

AGREEMENT NO. 30005536

Agreement between CITY OF PORTLAND and OREGON SPORTS AUTHORITY

Annual Report 2017-18

Submitted to CITY Program Manager

Overview

The Oregon Sports Authority (OSA) is pleased to provide this report detailing a highly successful year of positive economic and cultural impact achieved through sports for the City of Portland. Thanks to the City's support, OSA was able to pursue, secure, host and support the events below.

Events Hosted/Supported

PK80 – Phil Knight Invitational

OSA provided marketing and operational support to the very successful PK80 college basketball event produced by ESPN and the Rose Quarter during Thanksgiving weekend last year. With 24 total games, PK80 attracted 118,000 total spectators, was viewed by millions more on ESPN and generated 300 million social media impressions.

OSA produced PK80 street banners that were displayed downtown and in the Rose Quarter area, developed a special PK80 commemorative Pendleton blanket that was given to key administrators at each of the participating schools, and coordinated a group of nine arena hosts who were devoted to serving each of the teams throughout their time in the venue. OSA also managed a sizeable ticket donation program, distributing 228 tickets to underserved youth throughout Portland, who had a chance to witness this historic event in person.

Estimated Economic Impact: \$6 million

2018 U.S. Synchronized Figure Skating Championships

OSA partnered with the Oregon Skating Council to host the U.S. Synchronized Skating Championships at Veterans Memorial Coliseum in late February. The event attracted 1,600 skaters from out of state, along with coaches, parents and fans, generating more than 4,000 hotel room nights at a typically slow time of year for our tourism industry. This was the second major synchronized skating event over a two-year period that OSA has secured and co-hosted at Veterans Memorial Coliseum. OSA staff took on several key roles and was intimately involved in producing the event, overseeing marketing, sponsorship, vendors, volunteers,

transportation and social media. A top U.S. Figure Skating official declared the event, “the best U.S. Synchro Championships ever in 35 years.”

OSA staff managed the event in collaboration with LOC co-chairs and a part-time event director; led the creation and implementation of a sophisticated marketing plan; coordinated, scheduled and managed several hundred volunteers; designed promotional materials; and engaged both the synchro community and local residents in a social media campaign.

Estimated Economic Impact: \$2.4 million

2017 Little League Softball World Series

OSA provided marketing support and produced welcome signage for this week-long world championship as 10 softball teams descended on Alpenrose Dairy in Portland. The Little League Softball World Series was televised live for two days (semifinals and finals) on ESPN throughout the nation as well as international coverage in Asia, Europe and South America.

Estimated Economic Impact: \$300,000

Total Estimated Economic Impact: \$8.7 million

Event Bids

2021 & 2022 National Association of Sports Commissions Symposium

In partnership with Travel Portland, OSA prepared and submitted a bid in August 2017 to host the National Association of Sports Commissions (NASC) Annual Symposium at the Oregon Convention Center in 2021 or 2022. The annual conference attracts 1,000 attendees, including a large number of national governing bodies and event owners. OSA and Travel Portland hosted the site selection committee on a site visit in October that was very well-received, with the only concern being the distance between the Oregon Convention Center and Portland’s downtown hotels. OSA and Travel Portland proposed several solutions, including providing a dedicated shuttle at no charge for conference attendees, but the distance issue was ultimately the deciding factor in the decision not to award the event to Portland.

Grand Prix of Portland

Former OSA CEO Drew Mahalic played a key role in encouraging Green Savoree Racing Promotions to bring IndyCar Racing back to Portland after a prolonged absence. Over several years, Drew met multiple times with Green Savoree and IndyCar executives to express

confidence in Portland's ability to support a race and committed OSA to financially supporting the event should it come to fruition. In October 2017, Green Savoree, IndyCar and the City of Portland formally announced a three-year agreement for the Grand Prix of Portland to take place at Portland International Raceway over Labor Day weekend.

