

# SPORT OREGON ANNUAL REPORT

July 1, 2021 - June 30, 2022

**JIM ETZEL**  
Sport Oregon CEO



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# INTRODUCTION

- Sport Oregon enjoyed a year of success as sports tourism was revitalized in FY '21- '22 and as Portland emerged, albeit slowly from the pandemic.
- The Sport Oregon team has been diligent and unwavering in its continuing role as the designated sports commission of Portland. Our ability to market the City of Portland to the sports event industry places 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.
- Sport Oregon is fortunate to have at its disposal resources, relationships, knowledge, and expertise with stakeholder community partners including:

City leadership & staff  
Oregon Business and Industry  
Portland Business Alliance (PBA)  
Oregon Convention Center  
Portland Trail Blazers  
Greater Portland Inc.

Travel Portland  
Prosper Portland  
Travel Oregon  
Metro  
Portland Timbers  
Portland Thorns



# TOURISM INVESTMENT DISTRICT (TID)

TRAVEL  
PORTLAND

In fiscal year 2021-2022, an enhanced agreement with Travel Portland further expanded Sport Oregon's efforts:

- (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.

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# COMMITMENT TO DEI AND COMMUNITY



Sport Oregon and its leadership continues its commitment to address DEI by expanding its staff and its Board of Directors. We added new BIPOC representation in FY '21-'22 on our Board and continue to engage the BIPOC community with open position announcements where appropriate.

Sport Oregon's CEO and now 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. Sport Oregon shares the values and principles that Partners in Diversity promotes to its members as well.



# WOMEN'S FINAL FOUR 2030



**The NCAA announced that Portland will be the official host city for the 2030 Division I NCAA Women's Basketball Final Four.**

It will be Portland's first time hosting this world-class event. The bid process has been driven collaboratively by Sport Oregon, Travel Portland, the Rose Quarter / Portland Trail Blazers, and the University of Portland Pilots.

The event is expected to produce nearly *11,000 hotel room nights and \$30+ million in direct economic impact* for the market.

We also 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.

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# BIDS AND EVENTS



- 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.
- Following are examples of sporting events and meetings that we have pursued for Portland and ones Portland hosted.



# EVENTS THAT WERE BID & LOST

## 2023 US Synchronized Figure Skating Championships

In March 2022, after conversations with US Figure Skating, Sport Oregon once again officially bid for this 4,000-room night event in February 2023. This event brings with it, approximately \$3 million in impact to the local economy.

## USA Triathlon 23-24 Endurance Exchange

Working closely with Travel Portland & USA Triathlon, Sport Oregon submitted a bid for the annual convention/meeting for triathlon athletes, trainers, and medical professionals. We bid for this 1,500-room night event over two years.

## 2021 NWSL Championship Game

In fall 2021, Sport Oregon, the Thorns/Timbers & Travel Portland submitted a 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.



# PORTLAND EVENTS FY '21-'22 & SUCCESSFUL BIDS



## EVENTS HELD FISCAL YEAR 2021-2022

- **Major League Soccer (MLS) Cup** – December 2021 / nearly 1,500 room nights
- **NCAA Basketball Men's 1<sup>st</sup>/2<sup>nd</sup> Rounds** - March 2022 / 3,500 room nights and nearly \$2.5 million of economic impact
- **NASCAR Xfinity Series** – June 4-5, 2022 / upwards of \$8 million in direct economic impact for our region
- **IndyCar Grand Prix of Portland** - August 2021
- **Triple Crown Valley Invite** - June 2022 / In Portland, nearly 2,600 rooms booked, with economic impact of over \$2 million

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# PORTLAND EVENTS FY '21-'22 & SUCCESSFUL BIDS



## EVENTS HELD FISCAL YEAR 2021-2022

- **Women's International Champions Cup Soccer** - summer 2021 / over 1,000 room nights booked - over \$1 million in economic impact
- **Perfect Game Baseball** - Spring 2022
- **HoopSource Basketball** - February 2022 / roughly 2,000 rooms for the Portland-specific hotel market
- **Formula Zero Basketball Camp** - April 2022 / Bidwell hotel hosted over 200+ total room nights The event also attracted scouts and General Managers from all 30 NBA teams who also stayed in Portland downtown hotels.

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# PORTLAND EVENTS FY '21-'22 & SUCCESSFUL BIDS



## SUCCESSFUL BIDS BOOKED IN FISCAL YEAR 2021-2022

- **USA Taekwondo Grand Prix** - *Memorial Day Weekend 2023 / over 2,000 room nights downtown*
- **Ladies Ball Western Regional** – *August 2023*
- **PK85 (Phil Knight Legacy and Phil Knight Invitational Tournaments)**- *Thanksgiving Weekend, 2022 / over 8,000 room nights*
- **NWAC Softball Championship**- *three-year deal summer 2023 - 2025*
- **North American Gay Volleyball Championship** - *2025 over Memorial Day Weekend at Portland Expo Center /1,300-room night event with near \$1 million of economic impact*
- **USGA Senior Women's Open** - *August 2023 / 1,200 room nights & \$1.4 million in economic impact*

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# PARTNERSHIPS & FACILITY DEVELOPMENT



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.



# PARTNERSHIPS & FACILITY DEVELOPMENT



Washington County 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.

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.



# COMMITMENT TO DEI AND COMMUNITY



Sport Oregon staff members joined the MLK Dream Run planning committee and provided in-kind expertise, marketing opportunities, and equipment as well.



The Soul District Business Association activates its Business Impact Group (B.I.G) training program where the small business Navigators deliver culturally specific technical assistance services 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 at Sneaker Week PDX in 2022. The event focused on the 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.



# COMMITMENT TO DEI AND COMMUNITY



**SHE FLIES**



SHE FLIES, is motivated by a fundamental belief that, through sports, we learn to soar as confident individuals, team players and strong leaders.

Through grant awards, 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 realize the many benefits that participation in sports provides.

SHE FLIES supports, engages, and celebrates girls and women in sport across Oregon with particular emphasis in underserved communities. It does so by keeping girls in the game, empowering women coaches, and encouraging fitness for life.



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# COMMITMENT TO DEI AND COMMUNITY

 International  
Women's Month



Premiere 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



*50th Anniversary*



Worlds of Sport Title IX 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 and sharing the possibilities of the next 50 years.

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# COMMITMENT TO DEI AND COMMUNITY



Six grant recipients were announced with a total of \$150,000 awarded.

The six organizations each received \$25,000. Recipients included:

**Active Children Portland**

**Ophelia's Place**

**Hood River Outrigger Canoe Club**

**The Children's Course**

**Skate Like a Girl**

**Rose City Rollers**



*50th Anniversary*



# THANK YOU

We appreciate your support.  
We move forward with  
increasing resolve  
in the coming fiscal year.

With the City's  
ongoing commitment  
to sporting events,  
the future is bright

**JIM ETZEL**

Sport Oregon CEO

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