

## IMPACT STATEMENT

**Legislation title:**

\*Authorize City to place in Pioneer Courthouse Square, 701 SW 6<sup>th</sup> Avenue, from May 1, 2015 through March 31, 2016, a temporary freestanding sign with countdown clock, donated by TrackTown USA, for the International Association of Athletics Federation World Indoor Championships Portland 2016 (Ordinance; waive Title 33 design review requirements; and Title 32 changing image sign and size regulations)

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**Presenter name:** Douglas L. Oblatz, Shields Oblatz Johnson, Inc.

**Purpose of proposed legislation and background information:**

TrackTown USA proposes to construct and donate to the City a temporary freestanding sign with a digital countdown clock and static signage for the International Association of Athletics Federation (IAAF) Indoor Championships Portland 2016. The design of the clock is intended to generate social media interaction and will help garner significant attention for the event and the City of Portland as the host city.

TrackTown USA, Inc., based in Eugene, Oregon, is a non-profit organization committed to setting a standard of excellence in the sports of track and field and running by hosting premier events, creating a supportive environment for elite athletic performances, improving facilities and inspiring the next generation of track and field athletes and fans.

**Financial and budgetary impacts:**

The sign is being donated to the City and TrackTown USA will be responsible for coordinating the installation, maintenance and conflicts with other Pioneer Square events with the staff of Pioneer Courthouse Square.

**Community impacts and community involvement:**

TrackTown USA issued a Request for Proposals in the interest of generating highly creative proposals for the freestanding sign that could be designed, fabricated and installed using local creative and fabrication talent. Initially, 34 firms expressed interest in the proposal; 6 local firms submitted detailed proposals; and one firm, Downstream, was selected to design, fabricate, install and maintain the clock.

Situating a temporary freestanding sign with a changing image/countdown clock in Pioneer Courthouse Square to call attention to an upcoming world-class track and field event to be attended by thousands of citizens and world-wide visitors and athletes is appropriate to the civic nature and mission of the Square.

TrackTown USA is the sponsoring organization and is responsible for organizing the event. This will be the first time this global event has been held in the United States in over 20 years. The event will bring the best track and field athletes in the world to Portland for four days of competition at the Oregon Convention Center, where a purpose built track and field arena will be

constructed, and at the Moda Center. Extensive activities and youth and public engagement programs are planned at Pioneer Courthouse Square and in the competition venues during the period of the event.

### 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