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999-2022

[Report](#)

Accept Sport Oregon Annual Report for July 1, 2021 to June 30, 2022

Accepted

Jim Etzel, Sport Oregon CEO, will present the efforts and accomplishments of Sport Oregon during Fiscal Year 2021-2022 and discuss the organization's goals and activities underway in Fiscal Year 2022-2023.

This annual report to Council is a requirement of the City's agreement with Sport Oregon 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 and amended by Council by Ordinance No. 190421 on May 26, 2021.

Documents and Exhibits

[Sport Oregon Annual Report](#) (1.02 Mb)

Impact Statement

Purpose of Proposed Legislation and Background Information

This is an annual report on Sport Oregon's efforts to bring sports events to the City of Portland during Fiscal Year 2021-2022. This annual report to Council is required under the terms of the City's contract (Agreement No. 30005536) with Sport Oregon to provide sports marketing and event recruiting services to bring amateur and professional sports events to the Portland region and specifically to the City-owned spectator facilities including Veterans Memorial Coliseum and Providence Park.

Financial and Budgetary Impacts

This is an annual report on activities related to an existing City contract with Sport Oregon. There is no financial impact associated with this report. The marketing and recruitment activities of Sport Oregon directly benefit the City financially by bringing sports events to Portland and Portland's spectator

Introduced by

[Mayor Ted Wheeler](#)

Bureau

[Management and Finance](#)

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Requested Agenda Type

Time Certain

Date and Time Information

Requested Council Date

December 7, 2022

Requested Start Time

9:45 am

Time Requested

15 minutes

venues. These financial benefits include increased user fee revenue at the City-owned venues and increased transient lodging tax revenues associated with travel and overnight stays for events at all regional sports facilities.

Community Impacts and Community Involvement

The events brought to Portland by Sport Oregon impact many businesses and help support jobs through increased tourism dollars and increased visibility. There are limited community impacts specifically stemming from this agreement, and none specifically associated with this annual report.

100% Renewable Goal

Not applicable.

Budget Office Financial Impact Analysis

There is no financial impact associated with this report. The marketing and recruitment activities of Sport Oregon directly benefit the City financially by bringing sports events to Portland and Portland's spectator venues. These financial benefits include increased user fee revenue at the City-owned venues and increased transient lodging tax revenues associated with travel and overnight stays for events at all regional sports facilities.

Agenda Items

999 Time Certain in [December 7, 2022 Council Agenda](#)

Accepted

Motion to accept the report: Moved by Hardesty and seconded by Ryan.

Commissioner Mingus Maples Yea

Commissioner Carmen Rubio Yea

Commissioner Dan Ryan Yea

Commissioner Jo Ann Hardesty Yea

Mayor Ted Wheeler Yea

SPORT[®] OREGON

Sport Oregon Annual Report to the
City of Portland
for the period
July 1, 2021, to June 30, 2022



Introduction

Sport Oregon is pleased to submit its Annual Report to the City of Portland July 1, 2021, to June 30, 2022, as per the Amended and Restated Agreement No. 30005536 dated June 7, 2021.

The period covering this report reflects a unique time as we all slowly and incrementally emerged from the cloud of COVID-19 and its variants. The slow easing of mandates from city, county, state, and federal levels have been impactful for all of us in Portland as well as those who traveled to Portland for business or pleasure. In Sport Oregon's constant pursuit for authentic recovery and impact in Portland, we enjoyed a remarkable year of success at multiple levels. Efforts in sports tourism specifically were revitalized in FY '21-'22 as we emerged, albeit slowly from the pandemic. Sport Oregon has been diligent and unwavering in its continuing role as the designated sports commission of Portland. Sport Oregon uses all its resources, relationships, knowledge, and expertise with stakeholder community partners including Travel Portland, Oregon Business and Industry, Prosper Portland, Portland Business Alliance (PBA), Travel Oregon, Oregon Convention Center, Metro, Portland Trail Blazers, Portland Timbers, Portland Thorns, Greater Portland Inc., and others to effectively drive and contribute to the economic recovery efforts in Portland through sports tourism. Between offering detailed bids for future business, helping to execute events on the horizon, and establishing and growing partners in our city, Sport Oregon has had a busy and fruitful year. Compared to the previous year, we have had significant success in living up to our goal. Portland re-emerged as a host city for key sporting events as well as preparing Portland to host major sporting events in the future. Our ability to market the City of Portland to the sports event industry continues to place the city in a favorable position to secure and maintain economically valuable sports events while at the same time promoting the civic pride that these events bring as well. We remain bullish on the Portland we know and love and are eager to continue building on the success we've achieved this fiscal year.

