



600 NE Grand Ave.  
Portland, OR 97232-2736

# Metropolitan Exposition Recreation Commission (MERC) agenda

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Wednesday, May 6, 2026

12:30 PM

Oregon Convention Center,  
777 NE Martin Luther King Jr. Blvd. Portland  
Oregon, 97232, Room F150  
| <https://us02web.zoom.us/j/81464909852>

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1. **Call To Order and Roll Call (12:30 PM)**
2. **Public Communication (12:32 PM)**

Public comment may be submitted in writing. It will also be heard in person and by electronic communication (video conference or telephone). Written comments should be submitted electronically by emailing [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Testimony on agenda and non-agenda items will be taken at the beginning of the meeting.

Those wishing to testify orally are encouraged to sign up in advance by either: (a) contacting Amy Nelson by phone at 503-314-2360 and providing your name and the agenda item on which you wish to testify; or (b) registering by email by sending your name and the agenda item on which you wish to testify to [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Those wishing to testify in person should fill out a card located on the table directly outside the meeting room door.

Those requesting to comment virtually during the meeting can do so by joining the meeting using this link: <https://us02web.zoom.us/j/81464909852> and using the "Raise Hand" feature in Zoom or emailing [amy.nelson@oregonmetro.gov](mailto:amy.nelson@oregonmetro.gov). Individuals will have three minutes to testify unless otherwise stated at the meeting.

3. **Commission/Council Liaison Communication (12:35 PM)**
4. **General Manager Communications (12:40 PM)**
5. **Financial Update (12:45 PM)**

5.1 MERC Finance Report

[MERC 26-59](#)

Presenter(s): Ashley Sloan, MERC Finance Manager

Attachments: [Financial Report](#)  
[Financial Statement of Activity](#)

6. **Venue Business Reports (12:50 PM)**
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**7. Consent Agenda (1:00 PM)**

- 7.1 In Consideration of the April 1, 2026 MERC Meeting Minutes [MERC 26-60](#)  
Attachments: [Meeting Minutes](#)

**8. Presentations (1:05 PM)**

- 8.1 Oregon Sports Tourism Economy Report (1:05 PM) [MERC 26-61](#)  
Presenter(s): Matt Reed, Chief Operating Officer, Sport Oregon  
Attachments: [Oregon's Sports Economy Impacts Report](#)

- 8.2 Travel Portland Quarterly Report (1:35 PM) [MERC 26-62](#)  
Presenter(s): James Jessie, Chief Operating Officer, Travel Portland  
Angela Nelson, Vice President of Equity and Partnerships,  
Travel Portland

Attachments: [Travel Portland 3rd Quarter 2025-26 Report](#)

**9.0 Adjourn**

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尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1700（工作日上午8點至下午5點），以便我們滿足您的要求。

### Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatiid kullanka dadweynaha, wac 503-797-1700 (8 galka hore illaa 5 galka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

### Metro의 차별 금지 관련 통지서

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### សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ១ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានការបណ្តឹងរើសអើងសូមចូលទស្សនាគេហទំព័រ [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។  
បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃច័ន្ទ) មុនថ្ងៃប្រជុំដើម្បីអាចឱ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

### إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإيداع شكوى ضد التمييز، يرجى زيارة الموقع الإلكتروني [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1700 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من موعد الاجتماع.

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Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1700 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan.

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Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Si necesita asistencia con el idioma, llame al 503-797-1700 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

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Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1700 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

### Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev sawv ntov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lwm ua ntej ntawm lub rooj sib tham.





# Metro

600 NE Grand Ave.  
Portland, OR 97232-2736  
oregonmetro.gov

## Agenda #: 5.1

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**File #:** MERC 26-59

**Agenda Date:** 5/6/2026

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MERC Finance Report

Ashley Sloan, MERC Finance Manager

# Metropolitan Exposition Recreation Commission

Date: May 6, 2026

To: Commissioner Karis Stoudamire-Phillips, Chair  
Commissioner Damien Hall, Vice Chair  
Commissioner Deidra Kryz-Rusoff, Secretary-Treasurer  
Commissioner Chris Oxley  
Commissioner Dañel Malán- González  
Commissioner Dave Parulo  
Commissioner David Penilton  
Councilor Gerritt Rosenthal

From: Ashley Sloan, MERC Finance Manager

Subject: March 2026 Financial Update

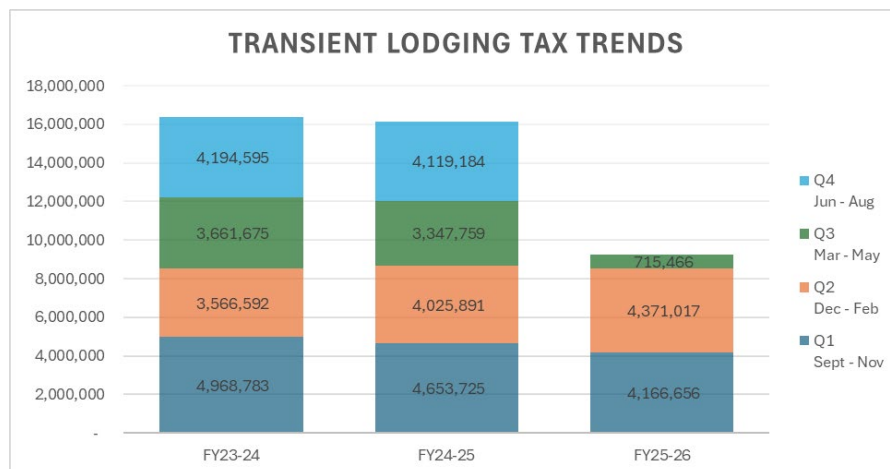
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## Introduction

March marked a moderation in overall activity across the three venues following February’s unusually high concentration of large-scale events. While event volume normalized month over month, performance varied by venue as seasonal patterns diverge. Expo is entering its typical spring slowdown, while the Oregon Convention Center continues to maintain steady convention activity. P’5 remains in the heart of its Broadway season, with several major productions still scheduled through the remainder of FY25-26, including *Les Misérables*, *The Phantom of the Opera*, and *Mamma Mia*.

## Transient Lodging Tax

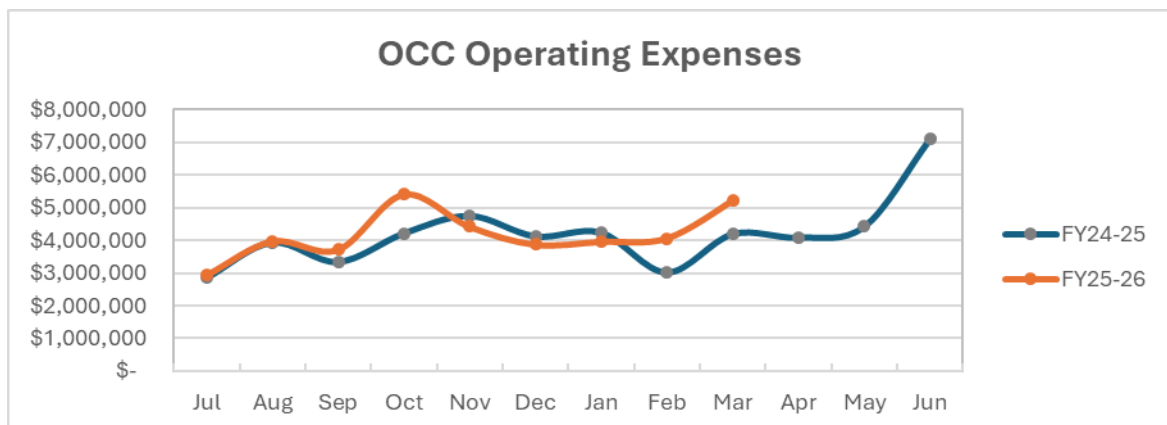
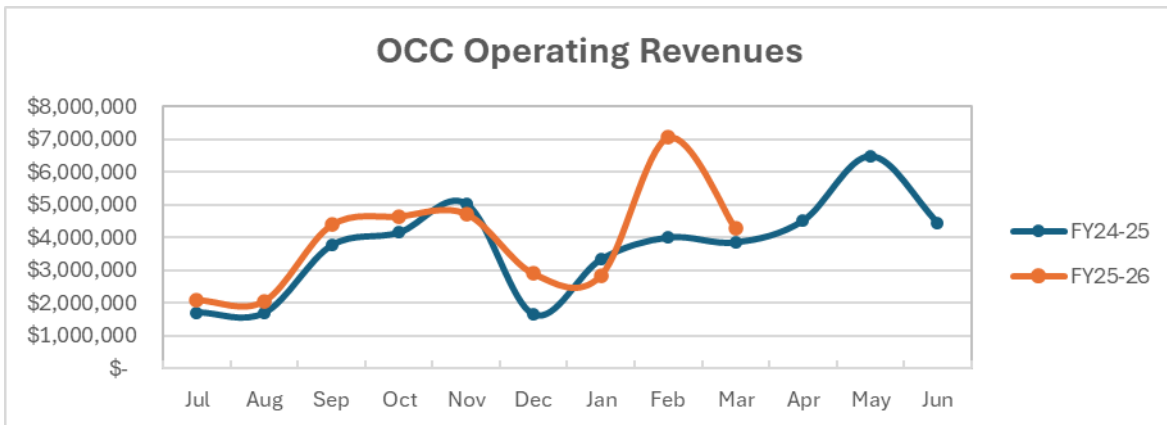
March 2026 Transient Lodging Tax collections were 19 percent (\$164,000) below collections in March 2025. This monthly shortfall, following modest underperformance earlier in the fiscal year, further weakens the annual outlook. As a result, the forecast now anticipates collections to be 3 percent (\$500,000) below prior year and 6 percent (\$1 million) below budget.



## Oregon Convention Center

March results reflect the continued impact of Snowflake and the Oregon International Auto Show, which boosted OCC's year to date performance. The most profitable event of the month was Achieving the Dream's 2026 Annual Meeting, which generated 26 percent of March's gross revenue. With these major events, OCC's year to date revenue is now outperforming FY24-25 by \$5.8 million (20 percent) and is on track to reach budget. Expenses related to February's large-scale events were recognized in March, resulting in an increase month over month. Following this catch-up, all expense categories are still on budget.

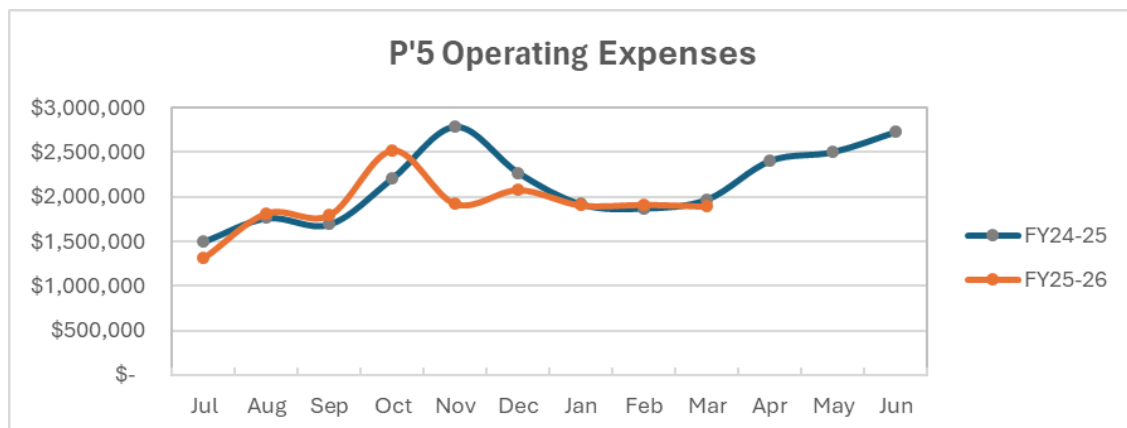
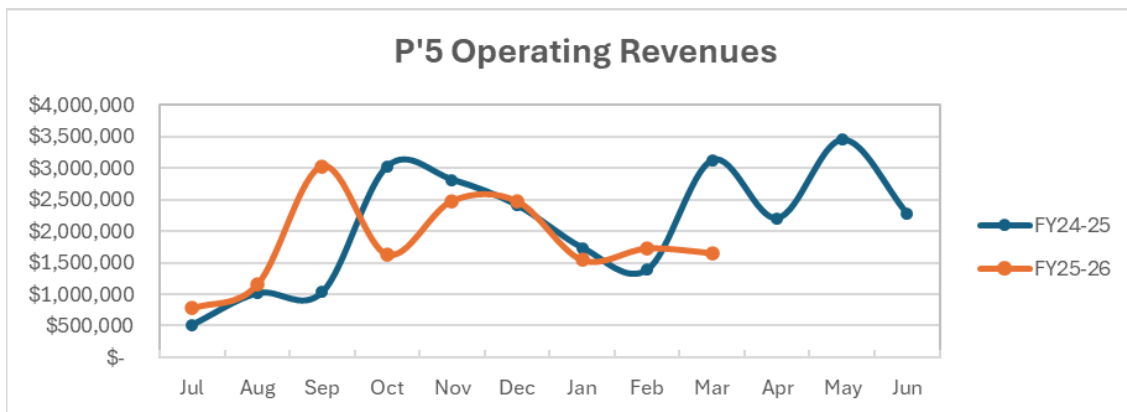
Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
DREAM 2026 - Achieving the Dream's 2026 Annual Meeting	867,130	26%
American Mosquito Control Association (AMCA)	361,459	11%
Thrombosis & Hemostasis Summit of North America - THSNA 2026	353,905	11%
Oregon Governor's Conference on Tourism 2026	349,835	11%
All Other Events	1,377,896	42%
	<b>\$ 3,310,226</b>	<b>100%</b>



## Portland's

P'5 results softened in March, consistent with trends anticipated in the current forecast. *The Notebook* was the top revenue generator for the month, contributing 22 percent of total event revenue. Year to date revenue is now more than half a million (-3 percent) behind FY24-25, an expected outcome given the exceptional success of *Hamilton* during the same period last year. While the remaining Broadway lineup remains strong, food and beverage per-cap spending continues to reflect weaker demand, and lower Transient Lodging Tax collections are further constraining revenue. Year to date expenses are \$829,000 (5 percent) less than FY24-25, driven by lower event expenses. The year-end forecast projects revenue will remain below budget, partially offset by expense savings, resulting in an operating surplus of \$40,000. Capital spending remains on track, including a planned \$150,000 P'5 Foundation reimbursement for the Schnitzer roof. The margin is tight, but with continued focus on expense savings, P'5 is projected to end the year within 5% of the budgeted ending fund balance.

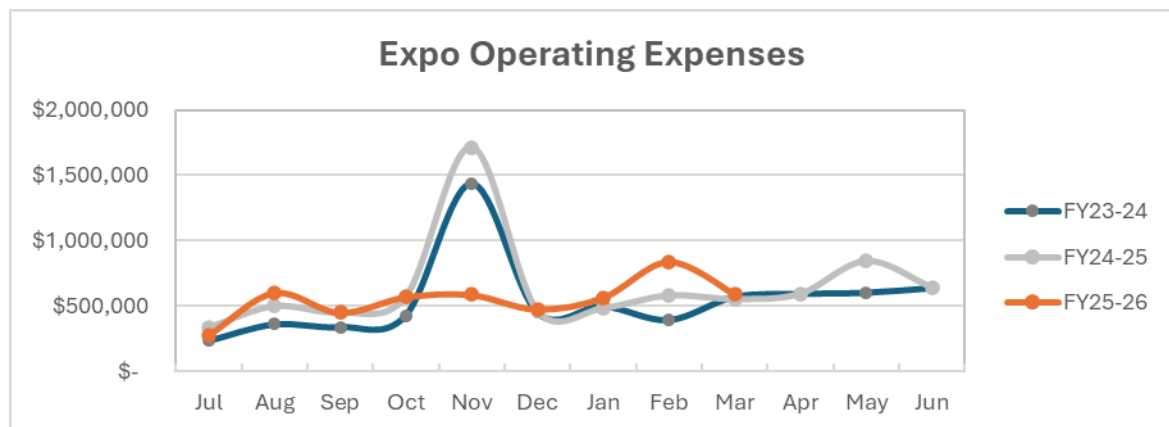
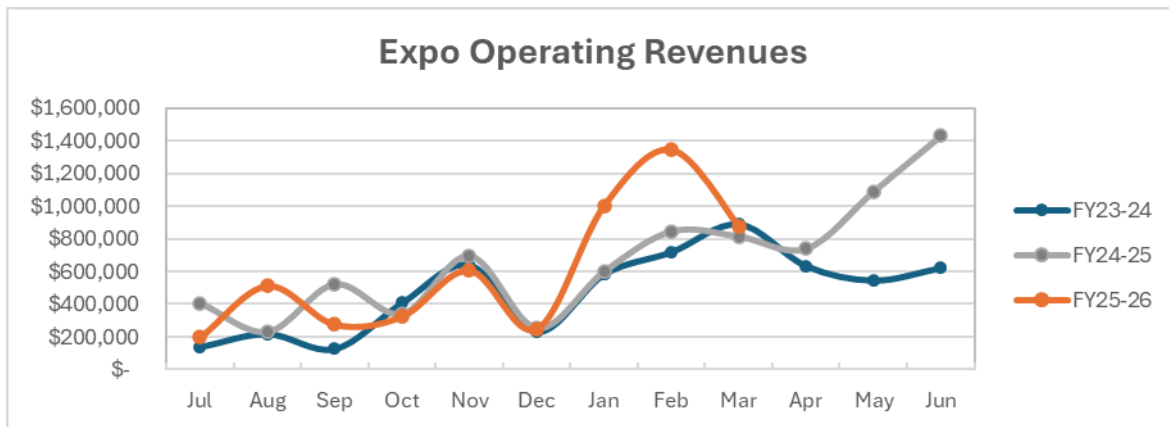
Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
The Notebook	308,329	22%
Miguel	133,185	9%
Michael McIntyre	94,833	7%
Attack on Titan	93,758	7%
All Other Events	788,513	56%
	<b>\$ 1,418,618</b>	<b>100%</b>



## Portland Expo Center

Expo continues on track for the FY25-26 budget year. March revenue outperformed the prior March by \$65,000 (8 percent). This performance was driven by the Portland Spring Home and Garden Show, which was the largest event of the month and generated 47 percent of gross revenue. Year to date, Expo revenue is now \$680,000 (14 percent) ahead of FY24-25 levels. Expo is forecast to meet revenue budget by fiscal year end, but also to exceed the expense budget. This scenario is planned for and reflected in the current forecast. Even with higher than budgeted expenses, a forecasted operating gain is expected to cover costs and Expo is not anticipated to draw on reserves.

Highest Grossing Events	Current Month Event Revenue	% of Event Revenue
Portland Spring Home and Garden Show 2026	\$ 115,321	47%
Portland Golf Show	\$ 92,740	38%
Now More than Ever	\$ 44,021	18%
2026 Pacific Northwest Sportsmen's Show and Sport Fishing Boat Show	\$ 3,353	1%
All Other Events	\$ 3,312	1%
	<b>\$ 245,173</b>	<b>100%</b>



## MERC Capital Projects

OCC Capital Project Status Report FY25-26					
Project	Phase	Budget	Actual	Forecast	Notes
Safety MLK & Holladay Entrance	In Progress	200,000	9,400	200,000	
OCC Waterproof: Rain Garden	In Progress	35,000	34,781	35,000	Receiving last invoices
Electrical Vehicle Infrastructure	Contracting	200,000	153	200,000	
Integrated Door Access Controls & Door Replacement	In Progress	578,000	148,051	578,000	
Facility Condition Assessment	In Progress	500,000	305,435	500,000	
Holladay Lobby Exterior Door Threshold & Waterproofing	Design	198,000	51,571	150,000	
EST 4 Fire Alarm System Upgrade	In Progress	585,000	463,673	585,000	
Food & Beverage: Design & Projects	Design	575,000	1,220	50,000	Ginko Marketplace Front of House kicked off, will carry into FY27
Technology Office & MDF Space Renovation	Design	95,000	7,623	95,000	
Website Redesign & Drupal Platform	Complete	125,000	109,576	109,576	
F&B: Orbit Market Remodel	Complete	52,000	20,620	20,620	
Public Safety Front of House Programming	Complete	225,000	158,849	158,849	
<b>Total</b>		<b>3,368,000</b>	<b>1,310,951</b>	<b>2,682,045</b>	
<i>% of Budget</i>			39%	80%	

Portland'5 Capital Project Status Report FY25-26					
Project	Phase	Budget	Actual	Forecast	Notes
P5 F&B Levy Cap Investment	Planning	215,000	229	215,000	
F&B Upgrade A Art Bar	Planning	-	-	-	
F&B Upgrade B Displays	Planning	-	-	-	
F&B Upgrade C Keller G&G	Planning	-	-	-	
Keller FOH Elevators Upgrade	Paused	250,000	115,676	250,000	
P5 Website - Drupal upgrade	In Progress	250,000	196,022	200,000	
ASCH Rigging Upgrade	Planning	250,000	-	250,000	
ASCH gas boiler replacements	Paused	-	-	-	
ASCH N Annex Air Supply Unit	Planning	40,000	-	40,000	New identified project
ASCH Chiller Project	Planning	150,000	-	150,000	New identified project
ASCH Roof and Drains	Complete	715,000	714,129	714,129	\$74k rebate received
Newmark House PA Replacement	Complete	25,000	21,581	21,581	Carryforward from FY25
ASCH house lighting controls	Complete	245,000	206,350	206,350	Carryforward from FY25
<b>Total</b>		<b>1,870,000</b>	<b>1,026,056</b>	<b>1,819,129</b>	
<i>% of Budget</i>			55%	97%	

Expo Capital Project Status Report FY25-26					
Project	Phase	Budget	Actual	Forecast	Notes
Expo Futures Infrastructure	Design	2,000,000	70,834	2,000,000	
Expo F&B Levy Cap Investment	Planning	478,537	310,470	478,537	
<b>Total</b>		<b>2,478,537</b>	<b>381,304</b>	<b>2,478,537</b>	
<i>% of Budget</i>			15%	100%	

MERC Statement of Activity  
Oregon Convention Center  
March 2026

**OREGON CONVENTION CENTER**

Benchmark -> 75%

	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget	
	March FY26	March FY25	% Var	July - Mar FY26	July - Mar FY25	% Var	FY26 Budget	% Budget YTD
<b>Beginning Balance</b>				<b>13,842,580</b>			<b>13,842,580</b>	
<b>Operations</b>								
Charges for Services	3,587,124	3,014,648	19%	26,256,074	20,221,247	30%	31,262,121	84%
<i>Food &amp; Beverage</i>	2,231,803	1,368,682	63%	15,106,449	9,732,050	55%	16,134,385	94%
<i>Facility Rentals</i>	465,090	513,883	-9%	3,696,364	3,591,636	3%	5,800,184	64%
<i>Audio Visual</i>	119,912	318,563	-62%	1,835,329	2,261,767	-19%	3,000,000	61%
<i>Utility Services</i>	236,743	257,011	-8%	1,402,929	1,138,538	23%	1,477,986	95%
<i>Telecommunications</i>	97,037	74,858	30%	948,482	702,635	35%	1,115,000	85%
<i>Parking Revenue</i>	256,972	289,961	-11%	1,764,708	1,626,611	8%	2,400,000	74%
<i>All Other</i>	179,567	191,690	-6%	1,501,813	1,168,010	29%	1,334,566	113%
Local Government	648,481	780,363	-17%	8,238,984	8,496,794	-3%	17,087,690	48%
<i>Lodging Excise Tax</i>	648,481	780,363	-17%	8,238,984	8,496,794	-3%	14,878,190	55%
<i>VFTA</i>	-	-		-	-		2,209,500	0%
Interest Earnings	45,863	40,269	14%	283,879	396,566	-28%	514,900	55%
Miscellaneous Revenue	8,814	18,780	-53%	66,554	78,474	-15%	9,000	739%
Transfers In	-	-		180,000	-		-	
<b>Total Revenue</b>	<b>\$ 4,290,282</b>	<b>\$ 3,854,058</b>	<b>11%</b>	<b>\$ 35,025,491</b>	<b>\$ 29,193,081</b>	<b>20%</b>	<b>\$ 48,873,711</b>	<b>72%</b>
Personnel Services	1,188,768	1,178,714	1%	10,251,374	10,454,883	-2%	14,089,453	73%
Materials & Services	3,350,224	2,487,651	35%	21,205,907	19,478,054	9%	29,440,423	72%
CAP Transfers Out	672,197	528,487	27%	6,049,769	4,756,384	27%	8,066,359	75%
<b>Total Expenditures</b>	<b>\$ 5,211,188</b>	<b>\$ 4,194,852</b>	<b>24%</b>	<b>\$ 37,507,051</b>	<b>\$ 34,689,321</b>	<b>8%</b>	<b>\$ 51,596,235</b>	<b>73%</b>
<b>Net Operations</b>	<b>\$ (920,906)</b>	<b>\$ (340,794)</b>		<b>\$ (2,481,560)</b>	<b>\$ (5,496,240)</b>		<b>\$ (2,722,524)</b>	
<b>Capital</b>								
Capital Revenue	-	-		243,199	200,000		615,000	
Capital Expense	(156,757)	(613,906)		(1,327,631)	(2,588,481)		(3,664,250)	
<b>Net Capital</b>	<b>\$ (156,757)</b>	<b>\$ (613,906)</b>		<b>\$ (1,084,433)</b>	<b>\$ (2,388,481)</b>		<b>\$ (3,049,250)</b>	
<b>Change in Fund Balance</b>	<b>(1,077,663)</b>	<b>(954,699)</b>		<b>(3,565,993)</b>	<b>(7,884,720)</b>		<b>(5,771,774)</b>	
<b>Ending Fund Balance</b>				<b>\$ 10,276,588</b>			<b>\$ 8,070,806</b>	

MERC Statement of Activity  
 Portland'5  
 March 2026

PORTLAND'5									
							Benchmark ->	75%	
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget		
	March FY26	March FY25	% Var	July - Mar FY26	July - Mar FY25	% Var	FY26 Budget	% Budget YTD	
<b>Beginning Balance</b>				<b>4,973,120</b>			<b>4,973,120</b>		
<b>Operations</b>									
Charges for Services	1,533,397	2,931,901	-48%	14,385,641	14,981,220	-4%	22,982,626	63%	
<i>Food &amp; Beverage</i>	111,680	287,366	-61%	1,223,212	1,374,810	-11%	2,043,218	60%	
<i>Ticket Services</i>	578,570	1,439,960	-60%	5,252,096	6,065,877	-13%	9,358,545	56%	
<i>Production Services</i>	291,180	352,034	-17%	2,331,048	2,281,875	2%	3,236,596	72%	
<i>Booking &amp; Sales</i>	229,710	398,445	-42%	1,923,464	1,941,299	-1%	2,665,509	72%	
<i>P5 Presents</i>	11,272	31,250	-64%	924,494	572,932	61%	1,439,000	64%	
<i>Admissions</i>	148,865	197,212	-25%	1,293,440	1,303,664	-1%	1,941,187	67%	
<i>All Other</i>	162,118	225,634	-28%	1,437,887	1,440,763	0%	2,298,571	63%	
Local Government	66,985	82,559	-19%	851,052	898,927	-5%	2,287,971	37%	
<i>Lodging Excise Tax</i>	66,985	82,559	-19%	851,052	898,927	-5%	1,603,971	53%	
<i>VFTA</i>	-	-		-	-		684,000	0%	
City of Portland Contributions	-	-		603,318	587,629	3%	1,206,637	50%	
Interest Earnings	52,611	106,385	-51%	394,816	494,993	-20%	291,050	136%	
Miscellaneous Revenue	1,407	3,086	-54%	250,356	11,801	2021%	260,190	96%	
Transfers In	-	-		-	75,000	-100%	50,000	0%	
<b>Total Revenue</b>	<b>\$ 1,654,400</b>	<b>\$ 3,123,932</b>	<b>-47%</b>	<b>\$ 16,485,183</b>	<b>\$ 17,049,569</b>	<b>-3%</b>	<b>\$ 27,078,474</b>	<b>61%</b>	
Personnel Services	961,053	1,071,716	-10%	8,425,416	9,066,772	-7%	12,719,377	66%	
Materials & Services	560,520	600,807	-7%	5,394,898	6,204,003	-13%	9,379,629	58%	
CAP Transfers Out	371,206	302,121	23%	3,340,856	2,719,087	23%	4,454,475	75%	
<b>Total Expenditures</b>	<b>\$ 1,892,780</b>	<b>\$ 1,974,644</b>	<b>-4%</b>	<b>\$ 17,161,171</b>	<b>\$ 17,989,862</b>	<b>-5%</b>	<b>\$ 26,553,481</b>	<b>65%</b>	
<b>Net Operations</b>	<b>\$ (238,379)</b>	<b>\$ 1,149,288</b>		<b>\$ (675,988)</b>	<b>(940,292)</b>		<b>\$ 524,993</b>		
<b>Capital</b>									
Capital Revenue	-	1,000,000		73,968	1,024,374		400,000		
Capital Expense	(95,928)	(1,199)		(1,438,034)	(4,908,125)		(2,390,000)		
<b>Net Capital</b>	<b>\$ (95,928)</b>	<b>\$ 998,801</b>		<b>\$ (1,364,067)</b>	<b>\$ (3,883,751)</b>		<b>\$ (1,990,000)</b>		
<b>Change in Fund Balance</b>	<b>(334,307)</b>	<b>2,148,089</b>		<b>(2,040,055)</b>	<b>(4,824,043)</b>		<b>(1,465,007)</b>		
<b>Ending Fund Balance</b>				<b>\$ 2,933,065</b>			<b>\$ 3,508,113</b>		

