



February 4, 2020

House Revenue Committee
Oregon State Legislature
900 Court Street
Salem, OR 97301

Honorable Chair Nathanson and Committee Members:

Good evening Chair Nathanson and Members of the Committee. For the record my name is Sarah Massey and I am the Managing Director of Oregon21 LLC. Thank you for the opportunity to testify in support of HB 4047.

As you know, Oregon was selected as the host location for the World Athletics Championships in August 2021. It is the single largest international sporting event to take place next year. It will provide unprecedented global exposure for the State from now until the end of the event. As a part of the bid, the State of Oregon committed to financial support of up to \$40M, a little less than half of the overall event budget needed to stage the event. The state lodging tax was envisioned to be the source of some of that funding and, after the legislature passed the expansion in 2016, Oregon21 went on to receive a Large Grant from the Oregon Tourism Commission as well as a financial investment from Travel Oregon's operating budget. I'm here today to share an update about some of the progress we've already made as well as the exciting opportunities ahead.

Oregon21 LLC is the organization responsible for the planning and operational delivery of this exciting event. As Managing Director, my role is to build and lead the team and to ensure that Oregon welcomes the world and delivers the event in accordance with the obligations and guidance from World Athletics, the owner of the competition.

I moved here last September with my family solely to work on the world championships. I have been overwhelmed by the passion and commitment of Oregon's community to support this event and ensure that all visitors go home knowing they have been entertained and hosted in the heart and home of Track and Field in the USA. Visitors will have experienced the true heart of the community of the State – open and genuine. They will have experienced the home of track and field in the USA - its proud history and heritage.

To accomplish this, we are working in partnership with not only Travel Oregon and USA Track and Field but also the University of Oregon (UO), the City of Eugene, the City of Portland, Travel Lane County as well as numerous community groups. Many of the staff who work at these



organizations are directly part of the organizing committee team working on the event - leaving a legacy for the local community to build capacity and resources for the hosting of similar events in the future. Having held senior roles in other world events across a number of different sports I can assure you that this level of support is unique and will only enhance the experience for all the participants and visitors to the State.

Officials from World Athletics were here for a site visit a few weeks ago. A delegation of 25 people came from their European headquarters to look at all areas of operations both at the new Hayward Field and also in Portland, where it is expected that the marathons will take place. CEO Jon Ridgeon enthused not only about the venue and facilities but also the caliber of the team that are already working with Oregon21. As reported in *The Register Guard* (Hansen, C., January 17, 2020) "I think this is the most athlete- and spectator-friendly world championships that there's ever been," Ridgeon said. "I think it will be an incredible stage for the athletes. It's going to be full, every single seat, every single session. The atmosphere is going to be brilliant, it's going to be a knowledgeable crowd and I think the athletes kind of get what an iconic place this is for athletics and I think they're going to respond."

Oregon will be welcoming the world to an event that generates broadcast coverage across the globe with audiences of over 900m recorded at previous events. 3500 athletes and officials from over 210 different nations will be present along with over 3000 media and opinion formers. A high percentage of visitors are likely to be international travelers.

But the exposure doesn't just come during the championships itself – it has already started. We delivered a world first by persuading World Athletics to embed three promotional vignettes of Oregon's major tourism destination locations into the global television feed from Doha 2019 during the final three days of the Championships. The broadcast achieved a total of 350,000,000 viewer hours across 200 nations and territories, including all of Travel Oregon's key overseas visitor markets.

As part of the site visit there was a meeting between Oregon21, Travel Oregon and World Athletics TV productions who are responsible for producing and distributing the TV pictures for the championships. The sole purpose of that meeting was to discuss how beauty shots and individual segments of footage of Oregon will be incorporated into the worldwide feed. World Athletics productions were highly receptive to accepting all content that shows the breath and beauty the state has to offer.

And this publicity will grow over the next 18 months. The name Oregon will be seen in all marketing and promotional collateral – in print, digital and TV. For the name London during the London 2017 championships, it represented an equivalent media buy value of over \$100M. We expect the same for Oregon. And as well as the name, viewers will see pictures and



backdrops and the people attending will take home positive stories about the people and their experiences.

There will also be numerous visits from the International Federation as well as a world broadcasters meeting, a press agency forum, and a marketing partner and sponsor workshop. All these will be held over the next 11 months and bring with them hosting and collaboration opportunities.

Our commitment to statewide engagement is gathering momentum with programs being developed so that communities, schools and businesses can lend their support. Each of the competing 210 teams have received information directly about the 25 pre-championship training camp locations that are being offered by hosts from within the State to allow the athletes to acclimatize. Every single one of these initiatives serves to build coverage of Oregon and also leaves a legacy within the state long after the championships have ended.

Why are we here to support HB 4047? Although we've been awarded \$20M between the Large Grant Program and Travel Oregon funds, we still need to reach a total \$40M of public investment for the event to succeed. If the sunset is removed, Travel Oregon will be able to work with us to fill in more of the gap.

In conclusion, the baton was passed to Governor Kate Brown on the final night of Doha in October 2019. Since then the eyes of the world have been on Oregon for its turn in the limelight in 18 months' time. As a team we can't wait to welcome the world, showcase all that the state has to offer and ensure that all those that have been touched by the event whether in person or on TV have felt the emotional connection of the heart and home of Track and Field in Oregon. We encourage you to support HB 4047 to ensure that this can happen.

Thank you for your time, support and the opportunity to testify. I am happy to answer any questions.

Warm regards,

Sarah Massey
Managing Director
Oregon21, LLC