Responses to Questions

Sport Oregon's contract with the City includes a number of required elements to be included in annual reports. The items (1-7) cited in Exhibit A, Item G.- Reports, are addressed sequentially and are bundled into a more reader friendly format below. It should also be noted that the list of events below (both those that Sport Oregon bids on as well as those hosted) reflect the breadth of sporting events we are capable of and in pursuit of hosting in Portland. Room night numbers and estimated economic impact numbers are formulated through our partners at Travel Portland using in-house mechanisms for tracking. They use an

industry-standard Destinations International Estimated Economic Impact Calculator for this purpose. Also, some of the events listed that do not cite room nights or economic impact is due to the fact that they are not currently being tracked by Travel Portland. This is because these particular events are not contracting specific hotel room blocks and are booking hotels randomly and thus are not utilizing the services of Travel Portland.

Sports events pursued and partnerships created to secure and support such sports events including the events' magnitude in terms of the number of Portland tourists and hospitality impact. Metrics include room nights, estimated economic impact, visitor event participant and attendee totals, total attendance numbers and various other direct and indirect community impacts including the benefit to City-owned venues

Sporting Events Pursued (Bids)

Our goal is always to create a balance of short-and-long-term opportunities to benefit the overall hospitality community in Portland which includes not only hotels, but restaurants, bars and a host of small businesses. All these entities contribute to the economic recovery efforts locally. Below are examples of sporting events and meetings that we have pursued for Portland and ones Portland hosted.

2027 - 2031 NCAA Women's Final Four – Previously, in 2020, Sport Oregon's pursuit of the 2025/2026 NCAA Women's Basketball Final Four fell short, and even as a finalist, we were unable to secure this event



which would be the largest sporting event in Portland's history. However, we were welcomed with news in February 2022 that the bid portal was once again open for the 2027-2031 bid cycle. Sport Oregon is once again leading the bidding group – comprised of Rose Quarter/Trail Blazers, Travel

Portland, and the University of Portland. We are currently working on our final presentation to the NCAA and Women's Basketball Committee in November 2022, in Dallas. The Women's Final Four is expected to produce nearly 11,000 hotel room nights and \$30+ million in direct economic impact for the market. Also, we can expect 4,000+ attendees to the annual women's basketball coach's convention. Coupled with an

ABC television broadcast and multiple opportunities for activation and community impact, this event can catapult Portland to new heights as a sports destination city. Final decisions by the NCAA Women's Basketball selection committee is expected by the end of *November 2022*.

2023 US Synchronized Figure Skating Championships – In March 2022, and conversations with US Figure Skating, Sport Oregon once again officially bid for this *4,000-room night* event in February 2023. This particular event is of immense value to our hotel community, as it is held in February over an extended period. Our proposal included several hotels in the Lloyd and downtown districts, competition at Veterans Memorial Coliseum, and a robust community support system including our local skating club: the Oregon Skating Council. Ultimately, our bid fell short for 2023 to Peoria, Ill, who had more availability and flexibility of dates. This is an event we will pursue again in the future. We have already initiated conversations for 2024 and beyond. This event brings with it, approximately *\$3 million in impact* to the local economy.

2023 USA Taekwondo Grand Prix – With over *2,000 room nights* downtown over Memorial Day Weekend, Sport Oregon worked with USATKD to bid on this event at the Oregon Convention Center. The impact of this event over a holiday weekend is significant, however it is even more impactful is its immediate leadup to the 2024 Olympic Games. This group has officially booked in Portland as of October 2022. As an aside, Sport Oregon is strategically focusing on sporting events leading up to 2024 and 2028 Olympics from a National Governing Body perspective. Helping to showcase these type of events offers Portland the opportunity to be a strong part of the Olympic excitement for both Paris and Los Angeles.