MERC Statement of Activity  
 Expo  
 March 2026

EXPO									
							Benchmark -> 75%		
	Current Month vs Prior Year Month			YTD vs Prior Fiscal Year			% of Annual Budget		
	March FY26	March FY25	% Var	July - Mar FY26	July - Mar FY25	% Var	FY26 Budget	% Budget YTD	
<b>Beginning Balance</b>				<b>661,660</b>			<b>661,660</b>		
<b>Operations</b>									
Charges for Services	853,212	799,665	7%	5,158,328	4,627,022	11%	5,934,690	87%	
<i>Food &amp; Beverage</i>	44,024	66,490	-34%	387,484	424,775	-9%	627,146	62%	
<i>Facility Rentals</i>	229,783	291,552	-21%	1,321,721	1,601,358	-17%	1,868,788	71%	
<i>Parking Revenue</i>	337,895	257,592	31%	1,792,463	1,589,332	13%	2,011,614	89%	
<i>Ticket Services</i>	106,611	89,325	19%	639,928	388,863	65%	446,918	143%	
<i>All Other</i>	134,900	94,707	42%	1,016,731	622,695	63%	980,224	104%	
Local Government	-	-		-	-		517,500	0%	
VFTA	-	-		-	-		517,500	0%	
Interest Earnings	7,564	(115)	-6679%	28,606	17,162	67%	50,000	57%	
Miscellaneous Revenue	15,512	14,623	6%	175,736	60,634	190%	91,500	192%	
Transfers In	2,500	-		22,500	-		430,000	5%	
<b>Total Revenue</b>	<b>\$ 878,788</b>	<b>\$ 814,173</b>	<b>8%</b>	<b>\$ 5,385,169</b>	<b>\$ 4,704,819</b>	<b>14%</b>	<b>\$ 7,023,690</b>	<b>77%</b>	
Personnel Services	214,451	252,765	-15%	1,675,331	2,087,826	-20%	2,592,164	65%	
Materials & Services	541,965	223,245	143%	2,528,592	1,852,107	37%	2,379,757	106%	
CAP Transfers Out	85,457	78,874	8%	769,116	1,729,408	-56%	1,025,488	75%	
<b>Total Expenditures</b>	<b>\$ 841,873</b>	<b>\$ 554,885</b>	<b>52%</b>	<b>\$ 4,973,039</b>	<b>\$ 5,669,342</b>	<b>-12%</b>	<b>\$ 5,997,409</b>	<b>83%</b>	
<b>Net Operations</b>	<b>\$ 36,914</b>	<b>\$ 259,289</b>		<b>\$ 412,130</b>	<b>\$ (964,523)</b>		<b>\$ 1,066,281</b>		
<b>Capital</b>									
Capital Revenue	-	-		2,200,000	-		2,818,537		
Capital Expense	(111,883)	(22,329)		(381,304)	(1,539,034)		(2,778,537)		
<b>Net Capital</b>	<b>\$ (111,883)</b>	<b>\$ (22,329)</b>		<b>\$ 1,818,696</b>	<b>\$ (1,539,034)</b>		<b>\$ 40,000</b>		
<b>Change in Fund Balance</b>	<b>(74,969)</b>	<b>236,960</b>		<b>2,230,826</b>	<b>(2,503,557)</b>		<b>1,106,281</b>		
<b>Ending Fund Balance</b>				<b>\$ 2,892,487</b>			<b>\$ 1,767,941</b>		



# Metro

600 NE Grand Ave.  
Portland, OR 97232-2736  
oregonmetro.gov

## Agenda #: 7.1

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**File #:** MERC 26-60

**Agenda Date:** 5/6/2026

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In Consideration of the April 1, 2026 MERC Meeting Minutes

# Meeting Minutes

## Meeting details:

Meeting: Metropolitan Exposition Recreation Commission Meeting  
Date: April 1, 2026  
Time: 12:30pm - 2:30 pm  
Place: Zoom - <https://us02web.zoom.us/j/81464909852>

### Commissioners present:

Chair Karis Stoudamire-Phillips, Damien Hall, Deidra-Krys-Rusoff, Dañel Malán-González, Chris Oxley, David Penilton and Dave Parulo

### Commissioners excused:

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### Call to Order and Roll Call

Chair Stoudamire-Phillips called the meeting to order at 12:32pm

### Public Communication

- Chair Stoudamire-Phillips opened the meeting to members of the public wanting to testify on agenda and non-agenda items
- One written public comment was submitted and distributed to commissioners

### Commission / Council Liaison Communication

- No updates were provided

### Financial Update

Ashley Sloan, MERC Finance Manager, presented an update on venues financial performance for February 2026.

- February was the strongest revenue month to date in FY26 across all three venues
- Major drivers included:
  - OCC: Snowflake Conference, Oregon International Auto Show
  - Expo: Pacific Northwest Sportsman's Show
  - Portland'5: The Wiz and Sleeping Beauty
- TLT collections were down 1% year over year; forecast remains 2% below FY25 and 5% below budget
- All venues reported expenses tracking at or below budget
- A general fund transfer will boost fund balance for facility condition assessments

Attachment: [Financial Report](#)

### Consent Agenda

- **Consideration of the March 4, 2026, MERC Meeting Minutes**  
This item was approved

Attachment: [Meeting Minutes](#)

## **FY26-27 Proposed Budget Presentation**

### Commissioner Kryz-Rusoff provided opening remarks

- Emphasized that FY27 continues to be financially challenging
- Stated clearly that pre-COVID funding conditions are unlikely to return
- Acknowledged strong leadership and staff performance
- Noted the need to reexamine MERC's funding mechanism as structurally unsustainable
- Indicated that work with Metro leadership on funding reform will continue

### Craig Stoud and Ashley Sloan provided budget context and financial trends

- Transient Lodging Tax and Visitor Facilities Trust Account revenues forecast near FY2017 levels, with recovery not projected until 2033.
- Since FY24, expenses have grown faster than revenues.
- Fund balances continue to decline due to operating losses and capital spending without pooled capital funding
- None of the venues meet reserve targets under the FY27 proposal

## **Oregon Convention Center (OCC) FY27 Budget**

Presented by: Cindy Wallace and Ashley Sloan

- FY27 is focused on stabilization, not growth
- \$57M in deferred capital needs identified across 33 projects
- Hotel demand and ADR are down; international travel reduced
- One major convention postponed from FY27 to FY28 due to safety concerns.
- FY27 includes:
  - 5% increase in operating revenue
  - 2% increase in expenses
  - \$1.2M operating deficit
  - \$2M one-time general fund transfer
- Facility condition assessments are underway but not yet reflected in capital plans

## **Portland's Centers for the Arts (P5) FY27 Budget**

Presented by: Rachel Lembo and Ashley Sloan

- Budget developed amid management transition uncertainty with the City of Portland
- Declines projected in:
  - Broadway weeks (11 planned → 9 confirmed)
  - Attendance (11%)
- FY27 includes:
  - 3% revenue decrease
  - 1% expense decrease
  - \$33,000 operating surplus
- No staff reductions proposed
- Youth Arts Program paused due to lack of funding
- \$7M in five-year capital needs identified, with major focus on a new chiller

## Portland Expo Center FY27 Budget

Presented by: Cindy Wallace and Ashley Sloan

- Expo revenue highly dependent on earned income (91%)
- Two FoodieLand events in FY27 will significantly boost revenue
- Shift from net to gross accounting for electrical vendor increases both revenue and expenses
- FY27 includes:
  - 3% revenue growth
  - 16% expense increase (mostly accounting changes and maintenance)
  - \$74,000 operating surplus
- Fund balance projected to stabilize at \$791,000
- \$22M in deferred capital identified; only highest-priority projects funded
  - Commissioner Malán-González highlighted some of the figures that have been pushed to future years and wanted to ensure we are not passing on costs with the anticipated shifts with P5 and Expo
  - Wallace clarified that the figures indicate we don't necessarily have the funds currently. The capital 5 year plan identifies what is priority, but it doesn't align with the current fund balance
  - Commissioner Parulo noted a possible typo in Expo revenue figures for FY25
  - Sloan confirmed it is likely a typo and will be corrected
  - Commissioner Parulo asked if parking at OCC a revenue opportunity
  - Wallace responded yes, focus is on improving technology, guest experience, and reducing maintenance costs to enhance net revenue
  - Commissioner Parulo asked how negotiable are OCC rental rates for major conventions
  - Wallace shared rack rates are a starting point; convention business typically receives 40–50% discounts plus additional negotiated concessions
  - Commissioner Parulo asked if HVAC efficiency being reviewed given rising utility cost
  - Wallace responded that the facility condition assessments will guide HVAC and energy efficiency improvements going forward
  - Commissioner Kryz-Rusoff reiterated regional economic importance of venues; emphasized long-term funding reform is necessary; thanked staff for maintaining service quality under constrained conditions

**Attachments:** [P5 Proposed Budget Overview](#)  
[OCC Proposed Budget Overview](#)  
[Expo Proposed Budget Overview](#)

## Action Agenda

- **Resolution No. 26-01:** For the purpose of approving the Metropolitan Exposition Recreation Commission ("MERC") Fiscal Year (FY) 2026-27 Proposed Budget  
Ashley Sloan, MERC Finance Manager presented

Chair Stoudamire-Phillips called for a vote on Resolution No. 26-01

A motion was made by Commissioner Kryz-Rusoff, seconded by Commissioner Malán-González, that Resolution 26-01 be adopted. The motion passed by the following vote:

Aye: 7 Stoudamire-Phillips, Hall, Kryz-Rusoff, Malán-González, Oxley, Parulo and Penilton

Attachments: [Resolution 26-01](#)  
[Attachment A to Resolution 26-01](#)

- **Resolution No. 26-02:** For the purpose of approving rental rates at Portland's Centers for the Arts (Portland's) for Fiscal Year 2027-2028  
Rachael Lembo, Executive Director, P's Centers for the Arts presented

Chair Stoudamire-Phillips called for a vote on Resolution No. 26-02

A motion was made by Commissioner Kryz-Rusoff, seconded by Commissioner Parulo, that Resolution 26-02 be adopted. The motion passed by the following vote:

Aye: 7 Stoudamire-Phillips, Hall, Kryz-Rusoff, Malán-González, Oxley, Parulo and Penilton

Attachments: [Resolution 26-02](#)  
[Staff Report for Resolution 26-02](#)  
[Attachment A to Resolution 26-02](#)

- **Resolution No. 26-03:** For the purpose of approving rental rates for the Portland Expo Center in fiscal years, 2027-2028, 2028-29, and 2029-30.  
Cindy Wallace, Executive Director, Portland Expo Center presented
  - Commissioner Oxley asked if the 4% annual rate increase at Expo is consistent with past practice, and which markets were used for sports pricing comparisons
  - Wallace responded yes, and outlined Spokane, Medford, Eugene, Hillsboro, Fort Worth, among others were used for sports pricing comparisons
  - Commissioner Parulo asked if Expo has hall rental waivers for those meeting food and beverage minimums like OCC does
  - Wallace responded no, as they do not provide many catered events at the site

Chair Stoudamire-Phillips called for a vote on Resolution No. 26-03 with the stated year correction to reflect fiscal years, 2027-2028, 2028-29, and 2029-30

A motion was made by Commissioner Oxley, seconded by Commissioner Kryz-Rusoff, that Resolution 26-03 be adopted. The motion passed by the following vote:

Aye: 7 Stoudamire-Phillips, Hall, Kryz-Rusoff, Malán-González, Oxley, Parulo and Penilton

Attachments: [Resolution 26-03](#)  
[Staff report for Resolution 26-03](#)  
[Attachment A to Resolution 26-03](#)

- **Resolution No. 26-04:** For the purpose of approving rental rates for the Oregon Convention Center in fiscal years, years 2029- 30, 2030-31, and 2031-32.  
Cindy Wallace, Executive Director, Oregon Convention Center presented

Chair Stoudamire-Phillips called for a vote on Resolution No. 26-04

A motion was made by Commissioner Hall, seconded by Commissioner Malán-González, that Resolution 26-04 be adopted. The motion passed by the following vote:

Aye: 7 Stoudamire-Phillips, Hall, Krysov-Rusoff, Malán-González, Oxley, Parulo and Penilton

Attachments: [Resolution 26-04](#)  
[Staff Report for Resolution 26-04](#)  
[Attachment A to Resolution 26-04](#)

### **Adjourn**

There being no further business, Chair Stoudamire Phillips adjourned the meeting at 1:53 p.m.

- *Minutes submitted by Amy Nelson*



# Metro

600 NE Grand Ave.  
Portland, OR 97232-2736  
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## Agenda #: 8.1

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**File #:** MERC 26-61

**Agenda Date:** 5/6/2026

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Oregon Sports Tourism Economy Report (1:05 PM)

Matt Reed, Chief Operating Officer, Sport Oregon



March 2026

# Economic Contributions of Oregon's Sports Economy

## Technical Memo

Prepared for: Sport Oregon

**ECOnorthwest**

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# Acknowledgments

ECONorthwest prepared this report with support from the guidance of several partners, including members, staff, and leadership of Sport Oregon and the University of Portland. Most notably we are appreciative of the involvement and input of Jim Etzel and Matt Reed (Sport OR) and Ian Parkman and his students (University of Portland). Other firms, agencies, and staff contributed to other research that this report relied upon, specifically Travel Oregon, Travel Lane County, Travel Portland, Travel Medford, Travel Salem, Visit Corvallis, and Visit Central Oregon. This work was financially supported by Sport Oregon.

That assistance notwithstanding, ECONorthwest is responsible for the content of this report. The staff at ECONorthwest prepared this report based on their general knowledge of the economics of recreation, amenities, and regional economies. ECONorthwest staff contributing to this study included Ryan Knapp and Natalie Walker. ECONorthwest also relied on information derived from government agencies, private statistical services, the reports of others, interviews of individuals, or other sources believed to be reliable. ECONorthwest has not independently verified the accuracy of all such information and makes no representation regarding its accuracy or completeness. Any statements nonfactual in nature constitute the authors' current opinions, which may change as more information becomes available.

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# 1. Study Purpose and Context

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## Why Measure Oregon’s Sports Economy

Across the United States, sports tourism is a growing component of economic development strategies. National studies commissioned by industry associations and research firms show that sports-related travel, including spectator and participant events, generates visitor spending, employment, and tax revenues. The Sports Events & Tourism Association’s (Sports ETA) 2024 State of the Industry: Spectator Sports Tourism report estimates that non-local spectators attending professional, minor league, and collegiate regular-season events generated \$47.1 billion in direct spending nationally in 2024, supporting \$114.4 billion in total economic impact and approximately 665,000 jobs nationwide.<sup>1</sup> These impacts are driven in large part by overnight visitation; an estimated 58 percent of spectator sports travelers stayed overnight, generating more than 42 million room nights nationwide.<sup>2</sup>

Sports ETA analysis of participatory sports, including youth, amateur, and collegiate tournaments, reach similar conclusions, with a direct economic impact of \$52.2 billion which includes tournament operations and visitor spending that supports a total economic impact of \$128.0 billion nationwide. Sports events function as a traded-sector activity that brings spending into local economies through lodging, transportation, food and beverage, and entertainment. Together, these studies establish that sports tourism contributes meaningfully to the economy at the national level.<sup>3</sup>

These national studies rely on aggregated data, partial samples of destinations, and generalized modeling assumptions, and as a result do not provide comprehensive state-level estimates. In Oregon’s case, national studies likely include little or no direct data from Oregon-based destinations and instead apply scaling assumptions that may not reflect Oregon’s sports tourism activity.<sup>4</sup>

This limitation matters as states and destinations increasingly use sports tourism data to inform funding and investment decisions. Research on event hosting strategy from the International Academy of Sports Science and Technology (AISTS) finds that rights holders for sports events—prioritize operational readiness, venue quality, and risk management when selecting host destinations. Specifically, “Facilities / Sports Infrastructure” was rated the most important factor when selecting a location, with 71 percent of respondents rating sports infrastructure a 5 out of 5 in importance. Financial guarantees, hosting fees, and the

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<sup>1</sup> Sports Events & Tourism Association, *2024 State of the Industry Report: Spectator Sports Tourism*, 2025. <https://www.sportseta.org/blog/2025/04/16/sports-eta-unveils-2024-state-of-the-industry-for-the-114-billion-economic-impact-from-spectator-sports-tourism>

<sup>2</sup> Ibid.

<sup>3</sup> Sports Events & Tourism Association, *2023 State of the Industry Report*, 2024. <https://www.sportseta.org/blog/2024/04/24/sports-eta-releases-its-2023-state-of-the-industry-report-for-the-128-billion-sport-tourism-industry>

<sup>4</sup> In 2025, ECONorthwest and Sport OR conducted outreach to all of Oregon’s Destination Management Organizations and none reported being surveyed by Sports ETA.



ability to demonstrate economic value to public partners are common features of the host selection process, even when direct financial incentives are not the primary stated factor.<sup>5</sup> As competition among destinations increases, hosts are expected to document both their capacity to deliver events and the public value of hosting them.<sup>6</sup>

At the same time, states and regions are developing formal mechanisms to support sports event attraction and hosting. Civitas Advisors' review of sports tourism funding tools documents a shift toward dedicated revenue mechanisms, including sports tourism districts, event funds, and bid funds, designed to offset bidding costs, hosting requirements, and facility utilization associated with competitive event procurement.<sup>7</sup> These tools are most often targeted at mid-sized events that generate overnight visitation and repeat travel rather than one-time mega-events, and they are commonly paired with expectations for measurable economic return. A recent national study shows that this approach has accelerated rapidly, with at least 23 states operating some form of state-level event funding program as of late 2024, and several additional programs under consideration.<sup>8</sup> The report also highlights that these funds are increasingly structured to support bid guarantees, licensing fees, and hosting costs for amateur, collegiate, and professional events, reflecting growing competition among destinations for events with demonstrable visitor spending impacts. State initiatives such as Washington's Sports Incentivization Grant Program illustrate how quantified economic impact data is being used to justify, size, and prioritize public investment in sports events, reinforcing the importance of consistent, state-specific measurement of sports tourism outcomes.

Despite these national trends, Oregon lacks a comprehensive statewide assessment of its sports tourism economy. No prior study has systematically attempted to identify and quantify the full range of sports events occurring across the state, including professional, collegiate, youth, amateur, and recurring tournament events. Other efforts in Oregon have examined the sports economy from a broader industry and ecosystem perspective rather than a tourism or event-focused lens. The State of Sport report, sponsored by the Portland Metro Chamber and other industry associations, assessed the scale and economic significance of the state's athletic and recreation ecosystem, including sporting goods and apparel manufacturing, professional services, outdoor recreation assets, select professional teams, and select sporting events.<sup>9</sup> The study's defined sports ecosystem supported \$29 billion in total economic output in 2022 within the state. While this work provides important context on the overall economic footprint of sports-related industries in Oregon, it was not designed to isolate sports tourism activity. As a result, it does not address the specific

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<sup>5</sup> International Academy of Sports Science and Technology (AISTS), *Event Host Venue Strategy: Sports Events Rights Holders*, 2024, <https://aists.org/wp-content/uploads/2025/11/AISTS-Event-Host-Venue-Strategy-Sports-Events-Rights-Holders.pdf>

<sup>6</sup> *Ibid.*

<sup>7</sup> Civitas Advisors. *Sports TIDs: A White Paper*. July 2023. [https://civitasadvisors.com/wp-content/uploads/2023/07/Sports-TIDs\\_-White-Paper\\_compressed.pdf](https://civitasadvisors.com/wp-content/uploads/2023/07/Sports-TIDs_-White-Paper_compressed.pdf)

<sup>8</sup> Cimmaron Global Solutions. *The Stoll Report on State-Level Funding*. 2024.

<sup>9</sup> Portland Metro Chamber, *Oregon: The State of Sport: The Economic Impact of the Athletic, Outdoor, Team, and Recreation Industries*, 2022. <https://portlandmetrochamber.com/wp-content/uploads/2023/05/Oregon-TheStateofSport-Report-web-062922.pdf>



information needs associated with evaluating bid fees, hosting support, or sports-related infrastructure investments as tools for economic development.

There is no consistent statewide system for tracking sports events, visitor volumes, or hotel room nights across regions and event types. As a result, Oregon policymakers and destination organizations have limited empirical information for evaluating sports tourism driven economic development tools. This study is intended to support in reducing that gap. By developing Oregon-specific estimates of sports economy activity types and their associated economic contributions, this analysis helps to establish a foundation for understanding how the sports economy contributes to Oregon’s overall economic landscape.

## Benefits of Having a Strong Sports Economy

### Sports Tourism as an Economic Driver

From an economic development lens, sports tourism is most compelling because it functions like an export industry.<sup>10</sup> It brings out-of-region participants and spectators who spend money locally on hotels, restaurants, transportation, and entertainment. Those dollars circulate through local supply chains, including hospitality, food service, retail, and venue operations, supporting jobs, incomes, and tax revenues. Industry and academic research consistently frames sports-event travel as a meaningful component of the visitor economy.<sup>11</sup>

Sports-related travel is particularly valuable because it often extends visitor stays and broadens itineraries beyond attendance at the event that is the primary purpose for the trip. Visitors frequently combine games and tournaments with dining, shopping, cultural attractions, and other leisure activities. This bundling effect allows sports tourism to function as a demand driver for downtown districts and mixed-use areas near venues, where spending can spill over to adjacent businesses rather than remaining confined to a single facility.<sup>12</sup>

### Facility Infrastructure as a Gathering Place

Sports-related infrastructure supports economic development through two primary channels.

First, facilities provide productive capacity for the visitor economy. Fields, courts, arenas, and aquatic centers serve as the physical capacity needed to host tournaments and events. Without modern facilities, adequate hotel inventory, and reliable transportation connections, communities struggle to compete for events that generate overnight stays and visitor spending. In this sense, sports facilities function similarly to convention centers or trail systems: they are specialized infrastructure that enables a steady stream of visitor demand.

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<sup>10</sup> Fourie and María Santana-Gallego, “The Impact of Mega-Sport Events on Tourist Arrivals,” *Tourism Management* 32, no. 6 (2011): 1364–1370, <https://doi.org/10.1016/j.tourman.2011.01.011>

<sup>11</sup> Wise, Nicholas, and J. J. Zhang. “The Role of Sports Events in Developing Tourism Destinations: A Systematized Review and Future Research Agenda.” *Journal of Sport & Tourism* (2023). <https://doi.org/10.1080/14775085.2023.2186925>

<sup>12</sup> Sports Destination Management. “Turning Day Trips into Overnight Stays,” *Sports Destination Management*, 2023, <https://www.sportsdestinations.com>



Second, sports facilities can act as anchors for neighborhood-scale placemaking when paired with complementary development. Economic effects tend to be highly localized, affecting foot traffic, business activity, and redevelopment patterns in the immediate area around a venue. Recent empirical research using granular data, such as mobile-device foot traffic, suggests that spillover effects occur, but their magnitude varies by sport, event timing, and the surrounding mix of land uses and businesses.<sup>13,14</sup> This distinction is important because a facility can succeed as a district catalyst even if it does not produce measurable gains in overall regional employment or income.

## Sports Presence as Community Building

Economic development extends beyond short-term spending effects, with regions competing for residents, workers, firms, and visitors. Sports contribute to this competitiveness by shaping place identity and external awareness. Professional franchises, signature events, and well-known tournament destinations can symbolize local values, generate civic pride, and create shared narratives that strengthen a city or state's brand.

Research in destination branding and sport-event marketing suggests that sporting events influence how both residents and outsiders perceive a place, with potential implications for tourism demand and long-term reputation.<sup>15,16,17</sup> While these branding effects are difficult to quantify, they are often a central motivation for local investment in sports infrastructure, particularly in regions seeking greater national visibility.

Sports infrastructure can also support economic development through human capital pathways, especially when facilities expand access to participation and programming. A growing body of health research links sport

### EXISTENCE VALUE OF THE PORTLAND TRAIL BLAZERS

#### What is existence value in economics?

- » Existence value reflects the public's willingness to pay to keep a team in their community capturing reputational benefits **not measured in traditional market transactions.**
- » Economists estimate this value using contingent valuation surveys, which ask residents directly about their willingness to pay (WTP) for a public good and apply statistical models to account for individual characteristics.

#### What is the existence value of the Trail Blazers?

- » Across the Metro Portland Region, surveys and applied methodologies estimate **\$13.7 million in annual public benefit**, and permanent valuation of \$456 million.

Source: ECONorthwest analysis for the Portland Trail Blazers, 2018.

<sup>13</sup> Noah Agha, "The Economic Impact of Stadiums and Teams: The Case of Minor League Baseball," *Journal of Sports Economics* 14, no. 3 (2013): 227–252, <https://doi.org/10.1177/1527002512451622>

<sup>14</sup> Brad R. Humphreys and Li Zhou, "Sports Facilities, Agglomeration, and Public Subsidies," *Regional Science and Urban Economics* 54 (2015): 60–73, <https://doi.org/10.1016/j.regsciurbeco.2015.07.004>

<sup>15</sup> Laurence Chalip, "Beyond Impact: A General Model for Sport Event Leverage," *Rethinking Sport Tourism*, ed. Brent Ritchie and Daryl Adair (London: Routledge, 2004), 226–252.

<sup>16</sup> Kyriaki Kaplanidou and Christine Vogt, "The Meaning and Measurement of a Sport Event Experience Among Active Sport Tourists," *Journal of Sport Management* 21, no. 3 (2007): 357–378.

<sup>17</sup> Michael B. Duignan et al., "How Do Event Zones Influence Visitor Behaviour and Engagement with Host Destinations? A Longitudinal Study of the Cambridge Half Marathon (2017–2020)," *Journal of Destination Marketing and Management* 30 (December 2023): 100798, <https://doi.org/10.1016/j.jdmm.2023.100798>



participation to improved physical health, mental health, and social outcomes across age groups.<sup>18</sup> Systematic reviews of youth sports participation find benefits related to physical activity, social skills, and psychological well-being, while related research suggests team sports and social belonging can reduce the risk of depression among adolescents.<sup>19,20</sup>

From an economic development perspective, these outcomes matter because healthier communities tend to be more productive over time, experience fewer missed workdays, and demonstrate stronger educational and social outcomes. Although these benefits are diffuse and long-term, they can strengthen the overall rationale for multi-use sports investments when equity, access, and community programming are explicit goals.

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<sup>18</sup> Rochelle M. Eime et al., “A Systematic Review of the Psychological and Social Benefits of Participation in Sport for Adults,” *International Journal of Behavioral Nutrition and Physical Activity* 10, no. 1 (2013): 135, <https://doi.org/10.1186/1479-5868-10-135>

<sup>19</sup> Dennis Bengtsson, Joar Svensson, Virginia Wiman, Andreas Stenling, Erik Lundkvist, and Andreas Ivarsson, “Health-Related Outcomes of Youth Sport Participation: A Systematic Review and Meta-Analysis,” *International Journal of Behavioral Nutrition and Physical Activity* 22 (July 1, 2025): 89, <https://doi.org/10.1186/s12966-025-01792-x>

<sup>20</sup> Matt D. Hoffmann, Joel D. Barnes, Mark S. Tremblay, and Michelle D. Guerrero, “Associations between Organized Sport Participation and Mental Health Difficulties: Data from over 11,000 US Children and Adolescents,” *PLoS ONE* 17, no. 6 (June 1, 2022): e0268583, <https://doi.org/10.1371/journal.pone.0268583>



## 2. Defining the Sports Economy

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The term *sports economy* can encompass a wide range of industries and activities. In prior Oregon-focused research, the sports economy has included athletic and outdoor apparel and footwear manufacturing, sporting goods design and development, outdoor recreation industries, and related professional services.<sup>21</sup> Those sectors are critically important to Oregon's broader economic identity, but they are not the focus of this analysis.

For the purposes of this study, the sports economy is defined as the operations and visitation associated with sporting events and organized athletic activity in Oregon. This includes the activities of teams, athletic departments, leagues, facilities, and event organizers, as well as spending generated by visitors who travel to participate in or attend sporting events. These operational activities represent a core component of Oregon's broader sports tourism ecosystem, as they provide the facilities, staffing, and organizational infrastructure necessary to host events and attract visitors to the state.

### Structure of the Sports Economy

#### Participatory and Spectator Sports

**Participatory sports** involve individuals or teams competing directly in events (e.g. youth leagues and tournaments, adult amateur tournaments, and marathons). These activities draw a higher share of local participants and rely on community recreation facilities and infrastructure. Participatory sports primarily generate revenue through participant and team fees, rather than charging for tickets. Although participatory sports draw a larger share of local residents, they do attract teams from out of region, and this is an important opportunity to grow the regional economy.

