



**Tom Rinehart**  
Chief Administrative  
Officer

**Ted Wheeler**  
Mayor

**CITY OF PORTLAND**  
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Date: December 17, 2019

## REPORT TO COUNCIL

To: City Council

From: Tom Rinehart, CAO  
Karl Lisle, Spectator Facilities Program Manager

Subject: Accept Sport Oregon's, formerly Oregon Sports Authority, annual report on national and international sports marketing activities and event recruiting services (Report; Contract No. 30005536)

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Jim Etzel, Sport Oregon CEO, will present the efforts and accomplishments of Sport Oregon during Fiscal Year 2018-2019, and discuss the organization's goals and activities underway in Fiscal Year 2019-2020.

This annual report to Council is a requirement of the City's agreement with Sport Oregon (under the organization's previous name of Oregon Sports Authority) to provide sports marketing and event recruiting services to bring major sports events to Portland. Agreement No. 30005536 was adopted by Council by Ordinance No. 188081 on November 9, 2016. This will be the third annual report to Council under the five-year agreement.



**OMF** OFFICE OF  
MANAGEMENT  
AND FINANCE

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# **SPORT<sup>®</sup> OREGON**

**CITY OF PORTLAND  
ANNUAL REPORT**

# **REPORTING PERIOD**

**JULY 1, 2018 - JUNE 30, 2019**

# EVENTS



# **NCAA Women's Basketball West Regional**

**March 29-31, 2019**

- **Venue:** Moda Center
- **Participants:** University of Oregon, Mississippi State, South Dakota State, Arizona State
- **Spectators:** 23,000
- **Television:** ESPN
- **Economic impact:** \$1,075,600



# Little League Softball World Series

## August 8-15, 2018

- **Venue:** Alpenrose Dairy
- **Participants:** 10 team from around the world (including one Oregon team)
- **Television:** ESPN+ International
- **Economic Impact:** \$650,000



## **Grand Prix of Portland (IndyCar) August 28-September 2, 2018**

- **Venue:** Portland International Raceway
- **Spectators:** 90,000
- **Television:** NBC Sports + International
- **Economic impact:** \$8-10 million; 7,500 room night increase

# EVENT BIDS





- **NCAA Women's Basketball Final Four - *April 2025/26***
  - Moda Center/Oregon Convention Center
- **NCAA Men's Basketball Regionals and First/Second Rounds - *2023-2026***
  - Moda Center
- **NCAA Women's Volleyball Championships - *December 2022-2025***
  - Moda Center/Oregon Convention Center
- **U.S. Synchronized Skating Championships - *2021***
  - Veterans Memorial Coliseum



## **Triple Crown Softball USA Nationals July 12-17, 2020**

- **Venue:** Delta Park, multiple fields in metro area
- **Participants:** 144 teams from across the country, expected to generate 3,000+ room nights
- **Economic impact:** TBD, estimated 3,400 room nights

# FUTURE EVENTS



# **NCAA Women's Basketball West Regional**

**March 28-30, 2020**

- **Venue:** Moda Center
- **Participants:** 4 teams TBD
- **Spectators:** 24,000 (estimated)
- **Television:** ESPN
- **Economic Impact:** Estimated \$1.2 million



# Road Runners Club of America Convention

## March 19-22, 2020

- **Venue:** Hilton Portland
- **Attendees:** Approximately 400
- **Economic impact:** TBD



## **National Veterans Wheelchair Games July 3-8, 2020**

- **Venue:** Oregon Convention Center
- **Attendees:** Approximately 700
- **Economic impact:** TBD



## **Triple Crown Softball USA Nationals July 12-17, 2020**

- **Venue:** Delta Park, multiple venues
- **Attendees:** Approximately 2,000
- **Economic impact:**



# Grand Prix of Portland (IndyCar)

**September 1-6, 2020**

Labor Day Weekend thru 2023

- **Venue:** Portland International Raceway
- **Spectators:** 90,000+
- **Television:** NBC + International
- **Economic impact:** Estimated \$8-10 million; 7,500 room nights



# 2021 World Athletics Marathons

## / Race Walks

**August 8-15, 2021**



- **Venue:** City of Portland / Waterfront Park / Eastside Esplanade / Springwater Corridor
- **Television:** NBC + International (300 countries)
- **Economic impact:** TBD

