



March 23, 2023

Gustavo J. Cruz, Jr.
Chair

William Myers
Commissioner

Peter Platt
Commissioner

Sam Rodriguez
Commissioner

**Serena Stoudamire
Wesley**
Commissioner

Commissioner Rubio
Commissioner,
City of Portland

Kimberly Branam
Executive Director

House Committee on Economic Development & Small Business
900 Court Street NE
Salem, OR 97301

Dear Chair Bynum, Vice Chairs Morgan and Nguyen & Members of the Committee,

Prosper Portland, the economic and urban development agency for the City of Portland, is honored to join a broad coalition of public and private entities throughout Oregon in support of House Bill 3250 and the creation of a task force 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

Prosper Portland prioritizes the Athletic & Outdoor industry because it demonstrates economic strength and competitiveness in Portland and offers both quality job opportunities and future growth potential. The ties are undeniable between the industry's growth here and the state's sports, recreational, and outdoor opportunities.

In 2022, Portland Business Alliance released the State of Sport, 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. According to that report, Oregon is home to 51,000 jobs and 3,100 businesses in the Athletic, Outdoor, Team, and Recreation ecosystem. The Portland metro area has the highest concentration of apparel and outdoor employees in the country, largely focused on design and innovation.

Portland and Oregon have an immense competitive advantage in this industry sector, from human capital, anchor employers, and number of firms to our state's robust recreational and natural assets. This is especially important when you consider the full range of companies that call Oregon home, from legacy firms like Columbia, Leatherman, Adidas, and Nike to companies that have recently expanded their operations here, including FILA, Lululemon, AllBirds, and Arc'Teryx.

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To continue growing and supporting this uniquely Oregon industry, we ask you to vote yes on HB 3250.

Sincerely,

A handwritten signature in blue ink that reads "K. Branam". The signature is written in a cursive style with a large initial "K" and a long, sweeping underline.

Kimberly Branam
Executive Director
Prosper Portland