**Spectator sports**, by contrast, center on audiences attending organized competitions that are generally ticketed. This category includes professional franchises, semi-professional teams, Division I collegiate athletics, and major ticketed sporting events. Spectator sports are more likely to attract concentrated out-of-region attendance. Because spectator events often involve larger venues, media coverage, and formal ticketing systems that generate revenue, it is easier to track and quantify the economic benefits that the revenue supports.

Both categories can generate meaningful local and non-local visitor spending, including travel associated with large amateur tournaments. However, the primary distinction between them is the revenue model: spectator sports generally rely on ticket sales and audience

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<sup>21</sup> Portland Metro Chamber, *Oregon: The State of Sport: The Economic Impact of the Athletic, Outdoor, Team, and Recreation Industries*, 2022. <https://portlandmetrochamber.com/wp-content/uploads/2023/05/Oregon-TheStateofSport-Report-web-062922.pdf>



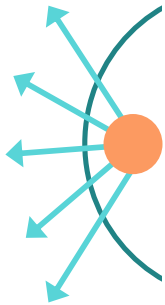
attendance as a key revenue driver, while participatory sports primarily generate revenue through participant registration or entry fees.

## Locally Serving and Traded Sector Dynamics

Across both participatory and spectator categories, sports activity can function either as a locally serving activity or as a traded-sector (export) activity. This distinction applies not only to visitor spending, but also to facility and team operations.



The **local sector** consists of industries and activities that primarily serve in-region demand. Revenue is generated largely from resident households and local firms, meaning spending reflects the internal circulation of existing income within the regional economy. While local-sector activity supports employment and business operations, it does not systematically increase total regional economic output because expenditures are constrained by the existing local resource base.



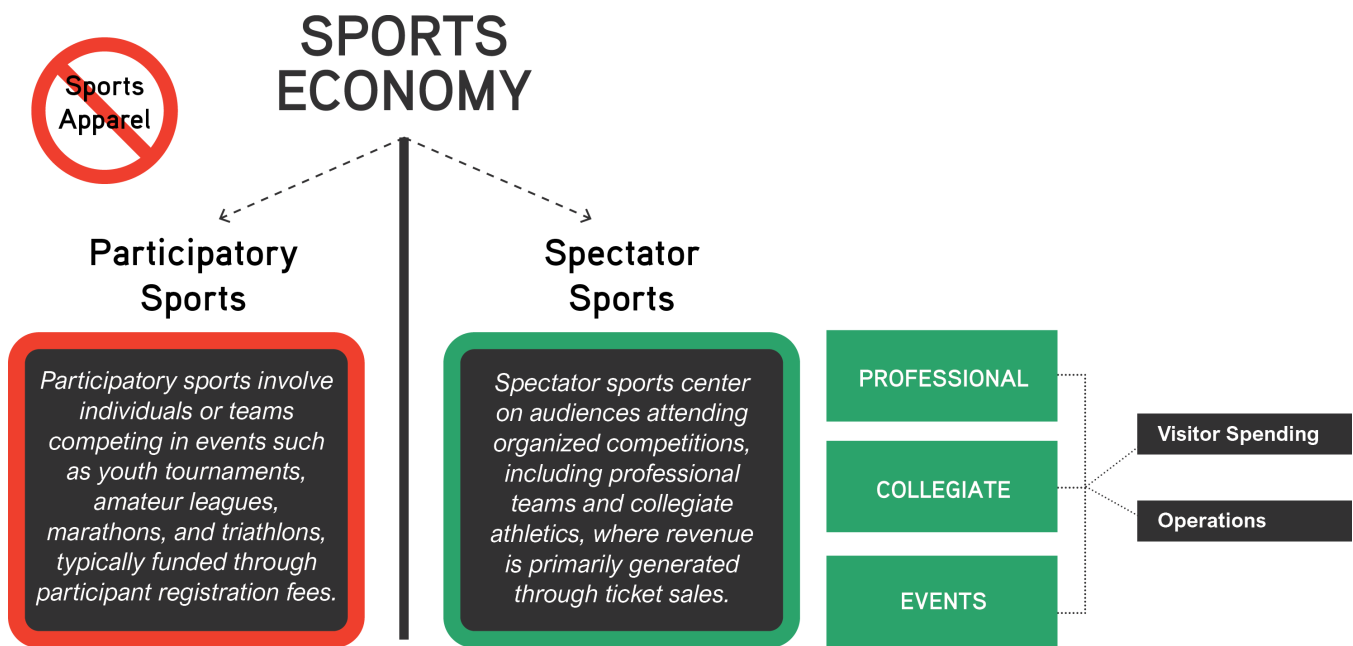
The **traded sector** consists of industries and activities that sell goods or services to customers outside the region. Revenue originates externally and represents an inflow of new income. Because traded-sector activity brings outside dollars into the regional economy, it represents net-new economic impact which excludes expenditures that substitute for other local spending and focuses only on incremental income entering the region. Net-new impact therefore represents growth in the regional economy due to a certain business or activity and aligns most directly with traded-sector activity and export-based development frameworks.

Economic contributions (gross effects) measure the total economic activity supported by an industry, organization, or event. These estimates include spending from both local and non-local sources. Contribution analysis reflects the scale of activity within the economy but does not distinguish whether the underlying revenue expands overall economic activity in the region.



# Study Focus

Exhibit 1. Study Analysis Framework



This analysis measures:

- ◆ Non-local visitor spending associated with spectator sports, including professional, semi-professional, Division I collegiate, and select major spectator events.
- ◆ Operational expenditures of major professional teams and Division I athletic departments.

When quantifying visitor impacts, only spending by non-local attendees is included. Local resident spending is excluded because it largely represents substitution within the regional economy and does not constitute net-new economic activity. While local attendees clearly contribute to business revenues on event days, tourism economics literature generally excludes local spending to avoid overstating economic impact and to maintain comparability with national benchmarks.

On the operations side, both local and non-local revenue sources are included due to data availability constraints. As a result, operational impacts should be interpreted as gross economic contributions, not net-new impacts.

The economic contributions presented in this report are conservative relative to the full scale of Oregon’s sports economy. Specifically, this analysis does not include:

- ◆ Non-local spending associated with participatory-focused sports (youth and adult amateur leagues and events).
- ◆ Ongoing operations for sports facilities primarily focused on participatory sports (e.g., Rogue X), due to uncertainty in attributing activity specifically to spectator events.



- ◆ Event or tournament operating footprint for spectator and participatory sports due to lack of available data from organizers.
- ◆ The full universe of spectator events statewide. Due to limitations in event tracking and reporting, only a subset of professional, collegiate, and major spectator events are included. Engagement with DMOs suggests that most large spectator-driven events are captured, but smaller or less-documented events are not.

As a result, the total gross economic contributions of Oregon’s sports economy are likely larger than the figures presented in this study. The study analysis reflects the portion of the sports economy that can be consistently measured within the resource constraints of this project.

#### **PARTICIPATORY SPORT CASE STUDY: Ironman Salem — Salem, OR**

- **Travel Salem, in partnership with Sport Oregon, the Willamette Valley Visitors Association, City of Salem & Travel Oregon, hosted the 4th annual IRONMAN 70.3 Oregon Triathlon on July 21, 2024, in Salem. The triathlon course leverages the natural landscape of Salem. Athletes begin with a 1.2-mile downriver swim in the Willamette River, followed by a 56-mile ride through Oregon’s beautiful wine country, and cap off their race with a 13.1-mile run featuring Minto-Brown Island Park. The event also serves as a qualifying race for the IRONMAN 70.3 World Championship series.**
- **In 2023, Travel Salem signed a 5-year contract with Ironman 70.3 that would bring thousands of worldwide competitors and visitors each summer until 2028. The estimated economic impact of the event in 2024 was roughly \$15.5 million, drawing in over 2,500 athletes & 7,500 spectators. The cost broken down by sector indicates the top three spending categories included food service (~\$4.7 million dollars), lodging (~\$3.4 million), and retail (~\$2.2 million). Overall, economic impact in 2024 increased by 15 percent compared to the 2023 economic impact.**

Sources:

1. Travel Salem, *Ironman 70.3 Oregon 2024 Salem Economic Impact Report (2024)*, <https://travel-salem.s3.amazonaws.com/images/files/2024-IRONMAN-EEI-Report.pdf?v=1728489836>.
2. Madeleine Moore, "Salem's Ironman 70.3 Draws 2,500 Athletes, Closing Streets Sunday," *Salem Reporter*, July 17, 2024, <https://www.salemreporter.com/2024/07/17/salems-ironman-70-3-draws-2500-athletes-closing-streets-sunday/>.



# 3. Economic Contributions of the Sports Economy in Oregon

This analysis estimates the economic contributions associated with visitor spending by sports-related travel in Oregon as well as sports teams, collegiate athletic departments, and individual event operations. The approach follows standard economic impact analysis practice and is designed to measure how spending by non-local visitors attending sporting events, and how operating entities that support spectator sports circulate through the state and regional economies.

Economic contributions are estimated using the IMPLAN input-output (I/O) modeling system, a widely used framework for assessing how spending in one part of the economy supports activity in other sectors (see Economic Contribution Modeling in the Appendix). IMPLAN represents the economy as a set of interlinked industries, households, and governments, and tracks how dollars flow between them through supply-chain purchases and household spending. In this analysis, direct spending within the relevant industries is entered into the IMPLAN model to estimate indirect effects (business-to-business supply-chain activity) and induced effects (household spending supported by wages earned from direct and indirect activity). Together, these effects represent the total economic contributions associated with sports tourism economy.



**JOBS**  
**Direct: 4,800**  
**Total: 8,700**



**ECONOMIC OUTPUT**  
**Direct: \$997M**  
**Total: \$1.72B**



**LODGING TAX CONTRIBUTION**  
**\$4.9M**



# Oregon's Sports Economy in Context

Oregon's commercial sports industry represents a relatively strong component of the state's economy compared to the national average. This analysis defines the commercial sports industry using industries Sports Teams and Clubs (NAICS 711211) and Other Spectator Sports (NAICS 711219), which include the operations of professional and semi-professional teams, independent athletes, racing teams, and other organizations directly involved in competitive sporting events. The definition excludes related components of the broader sports economy—such as stadium and arena operations, collegiate athletic departments, and other supporting industries—due to availability and alignment of data provided by IMPLAN and the U.S. Bureau of Economic Analysis.

Using this definition of commercial sports, Oregon can be compared to the US and each state in terms of the level of economic output produced by commercial sports. An economic output location quotient (LQ) measures how concentrated an industry's economic activity is in a region compared with the national economy. Specifically, an output LQ compares the share of a region's total economic output produced by a given industry to that industry's share of total output, and then compares to that same split in the US. The national average is set to 1.00.

Oregon's commercial sports industry has an LQ of 1.23

indicating that commercial sports account for 23 percent more of the state's economic output than the national average (see Exhibit 2). Oregon ranks 10<sup>th</sup> in the US, preceded by Minnesota and New York. This suggests that Oregon already maintains a meaningful base of commercial sports activity relative to its overall economy. At the same time, comparisons with states such as Massachusetts (LQ 1.47) highlight potential room for growth. Despite having a highly productive economy and slower population growth—conditions similar to

## SPECTATOR SPORTS OPERATIONS COMPARISON TO OTHER OREGON INDUSTRIES

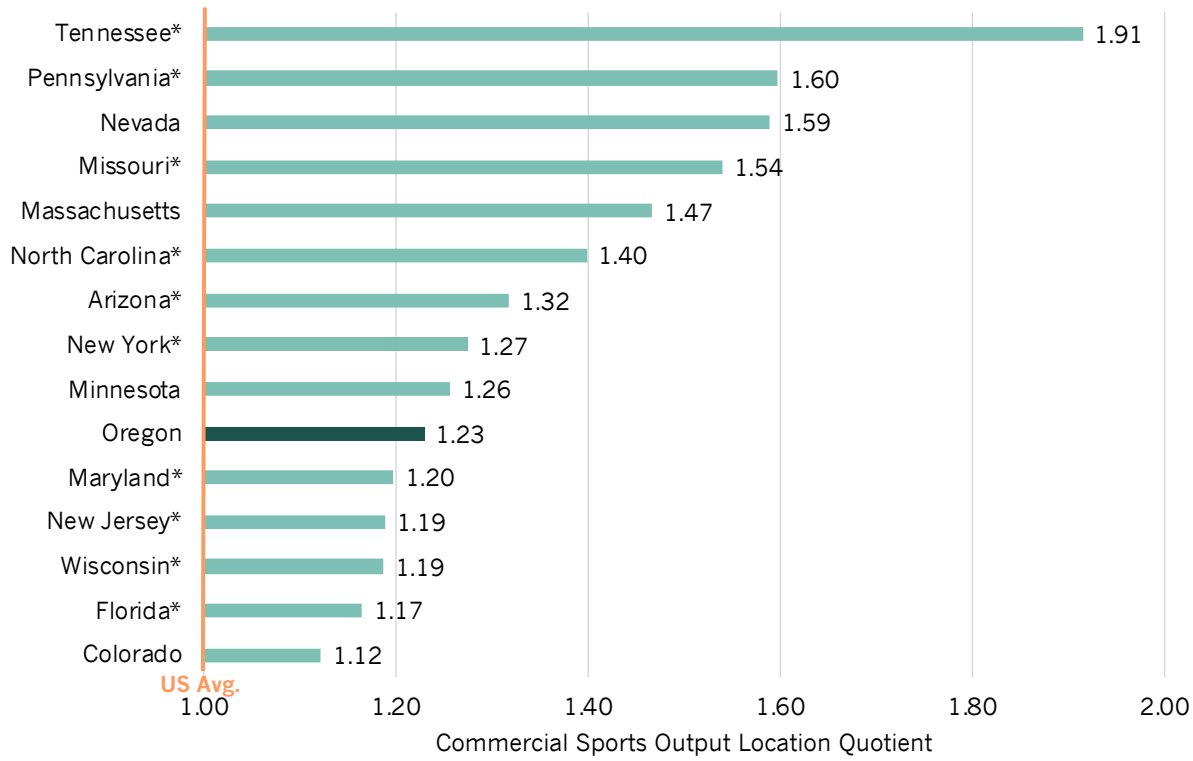
**Professional and university athletics operations represent a clearly defined production activity—the creation of the sports product—that can be compared to other industries operating in Oregon. By contrast, sports tourism spending reflects part of the consumption of that product and is distributed across multiple industries (lodging, food service, retail, transportation, etc.). In 2024, the economic output associated with professional and collegiate sports operations was \$774.1 million.**

- » **Hotel and Motels (\$3.2 billion)**
- » **Air Transportation (\$3.1 billion)**
- » **Wineries (\$1.5 billion)**
- » **Cheese manufacturing (\$1.2 billion)**
- » **Breweries (\$871 million)**
- » *Estimated Professional and Collegiate Sports Operations (\$774 million)*
- » **Rail Transportation (\$740 million)**
- » **Performing Arts (\$635 million)**
- » **Pharmaceutical and Medicine Manufacturing (\$488 million)**



Oregon—Massachusetts sustains a significantly higher concentration of commercial sports activity.

**Exhibit 2. Top 15 States with Highest Commercial Sports Economic Output Concentration, 2024**



Note: “\*” indicates a state with state-level sports bid fund.  
 Data source: IMPLAN, 2024

Ten of the 15 states with the highest commercial sports output LQ have state-level funding for bidding on major sports events.<sup>22</sup> Exhibit 3 compares the concentration of commercial sports economic output across select states and the average for states with and without bid funds. Washington and California has a commercial sports output LQ that is slightly below the national average. Washington recently established a modest state-level sport bid fund. In 2024, the Washington State Legislature approved \$1 million for the Sports Incentivization Grant (SIG) program to help sports commissions attract new sporting events that bring visitors from outside the region. In contrast, California currently does not operate a statewide sports event bidding or hosting fund.

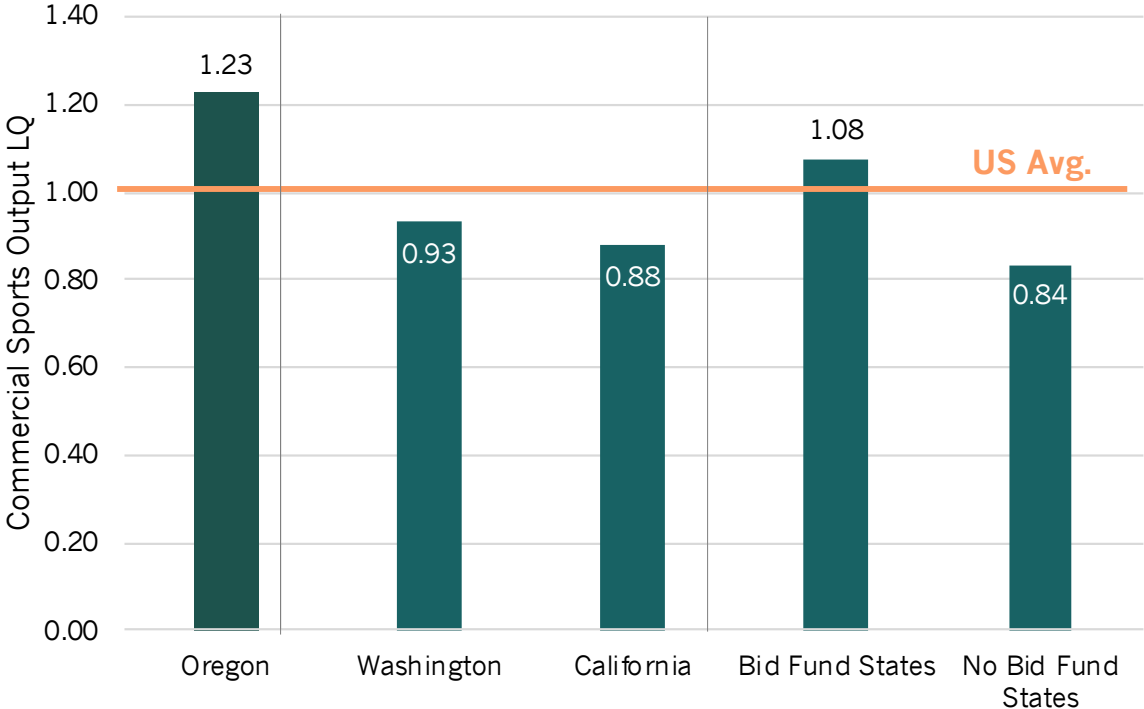
On average, states with bid funds show a commercial sports output LQ of 1.08, slightly above the national average, while states without bid funds average 0.84. This suggests that states with event funding programs tend to have somewhat stronger commercial sports sector. However, the direction of this relationship is difficult to disentangle. In some cases, states may establish event funds because they already have strong sports and tourism ecosystems, while in other states event funds may be created to help build or expand those sectors. Recent examples illustrate this ambiguity. Several states that have only recently implemented

<sup>22</sup> Cimmaron Global Solutions. *The Stoll Report on State-Level Funding*. 2024.



sports dedicated funding—such as Delaware and Washington in 2024—currently exhibit relatively modest commercial sports LQs compared with leading states like Tennessee and Pennsylvania. However, Tennessee’s Special Event Fund was used, for the first time ever, for a sporting event (Music City Grand Prix) in 2024, and Pennsylvania’s Sports Marketing and Tourism Program was only established in 2022. Additionally, Massachusetts, for example, ranks among the top states for commercial sports output concentration despite not operating a dedicated state bid fund.

**Exhibit 3. Commercial Sports Economic Output Concentration, Select States, 2024**



Data source: IMPLAN, 2024; Cimmaron Global Solutions, 2024.



# Economic Contributions of Spectator Sports Tourism Spending

This analysis focuses on the economic contributions of out-of-region visitors attending spectator sports events. Sports and events were identified through survey responses from Regional Destination Management Organizations (RDMOs) and Destination Management Organizations (DMOs), supplemented by discussions with the Sport OR team to identify events most likely to attract non-local visitation (see Destination Management Organization Survey in the Appendix for details).<sup>23</sup> Professional and semiprofessional teams were selected across the state. Collegiate sports are limited to Division I universities and regular-season home games. Annual and one-off spectator events are not intended to be comprehensive, but instead reflect events reported by DMOs as having the highest visitation and confirmed through follow-up with Sport OR. DMOs and RDMOs provided information on 112 events and categorized these events into youth, adult, collegiate, or professional. The analysis is narrowed to the 55 events that were reported by DMOs as adult, collegiate, or professional. Through discussion with Sport OR, 18 events were selected based on their likelihood of including a spectator or ticketed component and generating non-local travel, consistent with a traded-sector approach to economic impact analysis. Exhibit 4 shows the selected events and their estimated spectator attendance.

## SPECTACTOR SPORT CASE STUDY: Seaside Beach Volleyball Tournament — Seaside, OR

- **The Seaside Beach Volleyball Tournament is the largest volleyball tournament in the United States and the second largest in the world. Founded in 1982 by a local high school student inspired by beach volleyball abroad, the tournament has grown from 52 teams in its first year to more than 1,600 teams today. Demand continues to rise: in 2025, one-third of divisions sold out within 24 hours, leaving more than 600 teams on a waitlist. Organizers are planning continued expansion, including the addition of a fifth day in 2026, to accommodate growth and reduce waitlists.**
- **What began as a small fundraiser now draws an estimated 40,000 visitors to Seaside and generates significant economic activity in a tourism-dependent community. The tournament produces an estimated \$6.9 million in economic impact on its peak Saturday alone, filling roughly 1,300 hotel rooms and supporting local businesses. Benefits extend beyond Seaside, with visitors lodging in nearby communities such as Astoria, Tillamook, and Portland. Alongside other major summer events like the Hood to Coast Relay, the tournament plays a critical role in driving seasonal revenue and sustaining the regional tourism economy.**

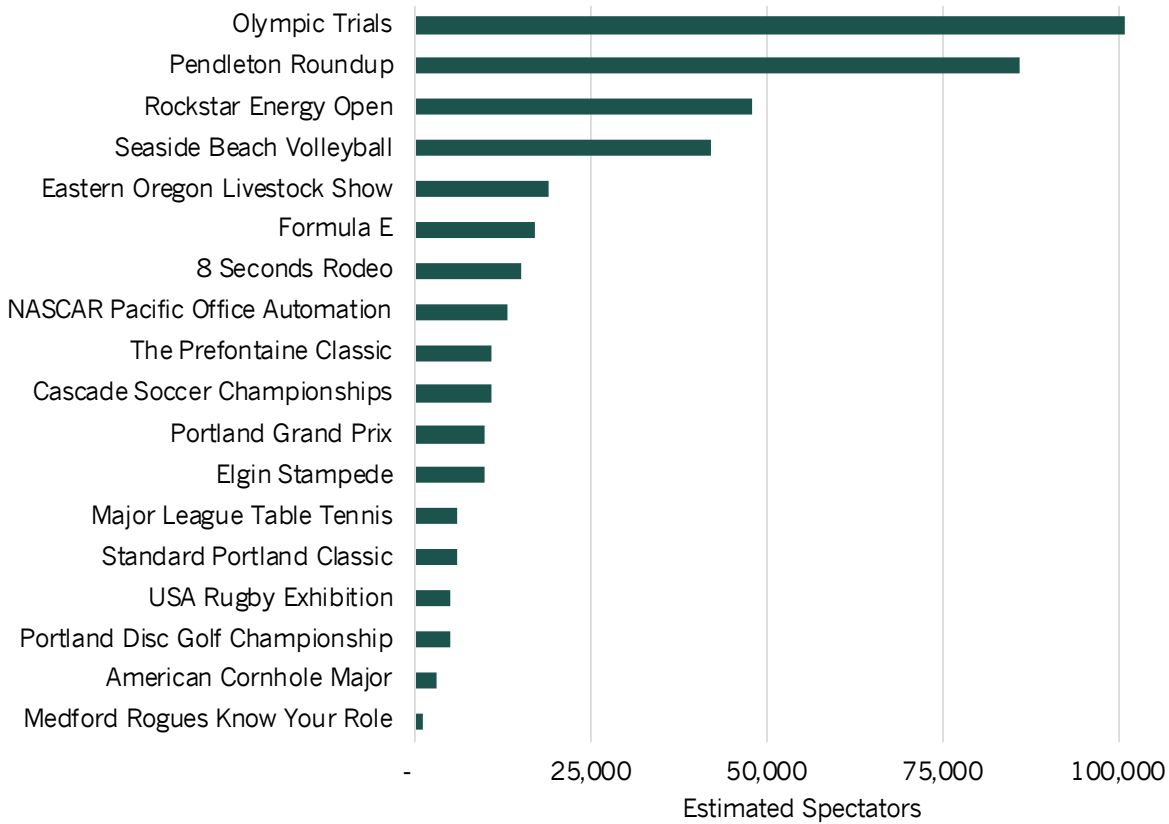
### Sources:

1. Linda Hoard, "Seaside Volleyball Tournament Returns to the Courts for a 40th Year | Discover Our Coast," accessed December 29, 2025, <https://discoverourcoast.com/2022/08/10/seaside-volleyball-tournament-returns-to-the-courts-for-a-40th-year/>.
2. Sport Oregon, "Largest Beach Volleyball Tournament in the U.S. Celebrates 43 Years in Seaside," Sport Oregon, August 4, 2025, <https://www.sportoregon.org/voices/seaside-beach-volleyball-2025>.
3. Sport Oregon, "Small Oregon Towns Make Big Impact with Upcoming Events — Sport Oregon Voices," Sport Oregon, August 10, 2025, <https://www.sportoregon.org/voices/small-oregon-towns-make-big-impact-with-upcoming-events-sport-oregon-voices>.
4. ARC PDX, "Seaside Beach Volleyball Tournament Kicks off with Record Growth," August 12, 2025, <https://katu.com/news/arc-pdx/seaside-beach-volleyball-tournament-kicks-off-with-record-growth>.

<sup>23</sup> For more information on all of Oregon's DMOs visit: <https://industry.traveloregon.com/about/tourism-in-oregon/destination-management-organizations/>



**Exhibit 4. Estimated Spectators at Selected Spectator Sports Events, Oregon, 2024**



Data source: Placer.ai, 2024; ECONorthwest analysis, supplemented with publicly reported estimates of visitation.

**Visitation Estimates**

Visitation estimates for professional and semi-professional sports are primarily derived from Placer.ai mobility data, supplemented where available with ticketing and attendance information to validate event-level volumes as well as the home location of visitors. Annual and one-off spectator sporting events are similarly estimated using Placer.ai data, with additional ticketing information incorporated for select events to refine attendance counts. For collegiate sports, visitation figures are drawn directly from attendance reported on Division I university athletics websites for regular-season home games.

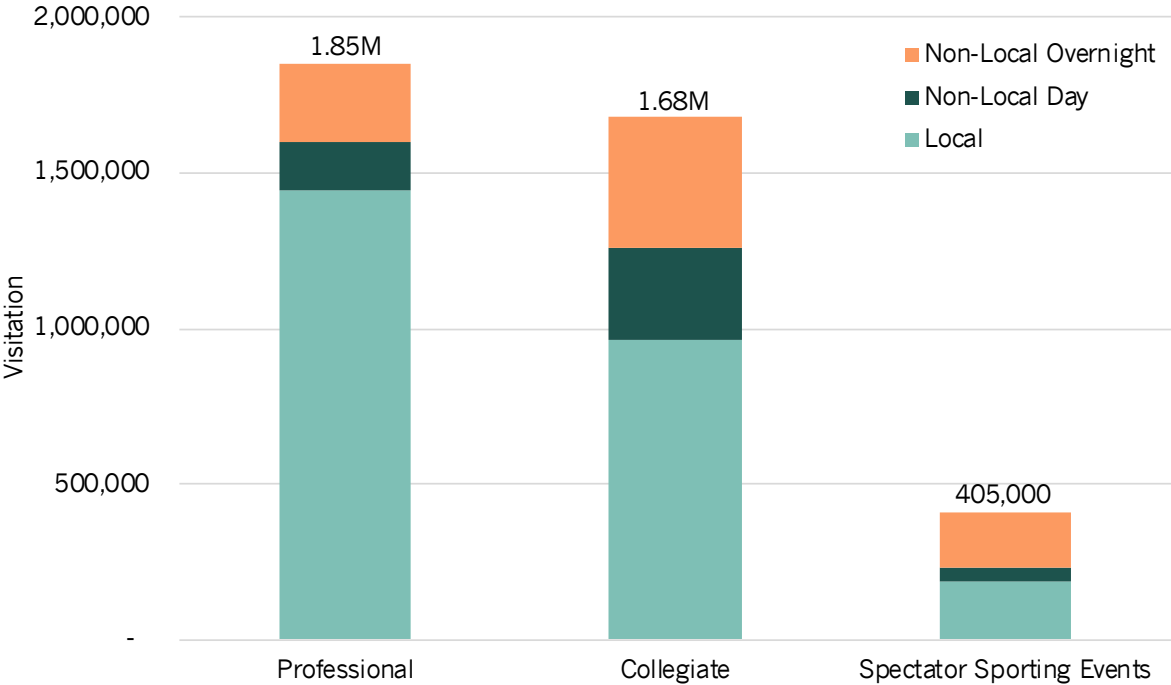
Across all event types, visitors are classified based on travel distance using Oregon’s legislative definition of locality.<sup>24</sup> A local visitor is defined as residing within a 50-mile driving radius of the event location, a non-local day visitor travels between 50 and 100 miles, and a non-local overnight visitor travels more than 100 miles, indicating a high likelihood of an overnight stay. These distances are calculated based on the geographic location of each event or game, and an estimated visitor home location provided through the Placer.ai platform.

