

2009 Economic Impact Report

U.S. Cellular Community Park

Medford, Oregon



2009 U.S. Cellular Community Park

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan. 24-25	Adult Softball	USSSA Qualifier	8	20	2	6	2
Feb. 21-22	Adult Softball	USSSA Qualifier	8	20	2	4	4
Feb. 25-28	Fastpitch	Southern Oregon University Invitational	7	21	3	1	6
March	Fastpitch	High school softball games		3			2
March 7-8	Youth Baseball	Southern Oregon Classic	10	20	2	6	4
March 21-22	Adult Softball	USSSA National Invitational Tournament	24	61	2	10	14
March 23-24	Fastpitch	North Medford Invitational	31	65	2	6	25
April	Fastpitch	High school softball games		13			8
April 4-5	Youth Baseball	April Fools Showdown	16	31	2	7	9
April 11-12	Adult Softball	USSSA Qualifier	14	33	2	10	4
April 18-19	Adult Softball	Mixed Classic	4	5	1	4	0
April 25-26	Adult Softball	Bear Creek Lock & Safe Tournament	28	84	2	20	8
May	Fastpitch	High school softball games		18			10
May	Adult Soccer	Fuego professional soccer games		2			2
May 9-10	Adult Softball	Senior Travel League	20	100	4	4	16
May 16-17	Various	USCCP Phase 3 Grand Opening Events	62	35	2	53	9
May 16-17	Adult Softball	Tune-Up Tournament	20	62	2	17	3
May 23-25	Youth Soccer	Rogue Valley Cup	54	70	3	19	35
May 23-25	Youth Baseball	Memorial Day Showcase	37	103	3	9	28
June	Adult Soccer	Fuego professional soccer games		2			2
June 6-7	Adult Soccer	ASA State Qualifier	10	28	2	10	0
June 13-14	Youth Baseball	Summer Sizzler	31	60	2	12	19
June 27-28	Adult Softball	USSSA Qualifier	13	39	2	10	3
July	Adult Soccer	Fuego professional soccer games		2			2
July 3-5	Youth Baseball	July 4th Showdown	18	72	3	5	11
July 10-12	Fastpitch	ASA U16 Girls State Championship	16	64	2	2	14
July 18-19	Adult Softball	City League Tournament of Champions	13	32	2	13	0
July 23-26	Youth Baseball	Cal Ripken Regional Tournament	16	64	3	2	14
Aug. 1-2	Youth Baseball	West Coast Nationals	15	39	3	5	10
Aug. 8-9	Adult Softball	USSSA State Tournament	13	29	2	7	6
Aug. 22-23	Adult Softball	Hot August Hits	14	32	2	11	3
Aug. 29-30	Youth Baseball	Hot August Hits	20	33	2	10	10
Sept.	Youth Soccer	High school soccer games		7			7
Sept.	Football	High school football games		1			1
Sept.	Youth Soccer	Rogue Valley Soccer Club competitive games		4			4
Sept. 4	Youth Soccer	Skyline Conference Jamboree	24	36	1	9	15
Sept. 5	Youth Soccer	Southwest Conference Jamboree	8	8	1	8	0
Sept. 12-13	Adult Softball	USSSA World "E" Tournament	13	28	2	6	7
Sept. 17-20	Adult Softball	Rogue Valley Senior Softball Fall Classic	44	110	4	6	38
Sept. 26-27	Youth Baseball	Fall Brawl Tournament	6	9	2	4	2
Oct.	Youth Soccer	High school soccer games		20			7
Oct.	Football	High school football games		5			3
Oct.	Youth Soccer	Rogue Valley Soccer Club competitive games		7			7
Oct. 10-11	Fastpitch	ASA Fall Showcase	13	52	2	5	8
Oct. 17-18	Youth Baseball	City of Medford Tournament	10	14	2	5	5
Oct. 31-Nov. 1	Adult Softball	USSSA Halloween Scream	11	36	2	8	3
Nov.	Youth Soccer	High school soccer games		6			6
Nov.	Football	High school football games		1			1
Nov.	Youth Soccer	Rogue Valley Soccer Club competitive games		7			7
Nov. 7-8	Adult Softball	USSSA Fall Championships	16	38	2	6	10
Nov. 14-15	Youth Baseball	Turkey Bash	4	7	2	2	2
Nov. 21-22	Youth Soccer	Fred Meyer President's Cup	36	27	2	4	32
TOTALS			707	1685	81	326	448

