



NEW PUBLIC EVENT VENUE

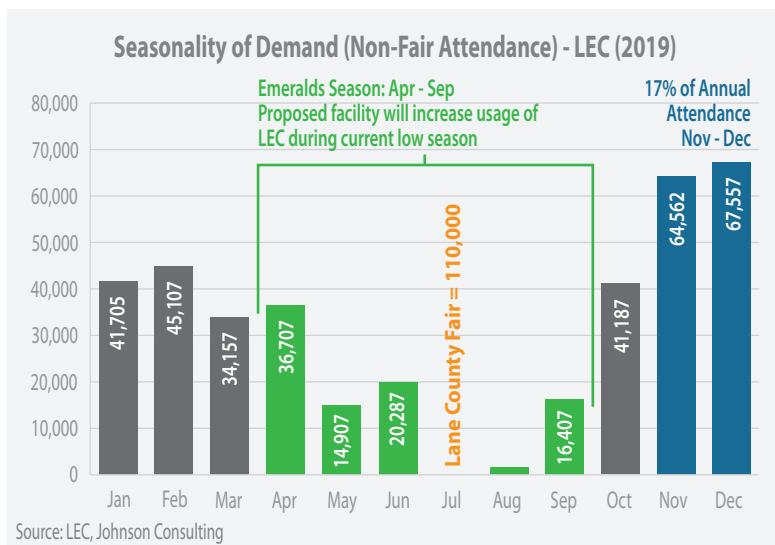
The Opportunity – The Lane Events Center Multi-Use Future

- A year-round multi-use facility will accommodate professional baseball, large outdoor concerts (no venue currently exists), community events as well as high school, youth and university baseball tournaments. The facility would draw an estimated 336,400 visitors to the site during the spring, summer, and fall months.
- The facility would enhance public safety emergency operations and public health response capabilities by serving as a mass shelter and evacuation facility in the event of wildfires or other emergencies and provide additional meeting rooms in accordance with the LEC Master Plan.
- The facility would support the development of an on-site hotel with 100+ rooms,. A hotel is key to allowing the LEC to finalize its long term plans to serve as a regional convention center.



The Venue --- Lane Events Center (Fairgrounds)

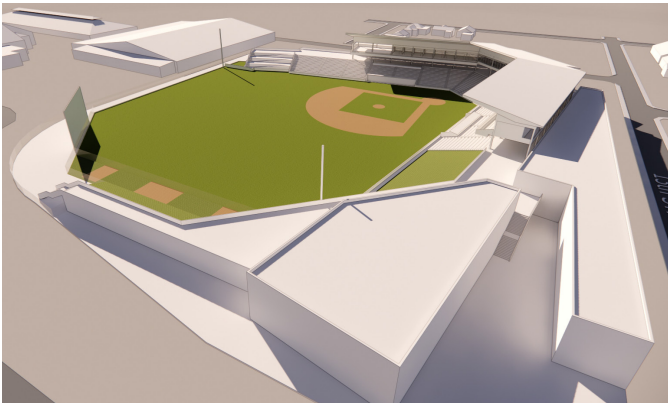
- The Lane Events Center (LEC) campus is 55 acres and is within a 10-minute walk to downtown Eugene. The proposed multi-use facility would occupy the now vacant 8 acres of land at the northwest corner of the property.



- Pre-pandemic, the LEC regularly hosted over 100 events and one million visitors per year. Events include fairs and festivals, retail events, and conventions and tradeshows. **The months of May, June, and August are currently the least used months.**
- There are 3,500 guest rooms (from over 30 hotel properties) within a two-mile radius of the LEC.
- The organizational and operational structure now exists to attract more and larger events, but the physical infrastructure needs to be “substantially enhanced”, according to a study completed in 2017 which set the stage for the current Master Plan effort.
- Previous investments to enhance the Lane Events Center have occurred through bonded debt, tied to Transient Room Tax receipts. Lane County receives over \$12M annually in transient lodging tax revenue.

The Impetus --- Eugene Emeralds Promotion Requires New Playing Venue

- In 2020, Major League Baseball elevated the Eugene Emeralds to “high A” status, a move that increases the number of home games by 30 games per year and adds safety and other facility requirements.
- The Emeralds current playing venue, the University of Oregon’s PK Park does not meet the new MLB standards and is unable to accommodate the increased number of home games.
- The Emeralds must find a new place to play or the team will be disbanded, moved out of state in 2024 and Lane County would lose an important community partner that generates meaningful jobs and economic output.



A Community Jewel --- the Emeralds are an important community partner that supports local non-profits and causes.

- Annually, the Emeralds partner with 280 local non-profit organizations to raise awareness about their important work and to raise funding to support them. The non-profits they support include the Boys and Girls Clubs, American Cancer Society, National Night Out with Eugene Police Department, CentroLatino Americano, and others.
- On Sundays, the Emeralds transform into the award winning los Monarcas de Eugene, complete with new uniforms, food, and music. Los Monarcas honors the presence, contributions, and dreams of our rapidly growing LatinX community.

- The Emeralds staff and mascot annually invest more than 600 hours in volunteer time in the community, including supporting the victims from the Holiday Farm Fire.
- The Emeralds were the first professional sports team to wear uniforms celebrating PRIDE Day with our LGBTQIA+ neighbors and friends.

A Year-Round Economic Engine --- A Positive Return on Investment for Oregon – EcoNorthwest Analysis

- ECONorthwest estimates that when completed, the facility will contribute \$42.3M annually to Oregon's economic output along with the full-year equivalent of 548 jobs.
- Over ten years, the facility will generate in \$66M in state income tax revenue.
- Construction of the facility will have substantial impact with \$75.90 MM in economic output, 504 (FYE) jobs and \$28.17 MM in labor income.

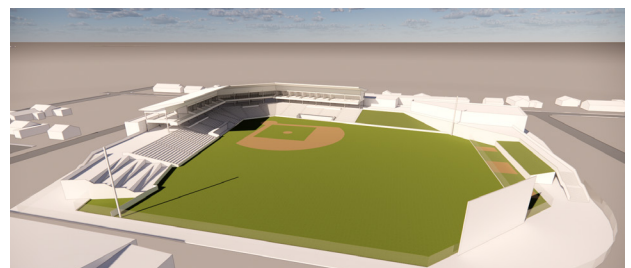
Gains from a New Stadium & Keeping the Emeralds

Annual Economic Contributions by Type	Lane County	Rest of Oregon	Oregon Total
Economic Output (MM\$)	\$31.7	\$10.6	\$42.3
Jobs (FYE)	291	257	548
Labor Income (MM\$)	\$8.7	\$8.7	\$17.4
Tax Revenue (MM\$)	\$0.7	\$6.6	\$7.3

Source: Robert Whelan, Senior Economist ECONorthwest

A Public-Private Partnership and a Shovel-Ready Project

- The Emeralds have offered to contribute \$10 million to this Lane County owned facility.
- Lane County has made a capital application request to the Oregon Legislature for \$15 million to support the estimated \$60M project.
- Construction of the facility can proceed quickly. The site is identified and owned by Lane County.



Contacts:

Alex Cuyler

alex.cuyler@lanecountyor.gov

Kevin Campbell

kevin@victorygrp.com