<sup>24</sup> Oregon Legislative Assembly, *Oregon Revised Statutes § 320 (Business Registry; Definitions and Rules)*, accessed January, 2026, [https://www.oregonlegislature.gov/bills\\_laws/ors/ors320.html](https://www.oregonlegislature.gov/bills_laws/ors/ors320.html)



Professional and semi-pro sports show the largest total attendance (1.85 million visits), but the majority of that visitation is local (78 percent), with a smaller share of non-local overnight travel (14 percent). Collegiate sports exhibit a higher proportion of non-local visitation, with 25 percent of visits classified as non-local overnight. The selected annual and one-off spectator sporting events have the highest share of non-local overnight visitation, with 43 percent of total visits originating from beyond a 100-mile radius. While these events account for a smaller share of total attendance, they contribute disproportionately to overnight travel and therefore play an important role in sports-related tourism spending. Multnomah, Lane, and Benton county account for the highest portion of visitation across the state driven by the professional and collegiate sports present there. However, the share of non-local visitation is highest in counties with major annual sporting events, Clatsop and Umatilla county, followed by Lane and Benton county whose collegiate games and tournaments bring in non-local visitation.

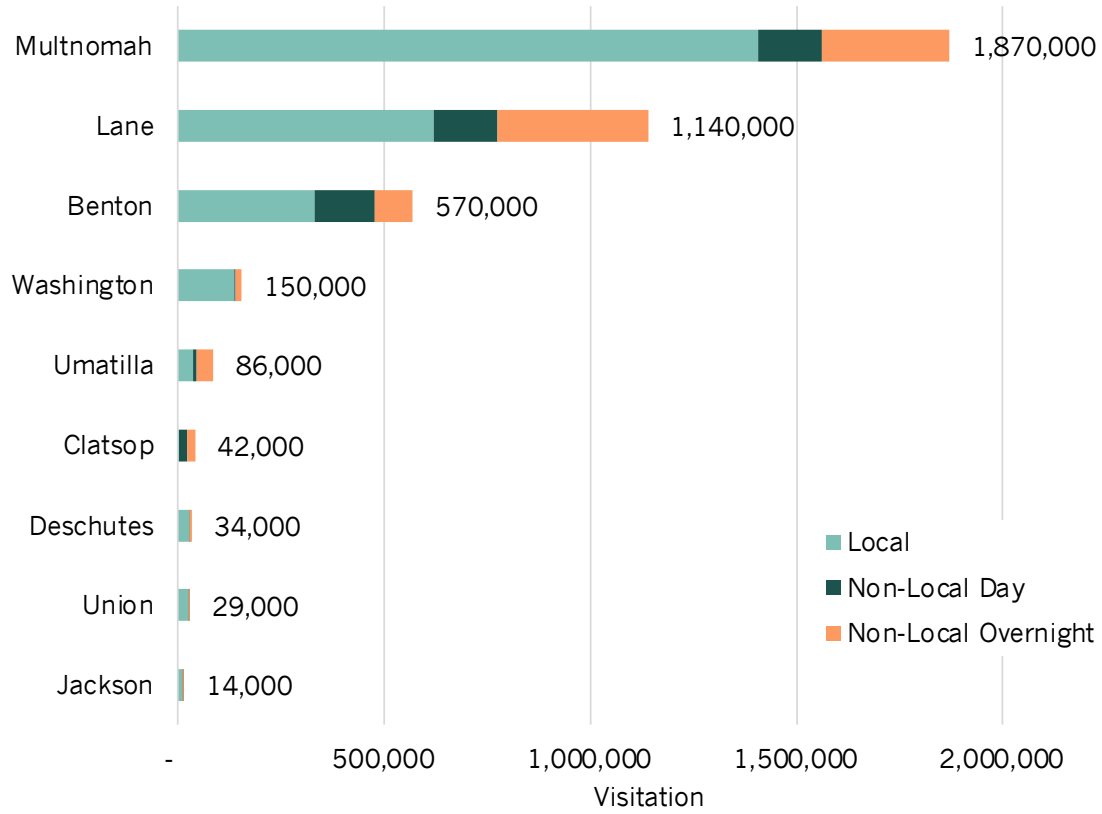
**Exhibit 5. Spectator Sports Visitation by Event Type, Oregon, 2024**



Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; ECONorthwest analysis



**Exhibit 6. Spectator Sports Visitation by County, Oregon, 2024**



Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; ECONorthwest analysis



## FUTURE SPECTATOR SPORT CASE STUDY:

### 2026 USA Fencing Summer Nationals — Portland, OR

- **Portland is scheduled to host the 2026 USA Fencing Summer Nationals from June 27 to July 6 at the Oregon Convention Center, marking the city’s first time hosting a USA Fencing signature summer event since 1977. The event builds on Portland’s strong fencing legacy, which includes producing two Olympic champions and hosting the USA Fencing Youth National Tournament in March 2024, an event that attracted nearly 2,300 young fencers.**
- **While comprehensive economic impact data for hosting the USA Fencing Summer Nationals are not available for Portland, economic impact reports from prior host cities provide a useful benchmark. In 2025, Milwaukee hosted USA Fencing Summer Nationals, welcoming over 6,000 competing athletes and roughly 11,000 attendees. The estimated generated economic impact for the event was \$10.7 million dollars. If Portland experiences similar attendance and spending patterns, the 2026 Summer Nationals could generate meaningful short-term economic benefits for local hotels, restaurants, and visitor-serving businesses. USA Fencing has indicated that host selection is driven primarily by the size and capacity of indoor facilities. Although the organization revised its site-selection policies in 2025, Portland appears to have been chosen as the 2026 host prior to those changes.**

#### Sources:

1. Bryan Wendell, “2026 USA Fencing Summer Nationals Coming to Portland, Ore.,” June 13, 2025, <https://www.usafencing.org/news/2025/june/13/2026-usa-fencing-smer-nationals-coming-to-portland-ore->
2. Athletic Business, “USA Fencing to Give Preference to States With More Inclusive Laws When Selecting Future Host Cities for National Tournaments,” Athletic Business, November 15, 2022, <https://www.athleticbusiness.com/industry-press-room/press-release/15303196/usa-fencing-to-give-preference-to-states-with-more-inclusive-laws-when-selecting-future-host-cities-for-national-tournaments>.
3. Jackson Thompson, “USA Fencing Declines to Explain Reason for Policy Changes on National Anthem, Prioritizing pro-LGBTQ States,” accessed December 29, 2025, <https://www.foxnews.com/sports/usa-fencing-declines-explain-reason-policy-changes-national-anthem-prioritizing-pro-lgbtq-states.print>.

Consistent with best practices in economic impact analysis, this study focuses exclusively on non-local visitation. Spending by local residents is excluded because it generally represents a reallocation of existing household spending rather than new economic activity to a region.

Visitor spending estimates are based on per-person, per-day spending profiles developed by Travel Oregon and Destination Analysts survey in 2022.<sup>25</sup> These profiles are derived from statewide visitor survey research and report average daily spending by accommodation type and region. The accommodation type is the primary driver the daily visitor spending differences. Accommodation type shares vary by region and event category and are informed by Travel Oregon’s survey results. These shares are applied to estimated visitation counts to determine total direct visitor spending by accommodation type.

For this analysis, Travel Oregon’s regional spending estimates are used to assign spending levels to non-local visitors based on how they are most likely to stay while traveling for sporting events. Spending estimates were adjusted to current dollars using the consumer price index. The per-person, per-day spending range by visitor and accommodation type as

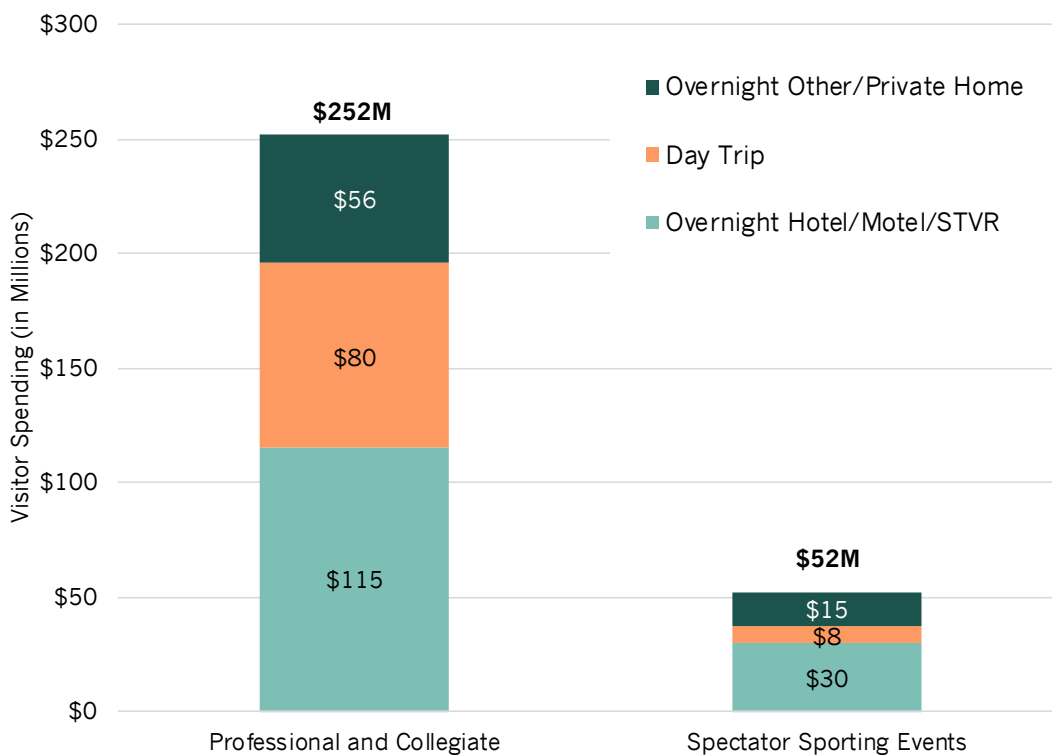
<sup>25</sup> Travel Oregon, *2022 Oregon Visitor Profile*, Destination Analyst, June 2023, <https://industry.traveloregon.com/research/2022-oregon-visitor-profile/>.



well as region. The average daily per-person spend for a day trip visitor range between \$175 and \$200, while the average overnight visitor staying in a hotel or short-term rental spends up to \$300, depending on the region.

Direct visitor spending is calculated by multiplying the number of non-local visitors in each category (day trip, hotel overnight, other overnight, and private home overnight) by the applicable per-person, per-day spending estimate. In 2024, an estimated \$304.3 million was spent by visitors to spectator sporting events. This total direct visitor spending reflects expenditures on lodging, food and beverage, transportation, retail, entertainment, and other visitor services incurred during a sports-related trip.

**Exhibit 7. Non-local Visitor Spending by Event and Accommodation Type, Oregon, 2024**



Data source: Placer.ai, 2024; Travel Oregon, Visitor Profiles, 2022; ECONorthwest analysis

These direct spending estimates serve as the inputs to the IMPLAN model and represent the initial economic activity supported by sports-related travel. The model then estimates how this spending supports jobs, labor income, value added or GDP, and economic output across Oregon’s economy through indirect and induced effects.

As with all economic contribution analyses, results should be interpreted as estimates rather than precise measures. Visitor spending profiles reflect regional averages and may understate spending for visitors staying in premium accommodations or attending high-profile events. In addition, while Travel Oregon’s survey-based estimates provide a consistent and defensible basis for spending assumptions, individual visitor behavior may vary by event type, season, and location. These factors suggest that results are best interpreted as



conservative estimates of the economic contributions associated with sports-related visitor spending.

As shown in Exhibit 8, non-local visitors to professional, semi-pro, collegiate, and select spectator sports events supported an estimated 1,920 jobs in Oregon through visitor spending in industries such as accommodations and food services, retail, and arts, entertainment, and recreation. An additional 920 secondary (indirect and induced) jobs are supported by supply-chain and consumption effects. Across the state, sports tourism spending supported an estimated 2,840 jobs and roughly \$145 million in labor income.

Sports tourism spending directly contributed \$123 million to Oregon’s gross domestic product (GDP) and a total of approximately \$231 million when accounting for secondary contributions. The economic output, which is the broadest measure of economic activity, associated with sports tourism spending totaled \$409 million in 2024. This indicates that every dollar spent by a visitor supports an additional \$0.84 of economic activity through supply chain or consumption effects.

**Exhibit 8. Economic Contributions of Spectator Sports Tourism, Oregon, 2024**

CONTRIBUTION TYPE	JOBS	LABOR INCOME	VALUE ADDED	ECONOMIC OUTPUT
Direct	1,920	\$80,100,000	\$123,300,000	\$222,500,000
Indirect	450	\$34,100,000	\$52,900,000	\$97,800,000
Induced	470	\$30,600,000	\$55,100,000	\$88,600,000
<b>Total</b>	<b>2,840</b>	<b>\$144,800,000</b>	<b>\$231,400,000</b>	<b>\$408,900,000</b>

Note: All monetary values are presented in 2025 dollars. Figures may not sum due to rounding.  
 Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis

# Economic Contributions of Spectator Sports Operations

This analysis estimates the economic contributions associated with primary sports operations in Oregon, including professional sports franchises and Division I university athletics departments.

The analysis does not capture the economic contributions associated with one-off or annual event hosting, nor does it fully account for ongoing facility operations due to data availability. As a result, these estimates should be viewed as conservative. Nonetheless, sports operations are included as part of the sports tourism ecosystem because these teams, departments, and facilities must exist and operate year-round for Oregon to host spectator events and attract out-of-region visitors.

For several large professional and collegiate programs, the analysis draws on existing economic contribution studies that estimate employment and spending associated with team or athletics department operations. Specifically, previously published economic impact



analyses were used for the Portland Trail Blazers, Portland Timbers, Portland Pickles, and the University of Oregon and Oregon State University athletics departments. These studies provide estimates of economic contributions summarized in this analysis.<sup>26,27</sup> For the Hillsboro Hops, operational employment and spending information was obtained through an interview with a team representation and follow-up survey. These data were then modeled using IMPLAN at the statewide level to estimate total economic contributions.

For Portland State University and the University of Portland, the analysis relies on Equity in Athletics Disclosure Act (EADA) data reported for fiscal year 2023 (the most recently available data year).<sup>28</sup> EADA provides standardized information on athletics department employment and operating expenses for NCAA institutions. These expenditures were treated as direct spending and modeled through IMPLAN at the statewide level.

Professional sports operations and Division I university athletics supports ongoing economic activity within the state, as shown in Exhibit 9. Professional sports operations support an estimated 1,770 direct jobs, with total employment impacts of approximately 3,400 jobs statewide. These operations generate an estimated \$387 million in direct economic output and \$669 million in total output once indirect and induced effects are considered. University athletics departments contribute an additional 1,130 direct jobs, supporting a total of approximately 2,400 jobs statewide. Direct economic output associated with university athletics operations is estimated at \$387 million, with \$647 million in total output.

In total, sports operations in Oregon support approximately 2,900 direct jobs and 5,840 total jobs statewide, generating \$774 million in direct economic output and \$1.3 billion in total economic output. These figures reflect the scale of ongoing sports-related activity that underpins Oregon's ability to host sporting events and compete in the broader sports tourism market.

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<sup>26</sup> University of Oregon, *Economic Impact of University of Oregon*, November 2025, <https://news.uoregon.edu/sites/default/files/2025-11/uo-economic-impact-report.pdf>

<sup>27</sup> Oregon State University, *Economic Impact Report: Oregon State University*, July 2025, <https://leadership.oregonstate.edu/sites/leadership.oregonstate.edu/files/2025-07/Economic%20Impact%20Report%20OSU.pdf>

<sup>28</sup> U.S. Department of Education, *Equity in Athletics Disclosure Act (EADA) Data Analysis*, July 2023 through June 2024, <https://ope.ed.gov/athletics/#/institution/details>



### Exhibit 9. Select Sports Teams and University Athletics Operations, Oregon, 2024

SPORT TYPE	CONTRIBUTION TYPE	JOBS	ECONOMIC OUTPUT
Professional	Direct	1,770	\$387,300,000
	Indirect	660	\$93,150,000
	Induced	975	\$187,490,000
	<b>Total</b>	<b>3,400</b>	<b>\$668,900,000</b>
University Athletics	Direct	1,130	\$386,780,000
	Indirect	600	\$131,250,000
	Induced	700	\$128,950,000
	<b>Total</b>	<b>2,400</b>	<b>\$646,970,000</b>
<b>Total Operations</b>	Direct	2,900	\$774,100,000
	Indirect	1,260	\$224,400,000
	Induced	1,680	\$316,400,000
	<b>Total</b>	<b>5,840</b>	<b>\$1,315,000,000</b>

Note: All monetary values are presented in 2025 dollars. Figures may not sum due to rounding.

Data source: IMPLAN, 2024; ECONorthwest reports, 2024; UO and OSU, 2025; EADA, 2024; ECONorthwest analysis

## Transient Lodging Tax Contribution

Sports-related travel can generate demand for lodging, particularly when events draw visitors from outside the local area who stay overnight. To understand how sporting events translate into hotel stays, lodging revenue, and transient lodging tax (TLT) collections, this analysis estimates the number of room nights associated with sports tourism and applies conservative assumptions about how visitors travel and where they stay.

The analysis focuses only on non-local overnight visitors who stay in hotels, motels, or short-term vacation rentals. Visitors staying with friends or family, or in other accommodation types, are excluded because they do not directly contribute to lodging revenue or TLT. Room nights are estimated by converting overnight visitation into lodging demand using average travel party sizes reported by Travel Oregon.<sup>29</sup> Party size varies across the state, from about 2.1 people per group in Multnomah County to 2.7 people per group in Union County. The analysis assumes one hotel room per travel party per night, an approach that understates lodging demand for families or groups who require multiple rooms. The estimated 501,000 non-local overnight spectators that are predicted to stay in a hotel, motel, or STVR would translate into roughly 223,000 room nights (see Exhibit 10).

Lodging revenue is estimated by applying average nightly room rates to the estimated number of room nights. These rates are based on the city level hotel and motel offerings by

<sup>29</sup> Travel Oregon. *The Economic Impact of Travel*. Dean Runyan Associates. April 2025.

[https://industry.traveloregon.com/wp-content/uploads/2025/05/Oregon\\_2024\\_2025-05-01.pdf](https://industry.traveloregon.com/wp-content/uploads/2025/05/Oregon_2024_2025-05-01.pdf)



month.<sup>30</sup> Hotel location is based on the location of the event venue, university, or sports teams. Room revenue associated with the selected spectator sports is estimated \$37.2 million, with over 80 percent occurring in Lane and Multnomah county.

**Exhibit 10. Estimated Room Nights and Room Revenue by County, Oregon, 2024**

COUNTY	NON-LOCAL OVERNIGHT HOTEL, MOTEL, STVR VISITS	ESTIMATED ROOM NIGHTS	ESTIMATED ROOM REVENUE
Lane	209,235	90,972	\$17,994,000
Multnomah	185,957	88,551	\$11,724,000
Benton	53,535	21,414	\$3,659,000
Umatilla	25,029	10,012	\$1,531,000
Clatsop	11,208	4,670	\$1,176,000
Washington	8,659	4,123	\$636,000
Deschutes	3,966	1,653	\$325,000
Jackson	2,563	1,114	\$112,000
Union	1,599	639	\$74,000
<b>Total</b>	<b>501,751</b>	<b>223,148</b>	<b>\$37,231,000</b>

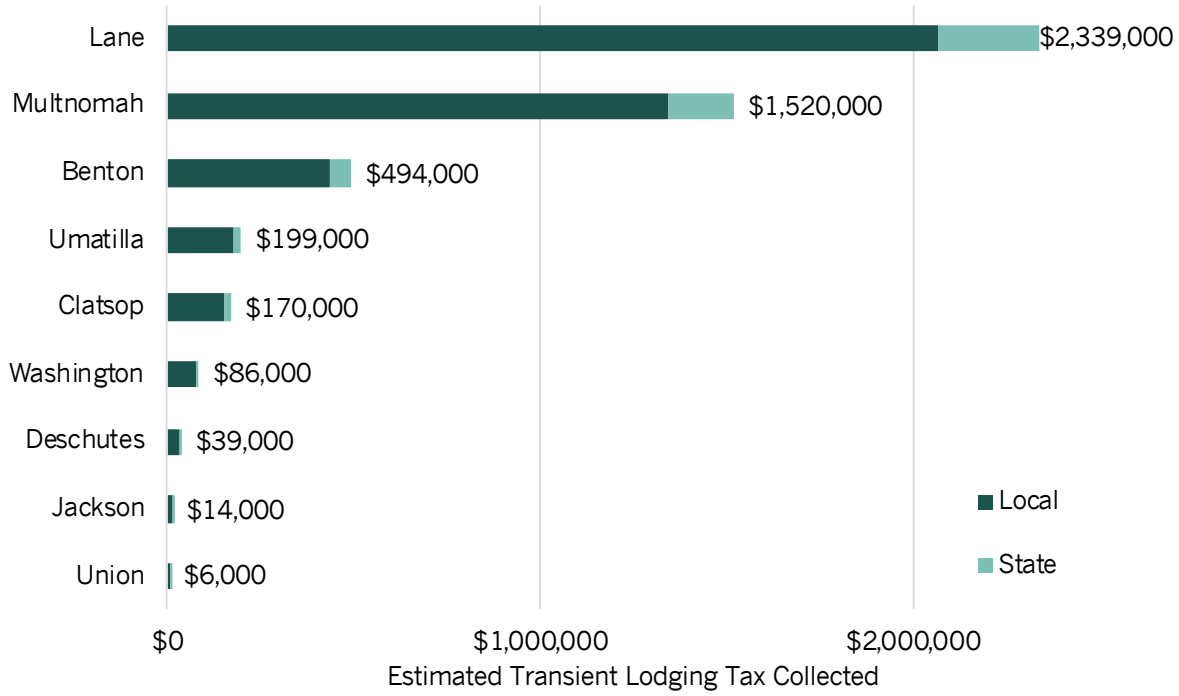
Note: All monetary values are presented in 2025 dollars. Figures may not sum due to rounding.  
 Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; Travel Oregon, 2022; CoStar, 2024;; ECONorthwest analysis

Estimated TLT collections are calculated by applying Oregon’s statewide lodging tax rate of 1.5 percent, along with applicable city and county rates that generally range from 3 percent to 13 percent, to the estimated room revenue. An estimated \$4.9 million would be collected between state and local sources, with roughly \$560,000 allocated to state collections and \$4.3 million to city and county collections (see Exhibit 11).

<sup>30</sup> CoStar Group STR Data Insights Portal. <https://www.str.com/>



**Exhibit 11. Estimated Transient Lodging Tax Collected by Entity and County, Oregon, 2024**



Data source: Travel Oregon, 2025; Various municipal and county governments, 2025; ECONorthwest analysis



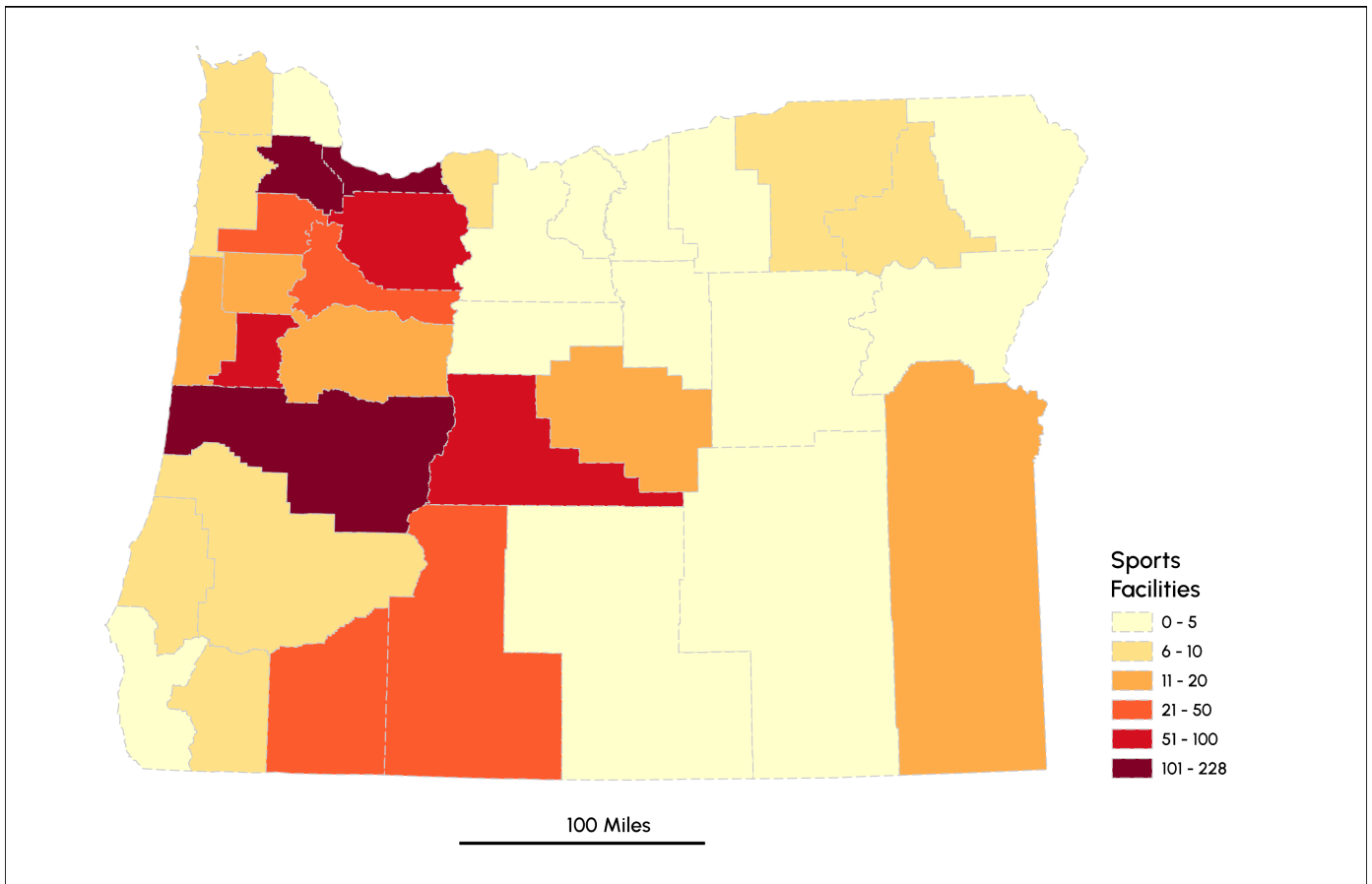
# 4. Appendix

## Oregon Sports Facility Scan

ECONorthwest estimates that Oregon has 1,012 sports facilities across sport types and public and private entities. Multnomah, Washington, and Lane counties are home to 52 percent of all facilities in Oregon. However, on a per capita basis, southern and central Oregon counties have a higher concentration of sports facilities.

Fitness centers, baseball/softball fields, and racquet sport courts account for roughly half of the facilities.