About U.S. Cellular Community Park

U.S. Cellular Community Park (USCCP) is a 132-acre facility owned and operated by the City of Medford that contains a five-field softball/baseball complex and a six-field multi-sport complex with all-weather synthetic-grass playing surfaces. USCCP is the largest municipal installation of FieldTurf in the United States. Over 5,500 youth and adult games have been played at the USCCP softball/baseball complex since its May 2008 grand opening. The full-size baseball field and five fields permanently lined for soccer and football in the multi-sport complex opened in May 2009. When the final construction phase is complete, the state-of-the-art \$30 million park will contain 15 ball fields and a large activity pavilion.

The Significance of an 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 for parks and agencies is to merely provide decision-makers with financial reports on the

Park Economic Impact Analysis

Category	Local Spending	Visitor Spending	Visitor Lodging	Total Spending	Sales	Personal Income	Jobs
	\$ 18,396	\$ 5,432	\$ 4,032	\$ 27,860	\$ 50,426	\$ 6,151	0.26
	\$ 12,264	\$ 10,864	\$ 8,064	\$ 31,192	\$ 56,457	\$ 12,186	0.52
	\$ 4,155	\$ 19,728	\$ 12,840	\$ 36,723	\$ 66,468	\$ 21,169	0.89
	\$ 2,500	\$ 3,300	\$ -	\$ 5,800	\$ 10,498	\$ 2,145	0.09
	\$ 4,302	\$ 10,544	\$ 8,100	\$ 22,946	\$ 41,532	\$ 12,118	0.51
	\$ 30,660	\$ 38,024	\$ 28,224	\$ 96,908	\$ 175,403	\$ 43,061	1.82
	\$ 5,109	\$ 156,625	\$ 51,220	\$ 212,954	\$ 385,446	\$ 135,099	5.70
	\$ 13,166	\$ 14,300	\$ -	\$ 27,466	\$ 49,713	\$ 9,295	0.39
	\$ 5,016	\$ 24,525	\$ 18,144	\$ 47,685	\$ 86,309	\$ 27,734	1.17
	\$ 18,640	\$ 10,864	\$ 8,064	\$ 37,568	\$ 67,998	\$ 12,303	0.52
	\$ 2,540	\$ -	\$ -	\$ 2,540	\$ 4,597	\$ -	-
	\$ 61,320	\$ 21,728	\$ 16,128	\$ 99,176	\$ 179,508	\$ 24,606	1.04
	\$ 17,410	\$ 16,300	\$ -	\$ 33,710	\$ 61,015	\$ 10,595	0.45
	\$ 7,500	\$ 3,050	\$ -	\$ 10,550	\$ 19,095	\$ 1,982	0.08
	\$ 4,805	\$ 75,200	\$ 32,256	\$ 112,261	\$ 203,192	\$ 69,846	2.95
	\$ 106,265	\$ 28,845	\$ -	\$ 135,110	\$ 244,549	\$ 18,749	0.79
	\$ 30,600	\$ 7,948	\$ 5,848	\$ 44,396	\$ 80,356	\$ 8,967	0.38
	\$ 39,550	\$ 234,500	\$ 99,655	\$ 373,705	\$ 676,406	\$ 217,200	9.16
	\$ 9,675	\$ 170,184	\$ 79,724	\$ 259,583	\$ 469,845	\$ 162,440	6.85
	\$ 7,500	\$ 3,050	\$ -	\$ 10,550	\$ 19,095	\$ 1,982	0.08
	\$ 6,350	\$ -	\$ -	\$ 6,350	\$ 11,493	\$ -	-
	\$ 8,660	\$ 96,988	\$ 38,304	\$ 143,952	\$ 260,553	\$ 87,939	3.71
	\$ 8,140	\$ 8,148	\$ 6,048	\$ 22,336	\$ 40,428	\$ 9,227	0.39
	\$ 7,500	\$ 3,500	\$ -	\$ 11,000	\$ 19,910	\$ 2,275	0.10
	\$ 5,375	\$ 96,858	\$ 42,176	\$ 144,409	\$ 261,380	\$ 90,372	3.81
	\$ 4,322	\$ 95,092	\$ 38,224	\$ 137,638	\$ 249,124	\$ 86,655	3.65
	\$ 8,255	\$ -	\$ -	\$ 8,255	\$ 14,941	\$ -	-
	\$ 4,150	\$ 149,540	\$ 58,448	\$ 212,138	\$ 383,969	\$ 135,192	5.70
	\$ 5,025	\$ 69,470	\$ 45,240	\$ 119,735	\$ 216,720	\$ 74,561	3.14
