

# House Bill 2273

Introduced and printed pursuant to House Rule 12.00. Pre-session filed (at the request of House Interim Committee on Transportation and Economic Development)

## SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Directs Oregon Business Development Department to establish bid process and bid pool to promote regional, national and international sporting events in state.

Establishes Oregon Sports Event Bid Pool Fund. Continuously appropriates moneys from fund to department for development and implementation of sports event bid process and bid pool.

Directs department to report to Legislative Assembly on or before date of convening of 2017 regular session regarding implementation and evaluations of sporting events.

Appropriates moneys from General Fund to department to establish sports event bid process and bid pool.

## A BILL FOR AN ACT

1 Relating to sports events bid pool.

2 **Be It Enacted by the People of the State of Oregon:**

3 **SECTION 1. The Legislative Assembly finds that the right to host a regional, national**  
4 **or international sports event is an important asset resulting in economic, social and health**  
5 **benefits to host communities in this state. Sports events bring tourist and business revenues**  
6 **to this state and utilize stadium facilities and sports venues beyond existing uses. The com-**  
7 **petition to host sports events is greater than ever and having funds available to enable the**  
8 **submission of quality bids is an essential component of successful sports event bidding.**

9 **SECTION 2. (1) As used in this section, "sports commission and destination marketing**  
10 **organization" means an organization that solicits and services sports events, sports organ-**  
11 **izations, sports facilities and other types of sports-related activities in this state.**

12 **(2) The Oregon Business Development Department shall establish a bid process and bid**  
13 **pool to promote regional, national and international sporting events in this state, including**  
14 **but not limited to:**

15 **(a) Providing financial support and assistance to sports commission and destination**  
16 **marketing organizations to recruit and bid on inaugural and existing sporting events in this**  
17 **state; and**

18 **(b) Negotiating and entering into contracts as necessary to effect the purposes of the bid**  
19 **process and the bid pool established under this section.**

20 **(3) A sports commission and destination marketing organization may file with the de-**  
21 **partment an application for financial support and assistance from the Oregon Sports Event**  
22 **Bid Pool Fund for the purpose of recruiting and bidding on inaugural and existing sporting**  
23 **events in this state. The application shall be filed in the manner and be accompanied by such**  
24 **information as the department may prescribe by rule.**

25 **(4) The department may approve an application for financial support and assistance if,**  
26 **after investigation, the department determines that the application is sufficient, taking into**  
27

**NOTE:** Matter in **boldfaced** type in an amended section is new; matter *[italic and bracketed]* is existing law to be omitted. New sections are in **boldfaced** type.

1 account the following criteria:

2 (a) The applicant can provide matching funds in an amount equalling 50 percent of the  
3 total amount of financial support and assistance to be provided, including in-kind support;

4 (b) The applicant has a good probability of success in securing a sporting event;

5 (c) The sporting event is aligned with local tourism strategies;

6 (d) The sporting event operators and organizers are qualified and capable of implement-  
7 ing the sporting event;

8 (e) The applicant can demonstrate an adequate return on investment with respect to  
9 economic and community impacts;

10 (f) The applicant has documentation of a previous return on investment from a similar  
11 sporting event;

12 (g) The sporting event has the potential to impact more than one region of this state and  
13 to maximize benefits to the greatest number of Oregonians;

14 (h) There is a good probability that the sporting event will become annual or will peri-  
15 odically return to the region in the future;

16 (i) The sporting event has the potential of generating revenue that can be returned to  
17 the Oregon Sports Event Bid Pool Fund or can otherwise support the purposes of this sec-  
18 tion; and

19 (j) The sporting event has the potential to generate regional, national or international  
20 media coverage and exposure.

21 (5) The department shall adopt rules to implement the provisions of this section. Rules  
22 adopted under this subsection:

23 (a) Must, at a minimum, ensure that each region of this state has an equal opportunity  
24 to participate and benefit from the bid process and bid pool established under this section;  
25 and

26 (b) Shall establish an evaluation process that takes into account the criteria listed in  
27 subsection (4) of this section, and provides data on and analysis of the following:

28 (A) Sporting events that have been bid on;

29 (B) The status of bids;

30 (C) The amount of financial support and assistance provided for each sporting event bid  
31 on; and

32 (D) The fiscal impact of the sporting event on the community, region or locale affected  
33 by the sporting event.

34 **SECTION 3.** (1) There is established within the State Treasury, separate and distinct  
35 from the General Fund, the Oregon Sports Event Bid Pool Fund. Interest earned by the  
36 Oregon Sports Event Bid Pool Fund shall be credited to the fund.

37 (2) Moneys in the Oregon Sports Event Bid Pool Fund consist of:

38 (a) Amounts donated to the fund;

39 (b) Amounts appropriated or otherwise transferred to the fund by the Legislative As-  
40 sembly;

41 (c) Investment earnings received on moneys in the fund; and

42 (d) Other amounts deposited in the fund from any source.

43 (3) Moneys in the fund are continuously appropriated to the Oregon Business Develop-  
44 ment Department for the purposes of section 2 of this 2015 Act and to pay the administrative  
45 costs associated with the fund.

1        **SECTION 4.** The Oregon Business Development Department shall prepare and submit a  
2 report to the committees of the Legislative Assembly that have authority over the subject  
3 areas of business and economic development, on or before the date of the convening of the  
4 2017 regular session of the Legislative Assembly as specified in ORS 171.010, regarding the  
5 implementation of section 2 of this 2015 Act, including the results and findings of evaluations  
6 of sporting events carried out under section 2 of this 2015 Act.

7        **SECTION 5.** There is appropriated to the Oregon Business Development Department, for  
8 the biennium beginning July 1, 2015, out of the General Fund, the amount of \$2 million for  
9 the purposes of section 2 of this 2015 Act.

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