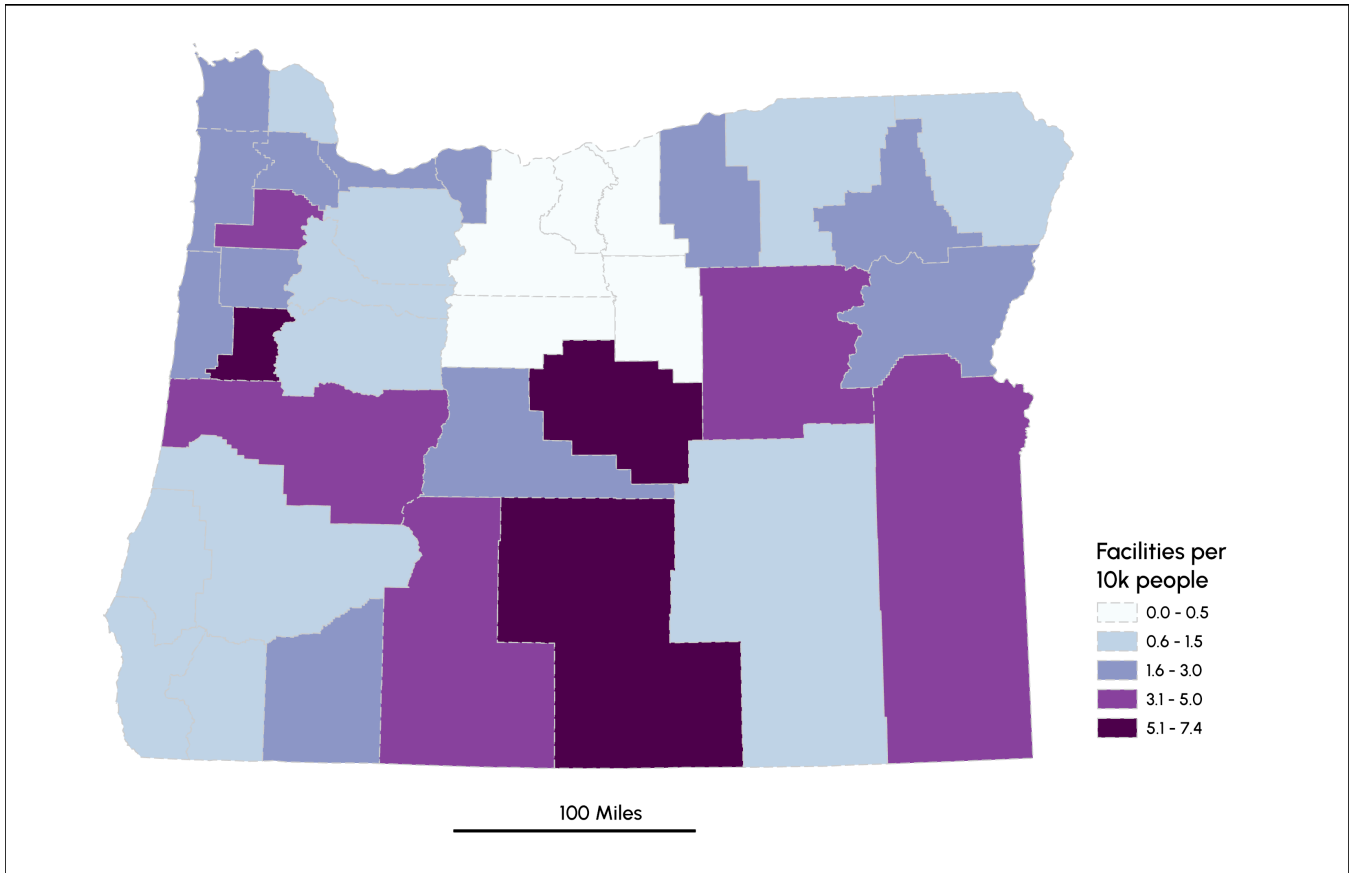
**Exhibit 12. Sports Facilities by County, Oregon, 2025**



Data source: OpenStreetMaps, 2025; ECONorthwest analysis



### Exhibit 13. Sports Facilities Per Capita by County, Oregon, 2024



Data source: OpenStreetMaps, 2025; U.S. Census Bureau, ACS, 2024 5-year estimates. ECONorthwest analysis

## Infrastructure Case Studies

### Rogue X

Investment in sports infrastructure is starting locally. The Rogue Credit Union Community Complex, or Rogue X, is a City of Medford-owned and operated community park, and is currently one of the largest municipal recreation centers in the U.S.<sup>31</sup> Construction roughly cost 76 million dollars and lasted around 3 years, with the center opening in 2024. The building is approximately 140,000 square feet, with 522 available parking spots. The total facility coverage is approximately 22 acres, and the total pool surface area is around 14,000 square feet.

In 2024, Rogue X's first year of operation, the center generated 6.7 million dollars, equivalent to 8.8 percent of the building's construction cost. Splitting up visitation by facility, the pool received 106,442 visitors, the drop-in sports venues received 18,271 visitors, and the rentable party space received 920 bookings in total. Notably, sports activities accounted for

<sup>31</sup> Medford Parks, Recreation, and Facilities, *CITY OF MEDFORD ROGUE X 2024 ANNUAL REPORT (2024)*, <https://www.travelmedford.org/2024-rogue-x-economic-impact-report.pdf>.



two-thirds of economic impact, making a particularly notable impact for basketball and cornhole enthusiasts in Oregon. Rogue X's aquatic center is making more of a profound local impact, functioning as a home to Medford's high school swim team meets and Rogue Rapids, a non-profit focused on creating low-cost opportunities for young people to swim competitively. Beyond sports activities, Rogue X also hosted the Barnstormer's Holiday Bazaar craft fair, a two-day fair with 170 vendors and over 4,400 attendees, which brought in roughly 209,000 dollars.

The average revenue Rogue X generated per month in 2024 was \$116,440, with notable increases during the opening month of the center (January), spring and summer (February to August), followed by dips in revenue and visitation during the fall and winter (September to December). Overall, Rogue X hosted 44 major events that resulted in actual spending of \$3,648,253. Visitors, defined as people living outside of the Rogue Valley, to Medford spent almost \$1.5 million. Total spending by all building patrons is roughly \$6,749,269. Rogue X's strong first-year performance demonstrates its role as a significant community asset and economic driver, generating sustained visitor spending, supporting local employment, and delivering measurable returns on public investment.

## Hayward Field

The Hayward Field is a track and field stadium located on the campus of the University of Oregon in Eugene, Oregon. Originally built in 1919, Hayward Field's presence and consistent use in major local, national, and international sporting events have helped propel Eugene, Oregon into its current nickname, TrackTown, USA. In 2018, the old Hayward Field was demolished, and in 2021, a new Hayward Field was constructed in its place, funded by a 200 million dollar donation from Nike co-founder Phil Knight.<sup>32</sup> The most notable difference between the old and new version of Hayward Field is the substantial increase in seating capacity, raising from 10,500 in the old stadium to 12,650 permanent seats.<sup>33</sup>

Hayward Field has served as a consistent economic driver for the Eugene region by hosting high-profile events that attract national and international participants. Although a single cumulative estimate of the venue's long-term economic impact is not available, individual events illustrate its significance. The 2024 Eugene Marathon weekend, for example, set participation records with more than 12,000 registrants from all 50 states and 28 countries across the marathon, half marathon, Eugene 5K, and Kid's Duck Dash. More than 10,000

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<sup>32</sup> Jeff Manning, "Jammed Hotels, Jacked-up Rates among the First Indicators of World Athletics Championships Economic Impact - Oregonlive.Com," accessed December 29, 2025, <https://www.oregonlive.com/oregon22/2022/05/jammed-hotels-jacked-up-rates-among-the-first-indicators-of-world-championships-economic-impact.html>.

<sup>33</sup> Bucket List Events, "New Hayward Field - Observations in Eugene, Oregon," Track and Field, *Travel Tours for Winter & Summer Games, Oktoberfest, World Cup & More*, July 17, 2021, <https://www.mybucketlistevents.com/new-hayward-field/>.



runners finished inside Hayward Field, marking a substantial increase from prior years. The event supported an estimated \$6.8 million in total economic output for the local economy.<sup>34</sup>

Nationally, the National Scholastic Athletics Foundation (NSAF) and its partners, Nike, USA Track & Field (USATF), TrackTown USA, and Runner Space, hosted the 2024 Nike Outdoor Nationals and USATF U20 Championships at Hayward Field from June 12 to 15, 2024. Nearly 5,000 athletes competed for National Championships and World Championship berths during the event. The top-placing athletes in the U20 Championships earned spots on Team USA, which competed in the World Athletics U20 Championships in Lima, Peru in August 2024. The estimated economic impact was \$2.4 million. Hayward Field also hosted the 2025 NCAA Division I Outdoor Track and Field Championships. In 2024, participants contributed to an estimated economic impact of nearly \$9 million. Hayward Field is scheduled to continue hosting these championships from 2025 through 2028.

No stranger to the international stage, Hayward Field has hosted the U.S. Olympic Team Trials eight times since 1972.<sup>35</sup> The trials themselves bring an estimated \$25 to 30 million to the region. Hayward Field's role as a powerful and recurring economic engine generates substantial visitor spending and reinforces the city's position as a global destination for track

States like California, Texas, Florida, Georgia, and Nevada are often highlighted as top locations for major sporting events because of their mega-venues (i.e. SoFi Stadium, AT&T Stadium, Hard Rock Stadium, Mercedes-Benz Stadium, Allegiant Stadium), strong hotel/airport capacity, and event-friendly tax policies).<sup>36</sup> However, previous literature indicates that the construction of large sports stadiums is not the most effective public investment. Academic research and fiscal analyses consistently find that publicly financed stadiums rarely generate net new regional economic growth; instead, spending is often redistributed within the metro area.<sup>37,38</sup> The most durable returns emerge when sports infrastructure is multi-use and capable of supporting year-round activity. For instance, U.S. venues like SoFi Stadium, Allegiant Stadium, and MSG Sphere act as year-round content and revenue engines (i.e. concerts), demonstrating the diversification of revenue available from a sports infrastructure investment. It's important to note the location placement of sports revenues should be completed thoughtfully, as sports stadiums can push residential property values up and subsequently push out long-term residents.

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<sup>34</sup> Vobora, Andy. "TrackTown Shined in 2024 and 2025 Looks to Be Another Blockbuster Year." *Eugene, Cascades & Coast*, December 10, 2024. <https://www.eugene-cascades-coast.org/press-releases/post/tracktown-shined-in-2024-and-2025-looks-to-be-another-blockbuster-year/>

<sup>35</sup> Hannarose McGuinness, "US Olympic Track and Field Trials Bring Big Money to Lane County, Experts Say". *The Register-Guard*. Accessed December 2025. <https://www.registerguard.com/story/business/2024/06/20/eugene-hayward-field-welcome-u-s-olympic-trials-30m-economic-boost/74144952007/>.

<sup>36</sup> BookYourBlock. "Best States for Sports Event Hosting." Accessed February 2026. <https://www.bookyourblock.com/news-articles/best-states-for-sports-event-hosting>.

<sup>37</sup> John L. Crompton, "Public Subsidies to Professional Team Sports Facilities in the United States." *Journal of Sport Management* 27, no. 5 (2013): 379–389. <https://journals.humankinetics.com/view/journals/jsm/27/5/article-p379.xml>

<sup>38</sup> Clark Merrefield, "The Economics of Sports Stadium Public Financing," *The Journalist's Resource*, April 10, 2024, <https://journalistsresource.org/economics/sports-stadium-public-financing/>



## Hillsboro Hops Ballpark

The Hillsboro Hops is constructing the Hillsboro Hops Ballpark in partnership with the City of Hillsboro to meet new Major League Baseball for full season play.<sup>39</sup> The total cost of the ballpark is roughly \$125 million dollars, with \$15 million from the Oregon State Legislature, \$82 million in private funds, \$18 million from the City of Hillsboro, \$8 million from Washington County, and \$2 million from Explore Tualatin Valley.<sup>40</sup> The total project cost is roughly \$150 million. Originally, the expected cost of construction was around \$120 million, however, costs increased to cover inflation and an adjusted project scope.

Construction on the new ballpark began construction in mid 2024, with completion expected ahead of the 2026 season. While the initial purpose of the stadium was to renovate an existing field to meet new Major League Baseball standards, project partners decided building a new facility is more cost-effective. The new ballpark will also serve as a year-round outdoor venue for concerts, festivals and community events, and sports games. Compared to the former stadium, the new stadium will have multiple kitchens and food service zones, improved field surface, and more shade.<sup>41</sup>

The Hops stadium will address a gap in Hillsboro for a mid-sized regional entertainment facility capable of supporting diverse events.<sup>42</sup> The stadium is expected to host 10-20 concerts per year as well as collegiate baseball games, high school events, and corporate showcases. The non-baseball events are particularly important in making the stadium financially feasible, as the baseball team will need to travel significantly out of state during the season. The old stadium's capacity was roughly 5,000 attendees, while the new stadium is projected to hold 6,000 people for baseball games and up to 7,000 people for large events such as concerts. Many attendees for baseball games are home fans, roughly 90 percent, however, this tends to shift based on the popularity of visiting players. The ticket revenue per games at the old stadium were not publicly disclosed.

## Destination Management Organization Survey

Between February and May 2025, ECONorthwest informed Oregon's 7 Regional Destination Management Organizations (DMO) as well as 10 key local DMOs of the purpose of the study and the use of data provided by them. In partnership with University of Portland, the survey was launched and distributed via Qualtrics in March 2025. Individual respondents for outreach as well as the local DMOs were identified by Sport OR.

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<sup>39</sup> City of Hillsboro, "Hillsboro Hops Ballpark Project | City of Hillsboro, OR". Accessed December 2025. <https://www.hillsboro-oregon.gov/our-city/hillsboro-major-projects/hillsboro-hops-ballpark-project>.

<sup>40</sup> Minor League Baseball, "New Hillsboro Hops City-Owned Ballpark Fully Funded Thanks to Final \$15 Million Approval from Oregon State Legislature." MiLB.Com. Accessed December 2025. <https://www.milb.com/news/new-hillsboro-hops-city-owned-ballpark-fully-funded-thanks-to-final-15-million-approval-from-oregon-state-legislature>.

<sup>41</sup> KL Wombacher, "Interview," September 12, 2025.

<sup>42</sup> Minor League Baseball, "New Hillsboro Hops City-Owned Ballpark Fully Funded."



Drawing from the Sports Events & Tourism Association (Sports ETA) approach to sports tourism data collection, the survey asked questions regarding event counts, visitation, room nights, and financial support mechanisms as core inputs to economic impact analysis.

Engagement serves as a central strategy to:

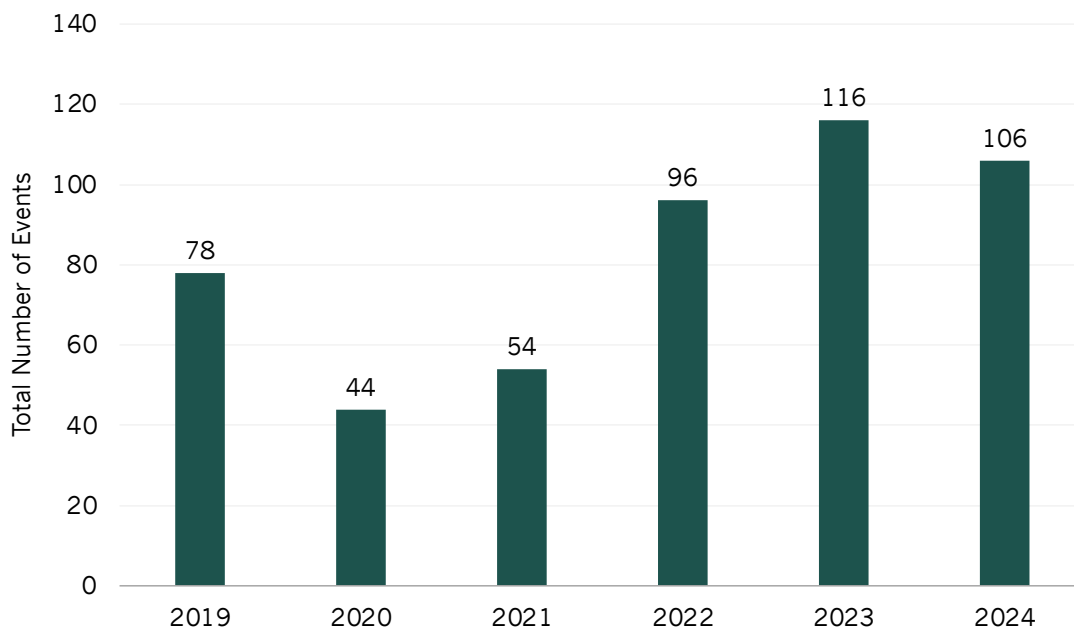
- ◆ **Inventory the scale and scope of sports events activity across Oregon**, including the number of events DMOs are involved with, support, or track over time, recognizing that **no centralized statewide database of sports events currently exists.**
- ◆ **Understand how DMOs engage with sports events**, including roles related to bidding, grants, staffing, coordination, and marketing, and how these activities vary by region.
- ◆ **Assess data availability and tracking capacity across destinations**, including what types of information DMOs collect (e.g., hotel room nights, teams participating, spectators, ticket sales) and the tools used to track those metrics.
- ◆ **Gather event-level detail where available**, as some DMOs were able to provide specific information on individual events, including number of teams, participants, spectators, hotel room nights, and funding support.

During two informational sessions held in February 2025, staff at RDMOs and DMOs highlighted that there is unevenness in tracking among organizations due to staff capacity.

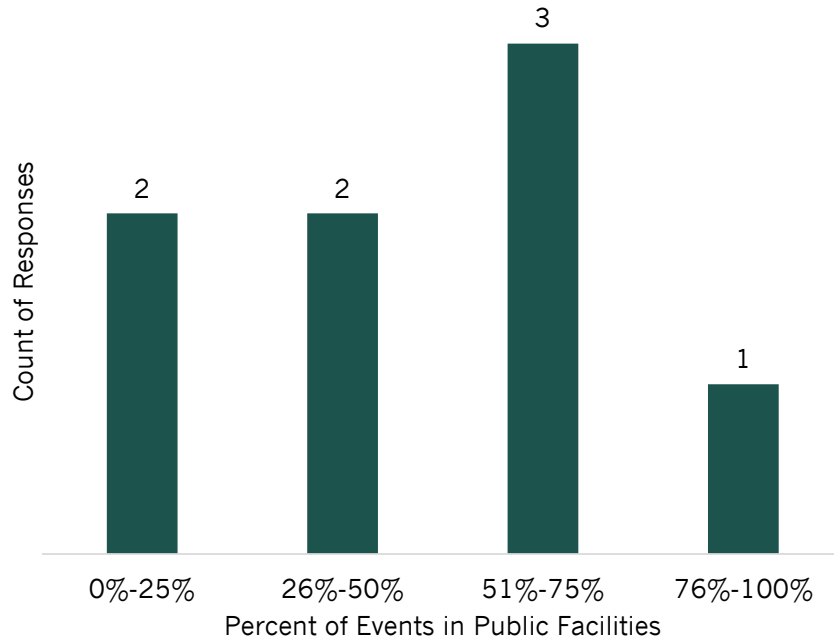
## Selected Results

Of the 17 RDMOs and DMOs that outreach was conducted to, 8 separate entities responded. Results for selected questions are described below.

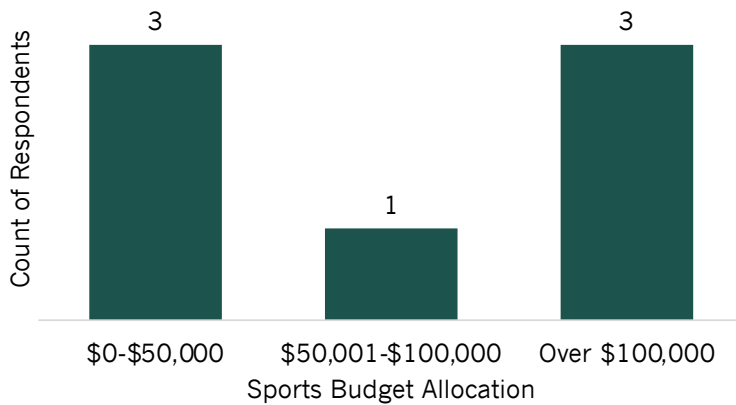
### How many sports events did your organization host, manage, or have involvement with, in the past 5 years? (N=5)



**In your region, what percentage of sports event are hosted in city, county, state or national Parks & Recreation owned facilities? (N=7)**



**What was your budget related to sports events in the most recent fiscal year? (N=7)**

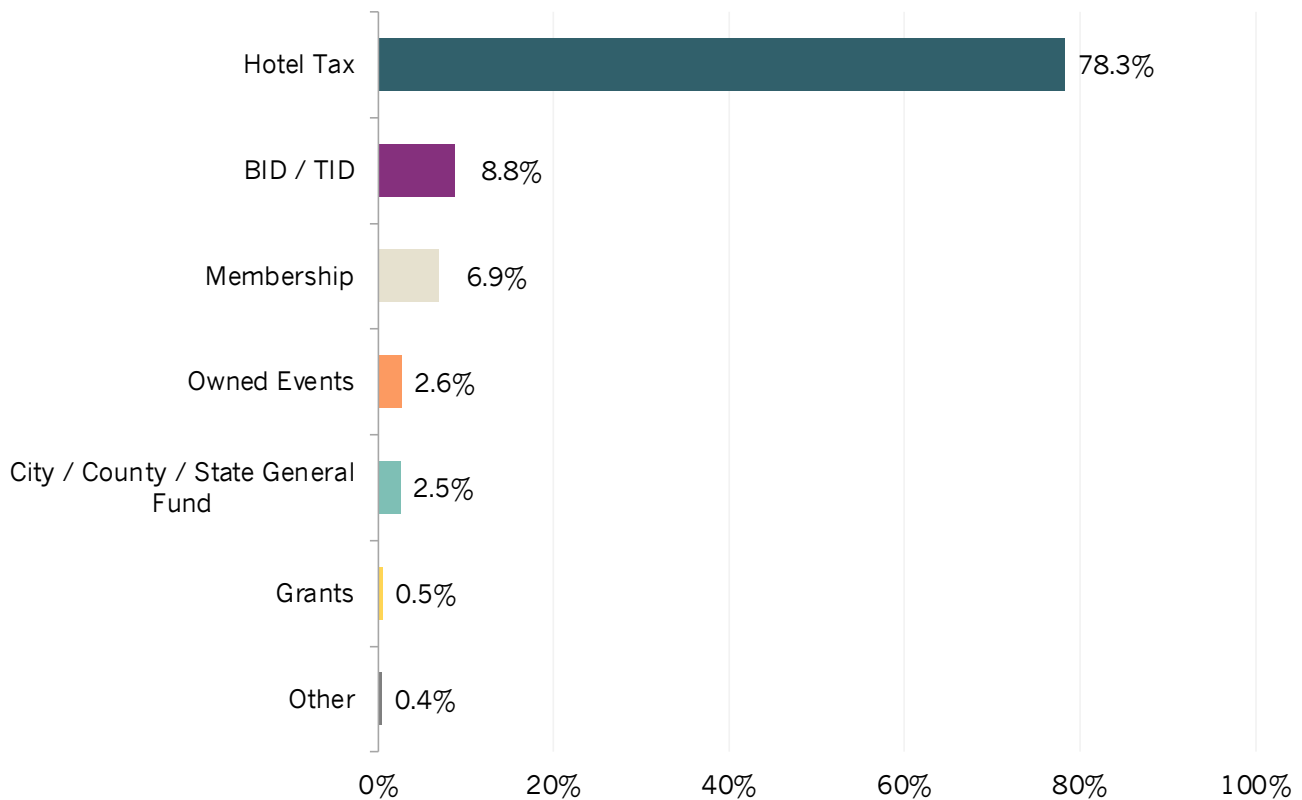


**What was your budget related to sports events in the most recent fiscal year? (N=7)**

- ◆ Average: 12%
- ◆ Median: 15%

**How is your organization funded? (N=7)**





**What was the total bid fee funding pool for sports events in your destination in the most recent fiscal year? (N=7)**

- ◆ Average: \$97,900
- ◆ Median: \$30,000

**Does your region have adequate sports facilities and infrastructure to meet the demand from sports events? (N=7)**

- ◆ Yes: 1
- ◆ No: 6

**Please describe how sports facilities and infrastructure could better meet the demand of sports events in your region.**

- “Right now, sports events and facilities are not a priority for our city and county. Their focus is mainly on housing and mental health issues. For this reason, the upkeep of many of our existing larger facilities has fallen behind and need to be better maintained and upgraded to keep up the demand for better amenities and growing competition in other destinations.”
- “We've outgrown capacity for current fields. We are unable to host large tournaments.”
- “More direct flights out of our local airport. Headquarter hotels at our sports venues. We could also use an indoor rec center.”



- “We don't have enough fields/grounds to host large-style tournaments and also don't have enough hotels in other areas of our county to host larger sporting events.”
- “The Pacific Northwest is heavily underserved in terms of sports tournament infrastructure, as opposed to our competition in the southeast and midwest. There is an intense excitement and curiosity about our city, region, and state, but we just don't have the facility infrastructure necessary to meet those needs. We are lacking in flexible flat space, courts, and ice.”
- “Our community lacks adequate traditional sports facilities, including gymnasiums, pools, softball/baseball diamonds, and rectangular fields. The most pressing need is a large indoor multi-use facility, particularly to address the significant gap during the shoulder season. Meeting winter demand is essential for our destination, and this space would offer substantial community benefits beyond its economic impact.”

**Does your region have adequate air lift and/or other transportation capacity to meet the demand from sports events? (N=4)**

- ◆ Yes: 4

**Comments:**

- “We can host regional events that are a driving distance to our destination, however, we will often lose out on national events that require families to fly in and rent a car for ease of access to different locations in our area.”
- “We have everything we need but the airlift. If people have to fly into Portland, why not just play in Portland?”

## Survey Questions

**Q1. What was your budget related to *sports events* in the most recent fiscal year (in \$)?**

**Q2. What percentage of your budget is allocated to *sports events* the most recent fiscal year (in \$)?**

**Q3. How many of the following staff member types do you employ that work on sports-related events? If no staff are designated to sports only, please provide the number of staff involved in sports-related work.**

- ◆ Full-time
- ◆ Part-time
- ◆ Seasonal
- ◆ Contractors (Non-staff members)
- ◆ Interns



## Funding

**Q4. How is your organization funded? (Please enter the percentage of each funding type totaling 100%)**

- ◆ Hotel Tax \_\_\_\_%
- ◆ City / County / State General Fund \_\_\_\_%
- ◆ BID / TID \_\_\_\_%
- ◆ Membership \_\_\_\_%
- ◆ Grants \_\_\_\_%
- ◆ Event Management Fees \_\_\_\_%
- ◆ Sponsorship \_\_\_\_%
- ◆ Owned Events \_\_\_\_%
- ◆ Private Funding \_\_\_\_%
- ◆ Operations/Rentals \_\_\_\_%
- ◆ Other \_\_\_\_%

**Q5. Does your organization pay bid fees for *sports events* (in \$)? (Y/N)**

**Q6. How does your organization obtain money to pay bid fees? (Please check all that apply)**

- ◆ Internal Budget
- ◆ City / County Funds
- ◆ State Funds
- ◆ Other (Please Specify) \_\_\_\_\_

**Q7. What was the total bid fee funding pool for *sports events* in your destination in the most recent fiscal year (in \$)?**

**Q8. How did your organization's most recent fiscal year total bid fee funding pool for *sports events* change from fiscal year 2023 (in %)?**

**(Please enter either the % increased, % decreased, or write "remained the same")**

- ◆ Increased by \_\_\_\_%
- ◆ Decreased by \_\_\_\_%
- ◆ Remained the same
- ◆ Unsure/not tracked

**Q9. What was the average bid fee paid for *sports events* in the most recent fiscal year (in \$)?**

**Q10. What factors are considered when evaluating *sports events* bid fee requests? (Please check all that apply)**



- ◆ Room nights
- ◆ Economic impact
- ◆ Earned media
- ◆ Exposure / brand awareness
- ◆ Revenue
- ◆ Social media
- ◆ Green / sustainability initiatives
- ◆ Community legacy
- ◆ Impact on resident quality of life
- ◆ Repeat business
- ◆ Other (Please Specify) \_\_\_\_\_

**Q11. Does your destination have a local event grant program for *sports events*? (Y/N)**

**Q12. How is the local event grant program funded for *sports events*? (Please check all that apply)**

- ◆ Internal Budget
- ◆ City / State Funds
- ◆ Other (Please Specify) \_\_\_\_\_

**Q13. What was the total local event grant funding pool for your destination in the most recent fiscal year (in \$)? \$\_\_\_\_\_**

**Q14. Referring back to Q13, of the total local event grant funding pool, how much was allocated to *sports events* in the most recent fiscal year (in \$)? \$\_\_\_\_\_**

**Q15. How did your organization's most recent fiscal year local grant funding pool for *sports events* change from the past year? (Please enter either the % increased, % decreased, or write "remained the same")**

- ◆ Increased by \_\_\_\_%
- ◆ Decreased by \_\_\_\_%
- ◆ Remained the same
- ◆ Unsure/not tracked

## General Events Information

**Q16. Who do you partner with for bids and event delivery (concessions, merchandise, marketing, etc.)? (Please check all that apply)**

- ◆ Sports Commission
- ◆ CVB / RDMOS/DMOS



- ◆ City
- ◆ County
- ◆ Parks and Recreation
- ◆ Independent Facilities
- ◆ High Schools
- ◆ Colleges/Universities
- ◆ Private sector businesses
- ◆ Local Port Authorities
- ◆ Local Hotel / Motel Association
- ◆ Local Sport-Related Groups
- ◆ Other local businesses
- ◆ No One
- ◆ Other (Please Specify) \_\_\_\_\_

**Q17. Does your organization host events that require “stay to play”? (Y/N)**

**Q18. Do you enforce your own stay-to-play policy within your organization? (Y/N)**

**Q19. Does your organization own or manage any of the following *sports events*? (Please check all that apply)**

- ◆ Tournaments
- ◆ Hall of Fame Banquets
- ◆ Youth Sports Award Banquets
- ◆ Citywide / Regional / Statewide Sports Award Banquets
- ◆ Youth Sports Clinics / Camps: Partnering with Local Pro / Collegiate Coaches or Players
- ◆ Youth Sports Clinics / Camps: Other
- ◆ Other (please specify)\_\_\_\_\_

**Q20. What percentage of *sports events* in your region are hosted in public parks and recreation facilities or land (City, County, State or Federally owned)? (Y/N)**

**Q21. Does your region have adequate *sports* facilities and infrastructure to meet the demand from sports events? (Y/N)**

