Medford resident.

Jobs: If one job is created for every \$70,497 — Medford's approximate median income — the Rogue X helped sustain 21 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 2025 Event Schedule

Date	Type	Event
Jan 4-5	Sports	Volleyball Jamboree/Basketball Kickoff
Jan 11-12	Cheer	Rogue Renegade Rumble Cheer Comp.
Jan 18-19	Basketball	MLK Basketball Tournament
Jan 25-26	Volleyball	Rogue X Icebreaker
Jan 31	Swim Event	Rogue Rapids Swim Meet
Jan 30-Feb 1	Tournament	ACO Medford Major
Feb 1-2	Futsal	Adult Futsal Tournament
Feb 8-9	Wrestling	RMN Wrestling
Feb 15-16	Volleyball	The Neti
Feb 22	Special Event	RCU Awards Celebration
Feb 23	Volleyball	CEVA Power League
Mar 1-2	Volleyball	Set for Spring
Mar 7-8	Special Event	Father Daughter Dinner Dance
Mar 9	Volleyball	Spartan Volleyball
Mar 15	Basketball	Special Olympics Oregon Tournament
Mar 22-23	Volleyball	Spring Spike
Mar 29-30	Volleyball	CEVA Volleyball Tournament
Apr 5	Boxing	Spartan Boxing
Apr 5-6	Basketball	Rogue X Slam
Apr 12	Event	Pear Blossom Cornhole Tournament
Apr 18	Event	Medford Fire Awards Banquet
Apr 19	Special Event	Mother Son Dance
Apr 24-27	Trade Show	48th Annual Medford Rod & Custom Show
May 3	Event	North Medford HS Prom
May 10-11	Basketball	Southern Oregon Open
May 17	Event	South Medford HS Prom
May 25-26	Basketball	NorCal Supreme Memorial Day Tourn.
May 31	Event	Crater HS Prom
Jun 7-8	Basketball	Youth Basketball Tournament
Jun 14-15	Boxing	Spartan Boxing
Jun 21-22	Basketball	Youth Basketball Tournament
Jun 28	Event	Medford Pride
Jul 5-6	Basketball	Youth Basketball Tournament
Jul 12-13	Volleyball	Spartan Volleyball
Jul 19-20	Basketball	Youth Basketball Tournament
Jul 26-27	Event	Meadowlark Comic Con
Aug 2-3	Basketball	3v3 Basketball Tournament
Aug 16	Concert	Las Palmas Entertainment/Pollo Promotions
Aug 30-31	Basketball	Southern Oregon Labor Day Showdown
Sep 11	Event	Chamber Excellence in Business Awards
Sep 13-14	Volleyball	Spartan Volleyball
Sep 20-21	Event	Ani-Medford
Oct 4-5	Boxing	Spartan Boxing
Oct 10-12	Tournament	ACO Medford Major
Oct 18-19	Trade Show	Fall Fest Market
Oct 25-26	Basketball	Halloween Hoopfest
Nov 1-2	Event	Barnstormer's LLC
Nov 8-9	Trade Show	Miseltoe Market & Holiday Fair
Nov 15-16	Trade Show	Rogue Maker's Holiday Fair
Nov 22-23	Basketball	Turkey Shootout
Nov 29-30	Trade Show	Merry Market & Christmas Fair
Dec 6-7	Basketball	Winter Kick-Off
Dec 13	Event	Breakfast with Santa
Dec 13-14	Basketball	Winter Classic
Dec 20-21	Volleyball	CEVA Open Division Power League Qualifier



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