Ladies Ball Western Regional – Sport Oregon has strong ties to the Women's Basketball Hall of Fame. In December 2021, we began to pursue the chance to book the Western Regional at the Beaverton Hoop YMCA, with hotels in Portland. This youth girls' basketball event has been a focus of ours for a while. We were able to contract this group in June 2022, and their event was a momentous success in August 2022. We look forward to welcoming them back in 2023. Sport Oregon has specifically pursued and continues to promote showcasing girl's and women's sports in Portland. In 2022, nearly 50 teams from the entire western states' region participated. That number is expected to grow substantially in future years.

PK85 (Phil Knight Legacy and Phil Knight Invitational Tournaments) – Sport Oregon with its partners at the Trail Blazers, ESPN, and Travel Portland worked to make this event a reality for Thanksgiving Weekend, 2022. With over *8,000 room nights*, 24 of the best men's and women's college basketball teams in the country are participating, Portland will become the epicenter of college basketball in November. Moda



Center, Veterans Memorial Coliseum, and the Chiles Center at the University of Portland will all be utilized for this national college basketball celebration broadcast on the ESPN family of networks.

NWAC Softball Championship 2023 - 2025 – In December 2021, we engaged with the Northwest

Athletic Conference to return to Delta Park in North Portland for this junior college softball championship. This 12-16 team event had made Portland its home for years before a long-standing contract in Spokane. Sport Oregon was able to lure them back to Portland for this small college softball event in our multi-field facility on a three-year deal.



2025 North American Gay Volleyball Championship– In May of 2022, our team submitted an official bid for the NAGVA Championships in 2025 over Memorial Day Weekend at the Portland Expo Center. This *1,300-room night event (with near \$1 million of economic impact)* was confirmed in June, with hotel rooms downtown. Portland is a welcoming city in the eyes of the LGBTQ community, and confirming this event allows us to continue promoting our city as one that embraces sporting events of all types.

2023 USGA Senior Women's Open – Conversations with the USGA and Waverly Country Club in Portland's southeast district began in early 2022. The event is booked for August 2023. Planning for festivities for the event including several activations and hospitality functions associated with the tournament are underway. This event will bring approximately *1,200 room nights and \$1.4 million* in economic impact. This sporting event continues Portland's showcasing of women's sports.

NASCAR Xfinity Series – Sport Oregon secured Portland's first NASCAR-affiliated event in 20+ years at Portland International Raceway over the first week of June 2022. The event originated and was a continuation of the strong relationship with Green Savoree Racing, the official promoter of our annual IndyCar Grand Prix event held annually in Portland. Working with Green Savoree, Travel Portland, PIR, and

the City of Portland to confirm this event, NASCAR Xfinity will return in June 2023 at PIR. It is hoped this race will be a staple for Portland for years to come.

USA Triathlon 23-24 Endurance Exchange – Working closely with Travel Portland and USA Triathlon, Sport Oregon submitted a bid for the annual convention/meeting for triathlon athletes, trainers, and medical professionals. We made a strong bid for this *1,500-room night event* over two years, but unfortunately our competition included two warm-weather destinations that won out: Austin, TX and San Diego, CA. We continue to maintain strong relationships with USAT and will resubmit for this business in the future.

Formula Zero Basketball Camp – In April 2022, Sport Oregon was called upon to help find venues and hotels for a confidential high-level camp run by Damian Lillard of the Trail Blazers. We proposed to hold the event at the Portland Expo Center. It was decided to hold the event at the Beaverton Hoop YMCA with Portland hotel rooms downtown. The Bidwell hotel hosted the entire group (over *200+ total room nights*) for lodging, meals, and education during the week, and we're hopeful that this turns into an annual event. High-level players at the high school and college level from around the country came to Portland for not-only basketball coaching and inspiration from Lillard, but for in-depth character coaching and business acumen as well. The event also attracted scouts and General Managers from all 30 NBA teams who also stayed in Portland downtown hotels.

2021 NWSL Championship Game – In late fall 2021, Sport Oregon, the Thorns/Timbers and Travel Portland submitted a robust bid for the National Women's Soccer League Championship Game in Portland. The league initially accepted our bid, which would have brought almost *800 room nights and over \$800,000 in direct economic impact*. Unfortunately, the scheduling of the game would have resulted in a morning start time, which league players disapproved. Coupled with the fact that Providence Park does not have a grass surface, which players also disapproved, the game was moved to Louisville. This result begs the conversation for installing a permanent natural grass surface at Providence Park, which could open up new opportunities for both domestic and international soccer matches.

