

IMPACT STATEMENT

Legislation title: 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)

Contact name: Karl Lisle, Spectator Venues Program Manager

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Presenter name: Karl Lisle

Purpose of proposed legislation and background information:

Sport Oregon's (formerly Oregon Sports Authority) 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.

This ordinance authorizes a 5-year contract extension with Sport Oregon 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.

Now more than ever, on the precipice of a post COVID-19 world, Sport Oregon will be instrumental in advancing Portland's opportunities and recovery and ultimate economic vitality.

Financial and budgetary impacts:

The financial benefits from the City's relationship with Sport Oregon and the sports events brought to Portland include increased user fee revenue at City-owned spectator facilities and increased transient lodging tax revenues generated by events Sport Oregon recruits to the region.

Funding for this contract extension is included in the program's FY 2021-2022 budget. The original contract (2016-2021) amount was for a total of \$250,000 paid in installments of \$50,000 per year. This contract amendment extends the contract by five years (2021-2026) and increases the amount of the annual payment by \$5,000 per year for a total of \$275,000 for five years.

The increase in annual payments is consistent with consumer price index escalation using the Bureau of Labor and Statistic's CPI-U escalation calculator for the Portland Metro Area.

In addition to expanding the financial to commitment to an additional five years of City funding at an adjusted rate, the primary amendments to the agreement include:

- Addressing housekeeping items such as names and contact information;
- Highlighting Sport Oregon's commitment to Diversity, Equity and Inclusion as an organization; and
- Streamlining reporting dates and requirements.

Community impacts and community involvement:

The events brought to Portland by Sport Oregon impact many businesses through increased tourism dollars and increased visibility.

Sport Oregon's commitment to Diversity, Equity and Inclusion (DEI) is evident in its providing for and attracting events to the Portland community.

100% Renewable Goal:

- Not Applicable

Budgetary Impact Worksheet**Does this action change appropriations?**

- ☐ **YES:** Please complete the information below.
- ☒ **NO:** Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount