



## Support HB 3250 to make Oregon the global State of Sport

*Let's build on our strength and make Oregon the global headquarters of the athletic, outdoor, team and recreation economy.*

In 2022 our coalition released the most comprehensive report in Oregon history on the impact and opportunity to grow both our rural and urban economies through major investments in one of our most important industries – athletic, outdoor, team and recreation.

View full report at: [OregonStateofSport.com](https://OregonStateofSport.com).

### Key Findings from the Report:

- Oregon is home to 51,000 jobs and 3,100 businesses in the Athletic, Outdoor, Team and Recreation Ecosystem marked by the Study Area across the state.
- For every one job in the Ecosystem, an additional 1.55 jobs are created in the economy, supporting a total of 130,000 jobs, or 9% of jobs in just the Greater Portland region.
- The Ecosystem supports \$29 billion per year in economic output, including both direct and spinoff economic impacts.
- Oregon's Athletic, Outdoor, Team and Recreation Ecosystem supports entrepreneurs and small businesses: 83% of related businesses in the study have 20 employees or less.
- The most valued asset in Oregon's Athletic, Outdoor, Team and Recreation industries is unparalleled industry-trained talent—the ability to import top talent, recruit local talent thanks to the healthy ecosystem of sport, and cultivate a strong pipeline of talent from established programs and education.

### What does HB 3250 do:

- HB 3250 authorizes a statewide taskforce charged with developing a statewide economic development strategy to capitalize on our strength and make Oregon the global leader in the athletic apparel, outdoor equipment, and recreation industry. The task force will:
  - Bring together employers, chambers of commerce, education leaders, local governments and policy makers to identify needs and opportunities.
  - Explore the creation of a statewide network of regional hubs to serve as business and research centers to support collaboration and business growth.
  - Develop an inventory of current sports economy infrastructure and unmet demand
  - Bring recommendations for supportive policies and investments
  - Expand the State of Sport study to capture opportunities statewide