



## Media Release

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### **City of Medford, Rogue Credit Union Reach Naming-Rights Agreement**

*New Medford Recreation Facility to be Named "Rogue Credit Union Community Complex"*

The City of Medford today announced Rogue Credit Union accepted a \$2.145 million offer for naming-rights opportunities for the Medford Sports and Events Complex.

When the City opens the 160,000-square-foot events and aquatics facility at Wes Howard Memorial Sports Park in 2023, the building and related outdoor features will be called the "Rogue Credit Union Community Complex."

Subject to City Council approval on Nov. 5, the 10-year agreement with the Medford-based financial cooperative is the second-largest municipal park and recreation naming-rights deal in Oregon history, second only to Providence Park in downtown Portland.

"We've been discussing and dreaming about partnership possibilities with Rogue Credit Union involving a new aquatics facility in Medford for many years," City Manager Brian Sjothun said. "This agreement is a perfect fit, and we're excited about the positive impact the Rogue Credit Union Community Complex will have on Medford for generations."

The proposed agreement provides Rogue Credit Union with exclusive signage and unique exposure opportunities inside and outside the building, including a branded kiosk, a public ATM, and a customized splash pad featuring the credit union's "Rogue Rangers" characters. Rogue Credit Union will also receive access to the Complex twice annually for "members-only days" and other company events.

"We are thrilled to partner on this project that will bring family fun to Southern Oregon," Rogue Credit Union President/CEO Gene Pelham said. "We are honored to invest in this facility and the economic benefits it will bring to our region."

Proceeds from naming-rights agreement offset annual facility maintenance costs and provide a free water safety class at the Complex for each fourth grader living in the Medford city limits on an annual basis.

At an estimated construction cost around \$60 million, the Rogue Credit Union Community Complex at Howard Memorial Sports Park in west Medford will consist of a 90,000-square-foot multi-purpose event center and a 42,000-square-foot aquatics facility under a single roof, along with necessary restrooms, offices and other support areas. The aquatics area features a recreation pool, a competitive pool, two water slides, and a splash pad.

“Rogue Credit Union has been a major sponsor of City recreation programs for many years, and this agreement takes the partnership to the highest level,” Parks and Recreation Director Rich Rosenthal said. “The most impactful benefit for citizens is the funding for drown-prevention classes for Medford kids at a state-of-the-art indoor aquatics facility.”

Founded in 1956, Rogue Credit Union serves over 145,000 members in six counties with assets in excess of \$2 billion. Its extensive community involvement includes being a longtime naming-rights sponsor of the gymnasium at the Santo Community Center, and perennial sponsorship of the City’s popular outdoor movies-in-the-park series.

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