USA Fencing March North American Cup 2024 – Sport Oregon and Travel Portland submitted its official bid in April 2022. Bids are being reviewed from cities across the country and a final decision is pending. The event could bring *2,200 room nights and over \$2 million of economic impact* to Portland in March 2024. With competition to be held at OCC, and the main hotel hub at the Hyatt Regency, it would be a celebration of an Olympic event a few months prior to the 2024 Paris Olympic Games. We are hopeful to have a final decision before Thanksgiving 2022.

Events Hosted

Sport Oregon views FY '21- '22 as a strong recovery year in its sports tourism efforts, especially compared to the challenges of the preceding year. Portland can – and should – be a consistent stop on the sports calendar for all kinds of athletic events.

Major League Soccer (MLS) Cup – In early December 2021, Sport Oregon, worked alongside the Timbers



when the team unexpectedly secured a home match for the MLS Cup. We supported the franchise and league in a variety of ways: *securing hotel rooms for staff, teams, and sponsors; *worked with the city on cleanup efforts; *activating street pole banners and strategic lighting positions around town; *opened Sport Oregon Clubhouse to Timbers sponsors and league staff for a pregame celebration on the day of the game; *planning the potential parade

should the Timbers win the championship. In short, Sport Oregon was an active participant on all planning calls leading up-to and through gameday. While the Timbers fell short of a championship, the city of Portland still benefited with nearly *1,500 room nights* as well as a plethora of broadcast marketing with Portland images on national television.

NCAA Basketball Men's 1st/2nd Rounds – March Madness landed in Portland in full swing in March 2022 with eight (8) teams participating in the annual postseason tournament at Moda Center. Sport Oregon



staff was played both a volunteer-management role, as well as hosting hospitality events at the games. We worked closely with Oregon State University – the official host school for the tournament and Moda Center staff to execute a world-class experience for teams and fans. Portland and its hotels hosted men's teams, administrators, and fans from

Boise State, Gonzaga, UCLA, Indiana, St. Mary's, Georgia State, Memphis, and Akron, resulting in *3,500 room nights and nearly \$2.5 million of economic impact* in the city. The accolades received from NCAA on the welcome they received from Portland demonstrated our city's capabilities.

NASCAR Xfinity Series – As noted above in the “bids” section of this report, this event was unique in the fact that it was executed in the same year as the “bid.” This is rare for an event of this magnitude, but highlights Sport Oregon’s abilities as a sports commission and the city to get matters done expeditiously



when presented. The event was held at Portland International Raceway (PIR) over the first weekend in June 2022 and produced upwards of *\$8 million in direct economic impact* for our region. There are no major racing series events in the Pacific Northwest, outside of the events at PIR, resulting in fans from all over the western states to flock to Portland for a chance to

experience the Xfinity Series. This event is currently locked in at PIR on a three-year deal. Sport Oregon will work with NASCAR to elevate the event to a “Cup Series” event in the future if ticket sales remain strong.

IndyCar Grand Prix of Portland– Another staple on the Portland racing calendar, IndyCar held a successful event in Portland in August 2021 at Portland International Raceway (PIR). This event has become an annual celebration over Labor Day Weekend. Sport Oregon is currently working with both IndyCar and NASCAR, through their promoter, Green Savoree to track hotel room stays and economic impact in the future. These events are impact-drivers for the City. The success of this event in



particular has resulted in conversations around adding a NASCAR event to the slate of events at PIR.

Triple Crown Valley Invite – Sport Oregon, Travel Portland and Washington County Visitors Association worked closely to organize and elevate this experience in June 2022. It is the largest youth girls’ softball event in the Pacific Northwest. With fields utilized across Washington and Multnomah Counties, the hotel impact is felt throughout our region. In Portland, nearly *2,600 rooms were booked, with an economic*

impact of over \$2 million. In addition to assisting with hotel bookings, we also organized a “coaches hospitality area” for coaches to scout talent. The strategy is to stay in consideration for additional future Triple Crown events that may be up for bid.

Women’s International Champions Cup (WICC) Soccer – Sport Oregon, the Portland Thorns, Travel Portland, and Relevant Sports Marketing engaged in several discussions around hosting the WICC at Providence Park beginning in early summer 2021. Sport Oregon secured this group once again for August 2022. Two (2) additional teams were added in 2022, resulting in over *1,000 room nights booked and over \$1 million in economic impact.* There are already discussions adding an additional two (2) teams, which would bring added impact for the future, and continue to showcase Portland as the premier destination for high-level women’s sports.

