

## IMPACT STATEMENT

**Legislation title:** Accept Sport Oregon's annual report on national and international sports marketing activities and event recruiting services (Report; Contract No. 30005536)  
**Contact name:** Karl Lisle, Spectator Venues Program Manager  
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**Presenter name:** Jim Etzel, CEO, Sport Oregon

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

This is an annual report on Sports Oregon's efforts to bring sports events to the City of Portland during Fiscal Year 2020-2021. This annual report to Council is required under the terms of the City's contract (Agreement No. 30005536) with Sports 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 Sports Oregon. There is no financial impact associated with this report. The marketing and recruitment activities of Sports 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.

### **Community impacts and community involvement:**

The events brought to Portland by Sports 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.

### 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