

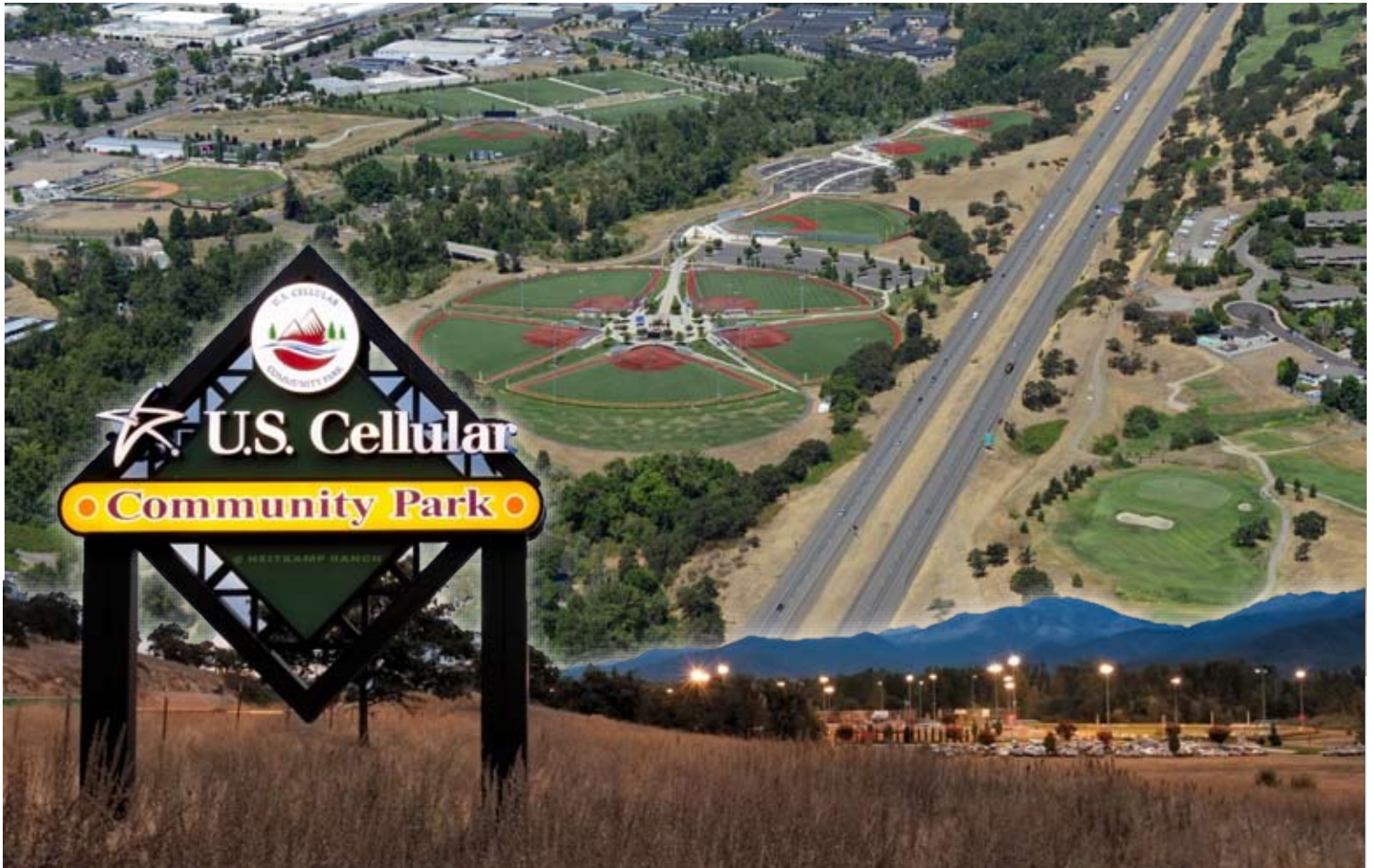
U.S. CELLULAR COMMUNITY PARK

2018
Annual Report

TURF CITY, U.S.A.



MEDFORD PARKS, RECREATION & FACILITIES



Economic Impact Analysis
Annual Statistics
2018 Highlights
2019 Event Schedule



U.S. Cellular Community Park

2018 Highlights

USCCP This Year:

- Generated \$11.5 million in estimated economic impact – the second-highest total in park history.
- Surpassed the \$100 million mark for economic impact since inception in 2008.
- Set youth baseball tournament participation records with 348 teams, including seven sold-out tournaments.
- Attracted over 162,000 participants and spectators for league and tournament games.
- The 916 visiting teams produced \$4.8 million in local spending.
- Won a USA Softball tournament hosting excellence award for the 12th time.