Perfect Game Baseball – In fall 2021, conversations were initiated to bring some events to Oregon for the first time. Perfect Game is considered to be the most reputable event and scouting platform for youth baseball. They were focused on expanding into the western United States. After conversations and coordinating with Delta Park leadership to secure available dates, Perfect Game was booked for a spring 2022 showcase. Year one had modest turnout; however, this event is expected to grow year over year. An additional date was secured for June 2023 at Delta Park. This is an example of a new group seeing potential in the Portland market, and Sport Oregon working with stakeholders in Portland to make it a reality.



HoopSource Basketball – This event, with a long history in Portland / Washington County / Vancouver, once again hosted its largest 350+ team tournament in February 2022. Sport Oregon engaged with event producers over the past year to find a permanent venue solution for this group, as they are currently spread across several high schools in the Portland metro area. Other destinations are approaching HoopSource to move the event to their markets (most notably Arizona and Southern California) due to those destinations’ ability to secure a single site multi-court facility for the bulk of the event. HoopSource, while tempted to make the move out of Portland, has resulted in new and additional incentives to remain. An agreement to stay in Portland for 2023, was finalized while conversations for finding a venue solution for the group in 2024 and beyond are proceeding. This event provides roughly *2,000 rooms* for the

Portland-specific hotel market (not counting other outlying communities). Portland's lack of court facilities is a prime issue that must be addressed asap.

National and international visibility brought to Portland from events secured and pursued.

The efforts to "pitch" Portland as the city to host a variety of sporting events has been easier this past fiscal year as compared to the previous year. The previous flawed perceptions have eased, and Sport Oregon has had success in promoting Portland's attributes. Sport Oregon continues, through its leadership, members, and professional and college sports teams to bring visibility to our city as one that is "sports centric." Staffs' travel to other cities over the past year to engage and pitch with event promoters has been enthusiastically embraced. There is no doubt that after each and every meeting and bid opportunity, Portland secured a position as a formidable competitor for sporting events. With the events we were able to secure, online posts highlighted our city and the comments from participants reflected a desire to return to our city.

Both NASCAR Xfinity Series and IndyCar Grand Prix of Portland offered benefits to Portland with impressive national media attention. In addition, the Oregon22 – the World Athletics Championships which are the 3rd most watched event in the world after the Olympics and the FIFA World Cup was a formidable event for Portland and the state.

Broadcasters, journalists, and photographers from across the world captured and shared the stories of these championships with a global audience. This enormous global press corps - which includes the athletes themselves -



highlighted Oregon not only as world-class competition and hospitality host - but also as a vibrant place to live, work and play through print and social media as well as thousands of hours of TV coverage to an audience of over 1 billion people. While the event was held in Eugene, the entire world came through Portland! Visitors arrived at Portland International Airport, one of the best if not THE best airport in America! Many of these visitors stayed in Portland traveling to and from Eugene for select events. Portland's hotels, restaurants and small businesses were poised to welcome these guests. Visitors witnessed a Portland emerging from the global pandemic with a reenergized downtown, new structures rising from our streets as well as the pride of our community's outdoor recreation activities and sports – all with a scenic backdrop that many say is unmatched. As hosts of Oregon22, Sport Oregon and **is** partners showed the international sports community that Oregon, with a focus on Portland is a global player in every sense of the word

Partnerships and Facility Development

Sport Oregon relies upon its connections in the community, and the ability to call upon those relationships. This past fiscal year presented new opportunities for Sport Oregon's present and future, in sports tourism. Below are some examples of relationships we developed, new roles we played, and projects we've helped push forward from a sports standpoint in Portland.

City Cleanup – With large events like the MLS Cup in December 2021, Men's Basketball tournament in March 2022, and NASCAR Xfinity in June 2022, Sport Oregon staff actively engaged with city stakeholders including but not limited to Prosper Portland and Portland Downtown Clean and Safe in the leadup to those events. The goal was to ensure that Portland was seen in the best light possible for event producers, fans, and residents. Throughout the ongoing communications leading up to these events, the coordination of working in unison had a significant positive impact on cleanup efforts around the city. Now, bi-weekly calls have been initiated to ensure that *new* clients are satisfied with the appearance and safety of Portland and that our *existing* clients and partners are also satisfied. These efforts will evolve into a streamlined process to ensure we are putting our best foot forward as a city to win consistent, impactful tourism business.