**2022 NIRSA  
(National Intramural & Recreational Sports  
Association)  
Annual Conference and Campus Recreational &  
Wellness Expo**



- **Venue:** Oregon Convention Center
- **Attendees:** 3,000+ campus recreation professionals
- **Economic impact:** TBD

# **SPORTS FRANCHISE PURSUITS & FACILITY DEVELOPMENT**



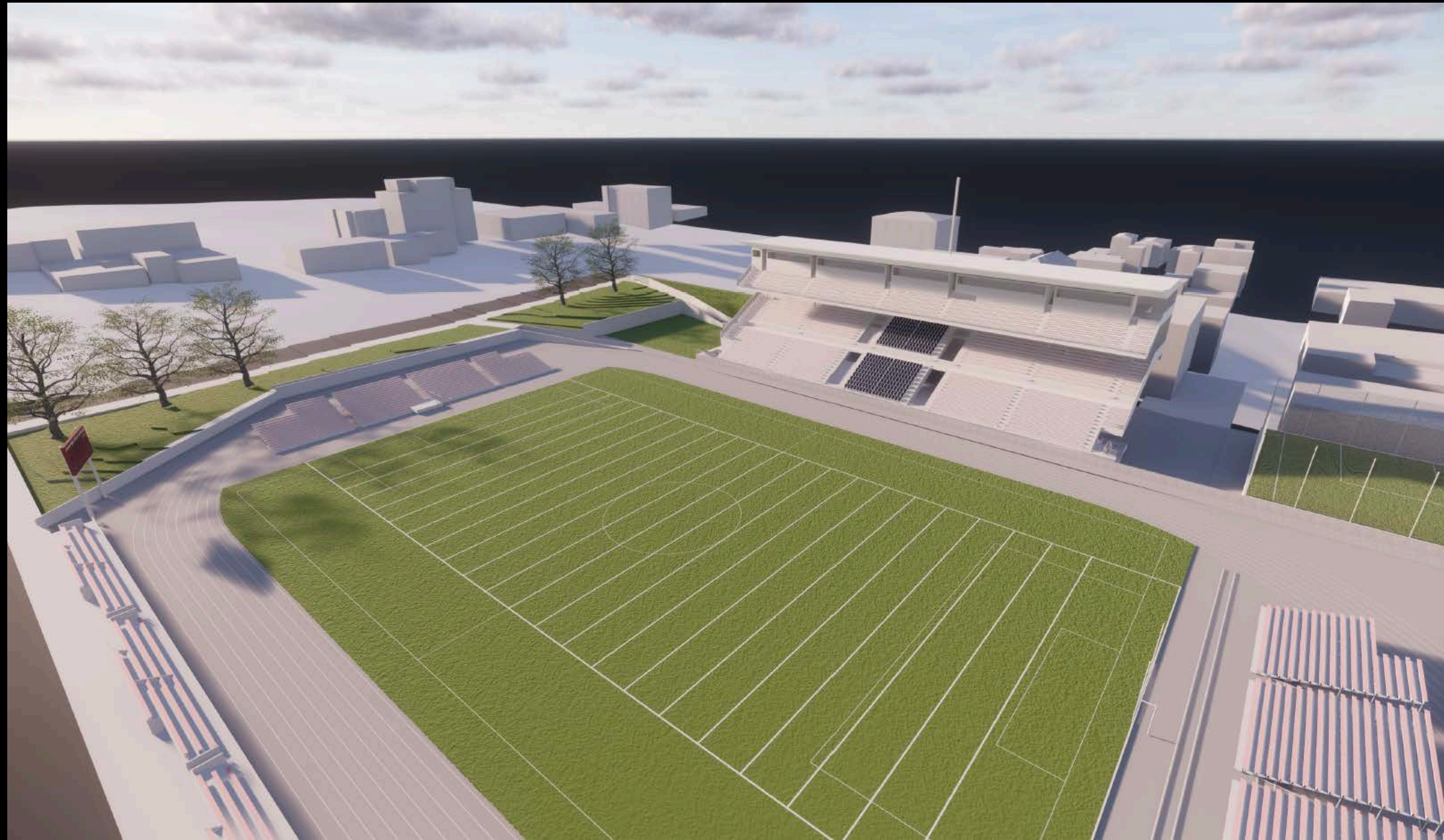
# Major League Baseball

Support of Portland Diamond Project in pursuit of a Portland MLB team



# Veterans Memorial Coliseum

Sport Oregon staff has participated on VMC Project Evaluation Committee and Project Advisory Committee