USCCP Economic Impact Tops \$100 Million

Youth Tournaments Highlight \$11.5 Million Year

Cumulative economic impact generated by the City of Medford's U.S. Cellular Community Park surpassed the \$100 million mark since 2008 as a result of a record-setting year for youth baseball tournament participation.

USCCP also received its 2 millionth park visit during the calendar year.

Despite three tournament cancellations due to wildfire smoke, the 15-field facility funneled an estimated \$11.5 million into the local economy – the park's second-highest annual output, and the third \$11 million output over the past four years.

A total of 1,783 teams competed at the park in 2018, including 916 from outside the Rogue Valley.

The estimated amount of visitor spending since 2008 (\$43.8 million) has easily surpassed the park's construction costs (\$32.5 million).

Youth Baseball

The popularity of the City's youth baseball tournaments was astounding.

Seven of the 10 City-run tournaments equaled or set new team-count records, including all four Fall offerings. The 349 tourney teams represented a three percent increase over last year's record total (340), triple the number of teams compared to 2013.

Fees collected from youth baseball tournaments helped the Recreation Division set a revenue record.

Other Notable Tournaments

The City equaled participation records in four popular annual adult slow-pitch softball tournaments, resulting in the third-highest overall annual team count in park history (134), including 32 in the "Grand Gobbler."

The "Turf Wars" fastpitch tournament set a record with 23 teams in May, and Southern Oregon University hosted (and won) the NAIA World Series opening-round tournament at USCCP in June.

In July, USCCP served as the venue for an Oregon Little League state tournament for the second time, attracting 15



Constructed between 2007 and '15 for \$32 million, USCCP surpassed the \$100 million mark for economic impact in 2018.

girls fastpitch teams from across the state.

Sixteen teams from the West Coast competed in the USA Softball 14A Western National Tournaments the first week of August. The City of Medford earned its 12th USA Softball tournament hosting excellence awards since 2010 in the process.

2018 USCCP Highlights

Memorial Day Weekend

As has become commonplace, Medford's 2,800 hotel rooms were jam-packed Memorial Day weekend as a result of the annual Rogue Valley Timbers Memorial Challenge, which attracted 170 teams, and the City's 47-team youth baseball tournament. The two events combined to generate over \$1.6 million in estimated economic impact based on the teams that competed at USCCP.



Youth baseball team counts increased for the sixth straight year.

Adult Sports Leagues

Medford Parks, Recreation and Facilities coordinated over 2,500 adult sports league games at USCCP in 2018.

Medford continues to lead the state with 229 different adult slow-pitch softball teams competing in at least one of four seasons of play. US-

CCP remains the only facility in the Pacific Northwest offering year-round softball leagues and tournaments.

For the third straight year, all four seasons of adult outdoor soccer leagues were sold out in co-ed and women's divisions, a grand total of 88 teams.

Contract/Rental User Groups

USCCP is the home to five varsity teams from Cascade Christian High School, two from St. Mary's High and two from Rogue Community College.

Prep football teams played 12 times at USCCP's stadium field, and the majority of the contests were sold out.

The Rogue Valley Timbers youth soccer program played 319 games state or regional competitive games at the multi-sport complex during the spring and fall, producing over \$1.54 million in economic impact.

