



# Portland State

## Government Relations

To: House Committee on Economic Development and Small Business  
From: Kevin Neely, Government Relations, Portland State University  
Re: HB 3250 - Create an Oregon State of Sport Task Force

Dear Committee Members,

Portland State University (PSU) enthusiastically supports HB 3250 the creation of an Oregon State of Sport task force to establish Oregon as the most conducive location in North America for the sports economy.

PSU is an active contributor to the lucrative, future-ready Athletic and Outdoor industry, with undergraduate and graduate degrees as well as non-degree certificates preparing students for careers in the industry, from large brands like Nike, adidas and Columbia to creative footwear and apparel startups.

A key differentiator is PSU's focus on diversity and ability to bring in industry-leading experts as lecturers and guests. PSU is Oregon's most diverse public university. We are committed to working with education and industry partners to help employers diversify their talent base. PSU's athletic and outdoor industry engagement is especially strong considering our urban location near brand headquarters.

Students who complete PSU Athletic and Outdoor certificate programs enjoy a high job placement rate in the industry, and demand for talent is projected to grow in the next decade. Eighty percent of PSU grads stay in the region and contribute to the region's and state's economy. Roles include supply chain, marketing, analytics, social media and product management. PSU is also completing development of an industry-informed degree program in apparel design, with a sustainable design component.

HB 3250 takes a critical next step in the path to fully realizing a transformative opportunity for Oregon. Embracing and expanding our longstanding international leadership in every aspect of sport is foundational to Oregon's economic success.