## **Lincoln High School Stadium**

Sport Oregon has been part of the committee studying the potential for Lincoln High School to be a shared facility with Portland State University - Football / Soccer / Track & Field



# COMMUNITY IMPACT



# Sport Oregon TrackTown Youth League

- Expanded free all-comer meets for youth in 16 communities statewide
- Hundreds of Portland youth participated in meets at Roosevelt and David Douglas High Schools





## Street Soccer U.S.A. — Portland

Provides accessibility to soccer for **homeless** youth or those in danger of **homelessness**

Potential for future Regional or National Homeless Street Soccer event

Expanded programs in East Portland and SW Portland Community Centers



# Play it Forward Fund

Nine (9) grants totaling \$45,000 to organizations that provide youth access to physical activity and sport opportunities throughout Oregon

## Recipients:

- Girls Riding Together
- Keep Girls in the Game!
- 4 Worlds United Soccer Alliance — Passport to Play
- Everybody Plays
- Fremont Football Gear Replacement
- Inner City Basketball
- Hood River Outrigger Canoe Club
- Rooted in Good Health
- Special Olympics Oregon



**THANK  
YOU**

**Agenda No. 7**  
**Item Type: Report No. \_\_\_\_\_**  
**Council Meeting Date: January 8, 2020**

**Title:** Accept Sport Oregon's, formerly Oregon Sports Authority, annual report on national and international sports marketing activities and event recruiting services (Report; Contract No. 30005536)

**AGENDA TYPE**

**Consent**

**Regular**

**Time Certain** Start Time 10 a.m.

Item <sup>1</sup> of 1

Total amount of time needed for presentation, testimony and discussion (Regular and Time Certain Only): 15 Minutes

**INTRODUCED BY: Mayor Wheeler**

**COMMISSIONER / AUDITOR APPROVAL**

Mayor - Finance & Admin. - Wheeler Mustafa Washington

Digitally signed by Mustafa Washington  
Date: 2019.12.30 11:26:21 -0800

Position 1/ Utilities - Fritz

Position 2/ Works - Fish

Position 3/ Affairs - Hardesty

Position 4/ Safety - Eudaly

City Auditor - Hull Caballero

1) Is a completed Impact Statement attached?  Yes

3) Is the item a Code ordinance?  Yes  No

If yes, **Auditor Office** Approval

5a) Is item a Portland Policy Document or Administrative Rule?  
 Yes  No

**BUREAU APPROVALS**

Bureau: OMF/CAO

OMF/CAO: Tom Rinehart Digitally signed by Tom Rinehart  
Date: 2019.12.16 10:10:40 -0800

Bureau Approval:

Prepared By: Karl Lisle

Date Prepared: December 17, 2019

2) Does the item amend the budget?  Yes  No  
If yes, **Budget Office** Approval

4) Is this item a contract (current or future), code, easement, franchise, comp plan or Charter?  Yes  No  
If yes, **Attorney Office** Approval

5b) If yes, is the City Policy/Admin Rule directive in the ordinance or resolution?  Yes  No

**ACTION TAKEN:**

JAN 08 2020

**ACCEPTED**

CLERK USE: DATE FILED 12/30/19

Mary Hull Caballero  
Auditor of the City of Portland

By: Keelan McClymont Digitally signed by Keelan McClymont  
Date: 2019.12.30 13:09:36 -0800  
Deputy

**FOUR-FIFTHS AGENDA**

- 1. Fritz
- 2. Fish
- 3. Hardesty
- 4. Eudaly
- Wheeler

**COMMISSIONERS VOTED AS FOLLOWS:**

	YEAS	NAYS
1. Fritz	✓	
2. Fish	—	
3. Hardesty	✓	
4. Eudaly	✓	
Wheeler	✓	