USCCP Tournament Historical Team Counts

| Baseball | Tournament | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
|-----------|---------------------------|------|------|------|------|------|------|------|------|------|------|------|
| March | March Mayhem | 39 | 39 | 39 | 34 | 23 | 22 | 19 | 29 | | 10 | |
| April | Spring Classic | 39 | 36 | 40 | 33 | 30 | 11 | 17 | 20 | 14 | 16 | |
| May | Diamond Dash | 40 | 40 | 34 | 28 | 28 | | | | 20 | | 6 |
| May | Memorial Day | 47 | 50 | 50 | 51 | 43 | 43 | 52 | 52 | 49 | 37 | |
| June | Father's Day/Bigfoot Bash | 40 | 40 | 32 | 39 | 23 | 19 | | 28 | | 31 | 6 |
| July | Mid-Summer Monster | 9 | | | | | | | | | | |
| July | Crusader Classic | | 10 | 12 | 12 | | | | | | | |
| Aug. | Summer Sizzler | 29 | 30 | 30 | 26 | 20 | | 6 | 14 | 20 | 20 | |
| Sept. | Bash to School | 34 | 31 | 27 | 17 | 6 | 15 | | | 19 | 6 | 10 |
| Oct. | Fall Classic | 36 | 32 | 28 | 17 | 11 | 8 | 10 | 10 | 8 | 10 | 12 |
| Nov. | Turkey Slam | 36 | 32 | 29 | 27 | 20 | 8 | 10 | 4 | 5 | 4 | 7 |
| | | 349 | 340 | 321 | 284 | 204 | 126 | 114 | 157 | 135 | 134 | 41 |
| Fastpitch | Tournament | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| March | Spring Fling | 17 | 22 | 21 | 20 | 19 | 20 | 15 | 10 | | | |
| March | Spring Break Classic | | | 33 | 27 | | | | | | | |
| April | Turf Wars | 23 | 19 | 25 | 24 | 19 | | | | | | |
| May | Halloween in May | 20 | 19 | 20 | | | | | | | | |
| | | 60 | 60 | 99 | 71 | 38 | 20 | 15 | 10 | | | |
| Slowpitch | Tournament | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 |
| Jan. | The Yeti | 18 | 22 | 23 | 14 | 8 | | | | | | |
| Feb. | HR For Hearts | 0 | 6 | 0 | 6 | | | | | | | |
| March | St. Patrick's | | | | 14 | 28 | 8 | | | | | |
| June | Firecracker Overnighter | 30 | 30 | 29 | 30 | 29 | 18 | | | | | |
| July | Christmas In July | | | 0 | 12 | 10 | | | | | | |
| Aug. | Summer Stampede | | 0 | 4 | 7 | 6 | | | | | | |
| Oct. | Halloween Havoc | 28 | 28 | 28 | 24 | 29 | | | | | | |
| Nov. | Grand Gobbler | 32 | 28 | 26 | 28 | 22 | 18 | | | | | |
| Dec. | Toys 4 Kids | 8 | 19 | 10 | 9 | | | | | | | |
| | | 116 | 133 | 120 | 144 | 132 | 44 | | | | | |

