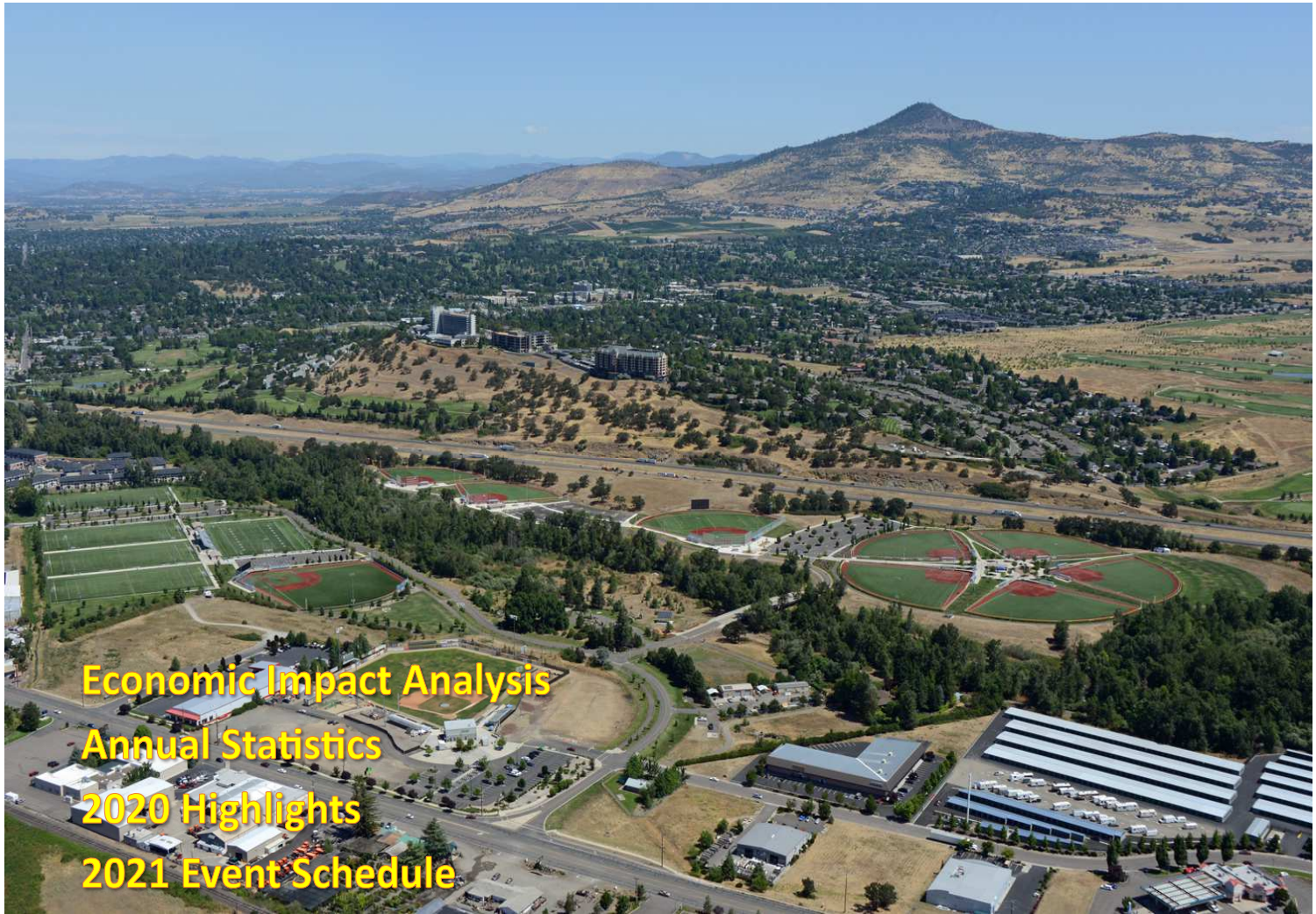


CITY OF MEDFORD

U.S. CELLULAR COMMUNITY PARK 2020 ANNUAL REPORT



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PARKS, RECREATION AND FACILITIES





U.S. Cellular Community Park

2020 Highlights

USCCP This Year:

- Generated over \$7.1 million in estimated economic impact.
- Attracted a record number of adult softball teams for nine tournaments (465).
- Surpassed the \$50 million mark for spending by teams visiting Medford from outside the Rogue Valley.
- Suffered a 46 percent decrease in team counts and a 41 percent fall in estimated economic impact compared to 2019 record-setting counts.
- Had more visiting teams than Rogue Valley teams for the third straight year (59 percent).