Tourism Investment District (TID) –Solidifying Sport Oregon's relationship with Travel Portland and the Portland hotel community through the increased TID tax was a major achievement this past fiscal year. Beginning in December 2020, Sport Oregon engaged in numerous meetings, conversations, and presentations with the hospitality community. For fiscal year 2021-2022, an elevated agreement with Travel Portland further expanded Sport Oregon's efforts in a number of ways: two (2) additional staff members were hired focused exclusively on booking and servicing sports tourism in Portland, an increase in the travel budget and conference presence led to a significant increase in the ability to compete for business and have strategic bid fees and financial enhancements to clients which were previously not able to offer. This enhanced funding has helped Portland become more competitive nationally among sports commission peer groups and has helped in the overall tourism effort and recovery in Portland.

Washington County Sports Tourism – While the majority of Sport Oregon's efforts are based in Portland, Washington County also plays a crucial role in the ability to host new and existing events, due to a variety of facilities, particularly with basketball and baseball/softball. A strong relationship has been solidified with the Washington County Visitors Association and its sports tourism team. Discussions on a

more formal relationship in order to utilize venues for “greater Portland region” efforts have ensued. There is momentum for Sport Oregon to dig deeper into Washington County, for the overall benefit of the greater Portland region. We’ve even had success with clients utilizing facilities in Washington County, while staying in Portland hotels, in order to bring impact to both areas.

Expo Development Study – Beginning in early 2020 and into 2021, Sport Oregon was invited to participate in an ongoing study by Cascadia Partners around the potential redevelopment of the Portland Metropolitan Expo Center. Sport Oregon provided context as to why the Expo site could (and should) be



used specifically as a multi-sport complex. The lack of sports facilities in the Pacific Northwest, is a fact. Sporting events can generate a site into a positive and inclusive gathering point, as well as being a boost to the economic viability of the youth sports travel market. Efforts expanded greatly into fiscal year 2021-

2022 on this project, working with internal and external partners to put sports on the forefront of any potential redevelopment at the Expo Center. Sport Oregon supported one of the responses for the RFEI project in late October 2022. Including a sports-focused asset at a reimagined Expo Center could yield considerable community and economic benefit to the city of Portland as well as the community.

A summary of Sport Oregon’s focus, actions and goals within business practices that targets the organization’s Diversity, Equity, and Inclusion work

Sport Oregon continues its advancement in addressing Diversity, Equity, and Inclusion in its membership, Board, and through its focus on the local community in Portland.

Board of Directors: Increasing representation on the Sport Oregon Board of Directors among women and the BIPOC community was and continues to be a key goal. There are now over 100 Sport Oregon Board members: seventy-four (74) are men, thirteen (13) of whom are BIPOC. There are twenty-two (28) women, seven (7) of whom are BIPOC.

Sport Oregon has also created “community board” seats in order to engage community based non-profit organizations into the Sport Oregon family. There are twelve (12) community board seats with representation from Partners in Diversity and Centro Cultural to name a few.

Sport Oregon Staff: We are committed and are continuing to address DEI by expanding our staff and Board of Directors with adding new BIPOC representation in FY '21-'22.

Its CEO/COO serve on the Partners in Diversity Leadership Council and are advocates of diversity, equity and inclusion. The Council exemplifies Sport Oregon values, and its passion of helping professionals of color succeed. Through examination of regional information, a business case for corporate diversity initiatives has been developed. The result is a strategic plan which integrates the many ongoing initiatives in the region under one umbrella with a strong business focus. Our representative serves on the Say Hey! initiative. Say Hey! is the largest multi-cultural networking event in the region. Each quarter, Partners in Diversity connects local businesses and community members with professionals of color who recently relocated to Oregon or southwest Washington.

Sport Oregon's commitment to reach diverse and economically challenged communities and to support youth growth and success through sports is reflected in the ever-increasing activity as represented below.