**Q22. Does your region’s air lift and/or other transportation capacity impact the number of *sports events* hosted in your region? (Y/N)**



## Events Tracking

**Q23. How many *sports events* did your organization host, manage, or have involvement with, in the past 5 years? Please enter the total number of *sports events*, if available, for each calendar year.**

**Q24. How many total hotel room nights were associated *with sports events* in your region, in the past 5 years? If known, please provide the number of hotel room nights and TLT associated with *sports events*, as well as the geography in which hotel rooms were booked and the source of the information.**

**Q25. How much financial support was given by your organization to *sports events* in your region, in the past 5 years? (*Bid fees, grants, and other financial support*)**

**Q26. Please provide the following information on each sporting event that your organization has knowledge of, and the source of that information for all events in the most recent calendar year (2024). If unsure of certain metrics, please leave blank.**

- ◆ Event information (Name, Venue, Dates, Sport Type)
- ◆ Event host partners or sponsors
- ◆ Level of RDMO/DMO Involvement
- ◆ RDMO/DMO funding amount
- ◆ Teams participating
- ◆ Individual participating
- ◆ Hotel room nights
- ◆ Hotel room night revenue
- ◆ Transient lodging tax
- ◆ Number of spectators (local/non-local)
- ◆ Number of tickets sold and revenue



# Selected Spectator Events

Exhibit 14. Selected Spectator Sports and Events, Oregon, 2024

SPORTS TYPE	TEAM OR EVENT	TRAVEL OREGON REGION
<b>Professional and Semi-Pro</b>	Eugene Emeralds	Willamette
	Hillsboro Hops	Portland
	Portland Winterhawks	Portland
	Springfield Drifters	Willamette
	Thorns	Portland
	Timbers	Portland
	Trail Blazers	Portland
	Rip City Remix	Portland
<b>Collegiate</b>	Bend Elks	Southern
	Corvallis Knights	Willamette
	Portland Pickles	Portland
	Portland State University: M/W Basketball, W Soccer	Portland
	Oregon State University: Football, Baseball, Softball, M/W Basketball, M/W Soccer, Track & Field, Wrestling, Gymnastics	Willamette
	University of Oregon: Football, Baseball, Softball, M/W Basketball, W Soccer, Track & Field, Lacrosse, Acrobatics, Volleyball	Willamette
	University of Portland: Baseball, M/W Basketball, M/W Soccer, Volleyball, Track & Field.	Portland
<b>Annual or One-Off Spectator Events</b>	American Cornhole Organization Oregon Major	Southern
	Cascade Collegiate Conference Soccer Championships	Southern
	Eastern Oregon Livestock Show	Eastern
	Elgin Stampede	Eastern
	Formula E	Portland
	The Standard Portland Classic	Portland
	Major League Table Tennis Portland	Portland
	Medford Rogues Know Your Role	Southern
	NASCAR Pacific Office Automation	Portland



<b>Annual or One-Off Spectator Events</b>	Olympic Trials 2024	Willamette
	Pendleton Roundup	Eastern
	Portland Disc Golf Championship	Portland
	Portland Grand Prix	Portland
	Rockstar Energy Open	Portland
	Seaside Beach Volleyball	Coast
	The Prefontaine Classic	Willamette
	USA Rugby Exhibition	Portland
	8 Seconds Rodeo	Portland

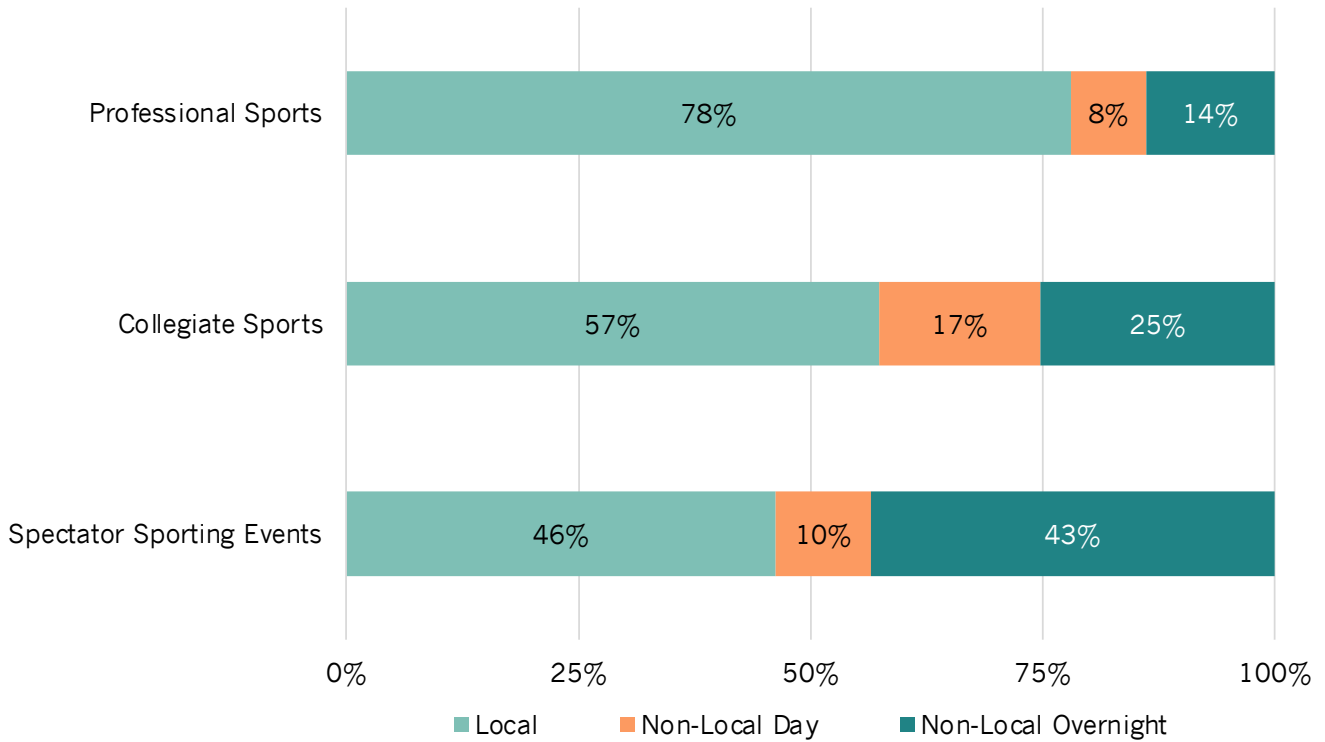
Source: Oregon DMO survey of events; Sport OR and ECOnorthwest selection process. Note: W= "Women"; M= "Men"

## Visitation Estimates

Visitation estimates for spectator sports are segmented into local, non-local day, and non-local overnight categories to distinguish between spending that reallocates within the regional economy and spending that introduces new external demand. Local visitors are defined as residents living within a 50-mile driving radius of the event location, while non-local day visitors travel between 50 and 100 miles and return home the same day. Non-local overnight visitors travel more than 100 miles and are assumed to require overnight accommodations. This distance-based classification is applied consistently across professional sports, collegiate sports, and annual or one-off spectator events and is calculated based on the location of each event or game (see Exhibit 15).



**Exhibit 15. Percentage of Spectator Sports Visitation by Distance and Event Type, Oregon, 2024**



Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; ECONorthwest analysis

Because visitor spending varies significantly by lodging choice, non-local overnight visitation is further disaggregated by accommodation type. Overnight visitors staying in hotels, motels, or short-term vacation rentals typically spend more per day than visitors staying in private homes or other accommodations such as RVs or campgrounds. Accurately estimating economic impacts therefore requires distinguishing among accommodation types rather than applying a single average spending assumption to all overnight visitors.

Exhibit 16 presents the accommodation-type assumptions applied in this analysis, provided by Travel Oregon’s Destination Analyst Visitor Profiles by region and then rescaled to fit into three categories: hotel, motel, short-term vacation rental (STVR), private home, and other accommodations such as camping.<sup>43</sup> These assumptions reflect observed regional variation in lodging behavior and are applied to non-local overnight visitation estimates by Travel Oregon region. The resulting distribution of hotel, private home, and other overnight stays is then used to assign per-person, per-day spending levels in the economic contribution analysis. These estimates reflect all tourism across Oregon’s region and do not reflect sports-specific tourism which may have a higher estimate of hotel, motel, STVR.

<sup>43</sup> Travel Oregon, *2022 Oregon Visitor Profile*, Destination Analyst, June 2023, <https://industry.traveloregon.com/research/2022-oregon-visitor-profile/>.



### Exhibit 16. Accommodation Type Assumptions for Non-local Overnight Visits, 2022

ACCOMMODATION GROUP	HOTEL, MOTEL, STVR	PRIVATE HOME	OTHER
<i>Oregon (Statewide)</i>	58%	29%	13%
Portland Region	59%	31%	10%
Oregon Coast	57%	30%	14%
Willamette Valley	58%	30%	12%
Central Oregon	57%	26%	17%
Southern Oregon	62%	20%	17%
Mt. Hood / Columbia River Gorge	58%	28%	14%
Eastern Oregon	60%	20%	20%

Source: Travel Oregon, Destination Analyst Oregon Visitor Profile, 2022; ECONorthwest analysis

Exhibit 17 shows the visitation classifications estimated from Placer.ai by county for professional, collegiate, and spectator sporting events and then a further disaggregation of non-local overnight visitation by accommodation type. Regional accommodation type data presented in Exhibit 16 is applied to each relevant county. This approach ensures that spending estimates reflect both where sports-related visitation occurs and how visitors are likely to stay, providing a basis for estimating visitor spending and downstream economic contributions

### Exhibit 17. Non-local Overnight Visitation by County and Accommodation Type, Oregon, 2024

COUNTY	REGION	LOCAL	DAY TRIP	NON-LOCAL OVERNIGHT HOTEL	NON-LOCAL OVERNIGHT PRIVATE HOME	NON-LOCAL OVERNIGHT OTHER	TOTAL
<b>Multnomah</b>	Portland	1,407,808	154,555	182,558	96,513	29,363	<b>1,870,797</b>
<b>Lane</b>	Willamette	620,836	152,676	212,635	109,127	44,065	<b>1,139,338</b>
<b>Benton</b>	Willamette	331,696	145,921	53,535	27,475	11,094	<b>569,721</b>
<b>Washington</b>	Portland	135,898	2,982	8,659	4,578	1,393	<b>153,510</b>
<b>Umatilla</b>	Eastern	36,867	6,928	25,029	8,229	8,492	<b>85,545</b>
<b>Clatsop</b>	Coast	2,946	18,972	11,208	5,847	2,695	<b>41,668</b>
<b>Deschutes</b>	Central	26,764	876	3,966	1,281	1,109	<b>33,996</b>
<b>Union</b>	Eastern	24,003	2,118	1,599	526	542	<b>28,788</b>
<b>Jackson</b>	Southern	9,616	323	2,563	828	717	<b>14,047</b>
<b>Total</b>		<b>2,596,434</b>	<b>485,351</b>	<b>501,752</b>	<b>254,404</b>	<b>99,470</b>	<b>3,937,411</b>
<b>Percent</b>		<b>66%</b>	<b>12%</b>	<b>13%</b>	<b>6%</b>	<b>3%</b>	<b>100%</b>

Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; Travel Oregon, 2022; ECONorthwest analysis

## Placer.ai Software Limitations

To estimate visitation patterns at spectator sports events, ECONorthwest uses information extrapolated by the analytics company Placer.ai. Placer relies on location data from location-based services on devices such as cellphones (for users who have enabled location sharing).



This data is then anonymized and aggregated using proprietary algorithms to provide insights on visitation patterns. We used Placer.ai's proprietary private services in the absence of consistent and reliable publicly available user data.

- ◆ Location-based devices rely on consistent GPS, wireless broadband (cell) or other telecommunication coverage. This can be limited in remote areas and may result in an undercount of sampled devices.
- ◆ Placer.ai's extrapolation of total visit may overestimate visitation. Placer estimates total visitation by applying proprietary algorithms that convert sample count to total estimates by controlling for elements such as the sample size relative to the population and the ratio of persons per device. The unique visitation opportunities in this area may not be captured accurately by Placer's algorithms.
- ◆ Visits to the area should not be interpreted as recreation use of the trails themselves. Any devices in the sample panel that spend time in the area will be coded as a visitor irrespective of the reason for the visit. We only capture panel visitors that spend more than 10 minutes in the study area to avoid capturing any passersby as visitors.
- ◆ Some changes in visitation trends may be due to changing data extrapolation algorithms. Placer applies its proprietary algorithms to the location data to generate visitation trends. These algorithms are subject to change and it is possible that some perceived trends are a result of this statistical process rather than actual, on-the-ground visitation.

## Visitor Spending Profiles

Visitor spending profiles used in this analysis are based on Travel Oregon's Destination Analyst survey data, which report per-person, per-day visitor spending in 2021 dollar terms.<sup>44</sup> To ensure consistency with visitation data and economic modeling conducted for calendar year 2024 and to present results in current terms, all spending estimates were inflated to 2025 dollars using the U.S. Bureau of Labor Statistics Consumer Price Index for All Urban Consumers (CPI-U). Specifically, the annual CPI-U index increased from 292.6 in 2022 to 321.9 in 2025, corresponding to an inflation adjustment factor of 1.10. This scalar was applied uniformly across all Travel Oregon spending categories to convert reported spending levels to constant 2025 dollars.

Adjusted per-person, per-day spending estimates vary by Travel Oregon region and visitor accommodation type, reflecting differences in lodging costs, food and beverage prices, transportation patterns, and visitor behavior across the state. As shown in Exhibit 18, overnight visitors staying in hotels, motels, or short-term vacation rentals have the highest daily spending, followed by visitors using other accommodations such as campgrounds or

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<sup>44</sup> Travel Oregon, *2021-2022 Oregon Visitor Profile*, Destination Analyst, June 2023, <https://industry.traveloregon.com/research/2022-oregon-visitor-profile/>.



RVs, and those staying in private homes. Day-trip visitors exhibit lower per-day spending due to the absence of lodging expenditures.

These region- and accommodation-specific spending profiles were applied to estimated visitation counts by visitor type to calculate total direct visitor spending for professional and collegiate sports and for annual or one-off spectator sporting events (see Exhibit 19).

**Exhibit 18. Per-Person Per-Day Spending Estimates, Oregon (in 2025 dollars)**

REGION	DAY TRIP	OVERNIGHT HOTEL, MOTEL, STVR	OVERNIGHT OTHER ACCOMMODATION	OVERNIGHT PRIVATE HOME
Eastern	\$198	\$297	\$254	\$210
Central	\$187	\$285	\$238	\$196
Portland	\$187	\$301	\$251	\$194
Mt. Hood	\$185	\$286	\$238	\$189
Southern	\$184	\$283	\$238	\$195
Willamette	\$178	\$279	\$231	\$182
Coast	\$176	\$274	\$225	\$178
<b>Oregon (Statewide)</b>	<b>\$179</b>	<b>\$285</b>	<b>\$236</b>	<b>\$186</b>

Data source: Travel Oregon, 2022; U.S. Bureau of Labor Statistics, CPI-U, 2025

**Exhibit 19. Total Non-local Visitor Spending by Event and Visitor Type, Oregon (in 2025 dollars)**

VISITOR TYPE	PROFESSIONAL AND COLLEGIATE	SPECTATOR SPORTS EVENTS	TOTAL
Day trip	\$80,398,038	\$7,627,835	\$88,025,873
Non-local Overnight Hotel, Motel, STVR	\$115,130,704	\$29,703,970	\$144,834,674
Non-local Overnight Private Home	\$38,581,028	\$9,078,582	\$47,659,610
Non-local Overnight Other Accommodation	\$17,829,448	\$5,939,316	\$23,768,764
<b>Total</b>	<b>\$251,939,217</b>	<b>\$52,349,704</b>	<b>\$304,288,921</b>

Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; Travel Oregon, 2022; U.S. Bureau of Labor Statistics, CPI-U, 2025; ECONorthwest analysis

Total visitor spending was further disaggregated by commodity category to support economic contribution modeling. Exhibit 20 and Exhibit 21 present the resulting allocation of visitor spending by county and commodity for professional and collegiate sports and for spectator sporting events, respectively. These commodity-level spending estimates are linked to IMPLAN sectors and form the direct input to the IMPLAN model to ensure that downstream economic effects are assigned to the appropriate industries.



**Exhibit 20. Professional and Collegiate Total Non-Local Visitor Spending by Commodity and County, Oregon (in millions of 2025 dollars)**

COMMODITY	BENTON	DESCHUTES	LANE	MULTNOMAH	WASHINGTON	TOTAL
Lodging	\$4.15	\$0.29	\$13.06	\$13.10	\$0.69	<b>\$31.29</b>
Restaurants / Dining	\$16.23	\$0.42	\$29.66	\$32.77	\$1.36	<b>\$80.44</b>
Retail	\$8.12	\$0.24	\$14.83	\$14.98	\$0.62	<b>\$38.78</b>
Recreation / Entertainment	\$7.59	\$0.25	\$13.87	\$14.04	\$0.58	<b>\$36.34</b>
Rental car	\$1.64	\$0.11	\$5.14	\$6.07	\$0.32	<b>\$13.28</b>
Gasoline	\$5.76	\$0.24	\$10.52	\$8.89	\$0.37	<b>\$25.79</b>
Grocery Stores	\$4.71	\$0.18	\$8.61	\$8.89	\$0.37	<b>\$22.77</b>
Ground Transportation	\$0.30	\$0.07	\$0.96	\$1.83	\$0.10	<b>\$3.25</b>
<b>Total</b>	<b>\$48.51</b>	<b>\$1.80</b>	<b>\$96.65</b>	<b>\$100.58</b>	<b>\$4.40</b>	<b>\$251.94</b>

Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; Travel Oregon, 2022; U.S. Bureau of Labor Statistics, CPI-U, 2025; ECONorthwest analysis

**Exhibit 21. Spectator Sporting Events Total Non-Local Visitor Spending by Commodity and County, Oregon (in millions of 2025 dollars)**

COMMODITY	CLATSOP	JACKSON	LANE	MULTNOMAH	UMATILLA	UNION	TOTAL
Lodging	\$0.88	\$0.18	\$3.44	\$1.49	\$1.81	\$0.12	<b>\$7.91</b>
Restaurants / Dining	\$2.51	\$0.26	\$5.70	\$2.89	\$2.68	\$0.26	<b>\$14.30</b>
Retail	\$1.24	\$0.15	\$2.85	\$1.32	\$1.71	\$0.17	<b>\$7.44</b>
Recreation / Entertainment	\$1.19	\$0.15	\$2.67	\$1.24	\$1.87	\$0.18	<b>\$7.31</b>
Rental car	\$0.32	\$0.07	\$1.35	\$0.69	\$0.74	\$0.05	<b>\$3.22</b>
Gasoline	\$1.02	\$0.15	\$2.02	\$0.78	\$1.82	\$0.18	<b>\$5.98</b>
Grocery Stores	\$0.85	\$0.11	\$1.66	\$0.78	\$1.55	\$0.15	<b>\$5.11</b>
Ground Transportation	\$0.04	\$0.05	\$0.25	\$0.21	\$0.51	\$0.03	<b>\$1.09</b>
<b>Total</b>	<b>\$8.06</b>	<b>\$1.12</b>	<b>\$19.95</b>	<b>\$9.39</b>	<b>\$12.69</b>	<b>\$1.14</b>	<b>\$52.35</b>

Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; Travel Oregon, 2022; U.S. Bureau of Labor Statistics, CPI-U, 2025; ECONorthwest analysis



# Economic Contribution Modeling

## Modeling Framework

IMPLAN is a regional input-output (I/O) model widely used to assess the economic contributions of events and many other types of projects. The IMPLAN model divides the economy into 528 sectors and models the linkages among them, including government and household spending. Using national industry and county-level economic data from the US Bureau of Economic Analysis, the US Census, and other government sources, IMPLAN models how spending in one sector of the economy is spent and re-spent in other sectors. The linkages are modeled through I/O tables that account for all dollar flows between different sectors of the economy.

The economic relationships modeled by IMPLAN allowed ECO to estimate the overall change in the economy that would result from operational spending and the estimated visitor spending (see Exhibit 22). ECO analyzed the dollars spent on operations and by visitors to determine the total economic contributions of the event within the Portland MSA. Direct visitor spending and sports operational spending can be traced through the economy to estimate the contribution to employment, labor income, and value added across sectors in the local economy. The summation of these impacts is referred to as the economic output.

### **Exhibit 22. Overview of Economic Impact Analysis Framework**

Source: ECOnorthwest, 2024

## **CONTRIBUTION TYPE**

Economic multipliers derived from the model were used to estimate total economic contributions. Total economic contributions consist of three components: direct, indirect, and induced impacts.



- ◆ **Direct effects** consist of expenditures made specifically for operations and the spending from visitors. These direct impacts generate economic activity elsewhere in the local economy through the multiplier effect, as initial changes in demand “ripple” through the local economy, supporting indirect and induced contributions.
- ◆ **Indirect effects** result from the direct expenditures on goods and services from suppliers within the local economy. Indirect effects are often referred to as “supply-chain” impacts because they involve interactions among businesses across different sectors.
- ◆ **Induced effects** result from the spending of households associated either directly or indirectly with the operations expenditures or visitor spending. Workers employed by Powell’s, for example, will use their income to purchase groceries and other household goods and services. Workers at businesses that use these supplies will do the same. Induced effects are also referred to as “consumption-driven” contributions.

## CONTRIBUTION MEASURES

Economic contributions are assessed using the following measures that the 2023 IMPLAN model reports:

- ◆ **Jobs** are measured as the average number of employees engaged in full- or part-time work and can be considered a headcount.
- ◆ **Labor income** is expressed as the sum of employee compensation and proprietary income.
  - Employee compensation (wages) includes workers’ wages and salaries, as well as other benefits such as health, disability, and life insurance; retirement payments; and non-cash compensation, expressed as the total cost to the employer, including payroll taxes.
  - Proprietary income (business income) represents the payments received by business owners or self-employed workers.
- ◆ **Value added** represents the value of all final goods and services produced (i.e., the sum of intermediate stages of production). Value added is a subset of Output and accounts for the increase in value that the producer adds to inputs through the production process. Value added can be conceptualized as the impact on Gross Regional Product (GRP) for the local economy.
- ◆ **Output** is the total value of spectator sports operations and includes all components of the production function: labor income, taxes, profit, and intermediate inputs. Value added is therefore a subset of economic output.

## LIMITATIONS OF INPUT-OUTPUT MODELS

I/O models are static models used to measure an economy's inputs and outputs based on data that represents the relationships within an economy at a specific point in time. This analysis uses data from the 2024 model year, which is the most recent year for which data is



available. The model then estimates how specific changes in inputs to an economy result in changes throughout the economy. This approach, known as a “partial equilibrium analysis,” works well when the modeled changes do not radically reshape the relationships within an economy or affect the fundamental characteristics of labor markets, prices, or property values.

# Economic Contributions of Sports Tourist Spending

## Input Assumptions

The visitor spending by commodity presented in Exhibit 20 and Exhibit 21 are associated with IMPLAN sectors that allow for accurate modeling of economic contributions. ECONorthwest links these commodities to IMPLAN sectors, as presented in Exhibit 23.

**Exhibit 23. Visitor Spending Commodity Linked to IMPLAN Sectors**

VISITOR SPENDING COMMODITY	ASSOCIATED IMPLAN COMMODITY CODE
<b>Lodging</b>	3489 (Hotels)
	3490 (Other accommodations)
<b>Restaurants / Dining</b>	3491 (Full-service restaurants)
	3492 (Limited service restaurants)
	3493 (All other food and drinking places)
<b>Grocery Stores</b>	3389 (Retail - Food and beverage stores)
<b>Retail</b>	3392 (Retail - Clothing and clothing accessories stores)
	3393 (Retail - Sporting goods, hobby, musical instrument and book stores)
	3394 (Retail - General merchandise stores)
	3395 (Retail - Miscellaneous store retailers)
<b>Recreation / Entertainment</b>	3478 (Performing arts companies)
	3479 (Commercial Sports Except Racing)
	3480 (Racing and Track Operation)
	3481 (Independent artists, writers, and performers)
	3482 (Promoters of performing arts and sports and agents for public figures)
	3483 (Museums, historical sites, zoos, and parks)
	3484 (Amusement parks and arcades)
	3485 (Gambling industries (except casino hotels))
3486 (Other amusement and recreation industries)	
3487 (Fitness and recreational sports centers)	
3488 (Bowling centers)	
<b>Rental Car</b>	3432 (Automotive equipment rental and leasing)
<b>Gasoline</b>	3391 (Retail - Gasoline stores)
<b>Ground transportation</b>	3400 (Transit and ground passenger transportation)

Data source: IMPLAN, 2024; ECONorthwest analysis



## Supplemental Results

Exhibit 24 and Exhibit 25 present results disaggregated by event types. Non-local visitation for professional and collegiate sports is higher than the selected spectator events and therefore accounts for most of the economic contribution. Additionally, the direct economic output does not match up with the estimated visitor spending, which totals \$304.3 million, because not all of those dollars stay within Oregon. Leakages to other states or outside of the country are primarily due to the supply chains within retail and wholesale industries. Of the \$304.3 million in visitor spending estimated, only \$222.5 million stays within the state economy.

### Exhibit 24. Economic Contributions of Professional and Collegiate Non-Local Visitor Spending, Oregon, 2024

CONTRIBUTIONS TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct	1,600	\$66,500,000	\$102,200,000	\$184,500,000
Indirect	370	\$28,300,000	\$43,900,000	\$81,100,000
Induced	390	\$25,400,000	\$45,700,000	\$73,500,000
<b>Total</b>	<b>2,360</b>	<b>\$120,100,000</b>	<b>\$191,900,000</b>	<b>\$339,100,000</b>

Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis

### Exhibit 25. Economic Contributions of Spectator Sporting Events Non-Local Visitor Spending, Oregon, 2024

CONTRIBUTIONS TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct	320	\$13,600,000	\$21,100,000	\$38,000,000
Indirect	80	\$5,800,000	\$9,000,000	\$16,700,000
Induced	80	\$5,200,000	\$9,400,000	\$15,100,000
<b>Total</b>	<b>480</b>	<b>\$24,700,000</b>	<b>\$39,500,000</b>	<b>\$69,800,000</b>

Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis

Exhibit 26 through Exhibit 29 shows the economic contributions associated with professional, collegiate, and spectator events disaggregated by non-local visitor and accommodation types. Hotel overnight visits account for the largest percentage of visitor counts as well as having the largest per-person per-day spending values, which translate into the largest economic contributions.

### Exhibit 26. Economic Contributions of Non-Local Day Trip Visitor Spending, Oregon, 2024

CONTRIBUTIONS TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct	570	\$22,100,000	\$32,400,000	\$58,700,000
Indirect	120	\$8,900,000	\$14,100,000	\$26,100,000
Induced	130	\$8,300,000	\$15,100,000	\$24,100,000
<b>Total</b>	<b>810</b>	<b>\$39,400,000</b>	<b>\$61,400,000</b>	<b>\$108,900,000</b>

Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis



**Exhibit 27. Economic Contributions of Non-local Hotel, Motel, and STVR Visitor Spending, Oregon, 2024**

CONTRIBUTIONS TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct	900	\$39,400,000	\$64,000,000	\$114,200,000
Indirect	230	\$17,400,000	\$26,800,000	\$49,300,000
Induced	240	\$15,200,000	\$27,400,000	\$44,100,000
<b>Total</b>	<b>1,370</b>	<b>\$72,000,000</b>	<b>\$118,200,000</b>	<b>\$207,600,000</b>

Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis

**Exhibit 28. Economic Contributions of Non-local Private Home Visitor Spending, Oregon, 2024**

CONTRIBUTIONS TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct	260	\$10,000,000	\$14,400,000	\$26,200,000
Indirect	110	\$6,300,000	\$9,600,000	\$17,700,000
Induced	70	\$4,700,000	\$8,200,000	\$13,600,000
<b>Total</b>	<b>380</b>	<b>\$18,700,000</b>	<b>\$29,100,000</b>	<b>\$51,300,000</b>

Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis

**Exhibit 29. Economic Contributions of Non-local Other Accommodation Visitor Spending, Oregon, 2024**

CONTRIBUTIONS TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct	150	\$6,200,000	\$9,200,000	\$17,300,000
Indirect	40	\$2,800,000	\$4,400,000	\$8,000,000
Induced	40	\$2,400,000	\$4,400,000	\$7,000,000
<b>Total</b>	<b>220</b>	<b>\$11,500,000</b>	<b>\$18,000,000</b>	<b>\$32,400,000</b>

Source: IMPLAN, 2024; Placer.ai, 2024; Travel Oregon, 2022; ECONorthwest analysis

## Economic Contributions of Sports Teams and Athletics Department Operations

To estimate the economic contributions associated with sports operations in Oregon, ECONorthwest and Sport OR jointly determined that a compilation-based approach leveraging existing, relevant, and accessible data sources would provide the most defensible and efficient basis for analysis. Rather than attempting to reconstruct detailed operating budgets for every team and institution, the analysis draws on a combination of previously published economic impact studies for professional sports teams and publicly available financial and employment data for university athletics departments, supplemented by IMPLAN modeling where necessary.