Pandemic Reduces USCCP Activities

Tournaments Produce \$7.1 Million in Local Spending

The COVID-19 pandemic forced the cancellation of 31 tournaments and events at U.S. Cellular Community Park in 2020. Despite the loss of the physical, social and economic benefit of over half of the year's scheduled events, the sports park managed to generate over \$3 million in visitor spending and \$7.1 million in estimated economic impact.

The economic output stemmed from Medford's ability to conduct tournaments between June and November that adhered to Oregon Health Authority outdoor recreation guidelines.

The absence of organized team sport competition in surrounding areas and states created unprecedented regional demand for youth baseball and adult slowpitch softball tournaments, which accounted for 73 percent of the year's overall team count (701 of 958).

In confronting the demand, local independent coordinators were screened and approved to conduct four new summertime adult slowpitch tournaments that attracted an astounding 216 men's, women's and co-ed teams. Coupled with the City's annual adult events, adult softball tournaments set an all-

time record with 465 teams in nine events.

Five of the City's most popular annual youth baseball tournaments were canceled due to the pandemic. When park operations resumed in June, the Recreation Division

rescheduled one and added three new summer events that accounted for a grand total of 96 teams.

All but one of the scheduled youth fastpitch tournaments were canceled due to shut-



Adult slowpitch softball participation set all-time records despite the pandemic.

down orders and because very few local teams were active in 2020.

Despite the baseball and softball bright spots, the overall impact of the pandemic was profound:

- A 41 percent drop in estimated economic impact compared to the 2019 all-time record (\$12.2 million).

- A 46 percent reduction in overall team counts compared to 2019.

However, the \$3 million in visitor spending in 2020 produced a notable milestone. Since USCCP's grand opening in May 2008, the sports park has generated over \$50 million in spending from teams visiting Medford.

USCCP Tournament Team Counts

City-Run Tournament Team Counts

Baseball	Tournament	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
March	March Mayhem		40	39	39	39	34	23	22	19	29		10	
April	Spring Classic		38	39	36	40	33	30	11	17	20	14	16	
May	Diamond Dash		40	40	40	34	28	28				20		6
May	Memorial Day		49	47	50	50	51	43	43	52	52	49	37	
June	Father's Day/Bigfoot Bash		38	40	40	32	39	23	19		28		31	6
July	Mid-Summer Monster	35	8	9										
July	Crusader Classic				10	12	12							
Aug.	Summer Sizzler	36	31	29	30	30	26	20		6	14	20	20	
Sept.	Bash to School	22	34	34	31	27	17	6	15			19	6	10
Oct.	Fall Classic	36	33	36	32	28	17	11	8	10	10	8	10	12
Nov.	Turkey Slam	33	33	36	32	29	27	20	8	10	4	5	4	7
	2020 Added Tournaments	74												
	Totals	236	344	349	340	321	284	204	126	114	157	135	134	41
Fastpitch	Tournament	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
March	Spring Fling		14	17	22	21	20	19	20	15	10			
March	Spring Break Classic					33	27							
April	Turf Wars		24	23	19	25	24	19						
May	Halloween in May		17	20	19	20								
	Totals		55	60	60	99	71	38	20	15	10			
Slowpitch	Active Tournament	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Jan.	The Yeti	5	8	18	22	23	14	8						
Feb.	HR For Hearts			0	6	0	6							
March	St. Patrick's						14	28	8					
June	Firecracker Overnighter		21	30	30	29	30	29	18					
July	Christmas In July					0	12	10						
Aug.	Summer Stampede				0	4	7	6						
Oct.	Halloween Havoc		27	28	28	28	24	29						
Nov.	Grand Gobbler	58	29	32	28	26	28	22	18					
Dec.	Toys 4 Kids		6	8	19	10	9							
	Totals	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%	2015	1,586	776	48.9%
2009	903	448	49.6%	2016	1,837	890	48.4%
2010	1,331	633	47.6%	2017	1,754	845	48.2%
2011	1,172	525	44.8%	2018	1,783	916	51.4%
2012	1,170	589	50.3%	2019	1,769	1,116	63.1%
2013	1,325	672	50.7%	2020	958	566	59.1%
2014	1,415	748	52.3%	Totals	17,391	8,891	51.1%

