



**Sport Oregon Annual Report**  
**July 1, 2020 - June 30, 2021**

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# INTRODUCTION

## SPORT OREGON IN A COVID WORLD

- COVID-19 challenges did not hamper Sport Oregon's ability to market the City of Portland to the sports event industry, placing the city in a favorable position to secure and maintain economically valuable sports events in the future.
- Sport Oregon has built strong relationships with local tourist and business associations such as Travel Portland, Portland Business Alliance, and Greater Portland Inc. to effectively drive and contribute to the economic recovery efforts in Portland through sports tourism and the sports industry ecosystem.



# TOURISM INVESTMENT DISTRICT (TID)

- In FY '20-'21, Sport Oregon began laying the groundwork with Travel Portland, the Portland hotel community, and the TID board for funding commitment beginning in FY '21-'22.
- Results:
  - Hired additional staff specifically to focus on sports tourism in Portland
  - Increased conference marketplace and travel budget to compete for new business
  - Portland has become more competitive nationally among our peer sports markets which will help in the overall tourism recovery in Portland
  - Increased event opportunity funnel







# ELEVATED VISIBILITY

- Sport Oregon has been able, through its leadership, members, and professional and college sports teams to bring visibility to Portland as an enthusiastic and avid sports community.
- With increased engagement with events rights holders, Portland's position as a formidable destination for sporting events is on the rise.





# CREATIVE THINKING AROUND COVID

Submitting event bids is core to the Sport Oregon mission, but COVID-19's impact in FY '20-'21 created profound obstacles.

- Pivoted to explore “bubble-like” sporting events for local venues and hospitality partners
- While all opportunities did not materialize, Portland was ready to host unique competitions such as:
  - College Basketball Bubble
  - NWSL Women's Soccer Bubble
  - Youth Basketball at Oregon Convention Center



# SPORTS COALITION DURING COVID



In 2020, Sport Oregon led a large group of stakeholders which included sport franchises, universities facilities and events to engage, advise and act as a conduit to the Governor's Office on updated protocols and appropriate actions.

- We provided clarity and information from the sports and events community, on a safe return to competition and live events in our state.
- The group included the Trail Blazers, Timbers, Thorns, Winterhawks, Rose Quarter, UO, OSU, UP, PSU, PIR, the OCC, and Rose Festival.



# BIDS AND EVENTS







# EVENTS/PARTNERSHIPS

- In a year of postponements, cancelations, and fan-less sporting events, Sport Oregon remained actively engaged in bidding on future opportunities with a specific impact in Portland.
- Our goal is always to create a balance of short- and long-term opportunities to benefit the overall economic vitality of Portland.

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# WOMEN'S FINAL FOUR

Sport Oregon led the bidding group and processes from the NCAA.

- Organized first-ever virtual site tour of Portland in August 2020.
- While unsuccessful in the bid (winning cities were Tampa and Phoenix), this event would have been the largest sporting event ever hosted in Portland. We will bid again in the future.

Potential economic impact:

- Room Nights: 11,000
- Economic Impact: \$15M-\$20M



# VANCOUVER WHITECAPS

With international travel limited and a 14-day quarantine mandate, it would have been impossible for the MLS Vancouver Whitecaps to return home after each U.S. match.

- Our partners at the Timbers offered to host Whitecaps games at Providence Park.



- The Hilton Hotel served as the Whitecaps home for nearly 45 days in the summer/fall of 2020. Many hotel jobs lost were reinstated.
  - Room Nights: 1,645
  - Economic Impact: \$500,000





# PORTLAND EVENTS FY '21-'22



## FISCAL YEAR 2021-22

- Women's International Soccer Club Championships – Aug. 21, 2021
- IndyCar Grand Prix of Portland – Sept. 12, 2021
- MLS Cup – Dec. 11, 2021
- NCAA Men's Basketball Tournament – Mar. 17-19, 2022
- Xfinity NASCAR Series – June 3-4, 2022
- Portland Open Disc Golf – June 2-5, 2022
- Triple Crown Valley Invite – June 17-19, 2022



# SPORTS ETA ANNUAL SYMPOSIUM

Sports ETA is our national trade association for the U.S. sports events and tourism industry. This annual event provides substantial impact on its own. The value of Portland as the host city offers cascading benefits.

- With sports tourism professionals and event producers in town, Portland will be highlighted as a true destination for future impact-inducing sporting events.
- The conference will be held in April 2024 at the Oregon Convention Center with the Hyatt, Doubletree, and Eastland hotels as anchors, as well as others where Portland will be the focus of the sports tourism world.

Potential economic impact:

- Attendees: 800
- Room Nights: 3,500
- Economic Impact: \$1.6M



# FRANCHISE AND FACILITY DEVELOPMENT





# PORTLAND DIAMOND PROJECT & WNBA



- The Portland Diamond Project (PDP) continued its efforts to bring a major league baseball team and a privately financed ballpark to Portland.
- Efforts slowed considerably at the beginning of FY '20-'21 but returned to pre-pandemic levels by the end of the year.



- WNBA opportunity exploration



# VETERANS MEMORIAL COLISEUM



- Sport Oregon continues its role on the Veterans Memorial Coliseum Project Advisory Committee and its work on the Veterans Memorial Coliseum (VMC) Reinvestment Project.





# ALBINA COMPLEX

The Albina Sports Complex is a proposed sports-oriented community center at the South end of Fernhill Park in Northeast Portland.

- Indoors, includes a running track, flexible court spaces, and underground parking.
- Outdoors, includes a 400-meter track, four baseball fields, and a one-mile running path.
- The two parcels of land that the complex would rest upon are owned by Portland Public Schools and Portland Parks.
- This initiative aligns with Sport Oregon's mission to provide access to sports in underserved communities.

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# EXPO DEVELOPMENT

- Sport Oregon participated in an ongoing study by Cascadia Partners around the potential redevelopment of the Portland Expo Center.
- We highlighted the lack of sports facilities in the Pacific Northwest, and the potential for Expo as a positive and inclusive gathering point, resulting in the economic viability of the youth sports travel market.
- Sport Oregon is engaged with Metro in the current Expo RFEI process.



**SPORT OREGON  
COMMITMENT  
TO DEI AND  
COMMUNITY**



# COMMITMENT TO DEI AND COMMUNITY



## SPORT OREGON BOARD

85 Sport Oregon Board members

- 33% are BIPOC (a 24.5% one year increase)
- 26% are female (a 4% one year increase)

## COMMUNITY

“Fuel the Future” fundraising delivered grants to numerous local non-profits including:

- Hopscotch Foundation - food insecurity
- Street Soccer USA
- Playworks

“SHE FLIES” supports, engages, and celebrates girls and women in sport across Oregon



# CHALLENGES MOVING FORWARD

- Identifying and securing funds for capital investment in new and refurbished facilities
- Developing public private partnerships
- Overcoming the current realities and issues surrounding homelessness, public safety, and community image







# THANK YOU

We appreciate your support.  
We move forward with increasing resolve.

Jim Etzel  
Sport Oregon CEO

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