This approach reflects both data availability constraints and the objective of capturing the ongoing operational footprint of sports organizations that underpin Oregon’s sports tourism ecosystem. These operations represent the permanent staffing, purchasing, and



organizational activity required to host events and attract spectators and participants from outside the region.

Some professional sports team and university athletics data reflect fiscal year 2023 rather than fiscal year 2024, due to reporting cycles and data availability. EConorthwest did not independently estimate the economic contributions associated with the University of Oregon and Oregon State University athletics departments. Instead, the analysis relies on externally prepared studies that may employ methodological assumptions or modeling approaches that may differ from those used elsewhere in this report. While these studies provide credible and detailed estimates, differences in scope or modeling choices may affect comparability across institutions.

This analysis does not capture the operational impacts associated with one-off event production, temporary staffing, or the ongoing operations of certain large venues that host sporting events but are not directly operated by teams or athletics departments. As a result, the estimates presented in Exhibit 30 and Exhibit 31 should be interpreted as rough measures of the economic contributions associated with sports operations in Oregon.

**Exhibit 30. Economic Contributions of Professional Sports Teams Operations, Oregon, 2024**

CONTRIBUTION TYPE	JOB	LABOR INCOME	VALUE ADDED	ECONOMIC OUTPUT
Direct	1,770	\$275,830,000	\$344,930,000	\$387,300,000
Indirect	660	\$32,670,000	\$53,860,000	\$93,150,000
Induced	975	\$67,640,000	\$121,570,000	\$187,490,000
<b>Total</b>	<b>3,400</b>	<b>\$376,140,000</b>	<b>\$520,370,000</b>	<b>\$667,940,000</b>

Source: IMPLAN, 2024; EConorthwest reports, 2024 and 2025; EConorthwest analysis



**Exhibit 31. Economic Contributions University Athletics Department Operations, Oregon, 2024**  
**(in millions of 2025 dollars)**

UNIVERSITY	DIRECT JOBS	TOTAL JOBS	DIRECT ECONOMIC OUTPUT	TOTAL ECONOMIC OUTPUT	SOURCE
University of Oregon	282	832	\$154.2M	\$262.2M	UO Economic Impact Report, Parker Strategy Group, 2025 <sup>1</sup>
Oregon State University	755	1,367	\$204.4M	\$325.4M	OSU Economic Impact Report, Parker Strategy Group, 2025 <sup>2</sup>
Portland State University	50	127	\$13.8M	\$30.6M	EADA, Employment and Expenses for FY2023, IMPLAN model run by ECONorthwest <sup>3</sup>
University of Portland	41	26	\$14.3M	\$28.7M	EADA, Employment and Expenses for FY2023, IMPLAN model run by ECONorthwest <sup>4</sup>

<sup>1</sup>University of Oregon, FY24 Economic Impact Report, 2025. (page 15).  
<https://news.uoregon.edu/sites/default/files/2025-11/uo-economic-impact-report.pdf>

<sup>2</sup>Oregon State University, FY24 Economic Impact Report, 2025. (page 30).  
<https://leadership.oregonstate.edu/sites/leadership.oregonstate.edu/files/2025-07/Economic%20Impact%20Report%20OSU.pdf>

<sup>3</sup>U.S. Department of Education, Equity In Athletics Data Analysis, PSU, FY 2023.  
<https://ope.ed.gov/athletics/#/institution/search>

<sup>4</sup>U.S. Department of Education, Equity In Athletics Data Analysis, UP, FY 2023.  
<https://ope.ed.gov/athletics/#/institution/search>

## Transient Lodging Tax Estimation

Transient lodging tax (TLT) impacts associated with sports-related visitation are estimated by combining information on overnight lodging demand, average room rates, and applicable state and local tax rates. The analysis builds directly on the visitation and lodging assumptions described earlier in the report and is designed to estimate the lodging-related fiscal effects associated with non-local overnight visitors staying in hotels, motels, or short-term vacation rentals.

Local lodging tax structures in Oregon vary by jurisdiction. In some locations, city and county lodging taxes apply concurrently, while in others only a city or a county tax is levied. Exhibit 32 summarizes the applicable city and county TLT rates for selected jurisdictions included in the analysis and presents the combined state, city, and county tax rate used to estimate total lodging tax collections. Oregon’s statewide lodging tax rate of 1.5 percent is applied



uniformly across all jurisdictions, while local rates are drawn from city, county, and state sources. Where both city and county taxes apply, rates are added together; where only one local tax applies, the combined rate reflects that structure.

**Exhibit 32. Transient Lodging Tax Rates, Oregon**

CITY	CITY TLT RATE	COUNTY	COUNTY TLT RATE	COMBINED STATE, CITY, AND COUNTY
Medford	11.0%	Jackson	0.0%	12.5%
Union	5.0%	Union	3.0%	9.5%
Elgin	0.0%	Union	3.0%	4.5%
Portland	6.0%	Multnomah	5.5%	13.0%
Eugene	4.5%	Lane	7.0%	13.0%
Pendleton	8.0%	Umatilla	3.5%	13.0%
Estacada	0.0%	Multnomah	5.5%	7.0%
Seaside	10.0%	Clatsop	3.0%	14.5%
Corvallis	9.0%	Benton	3.0%	13.5%
Hillsboro	3.0%	Washington	9.0%	13.5%
Bend	10.4%	Deschutes	0.0%	11.9%

Sources:

City of Medford, "City Council Outlines Intent for Proposed Lodging Tax Increase," accessed January 2026, <https://www.medfordoregon.gov/News-Articles/City-Council-Outlines-Intent-for-Proposed-Lodging-Tax-Increase>.

Oregon Department of Revenue, "Lodging Tax," accessed January 2026, <https://www.oregon.gov/dor/programs/businesses/pages/lodging.aspx>.

La Grande Observer, "Union Transient Lodging Tax May Be in Place by July 1," April 16, 2022, <https://lagrandeobserver.com/2022/04/16/union-transient-lodging-tax-may-be-in-place-by-july-1/>.

City of Portland, "Transient Lodgings Tax," accessed January 2026, <https://www.portland.gov/revenue/transient-lodgings-tax>.

Multnomah County, "Multnomah County Transient Lodging Tax," accessed January 2026, <https://multco.us/info/multnomah-county-transient-lodging-tax>.

City of Pendleton, "Transient Lodging Tax," accessed January 2026, via Oregon Department of Revenue, <https://www.oregon.gov/dor/programs/businesses/pages/lodging.aspx>.

City of Umatilla, Code of Ordinances, Title 3, Chapter 5, "Transient Room Tax," accessed January 2026, [https://library.municode.com/or/umatilla/codes/code\\_of\\_ordinances?nodeId=COOR\\_TIT3BULIPR\\_CH5TRROTA](https://library.municode.com/or/umatilla/codes/code_of_ordinances?nodeId=COOR_TIT3BULIPR_CH5TRROTA).

Travel Oregon, Local Transient Lodging Tax Report, January 2020, [https://industry.traveloregon.com/wp-content/uploads/2020/01/Local-Transient-Lodging-Tax-Report\\_FINAL-Jan-2020.pdf](https://industry.traveloregon.com/wp-content/uploads/2020/01/Local-Transient-Lodging-Tax-Report_FINAL-Jan-2020.pdf).

Clatsop County, "Transient Room Tax," accessed January 2026, <https://www.clatsopcounty.gov/assessment/page/transient-room-tax>.

City of Corvallis, "Lodging Tax FAQs," accessed January 2026, <https://www.corvallisoregon.gov/finance/page/lodging-tax-faqs>.

Washington County, "Transient Lodging Tax," accessed January 2026, <https://www.washingtoncountyor.gov/finance/transient-lodging-tax>.

City of Bend, "Room Tax," accessed January 2026, <https://bendoregon.gov/departments/administration/finance/room-tax/>.

Deschutes County, "Transient Room Tax," accessed January 2026, <https://www.deschutes.org/finance/page/transient-room-tax>.

Average daily room rates used to estimate lodging revenue are shown in Exhibit 33. These rates are based on the city level hotel and motel offerings by month. Hotel location is based on the location of the event venue, university, or sports teams. Due to limited data on Estacada, Elgin, and Union, county-level estimates were used. Union County data was only available from May through December 2025 producing an ADR of \$116 that was used across months. Selection of ADR is based on both the location of the event as well as the month or months applicable. For professional and university sports, room rates were averaged across the relevant months within a season for which the teams play.



**Exhibit 33. Average Daily Rate by City, January-December 2024**

MONTH	BEND	ESTACADA	CORVALLIS	EUGENE	HILLSBORO	MEDFORD	PENDLETON	PORTLAND	SEASIDE
Jan	\$107	\$124	\$139	\$140	\$136	\$94	\$91	\$125	\$105
Feb	\$115	\$129	\$154	\$145	\$143	\$95	\$100	\$130	\$134
Mar	\$122	\$127	\$157	\$145	\$146	\$98	\$104	\$133	\$138
April	\$124	\$130	\$162	\$162	\$148	\$101	\$108	\$139	\$146
May	\$152	\$130	\$178	\$165	\$151	\$113	\$112	\$134	\$158
June	\$197	\$146	\$213	\$280	\$159	\$125	\$122	\$149	\$193
July	\$218	\$151	\$165	\$172	\$161	\$130	\$129	\$148	\$244
Aug	\$188	\$151	\$161	\$170	\$160	\$121	\$120	\$149	\$252
Sept	\$164	\$138	\$198	\$183	\$153	\$113	\$153	\$141	\$166
Oct	\$143	\$131	\$183	\$208	\$149	\$110	\$108	\$140	\$134
Nov	\$117	\$125	\$193	\$170	\$141	\$99	\$99	\$126	\$116
Dec	\$112	\$123	\$144	\$131	\$135	\$93	\$92	\$119	\$108
<b>Avg.</b>	<b>\$147</b>	<b>\$134</b>	<b>\$170</b>	<b>\$173</b>	<b>\$149</b>	<b>\$108</b>	<b>\$111</b>	<b>\$136</b>	<b>\$158</b>

Source: CoStar, 2024.

Estimated lodging tax collections shown in Exhibit 34 are calculated by applying the combined state and local TLT rates to estimated room revenue at the county level. Local TLT collections represent the combined city and county portions, while state TLT collections reflect Oregon’s statewide rate. All monetary values are presented in 2025 dollars and reflect lodging activity attributable to sports-related travel only.



**Exhibit 34. Estimated Transient Lodging Tax Collections, Oregon, 2024**

COUNTY	LOCAL TLT COLLECTIONS	STATE TLT COLLECTIONS	TOTAL TLT COLLECTIONS
Lane	\$2,069,000	\$270,000	\$2,339,000
Multnomah	\$1,345,000	\$176,000	\$1,520,000
Benton	\$439,000	\$55,000	\$494,000
Umatilla	\$176,000	\$23,000	\$199,000
Clatsop	\$153,000	\$18,000	\$170,000
Washington	\$76,000	\$10,000	\$86,000
Deschutes	\$34,000	\$5,000	\$39,000
Jackson	\$12,000	\$2,000	\$14,000
Union	\$5,000	\$1,000	\$6,000
<b>Total</b>	<b>\$4,309,000</b>	<b>\$560,000</b>	<b>\$4,867,000</b>

Note: All monetary values are presented in 2025 dollars. Figures may not sum due to rounding.  
 Data source: Placer.ai, 2024; Collegiate attendance trackers, 2024; Travel Oregon, 2022; Travel Oregon, 2025; ECONorthwest analysis





# Metro

600 NE Grand Ave.  
Portland, OR 97232-2736  
oregonmetro.gov

## Agenda #: 8.2

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**File #:** MERC 26-62

**Agenda Date:** 5/6/2026

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Travel Portland Quarterly Report (1:35 PM)

James Jessie, Chief Operating Officer, Travel Portland

Angela Nelson, Vice President of Equity and Partnerships, Travel Portland

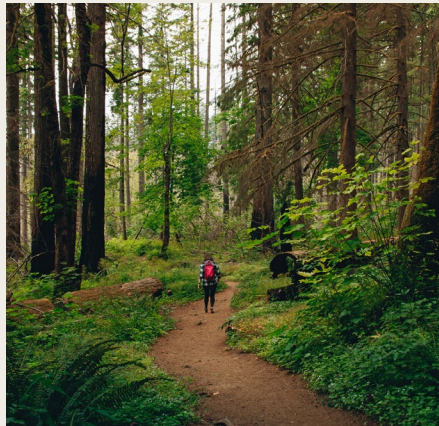
TRAVEL  
**PORTLAND**

**3RD QUARTER 2025-26 REPORT**

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Highlights:

Executive Summary – Page 3



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Megan Conway .....	President and CEO
James Jessie.....	Chief Operating Officer
Greg Newland .....	Chief Marketing Officer
Yang Yang.....	Chief Financial Officer



# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- For the 3rd Quarter, OCC realized more than \$1.4 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 11.4 to 1.
- Two new and two repeat OCC conventions were booked for future years worth more than \$520,711 in OCC revenue and community economic impact more than \$2.3 million. Total Travel Portland bookings, including single hotel will result in more than \$11.9 million of economic impact.
- Portland was included in 68 media placements for a total of 1,361,868,326 impressions in outlets proactively targeted by Travel Portland because they are influential and inspirational to travel.
- Marketing finalized and released Travel Portland's 2026 visitor guide and published updates to the cultural community pages on TravelPortland.com.
- Travel Portland was instrumental in bringing back Portland Dining Month in March 2026. Featuring two price points across more than 128 restaurants, the 48 restaurants that have submitted data to-date, reported that the promotion resulted in a collective \$1.16 million in menu sales, with many restaurants experiencing double-digit sales growth over last March.

## TRENDS, SUCCESSES, OBSTACLES

- Total YTD TLT/TID collections in FY26 are \$16.7 million, which is -2% year-over-year, reflecting soft hotel business performance.
- 1 group was lost in the third quarter due to safety and perception concerns which would have totaled 2,045 room nights with an estimated community economic impact of approximately \$1.5 million.
- Portland hosted its largest 2026 convention in February at the Oregon Convention Center. The Snowflake Sales Kick-Off consumed more than 14,000 hotel room nights with an estimated community economic impact more than \$8.5 million.
- The Travel Portland Sales Department booked 70 conventions and meetings during the 3rd quarter of FY26. These events produced over 26,000 room nights in future hotel business worth more than \$12 million in community economic impact.

## MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$11,377,911	\$20 Million
2	ROI on future OCC business	3.2	3.5
3	Lead conversion	14.2%	16%
4	Services performance survey	4.0	3.9
5	Public relations/media	20	28
6	Community economic impact	24.1	14.0

## CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	16.0	23.0
5	International visitors against comp set*	34.0%	Within 20%
7	Total Targeted Media Placements	263	275
7	Total Media Engagements for Minority-Owned Businesses	1,643	900
8	Services Performance Survey	25	6/Year

\*Travel Portland is now reporting the actual difference in percentage points in international arrivals to its competitive set on 5-year rolling basis. Previously Travel Portland had reported its percentage of change in arrivals in the Executive Summary.



# EXECUTIVE SUMMARY

HOTEL DEMAND			
COMPETITIVE SET COMPARISON			
Smith Travel			
Research Central Business Districts			
	Occupancy (%)	ADR (\$)	RevPar (\$)
Portland Central City +	57%	\$ 149.82	\$ 84.88
Denver	69%	\$ 215.87	\$ 149.18
Seattle	65%	\$ 182.23	\$ 118.09
Salt Lake City	75%	\$ 189.30	\$ 141.30
Nashville	83%	\$ 292.58	\$ 241.43
Austin	74%	\$ 305.92	\$ 226.42
Minneapolis	46%	\$ 164.88	\$ 76.29
San Francisco	70%	\$ 309.42	\$ 217.99

*\*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

	Smith Travel Research - Region*							
	Occupancy		ADR		RevPar		Demand	
	This Year	Change	This Year	Change	This Year	Change	This Year	Change
Downtown	50.3%	-5.6%	\$ 143.75	1.1%	\$ 72.32	-4.5%	475,239	-4.3%
Airport	58.0%	0.9%	\$ 124.90	-1.8%	\$ 72.40	-0.9%	181,599	-1.2%
Eastside	60.5%	1.6%	\$ 88.85	-9.5%	\$ 53.79	-8.1%	26,752	1.6%
Jantzen Beach	51.3%	-4.2%	\$ 103.33	0.0%	\$ 53.04	-4.2%	67,037	-4.2%
City of Portland +	52.4%	-4.2%	\$ 128.88	-0.8%	\$ 67.60	-4.9%	737,189	-3.8%

*\*Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

HOTEL DEMAND				
REGION	LODGING TAX COLLECTIONS*			
	QUARTER 3			
TLT/TID				
	FY26 (\$)	FY26 (% of TLT)	CHANGE FY25 to FY26 (\$)	CHANGE FY25 to FY26 (%)
Central City	\$9,370,589	56%	\$63,149	1%
Airport	\$2,263,182	14%	(\$302,409)	-12%
Eastside	\$159,138	1%	(\$15,086)	-9%
Jantzen Beach	\$689,351	4%	(\$167,238)	-20%
Subtotal	\$12,482,260	75%	(\$421,584)	-3%
Online Travel Agency	\$2,207,506	13%	\$185,794	9%
Short Term Rental	\$1,916,651	11%	(\$115,338)	-6%
Other	\$68,066	0%	\$4,331	7%
Subtotal	\$4,192,224	25%	\$74,787	2%
<b>Grand Total</b>	<b>\$16,674,484</b>	<b>100%</b>	<b>(\$346,797)</b>	<b>-2%</b>

*\*Data provided by the City of Portland Revenue Division.*



# CONVENTION SALES

<b>OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS</b>			
	OCC Revenue	Annuals	Total Potential Future Business
FY 25/26	\$ 20,640,042	\$ -	\$ 20,640,042
FY 26/27	\$ 16,186,494	\$ 973,588	\$ 17,160,082
FY 27/28	\$ 8,644,495	\$ 2,698,461	\$ 11,342,956
FY 28/29	\$ 9,368,542	\$ 3,601,310	\$ 12,969,852
FY 29/30	\$ 6,995,833	\$ 3,098,718	\$ 10,094,551
FY 30/31	\$ 393,477	\$ 3,601,310	\$ 3,994,787
FY 31/32	\$ 748,031	\$ 3,098,718	\$ 3,846,749
FY 32/33	\$ -	\$ 3,601,310	\$ 3,601,310
FY 33/34	\$ 727,661	\$ 3,098,718	\$ 3,826,379
FY 34/35	\$ 1,369,209	\$ 3,601,310	\$ 4,970,519
<b>TOTAL</b>	<b>\$ 65,073,784</b>	<b>\$ 27,373,443</b>	<b>\$ 92,447,227</b>

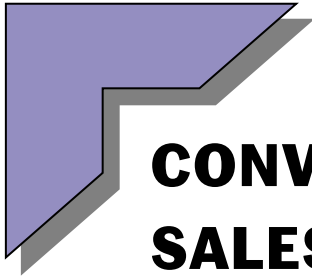
*\*FY25/26 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 24/25 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: National Education Association.*

<b>OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE</b>			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	2	32	
Repeat OCC Bookings	2	9	
Total OCC Bookings	4	41	
Room Nights from OCC Bookings	4,447	93,147	
Future OCC Revenue Booked during FY 2025/26	\$520,711	\$14,020,408	
ROI OCC Bookings	\$ 0.5	\$ 3.2	3.5 to 1
Community Economic Impact from OCC Bookings	\$2,314,745	\$66,515,865	
Total Room Nights Booked	26,520	174,007	
Total Community Economic Impact from Bookings	\$ 11,965,328	\$ 104,275,485	
ROI on Total Community Economic Impact	\$ 11.4	\$ 24.1	14.0 to 1
OCC Revenue Realized During FY 2025/26*	\$ 1,484,855	\$ 11,377,911	\$20 Million

*\*FY 25/26 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 24/25 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: National Education Association.*

*\*OCC Revenue Realized includes the following meeting that occurred during quarter 2 of FY 25/26 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 3 OCC revenue realized: Society of Environmental Toxicology and Chemistry, Varsity Spirit.*

*\*OCC Revenue Realized does not include the following meetings that occurred during quarter 3 of FY 25/26 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Snowflake, Varsity Spirit - PacWest Grand Nationals, Achieving the Dream, Inc, Break The Floor Productions, Star Dance Alliance/DanceOne, Travel Oregon, American Farm Bureau Federation, The Materials Show, Thrombosis & Hemostasis Societies of North America, American Mosquito Control Association, Forest Business Network. They will be included in quarter 4 OCC revenue realized.*



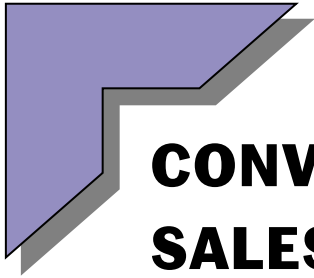
# CONVENTION SALES

OCC LEAD CONVERSION	
	As of April 1, 2026
Lead Conversion Percentage	14.2%
Benchmark / Annual Target -16%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF APRIL 1, 2026					
	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30 and beyond
Current	50	36	18	16	15
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
(FY 22/23-25/26)	53	36	17	11	11

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 3,308,889	\$ 12,405,262
Travel Portland Contract Costs	\$ 1,051,504	\$ 4,318,789
ROI (Revenue / Costs)	3.1	2.9

3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
Account	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	37	155,892	75,574	\$ 16,213,262	\$ 89,892,845



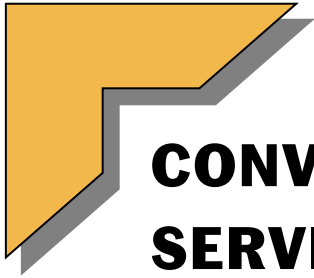
# CONVENTION SALES

<b>DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE</b>		
Total Travel Portland Contract	3rd Quarter	YTD
New Diverse/Minority Group Bookings	1	14
Total Diverse/Minority Group Bookings	1	14
Room Nights from Diverse/Minority Group Bookings	700	18,591
Diverse/Minority Group Leads	10	29
Diverse/Minority Group Lost Leads	9	19

For the third quarter of FY 2025/26, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$340,000. Booked groups included the following:

Association of Hawaiian Civic Clubs	\$ 340,849
-------------------------------------	------------

<b>3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS</b>							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
International Association of Forensic Nurses	1	Conference Cancelled - Not Happening	2,174	1,200	\$ 345,176	\$ 1,582,043	4/16/2026
<b>Total OCC Cancellations</b>	<b>1</b>	<b>N/A</b>	<b>2,174</b>	<b>1,200</b>	<b>\$ 345,176</b>	<b>\$ 1,582,043</b>	<b>N/A</b>



# CONVENTION SERVICES

ACTIVITY DESCRIPTION	3RD QUARTER	YTD
OCC groups occurring during the quarter	18	40
Pre-convention attendance building - Site tours	8	27

## TRAVEL PORTLAND POST CONVENTION SURVEY

Overall impression of the following:							
Answer Options	Excellent = 4	Good = 3	Fair = 2	Poor = 1	N/A	Rating Average	Response Count
Travel Portland sales staff	8	0	0	0	0	4.0	8
Travel Portland convention services staff	7	1	0	0	0	3.9	8
Travel Portland collateral/promotional materials	7	1	0	0	0	3.9	8
Quality and user-friendliness of the Travel Portland website	8	0	0	0	0	4.0	8
Average rating for the quarter						3.9	
Average rating YTD						4.0	
Target						3.9	

### In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?

There are not enough positive words/comments to say about the entire Travel Portland staff. The entire team went above and beyond for staff and members. We look to the Travel Portland team as partners and friends, not as business colleagues. A great way to cement this friendship, we started our event out with a wonderful celebration with the team (something that they didn't have to do, but did so with joy and excitement). Crista even stopped over during our conference with cupcakes as a special "have a good day."

Amazing.

We worked with Crista Kocher. From the very start, she was friendly, informative and really easy to work with.

Alenna is amazing! Having Travel Portland as a resource was super critical to the success of our event. Specifically in the early planning phases with planning site visits, venue recommendations, and hotel contracting.

Beth was amazing. Always with a smile and helpful suggestions.

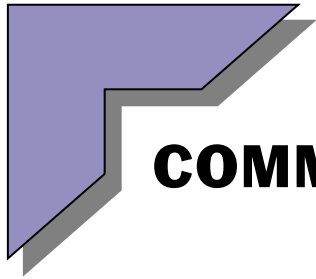
Great.

Everyone on the team was amazing. Alenna is wonderful and our entire board appreciated the service and support for our attendees.

I absolutely adore Crista. She is a gem and I wish I had 1000 others just like her. She is communicative, kind, smart and well-connected. She helps us dream big with ideas and is a go-to when we need something from the city.

### Completed Group Survey:

American Farm Bureau Federation	Society for Integrative and Comparative Biology
Varsity Spirit	Major League Table Tennis
Achieving the Dream, Inc	American Mosquito Control Association
Snowflake	Forest Business Network



# COMMUNICATION & PR

TARGETED MEDIA NARRATIVE	Q3	YTD	Target Goal
Placements	68	263	275
Impressions	1,361,868,326	5,059,040,009	

Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

MERC-RELATED MEDIA PLACEMENTS	Q3	YTD
Placements	3	8
Impressions	101,853	224,145

Earned media placements generated by Travel Portland public relations efforts that mention the Oregon Convention Center or cover industry topics related to Portland as a meeting destination.

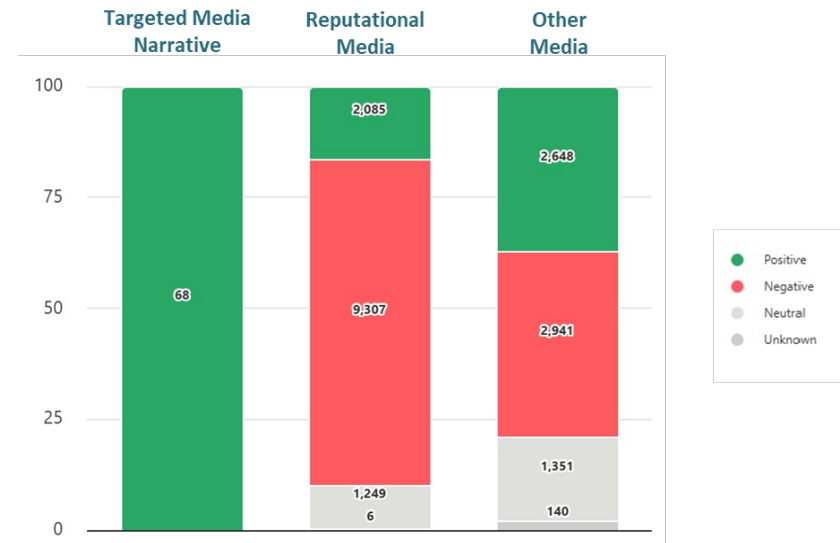
TARGETED INTERNATIONAL MEDIA*	Q3	YTD
Placements	31	73
Impressions	67,391,812	167,922,126

International print and online media outlets strategically targeted by Travel Portland's public relations efforts  
\*Measurement on hold until in-market contractors are retained

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q3	YTD	Target Goal
Engagements	391	1,643	900

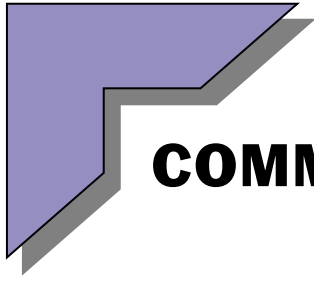
A media engagement is defined as an interaction with media regarding a single topic or issue.

