

SPORT® OREGON

Portland City Council
2021-2026 Contract Amendment
May 19, 2021



THE VALUE OF PARTNERSHIP

Sport Oregon & City of Portland

190421

- Dedicated, thriving sports tourism environment is crucial to the wellbeing of our City
- We have an unapologetic love for Portland and Oregon, and we want to share it with the world.
- Portland and our surrounding area is our playground— the City's sports and hospitality community is eager and ready to host events, teams, fans, and families.
- For nearly three decades, we have worked with our sports and tourism partners across the City and State to get them here.



DIVERSITY, EQUITY & INCLUSION

- **Partners In Diversity**
 - Leadership Council
 - NW Equity Summit - Sponsor
- **Community Based Initiatives – Sport Oregon Foundation**
 - Fuel the Future
 - She Flies
 - Support launch of Portland Activities & Athletic League
 - Support of Portland Non-Profits reaching underserved youth communities
- **Sport Oregon Board – General Directors/Community Directors/Ex-Officio Directors**
- **Staff Training and Hiring Practices**

TRAVEL PORTLAND

190421

**Sport Oregon + Travel Portland =
Elevated Partnership & Results**



CITY RECOVERY

- Action Table – Sub-group Sports Organizations for events
- SOLVE and Adopt-A-Block (Portland Firefighter's Park)
- Aggressive Event Pursuit = Big Win
- New “Owned” Event Creation for 2022 & Beyond
- Leverage Existing Events to Maximize Impacts

THANK YOU!