	\$ 21,175	\$ 16,296	\$ 12,096	\$ 49,567	\$ 89,716	\$ 18,454	0.78
	\$ 25,875	\$ 8,148	\$ 6,048	\$ 40,071	\$ 72,528	\$ 9,227	0.39
	\$ 30,250	\$ 27,160	\$ 20,160	\$ 77,570	\$ 140,293	\$ 30,758	1.30
	\$ 8,166	\$ 12,512	\$ 1,635	\$ 22,313	\$ 40,386	\$ 9,195	0.39
	\$ 500	\$ 1,100	\$ -	\$ 1,600	\$ 2,896	\$ 715	0.03
	\$ 4,665	\$ 11,360	\$ 4,500	\$ 20,525	\$ 37,150	\$ 10,309	0.43
	\$ 2,000	\$ 21,750	\$ -	\$ 23,750	\$ 42,987	\$ 14,137	0.60
	\$ 1,500	\$ -	\$ -	\$ 1,500	\$ 2,715	\$ -	-
	\$ 5,358	\$ 21,091	\$ 14,112	\$ 40,561	\$ 73,415	\$ 22,881	0.96
	\$ 22,146	\$ 231,040	\$ 72,200	\$ 325,386	\$ 588,948	\$ 197,106	8.31
	\$ 10,808	\$ 5,680	\$ 2,640	\$ 19,128	\$ 34,621	\$ 5,408	0.23
	\$ 23,331	\$ 12,512	\$ -	\$ 35,843	\$ 64,875	\$ 8,132	0.34
	\$ 2,500	\$ 3,300	\$ -	\$ 5,800	\$ 10,498	\$ 2,145	0.09
	\$ 8,163	\$ 19,880	\$ 7,875	\$ 35,918	\$ 65,011	\$ 18,040	0.76
	\$ 11,050	\$ 21,728	\$ 16,128	\$ 48,906	\$ 88,519	\$ 24,606	1.04
	\$ 8,190	\$ 13,580	\$ 10,080	\$ 31,850	\$ 57,648	\$ 15,379	0.65
	\$ 12,650	\$ 12,805	\$ 6,048	\$ 31,503	\$ 57,020	\$ 12,254	0.52
	\$ 6,990	\$ 10,725	\$ 6,540	\$ 24,255	\$ 43,901	\$ 11,222	0.47
	\$ 500	\$ 1,100	\$ -	\$ 1,600	\$ 2,896	\$ 715	0.03
	\$ 8,163	\$ 19,880	\$ 7,875	\$ 35,918	\$ 65,011	\$ 18,040	0.76
	\$ 9,487	\$ 30,130	\$ 20,160	\$ 59,777	\$ 108,196	\$ 32,688	1.38
	\$ 3,276	\$ 5,432	\$ 4,032	\$ 12,740	\$ 23,059	\$ 6,151	0.26
	\$ 8,326	\$ 141,504	\$ 60,134	\$ 209,964	\$ 380,034	\$ 131,064	5.53
Total	\$ 694,219	\$ 2,023,320	\$ 873,002	\$ 3,590,541	\$ 6,498,749	\$ 1,882,609	79.40
			\$ 2,896,322			\$ 24.37	

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 approach to data collection dictate how calculations are presented.

Methodology and Data Collection

This study closely follows the economic impact data-collection and calculation principles set forth by Dr. John L. Crompton in his landmark 1999 book, Measuring the Economic Impact. A distinguished professor in the recreation, parks and tourism sciences department at Texas A&M University, Crompton is a 1992 recipient of the National Recreation and Parks Association's Roosevelt Award for research excellence and is known worldwide for his work on the marketing and financing of leisure services.

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Based on Crompton’s methodology, **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 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.

Summary of Conclusions

Total Spending: USCCP hosted 37 tournaments that attracted 707 teams who played 1,685 games between Jan. 24 and Nov. 22, producing **direct spending of \$3.59 million.**

Visitor Spending: The 448 visiting teams spent nearly \$2.9 million. Visitor lodging accounted for 30 percent of the expenditures. Softball team size is estimated at 14 players; baseball, fastpitch teams and soccer is estimated at 18.

Sales: Every dollar spent by all USCCP tournament participants (local and visiting teams) generated an additional 81 cents of spending, for a grand total of nearly \$6.5 million. This multiplier is based on a Crompton study of economic impact of tournaments in a city of similar size. This

“ripple effect” is the calculation most Chambers of Commerce provide. **Subtracting direct spending by local teams that would most likely occur in the community regardless of USCCP events, a more realistic total is \$2,896,322.** Neither total takes into account for “leakage” — visitor spending in outlying communities such as Central Point and Ashland.

Personal Income: This measure reports the direct, indirect and induced spending of visiting teams only, and has more meaningful practical implications than Sales figures. 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 \$24.37 for each Medford resident.**

Jobs: If one job is created for every \$36,481 — Medford’s median income — USCCP tournaments created 79.4 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. The total rises to 178.1 jobs created if Sales is divided by Medford’s median income.



Annual USCCP Economic Impact Analysis						
Year	Tourneys	Teams	Visitor Spending	Total Spending	Estimated Sales	Jobs Created
2008	26	388	\$1,389,706	\$1,674,419	\$3,030,698	17.76
2009	37	707	\$2,896,322	\$3,590,541	\$6,498,749	79.40
Totals	63	1,095	\$4,286,028	\$5,264,960	\$9,529,447	97.16

2010 U.S. Cellular Community Park Tournament Schedule (as of Jan. 21)

Date	Event Type	Event Name
Jan. 30-31	Softball	Men's Super Draft
Feb. 13-15	Baseball	USSSA February Freeze*
Feb. 25-27	Softball	SOU Fastpitch Invitational
March 5-7	Baseball	Winter Club Championships
March 13-14	Softball	March Madness Wooden Warm-up
March 20-21	Softball	USSSA State Qualifier
March 22-23	Softball	North Medford High School Invitational
March 25-28	Baseball	Youth Baseball Camp/Under Armour National Tryouts*
April 3	Softball	USSSA Men's E Money Series
April 10-11	Baseball	Youth Baseball Tournament*
April 17-18	Fastpitch	North Medford U-12 Invitational
April 24-25	Softball	Bear Creek Lock & Safe Tournament
May 1-2	Baseball	Youth Baseball Tournament*
May 6-9	Softball	Senior Travel League (50s, 60s, 70s)
May 15-16	Softball	USSSA Battle at the Border (Men's D, E and Women's)
May 22-23	Softball	Tune-Up Tournament
May 29-31	Baseball	Memorial Day Baseball Tournament*
May 29-31	Soccer	Rogue Valley Cup
June 5-6	Softball	North Medford U-14 Invitational
June 16-20	Soccer	Region IV Presidents Cup
June 26-27	Fastpitch	North Medford U-18 Invitational
July 2-4	Baseball	July 4th Baseball Tournament*
July 9-11	Fastpitch	ASA U-18 A/B State Tournament
July 17-18	Baseball	Youth Baseball Tournament*
July 24-25	Softball	USSSA Men's D, E and Co-Ed Tournament
July 31-Aug. 1	Softball	Hot August Hits
Aug. 3-7	Softball	ASA 10-A Girls Western Nationals
Aug. 14-15	Softball	USSSA Tournament
Aug. 28-29	Baseball	Youth Baseball Tournament*
Sept. 4	Soccer	Skyline Conference Jamboree
Sept. 4-6	Softball	Labor Day Showdown*
Sept. 5	Soccer	Southwest Conference Jamboree
Sept. 11-12	Softball	USSSA Softball Tournament
Sept. 16-19	Softball	RVSSA Senior Tournament
Sept. 25-26	Baseball	Youth Baseball Tournament*
Oct. 9-10	Softball	ASA U-18 College Exposure Tournament
Oct. 16-17	Baseball	Youth Baseball Tournament*
Oct. 23-24	Softball	USSSA Tournament
Oct. 30-31	Softball	Halloween Scream*
Nov. 6-7	Softball	USSSA Fall State Tournament
Nov. 13-14	Baseball	Youth Baseball Tournament*
Nov. 20-21	Softball	Turkey Bash*

* Event coordinated by Medford Parks and Recreation Department