

Agenda No. ~~352~~ 389

ORDINANCE NO. 190421

Authorize execution of an Amended and Restated Agreement with Sport Oregon for national and international sports marketing activities and event recruiting services to extend contract by five years not to exceed \$275,000 over five years (Ordinance; amend Contract No. 30005536)

The City of Portland ordains:

Section 1. The Council finds:

1. Sport Oregon, a non-profit organization, formerly named Oregon Sports Authority, is uniquely positioned to conduct the services of securing sports events, sports conventions, and facilitating sports franchise acquisitions for the City of Portland. Sport Oregon has spent more than 25 years building relationships and trust with a broad range of sports organizations including Major League Soccer, Major League Baseball, Davis Cup, Dew Tour, and the NCAA.
2. Over the last two decades Sport Oregon’s marketing and recruiting efforts have contributed an estimated \$400 million dollars of economic activity from sports events and sport tourism in the state—a majority of which has been within the City of Portland.
3. The City benefits financially in a range of ways from major sports events and their attendant tourism activities, including increased user fee revenue for events at the Moda Center, Veterans Memorial Coliseum, and Providence

Introduced by
Mayor Ted Wheeler

Bureau
Management and
Finance

Prepared by
Lauren Broudy

Date Prepared
April 28, 2021

Requested Council Date
May 19, 2021

Requested Agenda Type
Time Certain 10:15 am
15 minutes

Date Filed with Clerk
May 11, 2021

Park and increased transient lodging tax revenues from out of town travel associated with events in the region.

4. Extending the City's contract with Sport Oregon will continue to enhance Sport Oregon's capacity and provide more opportunity for the City to shape and support the organization's goals and to increase the City's economic benefits from Sport Oregon's work.
5. Sport Oregon is committed to Diversity, Equity and Inclusion work, which aligns with the City of Portland's values. Sport Oregon's specific work focusing on programs for youth living in underserved and underprivileged local communities will be beneficial, most notably in COVID-19 and post-COVID-19 landscapes.
6. Funding for this agreement is included in the 2021-2022 Spectator Venues & Visitor Activities Program Budget.

NOW THEREFORE, the Council directs:

- A. The Mayor or the Chief Administrative Officer is hereby authorized to execute an Amended and Restated Agreement with Sport Oregon substantially in accordance with Exhibit A attached to this Ordinance.
- B. The Mayor and Auditor are authorized to draw and deliver checks chargeable to the Spectator Venues & Visitor Activities Fund when demand is presented and approved by the proper authorities.

Passed by Council: May 26, 2021

MARY HULL CABALLERO

Auditor of the City of Portland

By *Megan Lehman*

Deputy

Action Taken: May 19, 2021 Passed to
Second Reading May 26, 2021 at 9:30 am

Commissioners voted as follows (Yea or Nay)

Rubio - Yea

Ryan - Yea

Hardesty - Yea

Mapps - Yea

Wheeler - Yea