



**PORTLAND TRAIL BLAZERS SPECIALTY VEHICLE PLATE OVERVIEW – HB 3355**  
**House Transportation and Economic Development Committee**  
**March 23, 2015**

**BACKGROUND** – Members of the National Basketball Association (NBA), the Portland Trail Blazers were founded in 1970 and purchased by Paul G. Allen in 1988. The team's rich heritage includes 30 playoff appearances, three trips to the NBA Finals, an NBA championship in 1977 and a commitment to community service and sustainability. With a corporate mission to **make it better** in the community, the Trail Blazers strive to help children and their families throughout Oregon and Southwest Washington where they live, learn and play. The Trail Blazers are the first and only professional sports franchise to receive the prestigious National Points of Light Award for excellence in corporate and community service. The Trail Blazers home arena, the Moda Center, became the first existing professional sports venue in the world to receive LEED Gold Certification. The team is also one of the founding members of the Green Sports Alliance. The Trail Blazers are very proud to be Oregon's professional basketball team. For more information, visit [www.trailblazers.com](http://www.trailblazers.com).

**TODAY'S PORTLAND TRAIL BLAZERS** – The Portland Trail Blazers represent the pinnacle of professional sports across Oregon and the Pacific Northwest. Known around the NBA for having the most passionate and enthusiastic fans, Portland's home court Moda Center is arguably the league's most difficult arena for opposing teams.

As a franchise, the Trail Blazers are consistently among the Top 5 NBA teams in average attendance of greater than 19,000 per game. Though Portland actually ranks 22<sup>nd</sup> in market size among the 30 NBA teams, it's their energy, passion and loyalty that sets Trail Blazers fans apart. The fans literally support the team from the farthest corners of Oregon, as game ticket purchasers; viewers on cable and broadcast television (Comcast SportsNet Northwest and KGW News Channel 8); or listeners on the statewide Trail Blazers Radio Network currently carried on 21 stations.

**LEGISLATIVE OBJECTIVE** – With the creation of a specially designed, custom Portland Trail Blazers license plate, Oregon will join 46 other states to offer this option to its drivers in support of their professional sports teams. The plate will allow some of the most passionate and committed fans in the NBA and all of professional sports to showcase their Trail Blazers pride wherever they drive.

As a positive outcome of offering such an option, proceeds from the sale and renewal of the Trail Blazers license plate will be distributed to deserving charities and nonprofit organizations around the state through an open, competitive grant application process. This program would be coordinated and managed by the Trail Blazers Foundation.

The Trail Blazers will reimburse ODOT/DMV for all up front and administrative costs to establish this new specialty license plate. This will allow sale proceeds to go quickly to the Trail Blazers Foundation for statewide grants.

Trail Blazers Foundation commits to publicly reporting the expenditure of these proceeds and their use by the recipient organizations. This includes annual reporting to the legislature.

**ABOUT THE TRAIL BLAZERS FOUNDATION** – As a 501(C) 3 public charity which utilizes cash donations, in-kind assistance and volunteerism as its primary resources, the Trail Blazers Foundation supports nonprofit organizations in Oregon and Southwest Washington that are dedicated to helping children and families where they live, learn, and play. It leverages unique fundraising platforms to make meaningful contributions to nonprofits through a variety of channels.

### **Trail Blazers Foundation Corporate Partner Initiatives**

- **Rip City 5050 Raffle in partnership with the Safeway Foundation:** At each Trail Blazers home game, fans have the chance to purchase raffle tickets from the Trail Blazers Foundation. Half of the proceeds go to a winning fan, and half go directly to the Trail Blazers Foundation to support nonprofit organizations in Oregon and SW Washington, including our make it better partners. With a generous \$70,000 donation from the Safeway Foundation, in 2013-14 proceeds from the raffle supported over \$144,000 in grants to nonprofit partners.
- **Take it to the Court For Education sponsored by Wells Fargo:** Wells Fargo is funding up to \$75,000 in grants to teachers and schools across Oregon and Southwest Washington to support their academic, art and athletic, or community programs.
- **Trail Blazers Foundation make it better College Scholarship Program sponsored by Wells Fargo:** Wells Fargo and Trail Blazers player Wesley Matthews are teaming up to award \$5,000 college scholarships to deserving students in Oregon and SW Washington.
- **Moda Give & Go Assist Program:** For every assist made on the court during the season, the Trail Blazers and Moda will each donate \$5 to the Trail Blazers Foundation to support building an all-abilities playground with Portland Parks & Recreation at the end of this season.

### **Additional Trail Blazers Foundation Initiatives**

- **Community 101** is a classroom-based program through the Oregon Community Foundation that gives students the opportunity to get involved in their communities through grant making and volunteering. Students work to determine the greatest community need and invest to help their communities thrive. We are supporting the Community 101 program at Imbler High School, West Albany High School, and Ridgeview High School during the 2014-15 school year.
- **Rose Quarter Employee Giving:** Employees of the Rose Quarter give generously each year to support the foundation. In 2013-14, employees donated over \$13,000 to support:
  - Playworks Pacific Northwest
  - The FIT Project
  - The Right Brain Initiative
- **make it better Board of Professionals:** Our make it better Board of Professionals is committed to raising money for one nonprofit organization each season. This season the board will raise money for the Immigrant & Refugee Community Organization (IRCO) to help empower the citizens of tomorrow – today, and will work together on a service project to give back to the IRCO community.