2018 U.S. Cellular Community Park

| <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.20-21 | Adult Softball | The Yeti Tournament | 18 | 56 | 2 | 13 | 5 |
| Jan. | Soccer | Club Soccer Games | 16 | 8 | | 8 | 8 |
| Feb. | Soccer | Club Soccer Games | 50 | 25 | | 25 | 25 |
| Feb.24-25 | Football | Adult Flag Football Tournament (Snow Bowl) | 56 | 70 | 2 | 24 | 32 |
| Mar.3-4 | Adult Softball | Holiday RV Classic Tournament | 25 | 50 | 2 | 18 | 7 |
| Mar.17-18 | Youth Baseball | Red Robin March Mayhem Tournament | 39 | 69 | 2 | 12 | 27 |
| Mar.24-25 | Fastpitch | Human Bean Spring Fling Tournament | 17 | 39 | 2 | 6 | 11 |
| Mar.26-27 | Fastpitch | North Medford Spring Break Invitational | 33 | 65 | 2 | 5 | 28 |
| Mar.29-30 | Adult Softball | Northwest Travel League (70+) | 6 | 15 | 2 | 1 | 5 |
| Mar.31-Apr 1 | Adult Softball | | 10 | 25 | 2 | 1 | 9 |
| Mar. | Baseball | High School Baseball Games | 2 | 1 | 0 | 1 | 1 |
| Mar. | Fastpitch | High School Softball Games | 10 | 5 | 0 | 7 | 3 |
| Mar. | Soccer | Club Soccer Games | 50 | 25 | | 25 | 25 |
| Apr.7-8 | Youth Baseball | Wild River Spring Classic Tournament | 39 | 68 | 2 | 18 | 21 |
| Apr.14-15 | Fastpitch | Red Robin Turf Wars Tournament | 23 | 53 | 2 | 13 | 10 |
| Apr.21-22 | Adult Softball | Express Athletics Classic Tournament | 22 | 75 | 2 | 12 | 10 |
| Apr.28-29 | Youth Baseball | Diamond Dash Tournament | 40 | 71 | 2 | 20 | 20 |
| Apr. | Baseball | High School Baseball Games | 14 | 7 | 0 | 10 | 4 |
| Apr. | Fastpitch | High School Softball Games | 6 | 3 | 0 | 4 | 2 |
| Apr. | Lacrosse | High School Lacrosse Games | 4 | 2 | 0 | 2 | 2 |
| Apr. | Soccer | Club Soccer Games | 164 | 82 | | 103 | 61 |
| May | Baseball | High School Baseball Games | 6 | 3 | 0 | 5 | 1 |
| May | Fastpitch | High School Softball Games | 6 | 3 | 0 | 3 | 3 |
| May | Lacrosse | High School Lacrosse Games | 2 | 1 | 0 | 1 | 1 |
| May | Soccer | Club Soccer Games | 118 | 59 | | 84 | 34 |
| May 5-6 | Fastpitch | Halloween in May Tournament | 20 | 51 | 2 | 12 | 8 |
| May 10-11 | Adult Softball | Northwest Senior Travel League (75+) | 6 | 15 | 2 | 1 | 5 |
| May 12-13 | Adult Softball | Spring Swing Bob Leavens Memorial Tournament | 8 | 26 | 1 | 5 | 3 |
| May 14-16 | Adult Softball | NAIA National Tournament Opening Round | 4 | 7 | 4 | 1 | 3 |
| May 17-18 | Adult Softball | Northwest Senior Travel League (70+) | 6 | 15 | 2 | 1 | 5 |
| May 19-20 | Adult Softball | Northwest Travel League (68+)(50+)(63+) | 25 | 62 | 2 | 4 | 21 |
| May 25-28 | Youth Baseball | Yogurt Hut Memorial Day Tournament | 47 | 108 | 4 | 19 | 28 |
| May 27-29 | Soccer | Rogue Valley Timbers Memorial Challenge | 73 | 114 | 3 | 23 | 50 |
| Jun.7-8 | Adult Softball | Northwest Travel League (75+) | 6 | 15 | 2 | 1 | 5 |
| Jun.9-10 | Youth Baseball | Bigfoot Bash Tournament | 40 | 61 | 2 | 19 | 21 |
| Jun.17 | Adult Softball | Special Olympics Regional Games | 85 | 126 | 1 | 17 | 68 |
| Jun.23-24 | Adult Softball | Firecracker Overnighter Tournament | 30 | 78 | 2 | 26 | 4 |
| Jun.29-July 1 | Fastpitch | USA Softball Oregon 12B State Tournament | 24 | 54 | 3 | 4 | 20 |
| July 4-6 | Fastpitch | USA Softball Oregon 12A/14A State Tournaments | 13 | 28 | 3 | 0 | 13 |
| Jul.14-15 | Youth Baseball | Mid-Summer Monster Tournament | 9 | 16 | 2 | 5 | 4 |
| Jul.19-24 | Fastpitch | Oregon Little League Girls State Tournaments | 15 | 28 | 5 | 1 | 14 |
| Jul.31-Aug.5 | Fastpitch | USA Softball 14A Western National Tournament | 16 | 47 | 6 | 0 | 16 |
| Aug.25-26 | Youth Baseball | Yogurt Hut Summer Sizzler Tournament | 29 | 50 | 2 | 12 | 17 |
| Aug. 25 | Soccer | Southwest Conference Jamboree (CANCELED) | 0 | 0 | 0 | 0 | 0 |
| Aug. 26 | Soccer | Phoenix High School Jamboree (CANCELED) | 0 | 0 | 0 | 0 | 0 |
| Aug. | Soccer | High School Soccer Games (CANCELED) | 0 | 0 | 0 | 0 | 0 |
| Sept.23 | Special | Alzheimer's Walk | | | 1 | | |
| Sept. | Soccer | Club Soccer games | 100 | 50 | | 52 | 48 |
| Sept. | Soccer | RCC Soccer Games | 10 | 5 | | 2 | 8 |
| Sept. | Football | High School Football Games | 8 | 4 | | 4 | 4 |
| Sept. | Soccer | High School Soccer Games | 34 | 17 | | 23 | 11 |
| Sept.8-9 | Adult Softball | RVSA Fall Classic Tournament (CANCELED) | 0 | 0 | 0 | 0 | 0 |
| Sept.15-16 | Youth Baseball | Bash to School Tournament | 34 | 58 | 2 | 19 | 15 |
| Oct.6-7 | Youth Baseball | Fall Classic Tournament | 36 | 62 | 2 | 16 | 20 |
| Oct.12-14 | Fastpitch | Valley South College Exposure Invitational | 33 | 94 | 3 | 3 | 30 |
| Oct.27-28 | Adult Softball | Halloween Havoc Tournament | 28 | 83 | 2 | 15 | 13 |
| Oct. | Soccer | Club Soccer Games | 124 | 62 | | 78 | 46 |
| Oct. | Soccer | RCC Soccer Games | 12 | 6 | | 6 | 6 |
| Oct. | Football | High School Football Games | 6 | 3 | | 5 | 1 |
| Oct. | Soccer | High School Soccer Games | 32 | 16 | | 24 | 8 |
| Nov. | Soccer | Club Soccer Games | 16 | 8 | | 8 | 8 |
| Nov. | Soccer | High School Soccer Games | 2 | 1 | | 1 | 1 |
| Nov.3-4 | Youth Baseball | Turkey Slam Tournament | 36 | 62 | 2 | 17 | 19 |
| Nov.17-18 | Adult Softball | Grand Gobbler Tournament | 32 | 83 | 2 | 16 | 16 |
| Dec.8 | Adult Softball | Toys 4 Kids Tournament | 8 | 19 | 1 | 6 | 2 |
| TOTALS | | | 1783 | 2414 | | 867 | 916 |

