

WORLD INDOOR CHAMPIONSHIP COUNTDOWN CLOCKIF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

✓ Lightning Watchdog X		

Monday, March 16

2016 IAAF World Indoor Championships

The world's greatest track and field athletes will gather at the Oregon Convention Center in Portland on March 18-20 to compete in the 16th IAAF World Indoor Championships, the first time this biennial event has been contested in the U.S. since the inaugural meeting in 1987 in Indianapolis.

Quick facts

- The meet will feature more than 600 athletes representing as many as 200 different countries from around the world.
- Athletes will compete in 13 men's and women's events: 60m, 400m, 800m, 1,500m, 3,000m, 4x400m relay, 60m hurdles, high jump, long jump, triple jump, pole vault, shot put, men's heptathlon, women's pentathlon. Medals will be awarded to the top three finishers in each event.
- The three-day meet will be held in the Oregon Convention Center, featuring a new 200-meter track, infield and 7,000-seat stadium. The OCC has ample space for numerous other spectator amenities.
- As a thrilling kick-off, a free Pole Vault Festival is planned in the Moda Center on March 17. We hope to have a full lineup of high school events, followed by the World Indoor Championship men's and women's pole vault competition, occurring simultaneously on separate runways that evening.
- Each day, the public will be invited to gather at Pioneer Square for a lively Fan Festival, which is scheduled to include a replica of the World Indoor track, interactive exhibits, flag display, live entertainment, food and beverages.
- The meet will be broadcast to a global television audience. It is anticipated that the 2016 World Indoor Championships will be seen by as many as 140 million viewers worldwide. In addition, media from around the globe will travel to Portland to cover this event.
- At the 2014 meet in Sopot, Poland, Team USA won 12 medals: 8 gold, 2 silver and 2 bronze. The gold medalists included Oregon Track Club Elite's Ashton Eaton, who defended his world indoor heptathlon title from 2012.
- Team USA has won more medals at World Indoors than any other country: 87 gold, 58 silver and 57 bronze.

- TrackTown USA will be the local organizing committee for the event. USA Track & Field is the IAAF member federation.
- Twitter: @Portland2016 #Portland2016

Previous hosts of IAAF World Indoor Championships

Sopot (2014), Istanbul (2012), Doha (2010), Valencia (2008), Moscow (2006), Budapest (2004), Birmingham (2003), Lisbon (2001), Maebashi, Japan (1999), Paris (1997), Barcelona (1995), Toronto (1993), Seville (1991), Budapest (1989), Indianapolis (1987).

About the IAAF

The International Association of Athletics Federations is the world's governing body for the sport of track and field. It represents 212 national federations, the second-largest athletics organization in the world. The IAAF Council consists of 27 elected members and the General Secretary, including a president, four vice-presidents, a treasurer, and one representative from each of the six Area groups: North America, South America, Europe, Asia, Africa, and Oceania.

About TrackTown USA

TrackTown USA, Inc. 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. The organization is responsible for organizing the 2014 IAAF World Junior Championships, the 2015 USA Track & Field Outdoor Championships, the 2016 IAAF World Indoor Championships and the 2016 U.S. Olympic Team Trials—Track & Field.



BUSINESS CASE FOR USATF INDOOR CHAMPIONSHIPS AND IAAF WORLD INDOOR CHAMPIONSHIPS PORTLAND 2016



EXECUTIVE SUMMARY

In March 2016, Portland will host two nationally and internationally significant track and field events representing a combined **\$24.2 million** economic impact for Portland and Oregon. The Oregon Sports Authority, in cooperation with TrackTown USA (the event sponsor), has commissioned a business case analysis to address the prospective economic impacts of these two, major, back-to-back championship sports events.

Metrics analyzed with this business case analysis include: a) the number of participants and attending spectators expected; b) lodging room nights supported; c) direct spending; d) incremental tax revenues; and e) economic multiplier effects statewide. An *Executive Summary* of major findings follows.

EVENT OVERVIEW

- From March 11-20, 2016 Portland's Oregon Convention Center (OCC) will serve as the venue for:
 - The USATF Indoor Championships
(with 900 direct participants and 4,000 ticketed attendees)
 - The IAAF World Indoor Championships Portland 2016
(with 2,405 participants and 6,600 ticketed event attendees)
- Associated *innovation events* include:
 - A full line-up of high school pole vault events and the men's and woman's World Championship Pole Vault competitions at the Moda Center
 - A public entertainment / free fan experience throughout the championships at downtown's Pioneer Courthouse Square
- The World Championship event will feature more than 600 athletes representing as many as 200 countries. The meet will be broadcast to a global television audience and will be seen by as many as 140 million viewers worldwide. Media from around the globe will travel to Portland to cover the event.
- In addition, event organizers plan a series of complementary activities to engage local youth in the championships, including:
 - Youth activities at Pioneer Square
 - High school relay races built into the World Championship program
 - Opportunities for middle schools to experience the track and field venue at the OCC
 - Event tickets for local youth organizations
 - Opportunities for youth to engage with national/international track and field competitors

ANALYSIS APPROACH

The approach taken to conducting this business case analysis reflects:

- Information readily obtained from event organizers (TrackTown USA) together with standard protocols for economic impact analysis (with data from sources such as Oregon Travel Impacts and Travel Portland).
- A forward-looking analysis, aimed to project reasonably plausible outcomes for a specific economic activity of short-term duration not previously experienced in Portland.

DIRECT MEASURABLE ECONOMIC IMPACTS

Gross spending directly attributable to the USATF / IAAF events is estimated at \$15.9 million:

- Close to 60% is expended directly by event organizers – including portions of participant lodging and meals – recouped from sources such as ticket sales and event sponsorships.
- Only 6% of all expenditures are directly paid by athletes and team staff-- with 15% from other participants and 20% from ticketed spectators.
- Lodging demand estimated at 20,300 room-nights with lodging tax revenues of \$487,000.

NET ECONOMIC & MULTIPLIER EFFECTS

Impacts are summarized from perspectives including:

- \$15.9 million of gross direct spending (as described above)
- \$15.6 million net direct impact to the Portland economy
- \$14.8 million net direct impact to Oregon's economy¹
- **\$24.2 million as direct and economic multiplier impacts benefitting Portland and Oregon**

ADDITIONAL BENEFITS

In addition to impacts readily quantified in monetary terms, the following non-quantified (or intangible) benefits are noted as also significant to the region and the state, notably:

- Greater return on investment vis-à-vis other event options – drawing visitors for greater net added economic benefit than occurs with primarily locally oriented events.
- Media presence and global branding – providing opportunities for increasing awareness and interest in Portland that simply are not otherwise readily achievable.
- Building *critical mass* for Oregon as an internationally recognized sports destination venue – with Portland pivotal to the state's overall destination appeal and infrastructure.

This executive summary and the full business case report for the USATF Indoor Championships and IAAF World Championships Portland 2016 has been prepared for the Oregon Sports Authority (OSA) by the economic and development consulting firm E. D. Hovee & Company, LLC. Questions and comments regarding any aspect of this report may be addressed to Eric Hovee – Principal at ehovee@edhovee.com, or phone 503.230.1414.

¹ Excludes non-Portland area residents attending the event from home locations elsewhere in Oregon.