

## IMPACT STATEMENT

**Legislation title:** Authorize an agreement with Oregon Sports Authority for national and international sports marketing activities and event recruiting services and provide for payment (Ordinance)

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**Purpose of proposed legislation and background information:**

Oregon Sports Authority's (OSA) efforts over the last 20 years in bringing major sports events to the City of Portland has financially benefitted the City as well as increased the City's national and international visibility. The City has been a dues paying member of OSA for almost 10 years, this agreement will allow the city to formalize, increase, and elevate our involvement in the organization. This ordinance authorizes a 5-year contract with OSA to continue to provide sports marketing and event recruiting services to bring amateur and professional sports events to the Portland region and specifically to City-owned spectator facilities.

**Financial and budgetary impacts:**

The financial benefits from the City's relationship with OSA and the sports events brought to Portland include increased user fee revenue at the City-owned spectator facilities and increased transient lodging tax revenues. With the revision of the Spectator Venues & Visitor Activity Fund Statement to include the specific provision for liaison activities for travel, tourism, and visitor development activities, the City is enabled to transition OSA to a multi-year agreement. The funds for this contract were included in the Spectator Venues & Visitor Activities Program Budget for FY16-17.

**Community impacts and community involvement:**

The events brought to Portland by OSA impact many businesses through increased tourism dollars and increased visibility. There are limited community impacts specifically stemming from this agreement.

**Budgetary Impact Worksheet****Does this action change appropriations?**☐ **YES:** Please complete the information below.☒ **NO:** Skip this section

<b>Fund</b>	<b>Fund Center</b>	<b>Commitment Item</b>	<b>Functional Area</b>	<b>Funded Program</b>	<b>Grant</b>	<b>Sponsored Program</b>	<b>Amount</b>