Economic Impact Analysis

| Local Spending | Visitor Spending | Visitor Lodging | Total Spending | Sales | Personal Income | Jobs |
|----------------|------------------|-----------------|----------------|---------------|-----------------|--------|
| \$ 38,324 | \$ 13,580 | \$ 2,500 | \$ 54,404 | \$ 100,647 | \$ 10,452 | 0.36 |
| \$ 6,627 | \$ 16,040 | \$ 4,848 | \$ 27,515 | \$ 50,903 | \$ 13,577 | 0.47 |
| \$ 14,793 | \$ 35,804 | \$ 10,821 | \$ 61,418 | \$ 113,623 | \$ 30,306 | 1.06 |
| \$ 24,000 | \$ 58,230 | \$ 16,000 | \$ 98,230 | \$ 181,725 | \$ 48,249 | 1.68 |
| \$ 53,064 | \$ 19,012 | \$ 5,250 | \$ 77,326 | \$ 143,053 | \$ 15,770 | 0.55 |
| \$ 26,851 | \$ 149,421 | \$ 41,487 | \$ 217,759 | \$ 402,853 | \$ 124,090 | 4.33 |
| \$ 19,368 | \$ 82,390 | \$ 16,902 | \$ 118,660 | \$ 219,522 | \$ 64,540 | 2.25 |
| \$ 16,150 | \$ 233,279 | \$ 73,460 | \$ 322,889 | \$ 597,345 | \$ 199,380 | 6.95 |
| \$ 746 | \$ 13,176 | \$ 3,658 | \$ 17,580 | \$ 32,522 | \$ 10,942 | 0.38 |
| \$ 746 | \$ 23,717 | \$ 6,584 | \$ 31,047 | \$ 57,436 | \$ 19,696 | 0.69 |
| \$ 829 | \$ 2,005 | \$ - | \$ 2,834 | \$ 5,242 | \$ 1,303 | 0.05 |
| \$ 5,798 | \$ 4,812 | \$ - | \$ 10,610 | \$ 19,629 | \$ 3,128 | 0.11 |
| \$ 20,713 | \$ 50,125 | \$ 15,150 | \$ 85,988 | \$ 159,077 | \$ 42,429 | 1.48 |
| \$ 40,276 | \$ 116,216 | \$ 32,267 | \$ 188,759 | \$ 349,204 | \$ 96,514 | 3.36 |
| \$ 41,964 | \$ 74,900 | \$ 15,367 | \$ 132,231 | \$ 244,627 | \$ 58,674 | 2.05 |
| \$ 15,000 | \$ 18,750 | \$ - | \$ 33,750 | \$ 62,438 | \$ 12,188 | 0.42 |
| \$ 44,751 | \$ 110,682 | \$ 30,731 | \$ 186,164 | \$ 344,403 | \$ 91,918 | 3.20 |
| \$ 8,285 | \$ 8,020 | \$ - | \$ 16,305 | \$ 30,164 | \$ 5,213 | 0.18 |
| \$ 3,313 | \$ 3,208 | \$ - | \$ 6,521 | \$ 12,065 | \$ 2,085 | 0.07 |
| \$ 1,657 | \$ 3,208 | \$ - | \$ 4,865 | \$ 9,000 | \$ 2,085 | 0.07 |
| \$ 85,325 | \$ 122,305 | \$ 36,966 | \$ 244,596 | \$ 452,503 | \$ 103,526 | 3.61 |
| \$ 4,133 | \$ 2,005 | \$ - | \$ 6,138 | \$ 11,354 | \$ 1,303 | 0.05 |
| \$ 2,480 | \$ 4,812 | \$ - | \$ 7,292 | \$ 13,490 | \$ 3,128 | 0.11 |
| \$ 828 | \$ 1,604 | \$ - | \$ 2,432 | \$ 4,500 | \$ 1,043 | 0.04 |
| \$ 69,586 | \$ 68,170 | \$ 14,714 | \$ 152,470 | \$ 282,069 | \$ 53,874 | 1.88 |
| \$ 38,736 | \$ 59,920 | \$ 12,294 | \$ 110,950 | \$ 205,258 | \$ 46,939 | 1.64 |
| \$ 746 | \$ 13,176 | \$ 3,658 | \$ 17,579 | \$ 32,522 | \$ 10,942 | 0.38 |
| \$ 3,728 | \$ 7,906 | \$ 2,195 | \$ 13,828 | \$ 25,581 | \$ 6,565 | 0.23 |
| \$ 1,500 | \$ 25,500 | \$ 13,026 | \$ 40,026 | \$ 74,049 | \$ 25,042 | 0.87 |
| \$ 746 | \$ 13,176 | \$ 3,658 | \$ 17,580 | \$ 32,522 | \$ 10,942 | 0.38 |
| \$ 2,982 | \$ 55,339 | \$ 15,364 | \$ 73,685 | \$ 136,317 | \$ 45,957 | 1.60 |