2020 U.S. Cellular Community Park

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan.4-5	Adult Softball	New Year's Bash	40	103	2	26	14
Jan.25-26	Adult Softball	The Yeti Tournament	5	15	1	3	2
Jan.	Soccer	Club Soccer Games	12	6	3	6	6
Feb.15-16	Adult Softball	Home Run for Hearts (Canceled)					
Feb.	Soccer	Club Soccer Games	49	37	9	12	37
Mar.7-8	Adult Softball	Holiday RV Classic Tournament	36	79	2	26	10
Mar.14-15	Baseball	Red Robin March Mayhem Tournament (Canceled)					
Mar.21-22	Baseball/Fastpitch	Human Bean Spring Fling Tournament (Canceled)					
Mar.23-24	Fastpitch	North Medford Spring Break Classic (Canceled)					
Mar.26-27	Adult Softball	Northwest Travel League (70+) (Canceled)					
Mar.28-29	Adult Softball	Northwest Travel League (50+)(63+) (Canceled)					
Mar.	Baseball	High School Baseball Games (Canceled)					
Mar.	Fastpitch	High School Fastpitch Games (Canceled)					
Mar.	Soccer	Club Soccer Games	33	18	5	15	18
Apr.4-5	Baseball	Wild River Spring Classic Tournament (Canceled)					
Apr.18-19	Fastpitch	Red Robin Turf Wars Tournament (Canceled)					
Apr.25-26	Baseball	Diamond Dash Tournament (Canceled)					
Apr.	Soccer	Club Soccer Games (Canceled)					
Apr.	Baseball	High School Baseball Games (Canceled)					
Apr.	Fastpitch	High School Fastpitch Games (Canceled)					
Apr.	Lacrosse	High School Lacrosse Games (Canceled)					
May 2-3	Adult Softball	Express Athletics Classic Tournament (Canceled)					
May 7-8	Adult Softball	Northwest Senior Travel League (75+) (Canceled)					
May 9-10	Baseball/Fastpitch	Halloween in May Tournament (Canceled)					
May 11-13	Fastpitch	NAIA National Tournament Open Round (Canceled)					
May 14-15	Adult Softball	Northwest Senior Travel League (70+) (Canceled)					
May 16-17	Adult Softball	Northwest Travel League (68+)(50+)(63+) (Canceled)					
May 22-25	Baseball	Yogurt Hut Memorial Day Tournament (Canceled)					
May 22-25	Soccer	Rogue Valley Timbers Challenge (Canceled)					
May 30-31	Fastpitch	USSSA Youth Fastpitch Event (Canceled)					
May	Soccer	Club Soccer Games (Canceled)					
May	Baseball	High School Baseball Games (Canceled)					
May	Fastpitch	High School Fastpitch Games (Canceled)					
Jun.4-5	Adult Softball	Northwest Travel League (75+) (Canceled)					
Jun.6-7	Baseball	Bigfoot Bash Tournament (Canceled)					
Jun.13-14	Adult Softball	RVSA Classic (Canceled)					
Jun. 25-28	Baseball	Coach K invitational	10	20	4	4	6
Jun.27-28	Baseball	Mid-Summer Monster Tournament	35	61	2	13	22
Jul.25-26	Adult Softball	Summer Worlds	64	184	2	40	24
Jul.27-Aug.2	Fastpitch	USA Softball Western Nationals 12A/16A (Canceled)					
Aug.1-2	Fastpitch	Oregon State 12B State Championships (Canceled)					
Jul.10-12	Fastpitch	Oregon State 16A/B State Championships (Canceled)					
Jul.11-12	Adult Softball	Express Athletics Border Battle	24	57	2	10	14
Jul.18-19	Baseball	Summer Showdown	30	52	2	12	18
Aug.8-9	Baseball	Southern Oregon Invitational	16	27	2	12	4
Aug.15-16	Adult Softball	WSL All-Turf Summer Slam	72	151	2	29	43
Aug.21	Soccer	Phoenix High School Jamboree (Canceled)					
Aug.22	Soccer	Southwest Conference Jamboree (Canceled)					
Aug.22-23	Baseball	Summer Sizzler Tournament	36	63	2	14	22
Aug.	Soccer	High School Soccer Games (Canceled)					
Sep.4-7	Baseball	Baseball Northwest Championships	30	57	4	0	30
Sep.5-7	Baseball	Gallagher and Youth Baseball Rentals	34	86	2	3	31
Sep.19	Special Event	Alzheimer Foundation Walkathon (Canceled)					
Sep.19-20	Baseball	Bash to School Tournament (Canceled)					
Sep.26-27	Adult Softball	Legacy Sports Slowpitch Tournament	56	161	2	20	36
Sep.	Soccer	Club Soccer games	32	16	8	14	18
Sep.	Soccer	RCC Soccer Games (Canceled)					
Sep.	Football	High School Football Games (Canceled)					
Sep.	Soccer	High School Soccer Games (Canceled)					
Oct.3-4	Baseball	Fall Classic Tournament	36	63	2	16	20
Oct.10-12	Fastpitch	Valley South College Exposure Invitational	32	94	3	5	27
Oct.17-18	Baseball	Fields of Screams Tournament	28	45	2	12	16
Oct.24-25	Adult Softball	Express Athletics Halloween Tournament	52	120	2	22	30
Oct.	Soccer	Club Soccer Games	68	78	9	22	46
Oct.	Soccer	RCC Soccer Games (Canceled)					
Oct.	Football	High School Football Games (Canceled)					
Oct.	Soccer	High School Soccer Games (Canceled)					
Nov.7-8	Baseball	Turkey Slam Tournament	33	58	2	12	21
Nov. 14-15	Baseball	Bash to School 2 Tournament	22	40	2	10	12
Nov.21-22	Adult Softball	Grand Gobbler Tournament	58	126	2	38	20
Nov.	Soccer	Club Soccer Games	55	49	5	22	33
Nov.	Football	High School Football Games (Canceled)					
Dec.12-13	Adult Softball	Toys 4 Kids Tournament (Canceled)					
TOTALS			958	1763		392	566