2020 National Veterans Wheelchair Games

OSA assisted Travel Portland with a bid for the National Veterans Wheelchair Games, which would take place primarily at the Oregon Convention Center over 4th of July in 2020. OSA co-hosted a site visit by event officials and arranged for site tours of multiple local facilities that could be used during the event. This is the biggest wheelchair sporting event in the world, each year empowering an estimated 700 Veterans with spinal cord injuries and other impairments. The event would provide a major economic boost, generating 6,000 room nights.

2022 NBA All-Star Game

OSA provided support to the Portland Trail Blazers' unsuccessful bid to bring the NBA All-Star Game to the Moda Center for the first time in franchise history. OSA CEO Jim Etzel attended All-Star Weekend in Los Angeles in February as part of a Portland delegation to learn more about the bid process and advocate on behalf of Portland to NBA officials. While feedback about Portland's bid was uniformly positive, competition for this bid cycle was extremely competitive. It is expected that Portland will be a strong candidate in the next bid cycle.

2022 NIRSA Annual Conference and Campus Rec & Wellness Expo

OSA assisted Travel Portland in a successful bid for the National Intramural and Recreational Sports Association (NIRSA) Annual Conference, co-hosting a dinner for NIRSA officials during their site tour of Portland. The conference will take place at the Oregon Convention Center in the spring of 2022. The event draws 3,000 campus recreation professionals together for networking, learning, collaborating, and growing.

Portland Marathon

Responding to the City's request for a new operator of the annual marathon, OSA submitted responses to the City's Request for Information and Request for Proposals. OSA is planning to submit a response in the next phase of the application process.

Future Events

2019 NCAA Women's Basketball West Regional

OSA is working closely with Oregon State University, the Rose Quarter and Travel Portland, to prepare for the NCAA Women's Basketball Regional at the Moda Center next March. OSA staff is serving key roles on the management, marketing and operations committee, is coordinating the group sales campaign and has assembled an impressive Community Advisory Committee of local business and non-profit leaders to create an active community engagement strategy.

2019 USA Softball Men's D/E National Tournament

OSA has committed cash support to help ensure the USA Softball Men's D/E National Tournament at Delta Park is financially viable next summer. It is expected to bring anywhere between 1,200 to 3,000 visitors to Portland from all over the Western U.S.

Sports Franchise Pursuits and Facility Development in Portland

OSA has provided support to the Portland Diamond Project (PDP), including assembling a team of local professional sports, facility, sponsorship and event /ticket revenue experts to review the MLB opportunity and provide valuable feedback to the Mayor's office. OSA also served as the facilitator between the PDP and Port of Portland to explore the possibility of the T2 site.

Oregon Sports Authority CEO Jim Etzel will serve as a panelist at the December 19 Portland Business Alliance Forum Breakfast: A Winning Economy - Professional Sports in the Rose City. Panelists in Portland's sports scene discuss the current and potential economic impact our favorite teams have on our city. Jim Etzel has also represented OSA on the Oversight Committee for the design and construction of the Providence Park Expansion.

At the suggestion of the Office of Management and Finance, OSA contacted Portland State University to encourage PSU to work with the City and Portland Public Schools to explore an expanded design for the new Lincoln High School stadium facility. If achieved, this would enable the venue to host Portland State football, OSAA Championship events and other outside events that benefit the community.

Community Impact

Through community-based partnership programs like the TrackTown Youth League and Street Soccer USA, OSA has created access to valuable sports opportunities for hundreds of Portland youth. Free TrackTown Youth League meets were held at Roosevelt and David Douglas high schools, two of 15 free all-comer meets for youth 7-14, a series that culminated with a special championship meet at Hayward Field at the University of Oregon.

OSA's partnership with Street Soccer USA has allowed the organization to significantly expand its impact in both East Portland and Southwest Portland, leveraging the power of soccer to help nearly 200 members of Portland's homeless, refugee and underserved communities discover their strengths, take positive steps forward in their lives and connect to social services.

Lastly, in partnership with Nike and Providence Health & Services, OSA's Play It Forward grant program provided \$40,000 in funds to deserving non-profits in support of programs to get youth physically active, including Adaptive Sports Northwest, Free Bikes 4 Kidz, Elite Sports Academy, Adelante Mujeres, 4 Worlds United Soccer Alliance and Oregon Adaptive Sports.