

# TRAVEL PORTLAND

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March 24, 2025

Senate Committee on Finance and Revenue  
Oregon State Capitol, 900 Court Street NE  
Salem, Oregon 97301

Re: SB 110

Dear Chair Meek, Vice-Chair McLane and Members of the Committee,

As President and CEO of Travel Portland, I am writing to express my strong support for Senate Bill 110 to help bring a Major League Baseball (MLB) team to Portland. Travel Portland is the Destination Marketing Organization (DMO) for the City of Portland. Our mission is to generate travel demand that drives economic impact for Portland.

According to MLB, each of their existing teams currently has eighty-one home games each season. That's a guaranteed eighty-one days of people traveling into a given city to watch a ball game. For Portland, that's eighty-one days of visitors spending money at our bars and restaurants, staying in our hotels and enjoying our retailers and many other attractions.

In 2023, Dean Runyan and Associates reports that total direct travel spending in the Portland Region reached \$5.4 Billion. Imagine adding eighty-one more days' worth of new visitor spending to that total and you can see the substantial additive impact MLB would have on Portland.

Beyond the impact of visitor spending alone, this kind of infusion of visitor activity can also transform a neighborhood. San Diego's Petco Park is a great example of this. The stadium was built in 2004. Since then, the city's historic Gaslamp Quarter has grown into a bustling hub of activity. It boasts 750 new hotel rooms along with bars, retailers and restaurants for visitors and San Diegans to enjoy year-round.

In Portland's case, MLB could ignite the neighborhood around Zidell Yards, forging greater connection with our downtown core and all the amenities and experiences of our central city. This benefits residents as well as visitors.

Additionally, as a Pacific Northwest destination, Portland would take full advantage of friendly rivalries up and down the I-5 corridor. With our widely celebrated fan culture drawing visitors today, imagine compounding that impact with our MLB team going up against rivals from Seattle to LA, San Diego and San Francisco, among others.

Finally, beyond rivalries, devoted fans from around the U.S. also make pilgrimages to visit different stadiums and experience different match-ups between teams. Eugene is starting to see the economic impact of this kind of traveling fan base as a new member of the Big 10 college athletic conference. The official data isn't in yet, but Travel Lane County expects to be able to report a significant jump in visitor spending from this year's college football season over previous years when a typical home game weekend generated between \$5 and \$7 million dollars in economic impact.

As we work to overcome the challenges our visitor industry and our destination have faced in recent years, there is no better way to reinvigorate Portland's spirit and set a new course for our community and our state than to bring MLB to Portland.

Thank you for supporting Senate Bill 110.

Sincerely,

A handwritten signature in cursive script, appearing to read 'MC', located below the word 'Sincerely,'.

Megan Conway  
President & CEO