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 over 54,000 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 21 tournaments or events that attracted 958 teams that spent an estimated \$3,862,718 in hard dollars.

Visitor Spending: The 566 visiting teams spent over \$3 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 \$7,183,029. 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 \$37.23 for each Medford resident.

Jobs: If one job is created for every \$56,450 – Medford's median income – USCCP tournaments helped sustain 54.3 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
2019	43	1,769	\$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
Totals	516	17,391	\$52,403,946	\$65,587,492	\$121,270,058	1,233.84

Estimated Park Visits

Year	Total Park Attendance	Event Attendance	Year	Total Park Attendance	Event Attendance
2008	86,940	82,140	2015	217,097	154,248
2009	152,942	119,492	2016	232,293	165,045
2010	193,780	137,680	2017	220,401	156,950
2011	176,340	125,289	2018	228,556	162,757
2012	178,103	126,542	2019	226,728	161,454
2013	181,665	129,073	2020	132,600	94,450
2014	193,837	137,721	Totals	2,421,282	1,752,841

Total Games Played

Year	Games	Year	Games	Year	Games	Year	Games	Year	Games
2008	2,500	2011	3,900	2014	4,400	2017	5,100	2020	2,500
2009	3,500	2012	4,100	2015	5,000	2018	5,100	Total	54,500
2010	4,000	2013	4,100	2016	5,200	2019	5,100		

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
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
2018	14,600	5,329,000	2018	43,400	15,841,000
2019	14,700	5,365,500	2019	44,000	16,060,000