| \$ 44,559 | \$ 178,796 | \$ 83,758 | \$ 307,112 | \$ 568,157 | \$ 170,660 | 5.95 |
| \$ 95,651 | \$ 358,990 | \$ 152,559 | \$ 607,200 | \$ 1,123,320 | \$ 332,507 | 11.59 |
| \$ 746 | \$ 13,176 | \$ 3,658 | \$ 17,580 | \$ 32,522 | \$ 10,942 | 0.38 |
| \$ 42,513 | \$ 116,216 | \$ 32,267 | \$ 190,996 | \$ 353,342 | \$ 96,513 | 3.36 |
| \$ 8,673 | \$ 77,714 | \$ 29,143 | \$ 115,531 | \$ 213,732 | \$ 69,457 | 2.42 |
| \$ 32,500 | \$ 7,500 | \$ - | \$ 40,000 | \$ 74,000 | \$ 4,875 | 0.17 |
| \$ 8,951 | \$ 221,367 | \$ 62,220 | \$ 292,537 | \$ 541,194 | \$ 184,331 | 6.43 |
| \$ - | \$ 143,888 | \$ 40,443 | \$ 184,331 | \$ 341,013 | \$ 119,815 | 4.18 |
| \$ 11,188 | \$ 44,273 | \$ 12,444 | \$ 67,906 | \$ 125,625 | \$ 36,866 | 1.29 |
| \$ 1,500 | \$ 119,000 | \$ 4,342 | \$ 124,842 | \$ 230,958 | \$ 80,172 | 2.79 |
| \$ - | \$ 136,000 | \$ 69,474 | \$ 205,474 | \$ 380,126 | \$ 133,558 | 4.66 |
| \$ 26,851 | \$ 94,080 | \$ 26,444 | \$ 147,374 | \$ 272,642 | \$ 78,340 | 2.73 |
| \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | 0.00 |
| \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | 0.00 |
| \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | 0.00 |
| \$ 85,000 | \$ - | \$ - | \$ 85,000 | \$ 157,250 | \$ - | 0.00 |
| \$ 43,077 | \$ 96,240 | \$ 29,088 | \$ 168,405 | \$ 311,548 | \$ 81,463 | 2.84 |
| \$ 1,657 | \$ 16,040 | \$ 4,848 | \$ 22,545 | \$ 41,708 | \$ 13,577 | 0.47 |
| \$ 12,500 | \$ 12,000 | \$ - | \$ 24,500 | \$ 45,325 | \$ 7,800 | 0.27 |
| \$ 13,398 | \$ 17,600 | \$ - | \$ 30,998 | \$ 57,346 | \$ 11,440 | 0.40 |
| | | | | | | 0.00 |
| \$ 42,513 | \$ 83,011 | \$ 23,333 | \$ 148,857 | \$ 275,385 | \$ 69,124 | 2.41 |
| \$ 35,801 | \$ 110,683 | \$ 31,112 | \$ 177,595 | \$ 328,551 | \$ 92,167 | 3.21 |
| \$ 9,075 | \$ 150,000 | \$ 73,470 | \$ 232,545 | \$ 430,208 | \$ 145,256 | 5.06 |
| \$ 44,220 | \$ 35,308 | \$ 9,750 | \$ 89,278 | \$ 165,164 | \$ 29,288 | 1.02 |
| \$ 64,615 | \$ 92,230 | \$ 27,876 | \$ 184,721 | \$ 341,733 | \$ 78,069 | 2.72 |
| \$ 4,970 | \$ 12,030 | \$ 3,636 | \$ 20,636 | \$ 38,177 | \$ 10,183 | 0.35 |
| \$ 15,625 | \$ 3,000 | \$ - | \$ 18,625 | \$ 34,456 | \$ 1,950 | 0.07 |
| \$ 13,980 | \$ 12,800 | \$ - | \$ 26,780 | \$ 49,543 | \$ 8,320 | 0.29 |
| \$ 6,628 | \$ 16,040 | \$ 4,848 | \$ 27,516 | \$ 50,905 | \$ 13,577 | 0.47 |
| \$ 583 | \$ 3,200 | \$ - | \$ 3,783 | \$ 6,998 | \$ 2,080 | 0.07 |
| \$ 38,039 | \$ 105,147 | \$ 29,556 | \$ 172,742 | \$ 319,573 | \$ 87,557 | 3.05 |
| \$ 47,168 | \$ 43,456 | \$ 12,000 | \$ 102,624 | \$ 189,854 | \$ 36,046 | 1.26 |
| \$ 8,844 | \$ 2,716 | \$ 2,000 | \$ 13,560 | \$ 25,086 | \$ 3,065 | 0.11 |
| \$ 1,354,863 | \$ 3,732,988 | \$ 1,145,168 | \$ 6,233,019 | \$ 11,531,085 | \$ 3,170,801 | 110.54 |
| | | \$ 4,878,156 | | | \$ 38.77 | |

