

MEMORANDUM

TO: Troy Rayburn, Committee Administrator,
House Transportation & Economic Development
FROM: Justin Martin, Perseverance Strategies, Inc.
DATE: February 28, 2013
SUBJECT: HB 2298 – Proposed Amendment Concepts

The following are concepts for proposed amendments to to House Bill 2298, as prepared by the Oregon Sports Authority. Let us know how your meeting goes tomorrow, and as always please feel free to give me a call if you have questions, 503.580.5226.

HB 2298 – Proposed Amendment Concepts

- \$2 Million Sports Event Fund
- Applications to support new or existing sports events will be submitted by Oregon Destination Marketing Organizations (DMO's) and/or sports commissions. Applicants will be expected to prioritize requests based on the following criteria:
 - Local funding match (50 percent, including in-kind support).
 - Probability of success in securing the event.
 - Fit with local tourism strategy.
 - Capabilities of event operators and local event organizers.
 - Return on investment (economic/community impact) and documentation of previous tourism impact.
 - Potential to impact more than one region of Oregon and maximize benefits to the greatest number of Oregonians.
 - Potential of event to return frequently or become annual.
 - Potential of event to generate revenue that can be dedicated to help replenish the sports event fund.
 - Potential of event to generate regional/national/international media coverage and TV exposure.
- Evaluations will also be made based on the above criteria, with a commitment to provide an opportunity for each region of the state to participate and benefit from the sports event fund. This process will be evaluated and modified as needed by the 2015 Oregon Legislature. For example, along the lines of the ConnectOregon program, the



legislature could set a minimum \$100,000 allocation to be invested across our state to each congressional district per biennium.