2021 USCCP Tournament and Event Schedule

Dates			Type	Name
Jan. 2	to	Jan. 3	Adult Softball	New Year's Bash
Jan. 23	to	Jan. 24	Adult Softball	The Yeti
Feb. 13	to	Feb. 14	Adult Softball	Adult Softball Tournament
Feb. 26	to	Feb. 28	Fastpitch	Legacy Sports Fastpitch
Mar. 6	to	Mar. 7	Adult Softball	Holiday RV Classic
Mar. 13	to	Mar. 14	Youth Baseball	March Mayhem
Mar. 20	to	Mar. 21	Fastpitch	Spring Fling
Mar. 20	to	Mar. 21	Youth Baseball	Spring Fling U12 Baseball
Mar. 25	to	Mar. 26	Adult Softball	Northwest Travel League (68+)(73+)
Mar. 27	to	Mar. 28	Adult Softball	Northwest Travel League (63+)
Apr. 3	to	Apr. 4	Adult Softball	Adult Softball Tournament
Apr. 10	to	Apr. 11	Youth Baseball	Spring Classic
Apr. 16	to	Apr. 18	Youth Baseball	PNW Regional Baseball (F6 & 9)
Apr. 17	to	Apr. 18	Fastpitch	Turf Wars
Apr. 24	to	Apr. 25	Adult Softball	Express Athletics Classic
May. 1	to	May. 2	Youth Baseball	Diamond Dash
May. 6	to	May. 7	Adult Softball	Northwest Travel League (68+)(73+)
May. 8	to	May. 9	Fastpitch	Halloween in May Tournament
May. 8	to	May. 9	Youth Baseball	Halloween in May 10U Baseball
May. 15	to	May. 16	Adult Softball	Northwest Travel League (63+): F1-6
May. 15	to	May. 16	Fastpitch	NAIA Fastpitch Open Round: F7-8
May. 17	to	May. 19	Fastpitch	NAIA Fastpitch Open Round: F6-8
May. 20	to	May. 21	Adult Softball	Northwest Travel League (68+)(73+)
May. 22	to	May. 23	Adult Softball	Northwest Travel League (63+): F7-8
May. 28	to	May. 31	Youth Baseball	Memorial Day Tournament
May. 28	to	May. 31	Soccer	Rogue Valley Timbers Challenge
Jun. 3	to	Jun. 4	Adult Softball	Northwest Travel League (75+)
Jun. 5	to	Jun. 6	Adult Softball	RVSA Classic
Jun. 12	to	Jun. 13	Youth Baseball	Bigfoot Bash Tournament
Jun. 19	to	Jun. 20	Adult Softball	Firecracker Overnighter
Jun. 26	to	Jun. 27	Youth Fastpitch	Oregon 12B State Championships
July. 3	to	Jul. 4	Youth Fastpitch	Oregon 16A/B State Championships
Jul. 10	to	Jul. 11	Youth Baseball	Mid-Summer Monster
Jul. 22	to	Jul. 26	Youth Fastpitch	Ore. Fastpitch Little League State Tourney
Jul. 24	to	Jul. 25	Adult Softball	Summer Worlds
Jul. 26	to	Aug. 1	Youth Fastpitch	USA Softball Western Nationals 16B/18A/18B
Aug. 5	to	Aug. 8	Youth Baseball	Baseball Northwest: F6, 9, 11
Aug. 5	to	Aug. 6	Adult Softball	Northwest Travel League (68+)(73+)
Aug. 7	to	Aug. 8	Adult Softball	Northwest Travel League (63+) F1-5&7-8
Aug. 14	to	Aug. 15	Adult Softball	WSL All Turf Summer Slam
Aug. 20			Soccer	Phoenix High Jamboree
Aug. 21			Soccer	SMHS Jamboree
Aug. 21	to	Aug. 22	Youth Baseball	Summer Sizzler
Aug. 28	to	Aug. 29	Adult Softball	Northwest Travel League (63+)
Sept. 11	to	Sept. 12	Youth Baseball	Bash to School
Sept. 18	to	Sept. 19	Special	Alzheimer Foundation Walkathon
Sept. 25	to	Sept. 26	Adult Softball	Adult Softball Tournament
Oct. 2	to	Oct. 3	Youth Baseball	Fall Classic
Oct. 8	to	Oct. 10	Youth Fastpitch	Valley South College Exposure Invitational
Oct. 23	to	Oct. 24	Adult Softball	Halloween Tourney
Oct. 30	to	Oct. 31	Fastpitch	NSA Fastpitch
Nov. 6	to	Nov. 7	Youth Baseball	Turkey Slam
Nov. 13	to	Nov. 14	Fastpitch	Premier Fastpitch
Nov. 20	to	Nov. 21	Adult Softball	Thanksgiving Tourney
Dec. 11	to	Dec. 12	Adult Softball	Ugly Sweater Tourney