About U.S. Cellular Community Park

U.S. Cellular Community Park (USCCP) is owned and operated by the City of Medford. USCCP 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

• 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.

• The 5-field softball/baseball complex opened on May 9, 2008 and has already hosted nearly 47,000 youth and adult games.



Significance of the Economic Impact Report

In most communities, parks and recreation agencies are the engines of tourism and economic development. Recreational facilities like USCCP 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 USCCP.

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: USCCP hosted 40 tournaments or events that attracted 1,783 teams that spent an estimated \$6,233,019 in hard dollars.

Visitor Spending: The 916 visiting teams spent over \$4.8 million. Softball team size is estimated at 14; baseball, fastpitch teams and soccer is estimated at 18.

Sales: Total Spending by all USCCP tournament participants (local and visiting teams) multiplied by a "ripple effect" of 85 cents for every dollar spent, for a grand total of \$11,531,085. 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, USCCP theoretically generated \$38.77 for each Medford resident.

Jobs: If one job is created for every \$44,130 – Medford's median income – USCCP tournaments helped sustain 110 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 USCCP events.

Totals do not reflect Harry & David Field, which is managed and maintained by the Medford Rogues Baseball Club.

USCCP Annual 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 |
| Totals | 452 | 14,661 | \$43,898,312 | \$55,098,539 | \$101,828,705 | 1,073.72 |

Estimated Park Visits

| Year | Total Park Attendance | Event Attendance | Year | Total Park Attendance | Event Attendance |
|------|-----------------------|------------------|---------------|-----------------------|------------------|
| 2008 | 86,940 | 82,140 | 2014 | 193,837 | 137,721 |
| 2009 | 152,942 | 119,492 | 2015 | 217,097 | 154,248 |
| 2010 | 193,780 | 137,680 | 2016 | 232,293 | 165,045 |
| 2011 | 176,340 | 125,289 | 2017 | 220,401 | 156,950 |
| 2012 | 178,103 | 126,542 | 2018 | 228,556 | 162,757 |
| 2013 | 181,665 | 129,073 | Totals | 2,061,954 | 1,496,937 |

Total Games Played

| Year | Games | Year | Games | Year | Games | Year | Games |
|------|-------|------|-------|------|-------|--------------|---------------|
| 2008 | 2,500 | 2011 | 3,900 | 2014 | 4,400 | 2017 | 5,100 |
| 2009 | 3,500 | 2012 | 4,100 | 2015 | 5,000 | 2018 | 5,100 |
| 2010 | 4,000 | 2013 | 4,100 | 2016 | 5,200 | Total | 46,900 |

