

STATE OF SPORT REPORT

Date: December 12, 2022
Department: Planning, Development & Research
Meeting Date: 12/15/2022

Presenter(s) (if applicable): Andy Shaw,
PBA Staff, Washington County Chamber of
Commerce staff

Length: 30 min

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ISSUE STATEMENT

Council will receive a presentation on the “State of Sport” by representatives of organizations that sponsored the report, including the Portland Business Alliance and Washington County Chamber of Commerce. State of Sport refers to both the status of the broad set of athletic, outdoor, team and recreational businesses, events, and facilities that make up the “ecosystem” of the sports economic cluster, and also the idea that Oregon is uniquely positioned as a state champion to advance the sports and apparel ecosystem.

ACTION REQUESTED

No action is needed at this time. This item is being brought to the Council to help inform and further the conversation about economic impacts of employment and cultivation of a specialty sport sector in our region.

IDENTIFIED POLICY OUTCOMES

The goal of this work session is to inform Metro Council about the state of the sporting industry in our region, including the economic and employment implications. Core findings of the report showed that our region possesses an unparalleled combination of talent, sporting events, outdoor recreation, and athletic culture, and that our region is already a sporting industry leader.

POLICY QUESTION(S)

How can Metro Council respond and prepare for the needs of the sport industry and work to support a specialized economic sector in the region?

POLICY OPTIONS FOR COUNCIL TO CONSIDER STAFF RECOMMENDATIONS

N/A

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

The report:

- Details the statewide economic impacts of employment and manufacturing driven by companies, through events, and retail sales
- Identifies trends across the entire sports ecosystem
- Evaluates comparison regions to Greater Portland using benchmark analytics
- Explores opportunities for increasing well-paying jobs.

BACKGROUND

This is part of the series of Council work session panels on industry, manufacturing, and economic readiness. The first panel focused on industry and manufacturing and included perspectives from Willamette Technical Fabricators, Oregon Business & Industry, and ECONorthwest. This panel highlighted barriers to development within the region, including site readiness, available land, and workforce readiness (training, education, and outreach).

Our second panel presented Council the Site Readiness Toolkit developed in 2020 by the Port of Portland in partnership with Metro staff and 13 other jurisdictions in the region. The toolkit identifies barriers to development and includes roadmaps to determine specific tools and revenue returns available in support of site development.

The third panel presented on the importance of siting and recruiting new industrial businesses and securing locations for retention and expansion within the region in job creation and economic development.

Metro also has an interest in supporting a specialized sport sector because of the tourism and employment opportunities, including opportunities for the Convention Center and the Expo Center.

ATTACHMENTS

Slides to be sent before presentation.

[For work session:]

- Is legislation required for Council action? Yes No
- If yes, is draft legislation attached? Yes No
- What other materials are you presenting today? Slides to be sent before meeting

