

Agenda No. 104

REPORT

Accept Sport Oregon's, formerly Oregon Sports Authority, annual report on national and international sports marketing activities and event recruiting services (Report; Contract No. 30005536)

Jim Etzel, Sport Oregon CEO, will present the efforts and accomplishments of Sport Oregon during Fiscal Year 2019-2020, and discuss the organization's goals and activities underway in Fiscal Year 2020-2021.

This annual report to Council is a requirement of the City's agreement with Sport Oregon (under the organization's previous name of Oregon Sports Authority) to provide sports marketing and event recruiting services to bring major sports events to Portland. Agreement No. 30005536 was adopted by Council by Ordinance No. 188081 on November 9, 2016. This will be the fourth annual report to Council under the five-year agreement.

Introduced by
Mayor Ted Wheeler

Bureau
Management and
Finance

Prepared by
Karl Lisle

Date Prepared
February 2, 2021

**Requested Council
Date**
February 24, 2021

**Requested Agenda
Type**
Time Certain
9:45 am
20 minutes requested

Date Filed with Clerk
February 16, 2021

Action taken:

Four Fifths Agenda	Commissioners voted as follows:		
		YEAS	NAYS
1. Rubio	1. Rubio		
2. Ryan	2. Ryan		
3. Hardesty	3. Hardesty		
4. Mapps	4. Mapps		
Wheeler	Wheeler		

THERE'S NO BETTER PLACE IN THE WORLD FOR SPORTS THAN HERE IN OREGON, WITH PORTLAND AT THE EPICENTER OF ACTIVITY. Don't let the dramatic scenery and breathtaking views fool you; this city and state weren't meant to be observed through a camera lens and put on a postcard. This place is a playground that's meant to be used for the highest level of sport.

And don't let our size fool you. Here, we punch above our weight when it comes to sports. We are a big-event-driven city and region that embraces and rallies behind our competitions, sports teams and festivals like no other.

And we, at Sport Oregon, are a non-profit organization dedicated to attracting and supporting amateur and professional sporting events for the state of Oregon, and collaborating to grow and further develop the state's sports organizations and franchises.

We are the city and state's leading sports advocates, driving economic growth and enhancing Portland's and Oregon's quality of life as a result. Through our leadership as the state's sports economic development arm, we promote community-wide involvement and provide value to our members and partner groups with a demonstrated history of beneficial effects resulting from a wide variety of successful events held over more than two decades. We tirelessly work to harness the power of sports for the overall betterment of Portland and our entire state, with a dynamic, ambitious approach to attracting new and broad-based events to our city.

Sport Oregon is an organization inspired by the impact it has had on the greater sports community in Portland, but, more so, it is one inspired to produce an even greater effect, implementing current and more ambitious future resources to create additional sporting opportunities and to benefit even more deserving organizations in our community – specifically, through the Sport Oregon Foundation.

We are nimble in our approach, too, as evidenced by our recent fundraising efforts through our Foundation to address an ever-increasing need in real time. This past December, Sport Oregon helped raise more than \$250,000 for the Hopscotch and Sport Oregon Foundations to help fight food insecurity, an area of particular need due to the ongoing effects of the pandemic.

Our passion is continuing to improve the quality of life in our region through sports and in driving substantial economic impact for our great city, and that will never change, pandemic or not. Our city and state have so much to offer, and we are in such a unique position to make a difference as we navigate the present with an optimistic eye towards an exciting future of events and the full return of all the sports and recreational activities we love and depend on for our economic health. We remain a constant contributor at the table with all our key partners throughout the city and state, with a strategic focus on economic recovery and a commitment to leveraging our powers to help bring back its hospitality and tourism industry.

IMPACT STATEMENT

Legislation title: Accept Sport Oregon's, formerly Oregon Sports Authority, 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
Contact phone: 503-823-5876
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 2019-2020. This annual report to Council is required under the terms of the City's 5-year contract (Agreement No. 30005536) with Sports Oregon (contract is under the Oregon Sports Authority name) 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