Vehicle Traffic Counts

| Highway 99 (near USCCP/Harry & David Field entrance) | | | Interstate 5 (0.3 miles south of Exit 27 near USCCP) | | |
|--|------------|--------------|--|------------|--------------|
| Year | Daily Avg. | Annual Total | Year | Daily Avg. | Annual Total |
| 2008 | 14,200 | 5,197,200 | 2008 | 37,700 | 13,798,000 |
| 2009 | 14,700 | 5,365,500 | 2009 | 37,700 | 13,760,500 |
| 2010 | 12,800 | 4,672,000 | 2010 | 38,800 | 14,162,000 |
| 2011 | 12,700 | 4,635,500 | 2011 | 37,800 | 13,797,000 |
| 2012 | 12,200 | 4,465,200 | 2012 | 37,800 | 13,834,800 |
| 2013 | 12,000 | 4,380,000 | 2013 | 37,800 | 13,797,000 |
| 2014 | 13,900 | 5,073,500 | 2014 | 38,200 | 13,943,000 |
| 2015 | 14,500 | 5,292,500 | 2015 | 40,600 | 14,819,000 |
| 2016 | 15,900 | 5,803,500 | 2016 | 42,300 | 15,439,500 |
| 2017 | 16,400 | 5,986,000 | 2017 | 42,700 | 15,585,500 |

2019 USCCP Tournament and Event Schedule

| Date | Event Type | Event Name |
|----------------|------------|--|
| Jan. 5-6 | Softball | New Year's Bash |
| Jan. 26-27 | Softball | The Yeti Tournament* |
| Feb. 16-17 | Softball | Home Runs 4 Hearts Tournament* |
| Feb. 23 | Baseball | Groundhog Grand Slamboree* |
| March 2-3 | Softball | Holiday RV Classic |
| March 16-17 | Baseball | March Mayhem Tournament* |
| March 23-24 | Fastpitch | Spring Fling Tournament* |
| March 25-26 | Fastpitch | North Medford Spring Break Classic |
| March 30-31 | Softball | Northwest Senior Travel League (70+) |
| April 1-2 | Softball | Northwest Senior Travel League (63+)(50+) |
| April 6-7 | Baseball | Spring Classic Tournament* |
| April 13-14 | Fastpitch | Turf Wars Tournament* |
| April 20-21 | Softball | Express Athletics Classic |
| April 27-28 | Baseball | Diamond Dash Tournament* |
| May 4-5 | Fastpitch | Halloween in May* |
| May 9-10 | Softball | Northwest Travel League (75+) |
| May 11-12 | Softball | Bob Leavens Memorial* |
| May 18-21 | Softball | Northwest Senior Travel League (68+)(50+)(63+) |
| May 24-27 | Baseball | Memorial Day Tournament* |
| May 24-27 | Soccer | Rogue Valley Timbers Memorial Challenge |
| June 1-2 | Fastpitch | Black Tornado Invitational (U16)(U18) |
| June 6-7 | Softball | Northwest Senior Travel League (75+) |
| June 8-9 | Baseball | Bigfoot Bash* |
| June 15 | Special | Special Olympics Oregon State Bocce and Softball Tournaments |
| June 22-23 | Softball | Firecracker Overnight Tournament* |
| June 28-30 | Fastpitch | Oregon USA Softball 12B State Tournament |
| July 13-14 | Baseball | Mid-Summer Monster* |
| July 19-21 | Baseball | Oregon Little League State Minors Championship |
| July 29-Aug. 4 | Fastpitch | USA Softball 12B Western National Tournament* |
| Aug. 23 | Soccer | Southwest Conference jamboree |
| Aug. 24 | Soccer | Skyline Conference jamboree |
| Aug. 24-25 | Baseball | Summer Sizzler Tournament* |
| Sept. 7-8 | Softball | Rogue Valley Senior Softball Association Fall Classic Tournament |
| Sept. 14-15 | Baseball | Bash to School Tournament* |
| Sept. 21 | Special | Alzheimer's Foundation Walk-a-thon |
| Oct. 5-6 | Baseball | Fall Classic Tournament* |
| Oct. 11-13 | Fastpitch | Southern Oregon College Exposure Invitational |
| Oct. 26-27 | Softball | Halloween Havoc Tournament* |
| Nov. 2-3 | Baseball | Turkey Slam* |
| Nov. 16-17 | Softball | Grand Gobbler Tournament* |
| Dec. 7-8 | Baseball | Ugly Sweater Slugfest* |
| Dec. 14-15 | Softball | Toys 4 Kids Tournament* |

* Event coordinated by Medford Parks and Recreation Department