- ❖ Sport Oregon staff members joined the MLK Dream Run planning committee and joined planning meetings from April – September. SO provided equipment and expertise and marketing



opportunities in-kind. Funds raised benefit the Soul District Youth Entrepreneur Training Programs which are designed to help low-income & minority youth (ages 16-24) improve and expand

skills they need to operate successful businesses. These youth are able to leverage these skills to secure opportunities for better employment and pathways to higher education. In addition to the youth entrepreneur programs, support of the MLK Dream Run, has also allowed the Soul District Business Association to successfully activate its Business Impact Group (B.I.G) training program where the small business Navigators deliver culturally specific technical assistance services that yield multigenerational wealth creation opportunities and outcomes for businesses, with a



particular emphasis on minority/Black businesses, who operate or who want to return and operate businesses within the Soul District geographical boundaries

- ❖ Sport Oregon was the presenting sponsor Sneaker Week PDX in 2022- Designed to empower the



culture and its youth, Sneaker Week Portland is meant to connect the multibillion-dollar footwear industry with the community and culture that created it. The 2022 event focused on transforming the landscape of sneaker culture by creating opportunities for aspiring professionals, athletes, and enthusiasts to showcase their talents to the global sneaker community and Portland's thriving footwear industry. Proceeds from these events and partnerships go toward supporting local charities and non-profits.

Sport Oregon's now notable foundation initiative, SHE FLIES, is motivated by a fundamental belief that, through sports, we learn to soar as confident individuals, team players and strong leaders. A nod to Oregon's state motto of "She Flies with Her Own Wings," the initiative's aim is to foster safe community spaces where all girls and women have equitable opportunities and are empowered to use sports to take flight and realize the many benefits that participation in sports provides. SHE FLIES supports, engages, and celebrates girls and women in sport across Oregon. It does so by keeping girls in the game, empowering women coaches, and encouraging fitness for life.



- ❖ SHE FLIES festival in the Pearl in May 2022.
- ❖ Sport Oregon sponsored and was a co-organizer of the Portland Winterhawks Women in Sports Night.
- ❖ Sport Oregon sponsors the PIL Holiday Classic (Girls Basketball Tournament).
- ❖ She Flies Title IX panel

National Girls and Women in Sports Day Panel & Relaunch

- ❖ A panel featuring partners, sponsors, athletes, and sports professionals sharing their journeys and experiences as a female athlete. Panelists included Stacey Cochran (Providence Sports Medicine), Lindsay Kagawa Colas (Wasserman), Damian Williams (previous Sport Oregon employee & longtime collegiate softball coach), and Brooke Nuneviller (University of Oregon volleyball athlete)

International Women's Month

- ❖ Premier of the SHE FLIES Stories campaign. Five videos aired weekly starting on International Women's Day
- ❖ Professionally produced videos sharing the experiences of athletes of all ages, sports, and backgrounds



Red Gala

- ❖ She Flies was chosen to be the beneficiary of this year's Red Gala. We were able to collaborate with the event, make connections and expand our network, and engage Skate Like A Girl, a local non-profit who got to skate at the event



SHE FLIES Festival

- ❖ A free community event and gathering highlighting various organizations and partners throughout the state. Purpose: A chance for families to be exposed to organizations directly aligned with our mission. There were multiple activity areas for everyone to get active as well as educational opportunities ranging from healthy lifestyles, nutrition, summer camps and programs, and ways to stay active.

Grant applications reviewed:

Thirty-one organizations applied for a total amount of grants sought: \$188,769.

Grant recipients announced and awarded. \$25,000 over 6 organizations was distributed. Recipients include: ***Active Children Portland *Ophelia's Place *Hood River Outrigger Canoe Club *The Children's Course * Skate Like a Girl *Rose City Rollers**

Worlds of Sport Title IX Panel

- ❖ A panel including Christi Smith-Ryan (head strength & conditioning coach at Central Catholic High School), Shade Pratt (previously a professional soccer player and currently a designer at Nike), Destiny Rodriguez (female wrestler at West Linn High School), and Damian Williams. A discussion and celebration of the 50-year history of Title IX. Discussions included taking a look back, reflecting on the present, and sharing the possibilities of the next 50 years.



Conclusion

The leadership, Board of Directors and staff at Sport Oregon appreciate the support received from the City of Portland- from its elected officials to the array of staff that help to make the effort we all undertake, successful. We are committed to moving forward with increased resolve and dynamism as we move forward in the current year. We look forward to meeting with the City Council in December with a presentation and look forward to answering any questions that councilmembers may have.