## 3RD QUARTER MEDIA SENTIMENTS



68 Placements 1.36 B Impressions      12,649 Placements 200.7 B Impressions      7,080 Placements 202 B Impressions





# COMMUNICATION & PR

ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
February 2026	Meetings Today	New Meetings Happenings in Seattle, Spokane, Portland and Boise	Online	19,545	1
February 2026	Meetings Today	New Meetings Happenings in Seattle, Spokane, Portland and Boise	Print	64,659	1
February 2026	Smart Meetings	Notes from the Road: Portland	Online	17,649	1
<b>Total</b>				<b>101,853</b>	<b>3</b>

*\*Entries that appear to be duplicate articles represent different media placements, i.e. print, online and broadcast.*

TRAVEL PORTLAND SPONSORED ARTICLES			MERC	
Publication Date	Outlet	Headline	Medium	Total Circulation
January 2026	Black Meetings & Tourism	BLACK PORTLAND EXPERIENCE - How to spend a day filled with Black culture in Portland	Digital	2,906
February 2026	Smart Meetings	How Events Go Further in Tax-Free Portland	Digital	17,649
<b>Total</b>				<b>20,555</b>

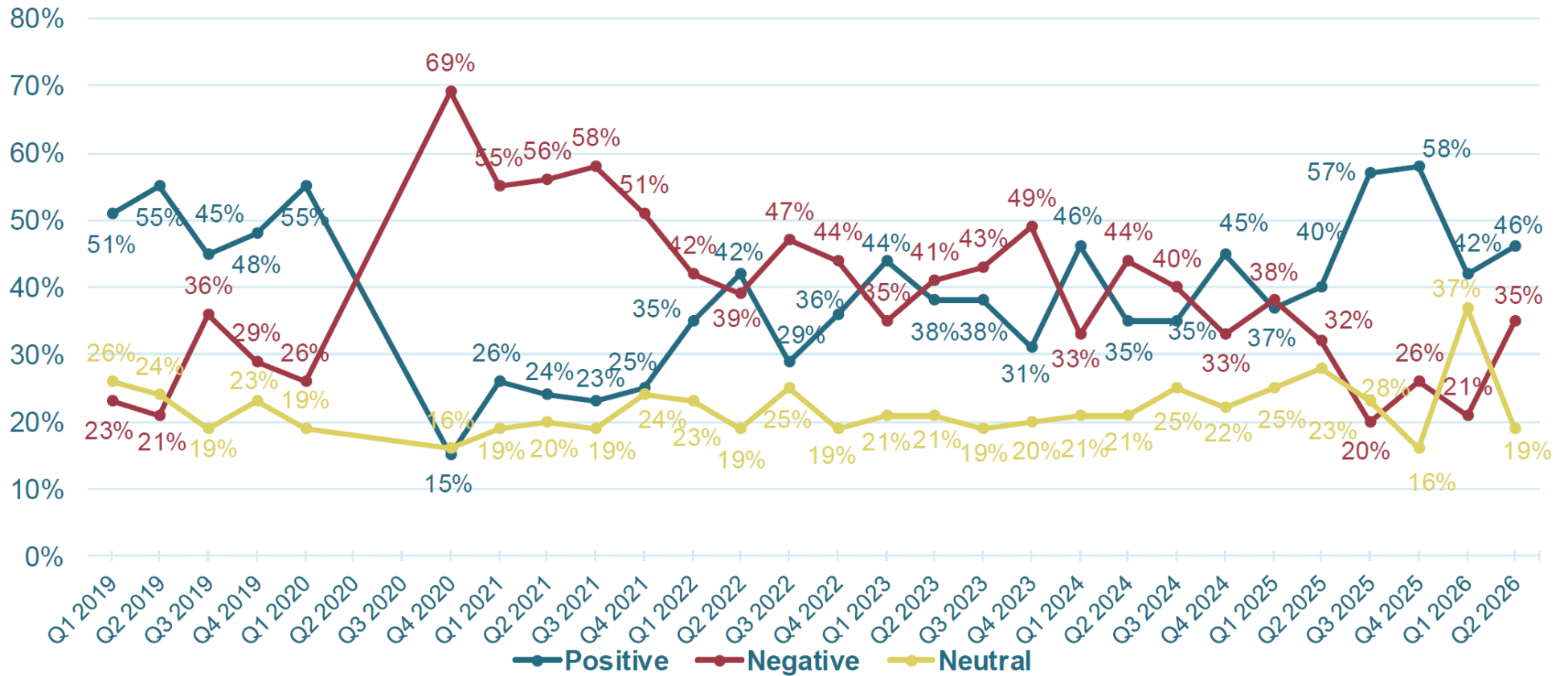
PITCHES DELIVERED	
1	Pitched Meetings Today Portland's outdoor experiences
2	Pitched Made to Order Sale Promo
3	Pitched Portland as a destination for purpose-driven events
4	Pitched Smart Meetings Contributor Gretchen Kelly Portland cost savings benefits
5	Coordinated "Soft Adventure" feature interview with Andrew Moore, Meetings Today
6	Responded to NW Meetings and Events corporate events inquiry
<b>Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year.</b>	



## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:

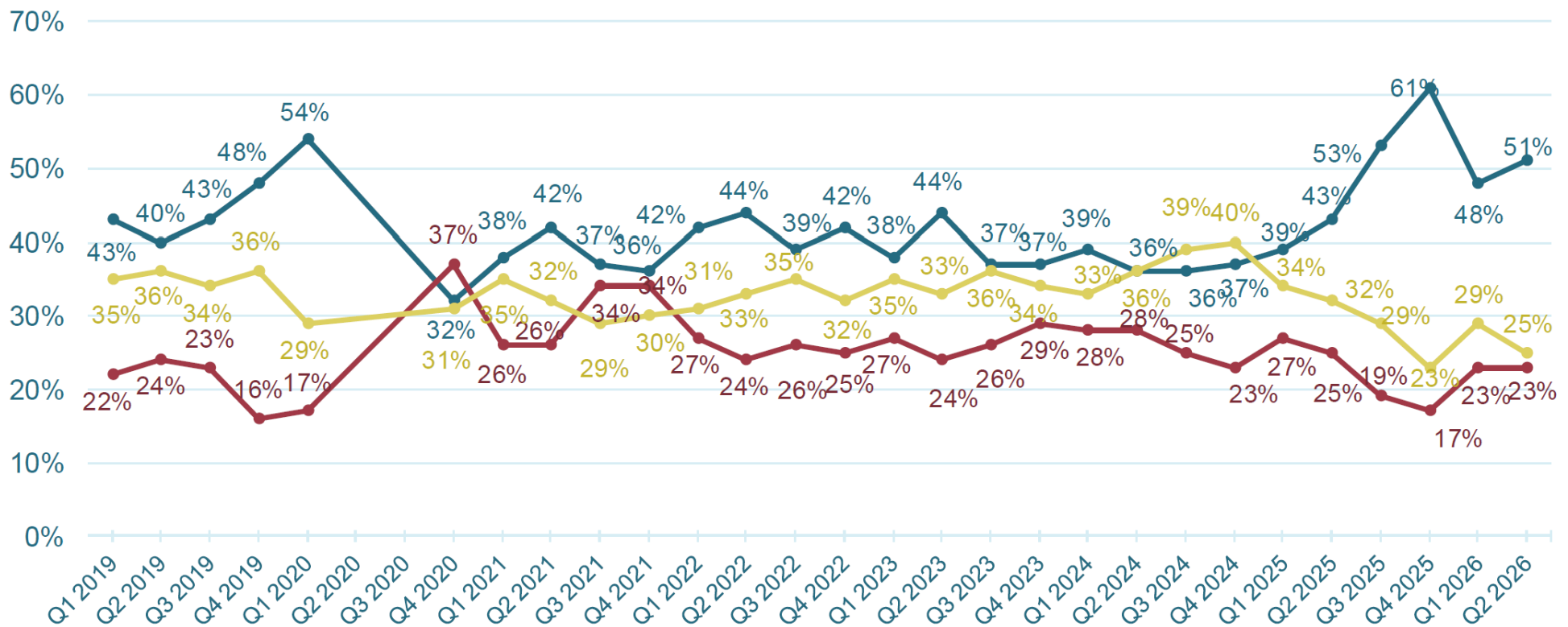




## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: How appealing is Portland as a potential vacation destination to you?



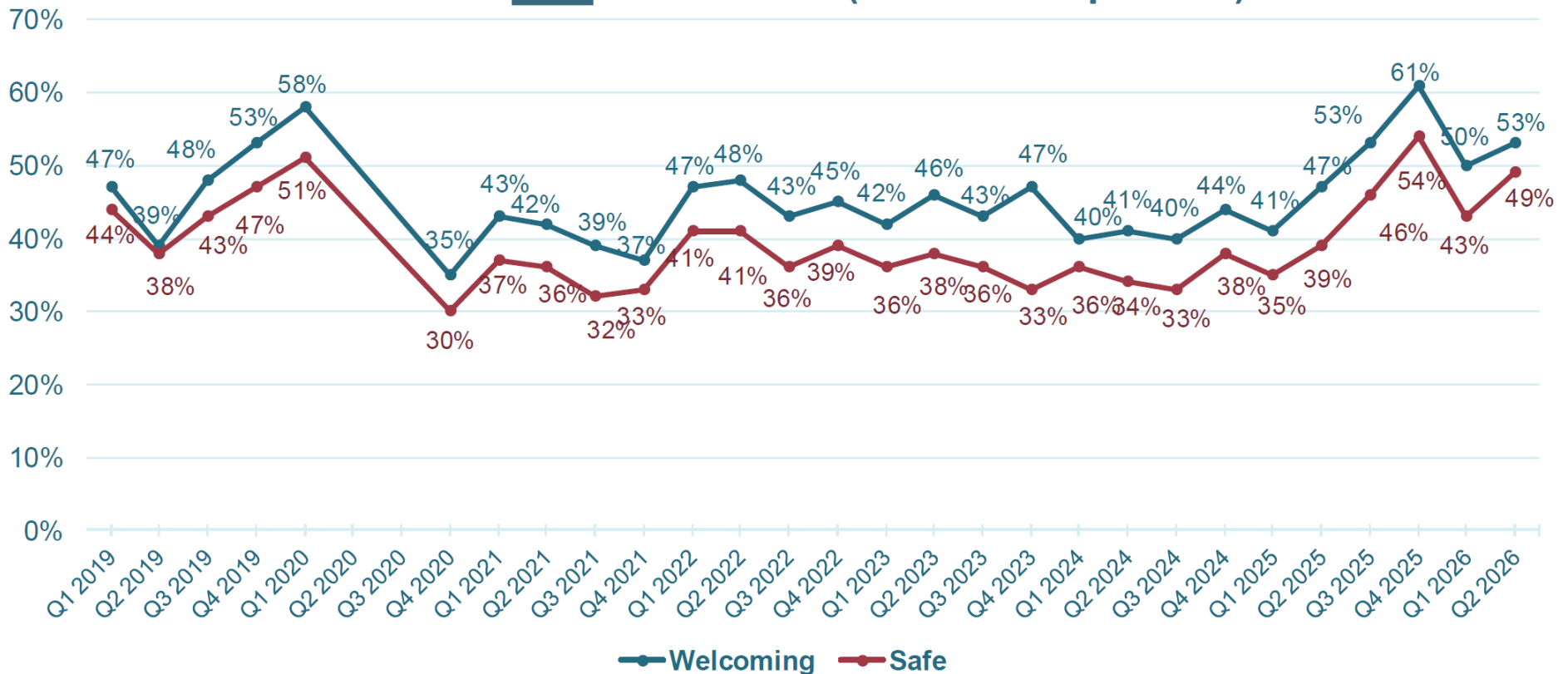


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: Portland is a welcoming destination. (AGREE - Top 2 Box)

Q: Portland is a safe destination. (AGREE - Top 2 Box)

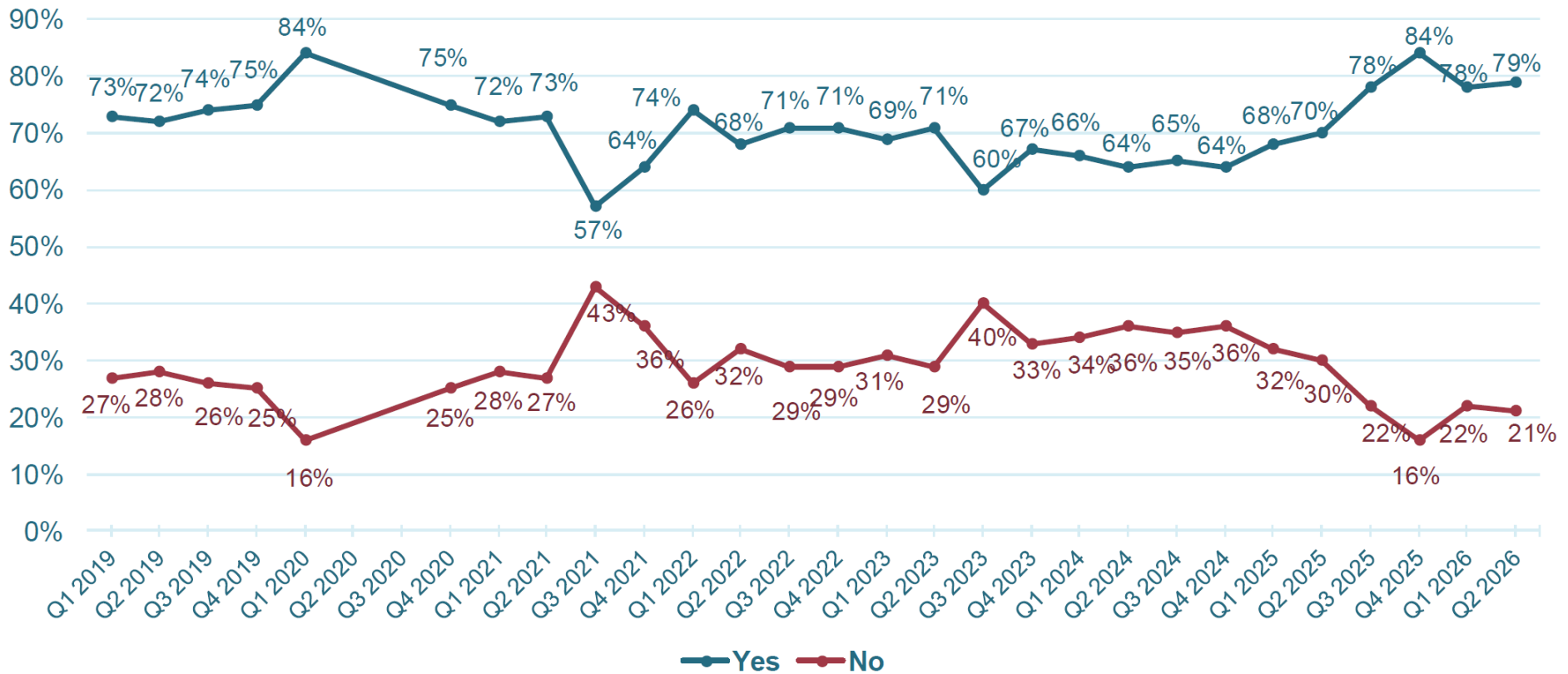


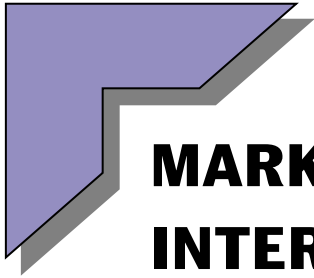


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

Q: If you have visited Portland before, are you likely to visit again?





# MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	3rd Quarter	YTD
Visits	924,010	2,976,595
International Visits	75,566	204,415
Referrals	155,976	521,250
Business and Event Detail Views	610,924	1,901,341
TravelPortland.com/meetings		
Venue Finder Page Views*	2,365	4,841

Source: Google Analytics

INTERNATIONAL TOURISM			
International Visits/Arrivals*	2nd Quarter	4th Quarter	Goal
Portland**	292.0%	N/A	
Competitive Set***	258.0%	N/A	
International Visitors Comparison to Comp Set** & ****	34.0%	N/A	within 20% Comp Set

\*Source: Tourism Economics - An Oxford Economics Company reports twice during the calendar year.

\*\*Be within 20% of our competitive sets' performance for overall visits/arrivals (5 year rolling basis).

\*\*\*Competitive set = Denver, Salt Lake City, Minneapolis

\*\*\*\*This number represents the difference in actual percentage points on International Arrivals from between Portland and its competitive set on a five year rolling basis.

\*\*\*\*This will be a re-building goal for 5 years.



<b>DIVERSITY EMPLOYMENT STATISTICS 2025-26</b>					
<b>TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES</b>					
	<b>March 31, 2026</b>		<b>Third Quarter</b>		
<b>Job Category</b>	<b>Category Number</b>	<b>Total</b>	<b>Actual Percentage</b>	<b>Goal Percentage</b>	<b>Objective</b>
	<b>Number of Females</b>	<b>Number of Staff</b>			
<b>Executive/Senior Level</b>	5	11	45%	40-60%	Monitor
<b>First/Mid Level Manager</b>	7	9	78%	40-60%	Monitor
<b>Professionals</b>	15	21	71%	40-60%	Monitor
<b>Sales Workers</b>	7	9	78%	40-60%	Monitor
<b>Admin Support Workers</b>	11	15	73%	40-60%	Monitor
<b>Total</b>	<b>45</b>	<b>65</b>	<b>69%</b>	<b>40-60%</b>	<b>Monitor</b>
	<b>Number of Minorities</b>	<b>Number of Staff</b>			
<b>Executive/Senior Level</b>	3	11	27%	15-33%	Monitor
<b>First/Mid Level Manager</b>	2	9	22%	15-33%	Monitor
<b>Professionals</b>	6	21	29%	15-33%	Monitor
<b>Sales Workers</b>	5	9	56%	15-33%	Monitor
<b>Admin Support Workers</b>	8	15	53%	15-33%	Monitor
<b>Total</b>	<b>24</b>	<b>65</b>	<b>37%</b>	<b>15-33%</b>	<b>Monitor</b>
<b>This report is based on current full and part-time staff.</b>					



**FIRST OPPORTUNITY TARGET AREA (FOTA) 3RD QUARTER 2025-26**

**HIRING**

Job Posting Locations	Oregon Destination Assn	El Hispanic News	Hispanic Chamber
	WorkplaceDiversity.com	Urban League	Monster.com
	VeteransConnect.com	Mosaic Metier	PDX Pipeline
	HispanicDiversity.com	Partners in Diversity	AllDiversity.com
	DisabilityConnect.com	Indeed	LinkedIn
	OutandEqual.com	Destinations International	Travel Portland website
	LGBTConnect.com	H-Careers	PDX Women in Tech
	Black Travel Alliance	Mac's List	
Current Employees residing in MERC FOTA		14	

**PURCHASING (YTD)**

Travel Portland expenditure with MERC FOTA area businesses	\$ 750,432
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**PARTNERSHIP**

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1920	381	349	411

**MWESB PURCHASING PARTICIPATION FY 2025-26 (YTD)**

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$285,981	\$3,669,477	8%
Self-Reported	\$459,674	\$3,669,477	13%
<b>Total</b>	<b>\$745,655</b>	<b>\$3,669,477</b>	<b>20%</b>

For the last 37 years Travel Portland has implemented a voluntary MBE/DBE/WBE purchasing program that strives to ensure a high level of participation with certified minority-owned, disadvantaged or women-owned businesses when securing services and supplies that are purchased using lodging tax dollars.

OCC SALES AND MARKETING BUDGET

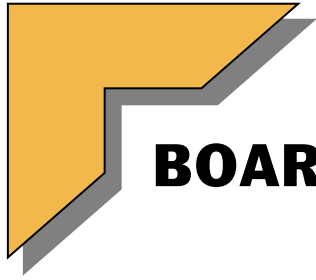
Annual Budget	MERC QTR Ending 03-31-26	TID/TLT QTR Ending 03-31-26	Subtotal QTR Ending 03-31-26	Sum MERC YTD 06-30-26	Sum TID/TLT YTD 06-30-26	Sum of YTD 06-30-26	Percent	
<b>Expenses</b>								
<u>MERC Supported - Professional Services</u>								
<b>Professional Services</b>								
<u>Convention Sales</u>								
<u>Direct Sales:</u>								
Subtotal - Convention Sales Professional Services	1,912,125	397,853	115,414	513,267	1,465,934	115,414	1,581,348	82.70%
<u>Program Support</u>								
Subtotal - Program Support	286,818	78,465	0	78,465	271,074	0	271,074	94.51%
<u>Research</u>								
Subtotal - Reserach Professional Services	93,600	16,200	25,920	42,120	93,600	25,920	119,520	127.69%
<u>Convention Services</u>								
Subtotal - Convention Services Professional Services	281,800	62,489	42,203	104,692	275,359	42,203	317,562	112.69%
<u>Other Contractual Professional Services</u>								
Subtotal - Other Contractual Professional Services	343,550	76,327	57,181	133,508	305,661	126,278	431,939	125.73%
<i>Total - MERC Supported - Professional Services</i>	<i>2,917,893</i>	<i>631,334</i>	<i>240,718</i>	<i>872,052</i>	<i>2,411,628</i>	<i>309,815</i>	<i>2,721,443</i>	<i>93.27%</i>
<u>Other Non-Contractual Professional Services</u>								
<i>Total - Other Non-Contractual Professional Services</i>	<i>0</i>	<i>0</i>	<i>40,400</i>	<i>40,400</i>	<i>0</i>	<i>122,968</i>	<i>122,968</i>	<i>0.00%</i>
<u>Convention Sales - MERC Supported Program of Work</u>								
<u>Sales Calls, Trips and Missions</u>								
Subtotal - Sales Calls, Trips and Missions	220,000	149,829	0	149,829	157,439	0	157,439	71.56%
<u>Multicultural Sales Efforts</u>								
Subtotal - Multicultural Sales Efforts	20,000	1,385	229	1,614	19,686	9,054	28,740	143.70%
<u>Trade Shows and Indusy Events</u>								
Subtotal - Industry Trade Shows and Events	716,500	114,911	27,736	142,647	537,603	71,045	608,648	84.95%
<u>Familiarization Tours &amp; Site Visits</u>								
Subtotal - Familiarization Tours	300,000	53,834	0	53,834	139,496	0	139,496	46.50%
<u>Other Programs</u>								
Subtotal - Other Programs	259,000	21,726	2,131	23,857	132,827	3,555	136,382	52.66%
<i>Total Convention Sales MERC Supported Program of Work</i>	<i>1,515,500</i>	<i>341,686</i>	<i>30,096</i>	<i>371,782</i>	<i>987,050</i>	<i>83,654</i>	<i>1,070,704</i>	<i>70.65%</i>
<b>Other Departments - MERC Supported POW</b>								
<u>Convention Services - Other Programs</u>								
Subtotal - Con Svcs - Other Programs	109,999	7,077	95,994	103,071	106,298	136,685	242,983	220.90%
<u>Research - Other Programs</u>								
Subtotal - Research - Other Programs	85,000	0	112,934	112,934	85,000	125,255	210,255	247.36%
<u>DEI - Other Programs</u>								
Subtotal - DEI - Other Programs	125,000	28,847	0	28,847	95,304	0	95,304	76.24%
<u>Communications/PR</u>								
Subtotal - Comm/PR - Other Programs	125,000	42,560	15,245	57,805	125,000	15,245	140,245	112.20%
<u>Marketing</u>								
Subtotal - Marketing - Other Programs	508,510	0	387,462	387,462	508,510	769,017	1,277,527	251.23%
<i>Total Other Depts MERC Supported Program of Work</i>	<i>953,509</i>	<i>78,484</i>	<i>611,635</i>	<i>690,120</i>	<i>920,111</i>	<i>1,046,202</i>	<i>1,966,313</i>	<i>206.22%</i>
<i>Grand Total</i>	<i>5,386,902</i>	<i>1,051,504</i>	<i>922,849</i>	<i>1,974,353</i>	<i>4,318,789</i>	<i>1,562,640</i>	<i>5,881,429</i>	<i>109.18%</i>

Balance Sheet  
Statement of Financial Position as of March 31, 2026

	07/01/2025 Through 07/01/2025 Through			Prior Year To Date	
	03/31/2026	02/28/2026	Change MTM	03/31/2025	Change YOY
	Current YTD	Prior Period YTD		Prior YTD	
<b>Assets</b>					
Cash and Cash Equivalents	7,158,832	4,058,778	43 %	5,969,450	20 %
Investments	5,543,461	5,754,610	(4) %	5,821,008	(5) %
Accounts Receivable	637,928	4,554,209	(614) %	1,549,459	(59) %
Prepaid Assets	1,582,126	1,679,757	(6) %	1,536,262	3 %
Fixed Assets, net	1,073,061	1,088,126	(1) %	1,262,127	(15) %
Other Assets	2,673,729	2,672,695	0 %	3,408,829	(22) %
<b>Total Assets</b>	<b>18,669,137</b>	<b>19,808,175</b>	<b>(6) %</b>	<b>19,547,135</b>	<b>(4) %</b>
<b>Liabilities and Net Assets</b>					
<b>Liabilities</b>					
Accounts Payable & Accrued Expenses	3,632,257	3,365,322	7 %	4,244,962	(14) %
Accrued Personnel	3,194,959	3,157,805	1 %	3,466,528	(8) %
Deferred Revenue	175,295	197,677	(13) %	6,353	2,659 %
Other Fiduciary Liabilities - RCTP/RRSF	426,739	572,746	(34) %	643,522	(34) %
<b>Total Liabilities</b>	<b>7,429,250</b>	<b>7,293,550</b>	<b>2 %</b>	<b>8,361,365</b>	<b>(11) %</b>
<b>Net Assets</b>					
Undesignated	5,522,141	5,522,141	0 %	7,474,908	(26) %
Board Designated	4,381,333	4,381,333	0 %	4,381,333	0 %
YTD Net Change	1,336,413	2,611,151	(95) %	(670,471)	(299) %
<b>Total Net Assets</b>	<b>11,239,887</b>	<b>12,514,625</b>	<b>(11) %</b>	<b>11,185,770</b>	<b>0 %</b>
<b>Total Liabilities and Net Assets</b>	<b>18,669,137</b>	<b>19,808,175</b>	<b>(6) %</b>	<b>19,547,135</b>	<b>(4) %</b>

**Income Statement - Year to Date**  
**As of March 31, 2026**

	07/01/2025 Through 03/31/2026		Prior Year To Date 03/31/2025	Year Ending 06/30/2025	Year Ending 06/30/2026
	Actual YTD	FYE26 Revised	Actual (PYTD)	Actual (Prior Year)	FYE26 Revised
<b>Revenue</b>					
City/County Lodging Tax (1%)	3,966,114	4,239,826	4,011,199	5,105,956	5,242,477
Tourism Improvement District (TID=2% + 1%)	13,529,984	13,545,972	13,600,926	17,317,898	16,784,645
MERC (OCC Contract)	4,040,177	4,040,102	4,107,750	5,477,000	5,386,803
Partnership Dues	218,154	181,334	94,041	147,237	200,000
Fees Earned & Other Income	559,354	650,829	386,263	719,545	969,779
Regional RCTP (from Travel Oregon)	1,616,900	1,631,608	1,594,221	2,213,514	2,019,410
Cultural Tourism	198,166	198,922	187,720	240,813	250,000
Travel Oregon Grant	0	112,500	497,000	572,000	150,000
<b>Total Revenue</b>	<b>24,128,849</b>	<b>24,601,093</b>	<b>24,479,120</b>	<b>31,793,963</b>	<b>31,003,114</b>
<b>Expenses</b>					
Convention Sales Expenses	4,819,008	5,128,202	5,241,856	6,583,983	6,402,145
Research Expenses	396,358	378,681	486,857	604,462	494,154
Marketing Expenses	6,626,017	7,374,793	7,505,179	10,718,856	10,229,895
Convention Services	714,917	805,148	811,950	1,038,080	1,055,150
Events	354,524	374,740	285,175	605,172	595,026
International Tourism	1,372,119	1,378,371	1,062,939	1,638,827	1,678,239
Communications & PR	709,242	829,002	933,236	1,416,815	1,086,498
RCTP	1,626,819	1,651,542	1,606,503	2,213,539	2,019,411
Community Engagement	317,029	448,609	320,502	415,071	587,239
Destination Stewardship	971,920	970,366	1,253,592	1,585,087	1,303,622
Visitor Services	556,085	542,722	572,135	748,861	719,130
Strategy	329,952	191,960	0	30,921	254,754
Diversity, Equity & Inclusion	422,522	465,976	402,707	561,715	611,661
Administratrion	3,575,924	3,628,919	4,666,960	5,585,341	4,768,169
<b>Total Expenses</b>	<b>22,792,436</b>	<b>24,169,031</b>	<b>25,149,591</b>	<b>33,746,730</b>	<b>31,805,093</b>
<b>Total Net Surplus/(Deficit)</b>	<b>1,336,413</b>	<b>432,062</b>	<b>(670,471)</b>	<b>(1,952,767)</b>	<b>(801,979)</b>



# BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Andrejic	Dragan	The Nines Hotel		
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		Convention Sales Steering Committee
Bramlett	Tiquette	Henderson Avenue Wines		
Brim-Edwards	Julia	Multnomah County		
Brown	Jeff	Hotel Eastlund		
Browne	Marie	The Ritz-Carlton Portland		
Burnett	Becky	Host2Host/Hive Hospitality		
Cairo	Michelle	Olympia Provisions		
Cheema	Harry	Alaska Airlines		
Christy	Lisa	Portland Japanese Garden		
Cyrus	Daryn	The Hotel Zags		
Daley	Mike	PM Hotel Group		
Davis	Heather	Portland Timbers	Vice Chair	
Gonzalez	Juan Carlos	Metro		
Hawkins	Rick	Geffen Mesher	Treasurer	Budget and Finance Committee
Huffman	Kurt	ChefStable	Chair	
Lang	Brian	Hyatt Regency Portland at the Oregon Convention Center	Chair-elect	
Liu	Michael	Fubonn Shopping Center		
Lopuszynski	Ziggy	Crowne Plaza Portland - Downtown Convention Center		
Martinez	Martin	Orox Leather Co.		
McAllister	Martin	Portland Marriott Downtown Waterfront		
McLeod	Mike	Hilton Portland Downtown & The Duniway		Tourism Improvement District Committee
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC	Past Chair	Multicultural Tourism Advisory Committee
Stansbury	Todd	Enterprise Mobility		
Tigner	Ryan	iTrip Vacations Northwest		
Weston	Linda	Rapporto		Nominating Committee, Partner Services Committee
Weston	David	Doubletree by Hilton Hotel Portland		
Wilson	Keith	City of Portland		